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NEWSPAPER FOR
MAKERS OF
NEWSPAPERS
INVESTORS IN
ADVERTISING

Published Weekly at 335 West
9th Street (Near Broadway)

NEW YORK CITY

SATURDAY, JULY 7, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship," Lecture V.

PRICE 10 CENTS
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1219

Bond Houses Know.

Bond houses know where the money is and
how to reach it. They have to.
It's their business to know.

Twenty-eight leading investment
houses used practically twice as much
advertising in The Chicago Daily
News the first five months of this
year as in any other Chicago evening
newspaper and with one exception

more than in any other Chicago news-
paper, notwithstanding that the morn-
ing papers are issued seven days a week.

The Daily News sells more papers
in Chicago and its suburbs than any
other newspaper, daily or Sunday.

*The buyers of space for these houses appreciate the immense
circulation of The Daily News, 92% of which
is in Chicago and its suburbs.*

They know they *cannot* cover
Chicago quickly and cheaply with-
out The Daily News.

Here's another point, aside from
the size and quality of Daily News
circulation.

When would *you* decide an import-
ant step of vital interest to your family?
In the morning with the rush of the
day ahead of you or in the evening
when the family is at home and with
time for deliberate decision?

Follow the Lead of These Bond Houses

The Chicago Daily News

"It Covers Chicago"

WAR NEWS CENSORSHIP AROUSES THE PRESS.

SECRETARY BAKER SEIZES CABLE STORIES CAUSING DELAY AND EXPENSE—REVOKES ORDER AFTER TWO DAYS.

Despite the fact that Congress refused to give Government officials the power to censor newspapers, Secretary of War Baker took it upon himself for two days this week to do it anyway. He ordered that all cable press dispatches, relating to American troops in France, addressed to newspapers and press associations be sent to the War Department in Washington, to be passed upon there and then turned over to the addressee by the Committee of Public Information.

The procedure came without warning to or permission of the press. Important dispatches were tied up in the War Department for many hours, and when they were released the newspapers and services had to pay the extra telegraphic tolls from Washington to their location.

This tie-up existed from the night of July 3 to the night of July 5, during which time the newspapers protested against the unwarranted invasion of their constitutional rights.

On the night of July 5 his order was revoked by the Secretary of War and the Committee on Public Information issued the following statement:

"The emergency having passed, the War Department states that press cables from France are again permitted to go directly to addressee without reference to Washington. These precautions, however, must continue to be observed:

"(1) Information tending directly or indirectly to disclose the number or identity of troops in the expeditionary force should not be printed.

"(2) Only names of staff officers may be used. Names of line officers, also reference to individual units, should not be printed.

"(3) Information calculated to disclose location of permanent base should not be printed.

"(4) Information designed to betray eventual position of American force on the firing line should not be printed.

"(5) All reference to returning transports must be suppressed."

THE FIRST NEWS

News of the censorship first became known through the following report issued by the Associated Press on July 4:

"Since July 3 dispatches to the Associated Press, telling of the American troops in France, have been diverted by official order from their usual channel of delivery and have been delivered first to the Secretary of War for his approval.

"There is no censorship of the press in the United States, Congress having refused to enact such a law, but newspapers and press associations have voluntarily been observing the requests of the Government.

"Heretofore news dispatches leaving France have been censored by the French officials or the American censor with General Pershing's expedition, or by arrangement with London. This, however, is the first instance in which an executive department of the United States Government has seen fit to divert dispatches from their destination and withhold them for official inspection.

"In this case no notice of the Government's intention was given, and the first intimation of the practice came when dispatches addressed to the Associated Press, New York, by its Paris correspondents, were by official order delivered to the Secretary of War in Washington, who, after inspecting the dispatches, delivered them to the Associated Press Bureau in Washington.

"Other dispatches addressed in the same way were delivered to the Secretary of War and through the Com-

mittee on Public Information delivered to the Associated Press in Washington with certain portions eliminated.

"The volume of matter diverted to Washington was very large, and no adequate provision for the examination or censorship had been made. The War Department was overwhelmed, and a consequent delay of hours in important dispatches resulted."

BAKER'S EXPLANATION.

Previous to revoking the censorship order, Secretary of War Baker said the step was necessary "for the protection of newspapers as well as the War Department and the Army." He explained:

"At present General Pershing's headquarters are not organized, so that he is not in a position to take care of dispatches bearing on troop movements, and this can only be done for the next few days by the War Department. Newspapers now have no way of making sure of the authenticity of their dispatches touching on troop movements except through the War Department, and this course is the safer for all concerned."

When Secretary Baker was asked if he possessed power to compel newspaper correspondents to send their dispatches in care of the War Department, he said:

"A Government has power to control information regarding the movement of troops, but the question of authority has not arisen and will not arise. The newspapers are co-operating splendidly with the Government."

Mr. Baker was then asked what steps the War Department would take to compel newspapers to submit dispatches from France to the War Department if one or more newspapers should disregard this form of censorship and make an issue of the right of the Government to enforce such a policy.

GOVERNMENT AUTHORITY!

"No newspaper will make such an issue," said Mr. Baker. "The question of the Government's authority will never be raised. You may say for me that the cooperation of the newspapers has been ideal and perfect, and that it will continue."

In revoking the order, the War Secretary did not acknowledge that he had no right to censor press dispatches from abroad.

The Secretary stated he assumed the responsibility for the diversion of press cables to Washington, and later

it was asserted by officials that the action taken was neither unconstitutional nor illegal, but was justified by the general powers of the President to provide for the public safety and common defense. It was justified also, they said, by the broad powers given to the President in recent war legislation.

Major Frederick Palmer, official censor with General Pershing, showed the newspaper correspondents in Paris on July 4 a copy of a telegram from Ambassador Jusserand to the French War Ministry asking on behalf of Secretary of War Baker that the Ministry of War order the French censorship bureau to forward all cables relating in any way to American troops in France to the Secretary of War in Washington for censoring by General McIntyre, after which they were to be forwarded to the newspapers.

Major Palmer has installed three Americans in the French censorship bureau in Paris to handle dispatches for the United States relating to American troops. Besides, the French censors pass on all dispatches and they are transmitted by way of England, where the British censor has the right to delete any matter according to his judgment.

CONGRESS MAY INVESTIGATE.

It is known that just before the Fourth of July legislative recess murmurings of dissatisfaction had been heard over the manner in which Government press bureaus and particularly the Committee on Public Information was conducted.

Some Senators and Representatives thought that Congress was entitled to be better informed on this subject, particularly as a large amount of Government money was apparently being expended.

The action of the War Department in ordering the censoring of all press dispatches from France addressed to American newspapers probably may afford the basis of the inquiry that certain Congressmen think necessary.

Opinion is strong that the danger of information valuable to Germany reaching that country from the United States does not lie in publication in the newspapers, but in the carelessness of the Government itself.

It is believed that the German spies in America are not relying on the newspapers for the information they send to Berlin.

INSTANCES OF TIE-UP.

Two cable dispatches addressed to the New York Times by its representatives in Paris, Wythe Williams and Charles H. Grasty, were telegraphed to the War Department by the cable company in New York and examined by the Committee on Public Information before the cable company was permitted to deliver them to the Times in New York. It was said by an official of the committee that in the case of each dispatch the cable company in New York had been notified to release the dispatch within a short time after the text had reached the committee.

Up to the night of July 5 the committee had followed the practice of sending censored cable dispatches to the offices of Washington correspondents of the newspapers to which the dispatches were addressed.

The correspondent was expected to transmit the dispatch to his newspaper by telegraph at the expense of the newspaper.

In one instance the committee itself telegraphed to a newspaper a cable dispatch from France that had been diverted to Washington and sent a telegram, saying that the committee had been unable to reach the correspondent of the newspaper by telephone.

Considerable delay was apparently caused by the effort to reach the cor-

(Continued on Seventh Page.)

COLUMBUS PAPER IN TROUBLE.

POLITICAL FACTION TRIES TO FORCE SUSPENSION OF MONITOR—HAS NOT YET.

A resolution calling for the immediate suspension and liquidation of the business of the Columbus (Ohio) Daily Monitor was adopted by the board of directors of the Monitor Publishing Company on July 5.

Up to 8 a. m. on July 6 the paper had not quit.

The following statement was given The Fourth Estate on July 6 by Sam B. Anson, publisher of the Monitor:

"Myself and other employees on our own responsibility printed one edition of the Monitor yesterday, and unless the courts intervene today we will repeat.

"The paper is not in financial difficulties, but political interests which oppose J. S. Ralston, who controls the stock, served notice on him that unless the Monitor was immediately discontinued an effort would be made to throw his Ralston Steel Car Company into bankruptcy. It was made a condition of the ultimatum that the Monitor plant could not be sold.

"Efforts are being made today looking toward a receivership and a continuation pending a reorganization of the business. There are several interests willing to buy the paper if that course is permitted."

The Monitor was established as a daily on July 10, 1916.

LORD NORTHCLEFFE GUEST OF NATIONAL PRESS CLUB.

Lord Northcliffe addressed the members of the National Press Club, Washington, on July 4, and after describing the disadvantages and harm of the earlier censorship of the British Government, he became a censor himself. He talked for nearly an hour to the Washington newspaper correspondents and there was much of value in what he said, but at the conclusion of his address he explained that he had been talking most frankly in an effort to be of aid to America and her newspapers and requested that "nothing I have said shall be quoted."

Lord Northcliffe said he expected to be in America for several months and at some future time he would accept an invitation to return to the National Press Club and deliver a speech for publication.

After "putting the lid on" so far as the publication of his remarks was concerned, Lord Northcliffe introduced to the members of the club by President Wilcox and Edward G. Lowry. Many members and guests of the club urged him to agree to a report of his remarks, but he said that he would prefer to delay making any public statement.

Prior to his address Lord Northcliffe was entertained at dinner on the roof garden of the Press Club.

SHORTAGE OF LABOR FOR PAPER-MAKING.

For what is said to be the first time in its history, the Great Northern Paper Company has been compelled to advertise on a large scale for help. Under "Help Wanted," the Great Northern is running the following advertisement in large display in Boston Papers:

"Great Northern Paper Company requires the services of about 7,000 men for the purpose of cutting a large quantity of four-foot pulp wood on Penobscot and Kennebec waters and along lines of Bangor & Aroostook Railroad, and for the construction of about 12 miles of turnpike road.

"Crews are now being organized for this work."

AT THE FRONT and LEADING THEM ALL as ever, the NEW YORK WORLD

For **101** consecutive
months

the WORLD has led all competitors in Volume of Advertising, as shown by the reports of the Statistical Bureau of the Evening Post.

Last month, as usual, it passed the Million Mark, and in the First Half of 1917 it has beaten its own record for the corresponding period of 1916 by 569,009 lines.

<i>Here are</i>	WORLD .	1,078,263
<i>the June</i>	Times	998,392
<i>figures:</i>	American . .	684,069
	Herald	588,163
	Tribune . . .	393,520
	Sun	332,495

NO CONSCRIPTION

All Advertisers in The WORLD are cheerful volunteers, and they renew regularly each year BECAUSE IT PAYS

CENSOR WRANGLE OVER U.S. TROOPS.

STORY OF LANDING WITHHELD
HERE, THOUGH PRINTED IN
BRITISH PAPERS.

American military authorities are making an investigation to ascertain how it happened that London papers published the news of the arrival of the United States regular troops in France before the correspondents of the American papers and the French press were allowed to chronicle the event.

There are also indications that the attention of Congress will soon be devoted to the attitude of the Government concerning the publication of news, partly because of the delay in the publication in American newspapers of accounts of the landing of General Pershing's detachments.

The Senate has been and is busy with the Food Administration bill, but it is understood that steps will soon be taken to inquire into the activities of some officials who are brought in contact with the press to ascertain to what degree they are living up to the decision of Congress in its rejection of the press censorship section of the Spy bill that the freedom of the press shall not be curtailed.

Action in the House may also be expected when that body resumes its regular sessions.

It has been stated that the French and British governments were asked by an official of the American Government to hold up the press cable dispatches to American newspapers relating to the American military forces now in Europe, even after these dispatches had been approved by the army censor attached to the headquarters of General Pershing.

In what way this desire of the Government was conveyed to the governments of France and Great Britain is not known.

American correspondents were permitted to visit the port of arrival only the day following the first arrivals. French correspondents were there the day preceding.

The American correspondents were officially informed that there would be no publication respecting the troop movement until the American cablegrams were released.

The dispatches relating to the American expeditionary forces were not filed until after the entire force had been landed and all objection to the publication of the descriptive accounts had been removed by General Pershing or some one acting under his authority.

Accounts of the landing of the American troops had been printed in London as early as Thursday last, but this did not influence the French censors in showing leniency toward some of the dispatches filed at French telegraphic offices for cabling to newspapers in the United States.

GERMAN PAPERS COMMENTED ON TROOPS
BEFORE U. S. HAD FULL NEWS.

The stupidity of the French censors or their intent to make the censorship of dispatches to American newspapers as annoying as possible in the hope of thereby obliging this Government, is accentuated by the case of the London Times, which on June 28 printed a full account of the landing of the American expedition at a French port.

London is only a day's journey from Germany, where newspapers from the Allied countries in Europe are obtained in quick order. The phase furnished by the publication in the London Times is further emphasized by the fact that the London Times is believed to have received its report of the landing of the American troops by courier.

It is to be expected that this plan

AMERICA'S WAR AIMS!

The Polish Question— A Side Overlooked.

Few, if any, of the American public realize for what our boys are fighting in France.

It is the duty of America's editors and publishers to inform their readers of the facts as they really are.

A booklet on Poland, containing President Wilson's views on the Polish question, will be sent on request, free of charge, to any editor or publisher.

National American Committee

POLISH VICTIM'S RELIEF FUND

814 Aeolian Building

New York City

IGNACE J. PADEREWSKI, FOUNDER

Honorable WILLIAM H. TAFT

Honorary President.

IGNACE J. PADEREWSKI
Chairman Executive Committee.

FRANK A. VANDERLIP
Honorary Treasurer.

will be adopted by other newspapers in the British Isles, as the censor does not have access to news obtained in this way.

The result is that American newspapers are deprived of news which is nevertheless printed within a comparatively short distance of the borders of Germany.

The attitude of the United States Government, which has been exemplified in having the French censors hold up cable dispatches dealing with matters permissible to publish, is the outgrowth in part of the publication in American newspapers of a brief press dispatch telling of the arrival of the American expeditionary force.

This dispatch had been passed by the French censor, and when it reached the United States it was sent out over the wires of the press association by which it had been received. The American Government objected to the publication of the dispatch, asserting that it was premature, and that the War Department had requested newspapers not to print anything about the arrival of the American expedition in France until the department gave its consent.

While officials here were objecting to the printing of accounts of the landing of the troops English newspapers had already published the whole story.

How soon the German Government knew of the arrival of the American force can be gathered from the fact that German newspapers containing comment on the matter had been received at The Hague before dispatches to American newspapers telling of the event were released in Paris.

Last week was recruiting week for the regular army. President Wilson set it aside in a proclamation, calling for 70,000 volunteers to fill the ranks, but beyond the President's proclamation and the work of recruiting officers there was in general throughout

the country little effort made to induce young men to join the colors.

The opinion prevails that if dispatches describing the landing of American soldiers had been published before the expiration of recruiting week, instead of having been held up by the censor, young men would have been stirred to offer their services to their country in the hope of being able to join the other "Sammees" on the other side of the Atlantic, and recruiting week would not have been a failure.

The Foreign Affairs News Service sent out the following from Washington in regard to the situation:

"While Secretary of War Baker stoutly refused to make any statement respecting the propriety of the publication of information in England and France respecting the landing of American forces in Europe, Secretary of the Navy Daniels, who had previously been surprised by the publication abroad of intelligence concerning the arrival of American naval forces in European waters, asserted that some arrangement must be devised so that America will be as quickly and efficiently informed as England and France.

"One military officer asserted that it would be just as well for the Government to permit the publication of prospective troop movements as to undergo a repetition of what actually occurred, namely, the publication in England and France of the arrival of the first contingents of the American overseas expedition before all the units had arrived, thus making it possible for German submarines to be informed of the approximate location of the transports still on the water.

"No effort was made by this authority to explain the action of the War Department in clamping down the censorship upon details which had already been published in London, and which were easily accessible to Germany via both Switzerland and Holland. It was the belief of military men here that all the units of the first contingent had been landed in France, but it was impossible to obtain any explanation of the refusal of Secretary of War Baker to permit any authorized publicity concerning the movement."

NEWS OF TROOP LANDINGS.

From the New York Times.

The Secretary of War is disposed to frown upon the publication here of news about the arrival of American troops in France. His position was stated in our Washington dispatches:

"Secretary Baker holds that information regarding the arrival of American forces in France should not be published unless authorized by the War Department.

"He stated only two days ago that he would authorize the announcement of the arrival of all units as soon as it could be done safely, but made it plain that the department would not make public the arrival of any contingent so long as it believed that such publication might jeopardize the safety of other units that might not have landed."

News of the landing of our soldiers in France is of deep interest to the American people.

It has been felt that recruiting might be stimulated by its publication in American newspapers.

The Secretary, however, is evidently fearful that if American newspapers publish the news of the arrival of the first, second, or third contingent of our troops, the enemy may thereby obtain information by which it would profit in planning for attacks upon contingents not yet landed.

But all this news is published voluminously in French newspapers, 3,000 miles nearer the enemy lines, and the French censorship is very strict.

If France can prevent the news from reaching German ears, cannot the United States maintain equally efficient safeguards against disclosure?

It would seem that the vigilance of the censor should be exercised, not upon incoming cable dispatches, but upon outgoing dispatches of nobody knows what ultimate destination.

THE HERALD TO ISSUE A WAR MAGAZINE.

Under the title of "The Magazine of the War," the New York Herald will commence the publication on July 15 and continue for every Sunday thereafter, of a special Sunday magazine devoted exclusively to the war and dealing as far as possible with the activities of the American sailors and soldiers. In explaining it to THE FOURTH ESTATE, Advertising Manager K. B. Cressey said:

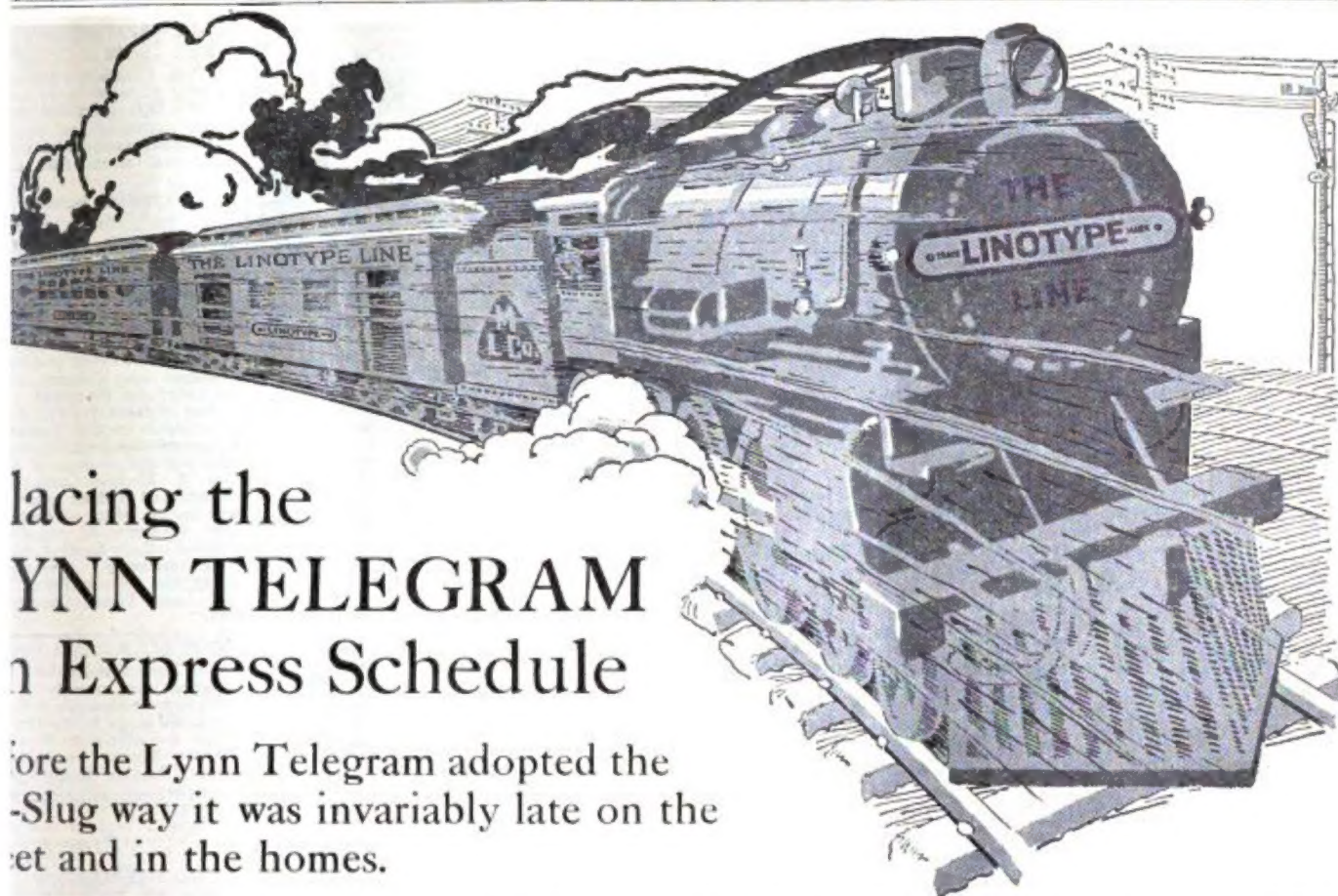
"This is an entirely new feature in American journalism and the Herald is the first newspaper in the United States to inaugurate such a special war magazine.

"Arrangements are being made to secure photographs showing the activities of the American Navy in European waters and the activities of the American Army on the European battle-fronts. As far as possible this magazine will feature the troops from this section of the United States.

"It will constitute a complete pictorial and textual history of the participation of the United States in the great conflict since the declaration of war on April 6, 1917. Eight pages will be devoted to pictures and eight pages to reading matter. There will be a chronological feature on the progress of the war up to the day of going to press each week.

"This is the only exclusive war section issued by any newspaper in the United States and is an added feature to the Herald's war news, already considered the best of any New York newspaper.

"The Magazine of the War will be issued as a part of the Herald as an added feature, without extra charge."



Replacing the LYNN TELEGRAM on Express Schedule

Before the Lynn Telegram adopted the Linotype-Slug way it was invariably late on the street and in the homes.

F. W. Enwright, the publisher, realized that in order to correct this condition he must speed up his composition methods. After careful investigation he installed

5 Model 18 Linotypes 2 Model 14 Linotypes

Within two days the Telegram was on the street an hour earlier than before. Here is what publisher Enwright says about the improved composition method that put his paper on an express schedule:



“The Linotypes are the only proposition, not only from a newspaper standpoint, but also for job work. They are the talk of the town and will greatly aid us in circulation and the general building up of our paper.”

Put your composition on an “Express Schedule”. “The Linotype Line” is a folder that tells how. Write for it.

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO

NEW ORLEANS

SAN FRANCISCO

TORONTO

IF THE GOVERNMENT GOT CONTROL OF PAPER!

WHAT THE HEARST NEWSPAPERS AND OTHER DEEP THINKING PUBLISHERS SEE IN THE PROPOSAL.

THE FOURTH ESTATE's contention that the Government should not be given control of the distribution of news print paper—even to insure lower prices and equitable supply—is backed up by many leading publishers—notably the Hearst newspapers. For instance, the New York American says:

"The Federal Trade Commission recommends that the Government shall take control of the white paper supply, operating all paper mills, fixing prices, and distributing the product.

"If the Government did this, the supervision and control of prices and distribution would probably be confided to the Federal Trade Commission.

"That is understood to be the desire of the commission.

"It is also the desire of the publishers of some of the smaller newspapers.

"But, so far as we have seen, it is not the desire of a single strong and independent editor in the United States that the Federal Trade Commission shall have this power.

"It is not necessary to efficiency that the Government shall take over the newspapers. And it is most important to the liberties of the country and the perpetuity of this Republic that the Government shall not control the distribution of the paper on which newspapers are printed.

"The Censorship bill, which Congress rejected by such an overwhelming majority—in spite of the earnest appeals for its passage by the Administration—would have been mild and inoffensive when compared to the autocratic control a Government would have over the press and public opinion if the Government could select the particular newspaper or periodical to have paper and the ones to go without paper when there was not enough paper to go round.

"The 'rentile press,' to which Mauley so keenly and cuttingly refers, was the press which existed under conditions similarly repressive—a press so under the domination of the authorities that it had 'to crawl on its belly' to some censor to whom the power of life and death over the press was delegated, to learn from that censor what the press would be allowed to say the next day.

"The habitual attitude of the newspapers of France, under that kind of censorship fifty years ago was that of a sycophant crawling upon the ground fawning upon power. Hence the name of 'the reptile press.'

"The founders of our Government sought to make such a situation, or such a press, impossible in this country.

"They sought to prevent the control of the press because they believed from what they had seen that free speech and free discussion were essential to an enlightened public opinion.

"They knew that the most important function of the press in a republic would be to tell the people what was happening, to disclose what public officials were doing, and, if necessary, to criticize frankly and fearlessly the policies of the Government.

"For public opinion truly crystallizes only after such free discussion, and in this country the greatest moral force, the only omnipotent power, is public opinion.

"The newspapers are often an indispensable aid to the Government, as shown by the celerity with which the Universal Military Service law was passed with their assistance, the great oversubscription to the Liberty Loan obtained with their aid, and the splendid Red Cross Fund of \$100,000,000 has just been achieved with their co-operation.

"Without the free, hearty, unstinted support of the press, those great objects probably could not have been attained.

"The purposes and the duties of the Government and of the press are often identical, but they are necessarily separate, generally independent, and—if the Republic is to be preserved—must at times be diametrically opposite.

"No press that is controlled by the Government can be independent, can be honest, can be able impartially or without prejudice to inform the public or to criticize or, if need be, to fight with earnest sincerity in the public interest.

"At this time above all others the press must be free to tell the truth as it sees it, to guard the liberties of the people, to prevent any unnecessary encroachment upon the rights and privileges of the people, to prevent any misuse of the very autocratic powers which it is necessary to repose in the President in order, to use the happy phrase of the joint resolution of Congress, 'that all the resources of the Government may be used to bring the war to a speedy conclusion.'

"As Mr. Hearst telegraphed the American when the Censorship bill was at the crisis of its fate in Congress:

"The Hearst papers have specifically approved making the President supreme in all political and economical activities, but these papers have as earnestly advised that the people of the United States continue to exercise their essential functions as the final court of appeal in all matters.

"The nation should not muzzle its watchdog at the time when it may need him most, left, like the careless man in the fable, who preferred to sleep rather than listen to the watchdog's warning bark, the public awake to find its priceless privileges, its popular rights, its democratic principles, abstracted or at least impaired.

"An American free press has always been the trustworthy guardian of American republican institutions. A Government-controlled press belongs to the dark and fortunately ended age of Russian feudalism.

"Let no one assume that the Hearst newspapers fail to appreciate the greatness, the wisdom, the conscientious de-

votion to the public interest of President Wilson.

"The dominating idea of democracy, however, is that no man is as great as the whole people, no man is as wise as the whole people, no man is as able to understand and promote the interests of the whole people as are the people themselves."

"At a time when autocratic powers are being discarded by countries all over the world, and when the shackles of a Government-controlled press are being removed even in Russia; at a time when, as the President declares, we are fighting for the liberalization and democratization of people and processes everywhere, it is incongruous, unreasonable and almost unbelievable that this Republic, which has been the example and the model for all other republics, should be tending so strongly toward autocracy, and should be seeking so persistently, through direct and indirect methods, to censor and control the organs of speech and of public opinion."

PLAN HAS NO POSSIBILITY AS A REMEDY.

The St. Paul Dispatch and Pioneer Press, which own their own news print paper mill, call the proposal of the Federal Trade Commission "an impossible print paper proposition," on the same ground as the Hearst newspapers, but go further into it from the manufacturing point of view, as follows:

"It is incredible that Congress could overlook the fallacies, in an economic sense, and the dangers, in a public consideration, of a proposition that would submit the fate of every newspaper in the land to the dictation of a Federal administration without the remotest prospect of securing the remedy which is the prime consideration.

"There is no remote possibility of a remedy in this proposition.

"It is admitted that a largely increased demand for print paper, with a reduced manufacturing capacity, has created the situation complained of.

"The only permanent remedy lies in a plan by which the producing capacity may be increased at least to the level of the demand.

"It is the acme of stupidity to suppose that a term of Government control will make the paper mill business attractive from an investor's standpoint.

"At the end of the term of Government account, will one dollar of capital have been tempted to investment in the industry? There is every reason for believing that the situation will go from bad to worse under such treatment.

"Considered economically, the trade commission's plan is as unsound as it is dangerous from a public point of view.

"No commission theory or legislative enactment can repeal the immutable principles of trade.

"No edict of law can compel the continuance of an unprofitable business or alter the relations of supply and demand."

COLLEAGUES HONOR BINNS.

Jack Binns, former wireless operator, who has been on the staff of the New York American for several years, was honored last week by his co-workers on that paper by a dinner at the New York Press Club. Mr. Binns has left for the front, as a member of the Royal Flying Corps of the British Army.

He became famous several years ago when, as wireless operator of the steamship Republic, he sent the C. Q. D. call for help following that ship's collision off the New England coast with the steamer Florida.

EX-NEWSPAPER MEN WIN FOR RED CROSS IN CINCINNATI.

When Cincinnati, which was asked to give \$1,000,000 to the Red Cross War Fund, contributed \$1,650,000, much praise fell to the publicity committee, composed of ex-newspaper men chosen from the "old guard."

The committee included:

Charles J. Christie, of the Fleischmann Company, once city editor of the old Commercial Gazette, chairman; Charles L. Doran, Enquirer veteran, general press secretary; Walter A. Draper, vice-president of the Cincinnati Traction Company, former Enquirer financial editor; James Albert Green, president of the Matthew Addy Company, former city editor of the Times-Star;

Ren Mulford, Jr., with the Procter & Collier Company, former baseball editor of the Enquirer; Sam Assur, attorney and director of the Union Gas & Electric Company, former Commercial Tribune reporter; Howard Saxby, editor of Saxby's Magazine, formerly of the Commercial Tribune; Scott Small of the city hall staff, formerly Times-Star court house man; Horace Potter, Enquirer; and Isaac Pichel, Commercial Tribune.

NEW BLUE GRASS OFFICERS.

The First District (Ky.) Press Association met recently at Mayfield. Officers were chosen as follows: President, Edward J. Paxton, Paducah Sun; vice-president, W. O. Wear, Murray Times; secretary-treasurer, Clay G. Lemon, Mayfield Messenger.

*Finest
Quality*

FELT PRESS and MOULDING BLANKETS

*DIRECT
from Factory
to Newspaper*

at

ONE PROFIT

*Write for prices to
Newspaper Dept.*

**Chas. W. HOUSE
& Sons**

UNIONVILLE, CONN.

CENSORSHIP OF WAR NEWS.

(Continued from Second Page.)

respondent. In this case an afternoon newspaper was affected and every minute was precious to it.

In another instance of an afternoon newspaper, the delay caused by transmission of a dispatch from New York to the War Department was sufficient to prevent the dispatch from reaching the newspaper before the last edition went to press. The cable dispatch was delivered at night to the office of the Washington correspondent of this newspaper.

CREEL CONFERRING IN NEW YORK.

Director Creel of the Committee of Public Information presided over a meeting of the committee on the afternoon of July 5, at which Secretary Lansing, Secretary Baker and Secretary Daniels were present, and discussed with them the situation produced by resentment aroused over the War Department's censorship of press dispatches from abroad.

Mr. Creel left at night for New York to meet newspaper editors and explain the reasons for the Government's action in putting a press censorship into effect.

Mr. Creel will endeavor to obtain the cooperation of the newspaper editors in formulating a new arrangement for the censoring of press dispatches from the theater of war.

The meeting was being held at the time THE FOURTH ESTATE went to press.

During his visit to New York Mr. Creel will look into the allegations that the censorship of outgoing cables has been lax and through this laxity important information has reached Germany.

There is no charge that the naval officers in control of the outgoing cable censorship have permitted military information to reach the enemy, but it is asserted that under their instructions they are powerless to prevent the transmission of cable messages addressed to newspapers in neutral countries which misrepresent conditions in the United States, and in that way convey "comfort, if not aid," to the enemy.

A striking feature of this situation is that dispatches to American newspapers from Europe are subjected to censorship, while dispatches to newspapers in neutral European countries from the United States are permitted to go forward uncensored, although many are written in an unfriendly spirit.

WHAT NEWSPAPERS SAY.

The New York Times and the New York Sun vigorously criticize Secretary Baker's usurpation of power.

Commenting on the statement of Secretary Baker that: "The Secretary of War, by unanimous consent, is empowered to take any steps necessary for the protection of American soldiers," the Times says:

"The newspapers will not unanimously consent that their cable dispatches shall be made the subject of a larcenous procedure, diverted from their own proper destination, delayed and perhaps altogether withheld from their owners and the public."

"No harm can come to the soldiers of the United States in France, no useful information can be given to the enemy, through the publication in the newspapers of the scenes and incidents attending the reception by the French of the American soldiers who are now with General Pershing."

"Fortunately, Secretary Baker has already seen his error and revoked his illegal and obnoxious order."

The Sun expresses the wish that the power of the authorities was exerted as vigorously against traitors as against patriots in the newspaper profession.

The World, on the other hand, de-

fends the Administration and criticizes the Times and Sun in an editorial entitled: "A Lesson to Newspapers," concluding:

"If the (censorship) provision had been enacted into law the American newspapers would not now be subjected to four distinct military censorships, two American, one French and one British."

"There would be no excuse for the exercise of such powers as the War Department was employing and may employ again. Any issue between a newspaper and the Government would be adjudicated by the courts and not by the military authority."

"A majority of the American newspapers would not have it that way, however. They were determined to smother all legislation that defined their rights in time of war and to leave themselves at the mercy of arbitrary military authority."

"The Times and the Sun are getting just what they clamored for. They are getting just what was inevitable to anybody familiar with the relations of the Government to the press in the Civil War."

"The World does not like it any better than its contemporaries do, but it long ago foresaw that this would happen unless adequate legislation was enacted."

"The American newspapers have only their own shortsightedness to blame for the difficulties and delays of an additional censorship upon army news from the front."

"But the incident may serve a wholesome purpose in finally revealing to them the extent of the Government's war powers and the manner in which those powers can be exercised if there are no legislative restrictions such as the censorship clause proposed."

"The newspapers refused to have legislative safeguards when safeguards were offered to them, and now they are struggling with the consequences of their own folly."

CHANGES IN ATHENS, GA.

William C. Gredig has resigned as managing editor of the Athens (Ga.) Daily Herald and has returned to the staff of the Atlanta Constitution.

E. W. Carroll, who has been business manager for several years, becomes publisher and general manager.

Charles E. Martin, formerly advertising manager, becomes managing editor.

Dan A. Dean, formerly city editor, has become telegraph editor, in charge of an enlarged staff.

A. J. Brookbank has been appointed foreman of the composing room.

RECORD MEN DRILLING.

The Philadelphia Record employees have organized themselves into a "home guard" company of seventy-two men. They have been drilling steadily for weeks and recently made a ten-mile hike which was finished in good shape.

FIRE IN SAN JOSE.

The editorial department of the San Jose (Cal.) Mercury-Herald, which was seriously damaged by fire on June 17, is being remodelled and the staff will soon move into its old home from temporary quarters. The loss in the fire was estimated at \$20,000.

ROTARY OFFICERS.

J. H. Allison, general manager of the Nashville Tennessean-American, and Walter Johnson, publisher of the Chattanooga News, have been elected president and secretary of the newspaper section of the International Rotary Clubs.

TO TRAP SLACKERS.

Joseph Hancock, president of the Wilmington (Del.) Evening Printing Company, has been selected as a member of one of the military exemption boards in Wilmington.

BROOKLYN WRITER DEAD.

John Dillman, political reporter of the Brooklyn Daily Eagle, died in St. Anthony's Hospital, Woodhaven, N. Y., on July 4.

MAGAZINE NOTES.

Arthur De Barry has been appointed advertising manager of Golf Illustrated, New York. He has been advertising manager for the Johann Hoff Malt Products and in charge of advertising and sales for the Borgfeldt Company.

The Town & Country Magazine has a new advertising manager in Raymond D. Thomas. For the past four years or so he has been with the Today's Housewife organization.

The advertising department of the Cosmopolitan Magazine is now in charge of J. Mitchell Thorsen, who has had a wide magazine and advertising experience. At one time he was advertising manager of the Metropolitan Magazine.

Walter Kellogg Towers has resigned as managing editor of the American Boy, Detroit, to become editor of Milestones, a new magazine being launched by the Franklin Press, Detroit. He is succeeded on the American Boy by Walter P. McGuire, formerly editor of Boy's Life, the official organ of the Boy Scouts.

Fred A. Berry, the new Western manager of the David C. Cook Publishing Company, has been a magazine man for the greater part of his business career, with a little newspaper advertising work thrown in. He was with Abbott & Briggs, publishers of the National Sunday Magazine, for six years prior to October, 1916, when that publication suspended, and prior to that was with Paul Block, Inc. He was also on the staff of Street & Smith and of Everybody's Magazine, starting in the Chicago Tribune's advertising department.

Turner D. McAlpin, for four years on the staff of Today's Housewife, New York, has been appointed Eastern advertising manager of that publication.

Owing to high cost of paper and labor and general war conditions, the Ohio Woman, Columbus, has suspended publication for four months. It expects to resume if conditions change.

James I. Peck has become Eastern representative of Association Men, with headquarters at New York. He is a graduate of the University of Missouri and upon completion of his course, became Eastern representative of the Advance, Chicago. He has been associated with the Church Press Syndicate from 1915 until a short time ago, when he went with the Association Men.

Wilbur L. Arthur has been appointed Eastern manager of Home Life, with headquarters in New York.

TRADE AND CLASS PRESS.

The Architectural & Building Press, Inc., has recently received incorporation papers under the laws of New York. This corporation will publish the American Architect, Building Age & Metal Worker, Plumber & Steam Fitter.

Perry P. Reigelman, reporter on the Salem (Ore.) Capital Journal, has undergone a minor surgical operation preparatory to taking examinations for a second call for the officers' reserve training camp at the Presidio, San Francisco. Reigelman has had a long experience in military work with the National Guard of Oregon and was with the Mexican border expedition last year.

SOUTH AMERICAN PLANT TO MAKE PAPER.

The Parana Paper Company, Inc., has been organized in Curitiba, Brazil, by several large interests in Boston and New York to manufacture paper on a large scale from what is said to be a hitherto unused fibrous plant. Among the organizers are Charles Sumner Bird, Jr., proprietor of the Boston Journal; Clayton Beadle of London, England, and Lucien C. Buck, until recently purchasing engineer of the Eastman Kodak Company, Rochester, N. Y. The latter will be general manager of the mill.

Mr. Beadle has been investigating the paper making quality of the plant (the name has not been disclosed) for several years, and he claims that its practicability has been demonstrated in an experimental mill in Brazil which has been operated for some time.

The supply of the raw material is said to be practically inexhaustible. It will probably be a year before the new mill is in full operation and the products will be disposed of almost wholly in South American markets.

HEATH WITH WILLIAM HARRIS

Percy Heath has resigned as press representative of the Century Theater, New York, and is now aligned with the forces of William Harris. He will occupy an executive position, in addition to handling publicity for the Harris enterprises, which include "The Thirteenth Chair."

NEW AFRICAN WEEKLY.

A weekly review of politics, literature and art is being established at Durban, South Africa, by Gustave Halle, until recently editor of the Durban Evening Advertiser. Associated with Mr. Halle are G. F. Hollingsworth and W. Winston, also late of the Advertiser.

MUNSEY IN MOVIES?

Rumors say that Frank A. Munsey is the next newspaper magnate to enter the motion picture field, emulating William Randolph Hearst, and make movies of all kinds himself. Wall Street backing will finance his enterprises, it is understood.

ONE MORE FILM PAPER.

A new paper for exhibitors of motion pictures has made its appearance in New York in the shape of the Progressive News, published by the Progressive Film Service, and edited by Claude Phillips, publicity manager of that concern.

KISER'S NEW COLUMN.

S. E. Kiser, lately appointed editor of the Dayton (Ohio) News, has resumed his former hobby of "column conducting" in addition to his editorial responsibilities. His new column is called "Just Among Friends" and appears daily in the News.

FARM PAPER AD MANAGER.

Orland Thompson, formerly with Macavoy Advertising Company, Chicago, has been made advertising manager of American Farming with offices in Chicago.

ELDERED'S PATRIOTISM.

In all the subscriptions to the Liberty Loan, no greater patriotism was manifested than that of John Eldred, a printer on the LaPorte (Ind.) Herald. Eldred placed the savings of a life-time of hard work (\$10,000) in all into the loan.

BRITISH CONFERENCE DATES.

The British Institute of Journalism will hold its annual conference in London on October 20.

TRADE BOARD NOT TO BE 'PRODDED.'

FREIGHT PROSPECTS AND AID FROM CANADA ARE DOUBTFUL.

"Playing politics" in the news print situation is not likely to get anywhere with the Federal Trade Commission.

This, at least, is the conviction of various persons, close to the Trade Commission, who have expressed themselves to THE FOURTH ESTATE since the moves made by Frank P. Walsh and United States Senator Reed.

Bearing in mind this sentiment, practical men in the newspaper field will be able to put two and two together when they peruse the resolution of the trade commission to the Reed resolution, in effect demanding action by the trade commission against the news print manufacturers.

While no public intimation to the effect has been forthcoming, THE FOURTH ESTATE happens to know that the Federal Trade Commission does not believe that the attitude of Messrs. Walsh and Reed represents the sentiment of the great body of newspaper publishers.

Members of the finance committee of the United States Senate have been telling their fellow members of the difficulties they encountered in trying to induce newspaper publishers to compromise their differences of opinion and get on a common ground with respect to war taxation and the increase of postage rates, and if, on the heels of that impression, it is made to appear that newspaper interests are likewise hopelessly divided in opinion as to what should be done on the subject of news print, Congress will have the excuse (for which it always looks under such circumstances) to do little or nothing.

FREIGHT PROSPECTS.

Meanwhile, a tendency to softening in both the book and news print markets is operating to render the situation less acute for the rank and file of publishers.

Most of the far-sighted publishers, he it confessed, are not so much worried just now by paper supply as by the uncertainties of delivery that may result from the car shortage and congestion of transportation lines that seem almost inevitable in the autumn when Uncle Sam begins to move the new National Army just at the time that the crops are due for shipment.

With this in prospect some forward-thinking publishers have made arrangements to henceforth carry a larger reserve in storage than has heretofore been their custom.

Other publishers who have never made a practice of storage are known to be considering the advisability of "hoarding" enough news print to tide them over, if need be, during the period in late August and September when transportation conditions may be at their worst.

As regards the situation as regards news print consumption, it may be noted that the experts of the Federal Trade Commission have lately taken stock of what has been accomplished by the publishers of the country in the direction of paper economies—narrower margins, use of smaller type, more compact headings, etc.

The conclusion reached was that the publishers have accomplished just about all that they can be expected to attain under stress of present necessity. If the paper situation became really acute, it is realized, even more drastic economies might be necessary, but as matters stand the commission feels that the



HERMAN LEROY COLLINS,

WHOSE APPOINTMENT AS PRESIDENT AND EDITOR OF THE PHILADELPHIA EVENING TELEGRAPH WAS ANNOUNCED BY THE FOURTH ESTATE LAST WEEK.

publishers are doing just about all that can be expected of them.

FOREIGN INROADS NOT SERIOUS.

Government officials at Washington who were interviewed this week by THE FOURTH ESTATE do not take seriously the alarm of some newspaper interests lest serious inroads are to be made upon American stocks of news print by purchasers in South America and Australia who are represented as willing to pay almost any price to get the paper of which they are so sorely in need.

The ocean transportation situation is such that in the opinion of the officials of the Department of Commerce and other branches of the Government there is not the slightest danger of an export drain on America's news print resources.

They point out that the United States and Canadian paper makers have for some time past, owing to lack of cargo ships, been virtually restricted to the domestic market and they see no prospect of a change in this state of affairs until some time after the German U-boat campaign of destruction of shipping has come to an end.

Officials declare that if the paper manufacturers in the United States who have contracts to supply publishers in Cuba and other nearby countries cannot get ships for these comparatively short hauls, how can it be expected that they can obtain tonnage for shipments to destinations distant 8,000 miles or more?

Holding this view, they, naturally, see no need of the issuance by Pres-

ident Wilson of an export embargo on news print, such as he has power to authorize under the new legislation and which is being urged by some prominent publishers who have spent much time in Washington of late.

CANADIAN AID DOUBTFUL.

Suspicion is setting in at Washington that not much is to be expected from Canada in the near future by way of aid for the solution of the news print problem. According to information reaching Washington the Dominion news print investigation has gotten into a tangle over that bugbear, "cost of production," and prospect of an agreement that would clear the atmosphere is remote.

As the time draws near for the initial draft of men in the United States for the National Army and as the prospect of military conscription comes closer in Canada there is increased speculation as to the effect of the withdrawal of man-power upon news print production.

Furthermore the recruiting in the United States, for immediate service in France, of regiments of foresters and trained woodsmen injects a new disturbing element.

There was complaint in Canada last winter, it may be recalled, regarding the scarcity of labor for the cut of pulpwood and if this shortage is to be increased along with a short-handed condition at the mills, there may be a new factor to be reckoned with in the news print market next season.

THE A.P.A. & W.N.U. MERGER.

THE DECREE FORBIDDING IT IS APPEALED TO HIGHER U. S. COURT.

Charles E. Hughes appeared in the United States Court of Appeals in Chicago on June 28 as counsel for the American Press Association and the Western Newspaper Union in an attempt to obtain a modification of a lower court decree forbidding the sale of the plate business of the American Press Association to the Western Newspaper Union.

The original decision was handed down by Judge Landis, who ruled that such a sale would violate the anti-trust law.

The appellate court has not passed on the case.

DECISION IS RESERVED IN "GIRARD" SUIT.

Herman L. Collins, the new president and editor of the Philadelphia Evening Telegraph, has filed suit against the Philadelphia Public Ledger to restrain it from continuing to use the name "Girard" in connection with the column entitled "Girard's Topics of the Town," which has been running in the Public Ledger for several years. Mr. Collins has written for the column for a number of years and except, when he was on his vacation, was the only one preparing the articles appearing under that heading.

He contends that it has become known generally that he is the author of the articles, that therefore the name "Girard" has become associated with him and his work, and that the Public Ledger has not the right to continue the column in connection with the use of the name "Girard."

The case was heard this week and the above facts were practically admitted by both sides.

It also appeared that the Ledger had on one or two occasions advertised Mr. Collins as "Girard," and Mr. Collins contended that, having been held out to the world as the person known as Girard, the reputation so acquired by the articles belonged to him and that he was entitled to an injunction.

The Public Ledger, on the other hand, contended that the column having been established by the Ledger, and Mr. Collins having been paid a salary to write the articles, the name "Girard" belonged to the newspaper and could be continued.

Decision was reserved.

White Rock



Unsurpassed Mineral Water

NEWSPAPERS' WAR TAXES.

SENATE COMMITTEE ADDS QUARTER-CENT TO 2D CLASS —5% TAX ON PROFIT.

The War Revenue bill is now held up awaiting action upon the Food Administration bill.

As finally drafted, the much debated publishers' tax section proposes a five per cent tax upon publishers' profits over \$3,000, yielding \$7,500,000 revenue; and an increase of a quarter of a cent a pound in second class postage rates, yielding \$3,000,000.

Here is a table of the various sources of taxation and the revenue, in addition to the present levies, they are expected to yield annually under the terms of the war revenue bill reported by the Senate Finance Committee:

Second class mails.....	3,000,000
First class mails.....	50,000,000
Publications.....	7,500,000
Telephones and telegraphs.....	7,000,000
Incomes.....	\$532,000,000
Excess profits.....	\$22,000,000
Tobacco and alcohol.....	\$20,000,000
Freight transportation.....	77,500,000
Express and parcel post.....	17,500,000
Passenger transportation.....	37,500,000
Pipe lines.....	4,500,000
Seats and berths.....	2,350,000
Automobiles.....	40,000,000
Sporting goods.....	800,000
Pleasure boats.....	500,000
Perfumes and cosmetics.....	1,700,000
Proprietary medicines.....	3,400,000
Kodaks.....	500,000
Admissions.....	23,000,000
Schedule A, including play- ing cards.....	30,000,000
Tea, coffee, sugar, etc.....	85,000,000
Virgin Islands products.....	20,000

The most important last minute change in the bill broadens the scope of the tax on excess corporation war profits.

By raising the limit of the tax to 50 per cent, instead of 40 per cent, the committee added \$18,000,000 to the appropriation, making the excess profits tax \$748,000,000, instead of \$730,000,000.

The scale of the excess profits tax as broadened by the committee is:

Not in excess of 15 per cent of the normal profits, 12 per cent.
In excess of 15 per cent and not of 25 per cent, 16 per cent.
In excess of 25 per cent and not of 50 per cent, 20 per cent.
In excess of 50 per cent and not of 75 per cent, 25 per cent.
In excess of 75 per cent and not of 100 per cent, 30 per cent.
In excess of 100 per cent and not of 150 per cent, 35 per cent.
In excess of 150 per cent and not of 200 per cent, 40 per cent.
In excess of 200 per cent and not of 250 per cent, 45 per cent.
In excess of 250 per cent, 50 per cent.

MOBILIZING WAR TALK.

Clarence J. Pyle, business manager of the Wilmington (Del.) Evening Journal, has been appointed chairman of the "four minute men" campaign in Delaware. He is to select men who are to make patriotic addresses aiding recruiting in the moving picture theaters.

NEW AD MANAGER.

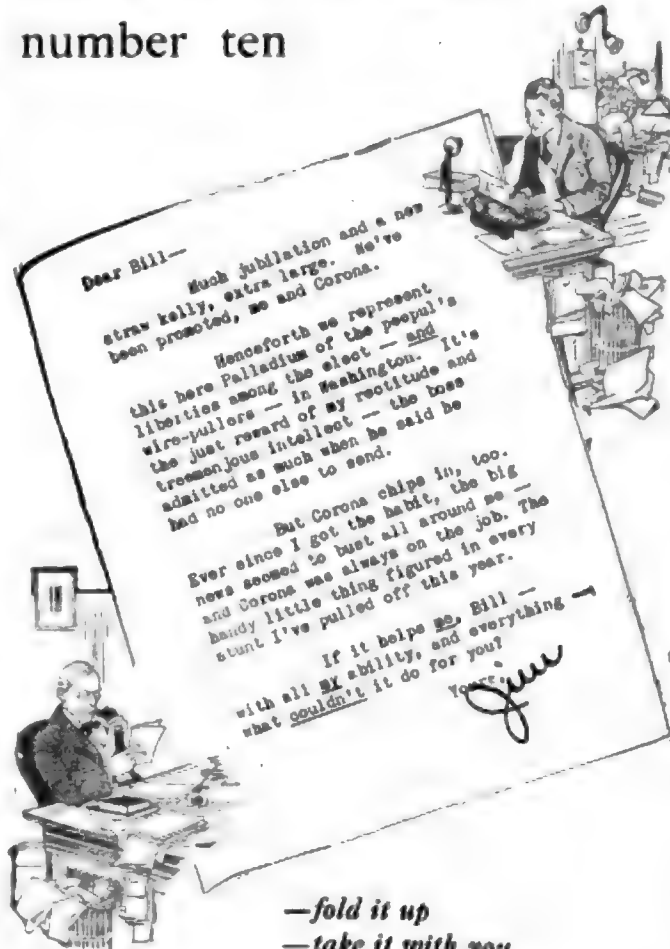
Harold Linton has been made advertising manager of the Elkhart (Ind.) Truth. For some time past he has been with the paper as foreman of the composing room.

AN APPENDICITIS VICTIM.

W. G. Anderson, owner and editor of the Winfield (Kan.) Free Press, was operated on last week for appendicitis. He is improving and his early recovery is expected.

Letters to Bill

number ten



—fold it up
—take it with you
—typewrite anywhere

CORONA

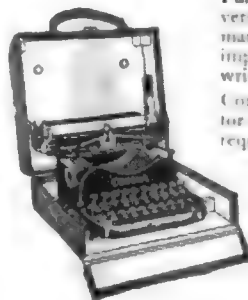
The Personal Writing Machine

CORONA is an everyday help to over a hundred thousand business and professional men and women. Easy to operate, and can be used anywhere. Saves weight and saves space, for it weighs but six pounds and travels folded—it's never in the way. Strongly built and handsomely finished, with every essential modern improvement.

Full width universal keyboard, two-color reversible ribbon, adjustable paper fingers and margin stops, back spacer, paper release, improved high speed escapement, visible writing.

Corona and case, complete, cost \$58. Ask for descriptive booklet No. 18, sent free on request.

CORONA TYPEWRITER CO.
GROTON, N. Y.
New York Chicago San Francisco
Agents in all principal cities



WARNS AGAINST CENSORSHIP.

Lord Northcliffe, in his first important speech since his arrival in this country as the head of the British war mission, expressed the hope on June 28 that the United States would not make the censorship blunder that Great Britain made. He was speaking at an informal luncheon given in his honor by Isaac F. Marcorson at the Players' Club, New York.

Lord Northcliffe said:

"America can and will do a tremendous part in this war, first, because she is fresh, and, second, because she undoubtedly will profit by the mistakes of the nations which have been fighting since August, 1914. What the war needs more than anything else is brains and speed.

"I trust that the United States will not make the censorship blunder that England made, and which is just becoming an evil of the past. England was kept in the dark for nearly three years.

"The people were blinded by the fatuous optimism of soldiers and politicians, who, while efficient in peace, were incompetent in war. The people were not permitted to know the truth, and when the truth finally emerged out of costly blunders and sacrifice they were loath to accept it.

"I hope that America may permit her newspaper and magazine writers to be absolutely frank about what is going on.

"It is important for the nation to know the worst as it is for the nation to know the best.

"For one thing—and we have found it out from actual experience—it is a great stimulus for the men fighting in the field to know that they are being written about at home and that the country they are fighting for knows precisely what they are doing.

"Every man with a pen in hand and a printing press near by can do a patriotic service to his country by awakening his people to the fact that this war is just beginning, and that every ounce of energy, that every revolution of America's vast industrial machine, and, what is equally important, every gallon of gasoline, will be needed to bring the war to a successful end."

GEORGIANS TO MEET.

The annual meeting of the Georgia Weekly Press Association will be held at Thomasville from July 16 to 18.

Among the newspaper men who will address the meeting are: C. M. Methvin, Eastman Times-Journal; W. C. Woodall, Columbus Industrial Index; Franc Mangum, Swainsboro Blade; W. G. Suttie, Savannah Press; W. T. Anderson, Macon Telegraph, and J. Kelly Simmons, Telfair Enterprise.

William J. Harris of the Federal Trade Commission, H. M. Stanley, Georgia Commissioner of Commerce and Labor, and F. W. Bott of the Mergenthaler Linotype Company are also on the program.

RUSSIAN PAPERS SMALLER.

Owing to the shortage of print paper the Russian government has ordered that henceforth morning newspapers shall print a maximum of 250 columns weekly and evening newspapers 150 columns. The only newspapers exempted from this order are the organs of the government and of the Petrograd Workmen's and Soldiers' Delegates.

AN INDIANA REVIVAL.

Publication of the Marengo (Ind.) Observer, which was suspended some time ago pending the settlement of the estate of Elmo Wilson, the late editor, has been resumed.

Mrs. Wilson is the new editor of the paper, with her son, Jesse Wilson, as general manager.

WHAT IS A GOOD NEWSPAPER?

EDITOR BRISHANE GIVES HIS IDEA, ON BECOMING A PROPRIETOR.

That Arthur Brisbane is now a newspaper owner lends especial interest to his editorial in the New York Evening Journal entitled "What Is a Good Newspaper?"

"Here is one answer; there are forty others," says Mr. Brisbane:

"The ablest editor in the United States said, 'There are forty ways of making a good and successful newspaper. All I ask is that you adopt and follow one of the forty ways. Don't try to work forty ways at once.'

"A reader asks this newspaper to define good newspaper work. Here is one of forty possible definitions:

"A good newspaper attends first to the most important work at hand. Today that work consists in earnest support of those that must get us honorably out of this war. Earnest support, and friendly constructive criticism—but earnest support above all, and the less criticism the better.

"A good newspaper feels toward its readers—the great body of them, not a chosen few who can repay favors—as an honest lawyer feels toward the client that retains him.

"There are newspapers in this country that give to the poor man, for his daily penny, service as faithful advocacy as determined as Rockefeller could buy from Root with a million-dollar fee—and that is saying a good deal.

"A good newspaper, like a good restaurant keeper, prepares carefully a mental table d'hôte.

"First comes news—the daily history of the race. A newspaper is the second-hand on the face of time's clock. And like the swiftly hopping second-hand, it must make a fuss about little things.

"Second comes humor—for this is a sad world, with its retail murders in cellars and its wholesale murders 'on the field of honor.' When you have read the news you need something that will help you to smile and forget it.

"After news and humor come good pictures. In this day of hurry we learn through the eye, and one picture may be worth a million words.

"Then there is the newspaper's spinal column, if it has one, the editorial.

"It is not the most pleasing or most interesting thing in the newspaper or in the human body—but it enables both to stand up straight, walk erect, look upward and outward and fight destiny.

"The young man thinks he marries for the girl's pink cheeks, curly hair, pretty hands and smile. He would resent your speaking of her backbone, but that, principally, is what he marries. Without it, she would

There is nothing mysterious about the pulling powers of

Detroit Saturday Night

It is the logical sequence of a constant, well defined policy of best serving the interests of both reader and advertiser.

It reaches a clientele representing purchasing power in the highest degree.

Represented by G. Logan Payne Co. New York Chicago Boston Detroit



THE LATE WILLIAM WINTER.

be flat on the ground, inert protoplasm.

"There is a good deal of flat, inert protoplasm in the newspaper world—that's what makes newspaper success quite simple. Merciful Providence arranges your competitor so that he doesn't know what is the matter with him.

"The jellyfish doesn't know that he isn't a vertebrate. If he did know it, he would say: 'I am glad of it; I hate vertebrates—they are socialistic.'

"A good newspaper is to the public what speech is to the individual. The press is public speech.

"A good editorial column and honest news columns are to the nation of today what the public square was to the Greek city—a place for meeting and discussing, in which conspiracies are exposed and punished.

"For example, the Steel Trust, the Copper Trust, and a dozen others give a million dollars to the Red Cross with the well-advertised right hand, and with the left steal a billion from the nation in extortionate charges.

"How much more do you suppose these modern bandits would steal, if there were no newspapers to check them?

"What a nurse does for a crying baby a good newspaper does for the public. The nurse doesn't tell the baby what the nurse thinks, but finds out and tells what is the matter with the baby.

"The good newspaper expresses the thoughts, wishes, troubles, aspirations, just complaints of the public.

"You have written a good editorial if your reader says: 'That is what I have thought a thousand times.'

"A good newspaper tells the old truths with sincerity and earnestness that make them new.

"And, fortunately for those that work sincerely, the humblest man recognizes the good newspaper instantly; knows his friend's voice."

WILLIAM WINTER, VETERAN CRITIC, DIES IN 71ST YEAR.

William Winter, for many years dramatic critic of the New York Tribune, author and Shakespearean scholar, died on June 30 in New Brighton, N. Y., as the result of repeated attacks of angina pectoris. He would have been eighty-one years old on July 15. He was first stricken on February 9, 1916, but he continued his literary work until June 4 of this year. He was unable to leave his bed after that, but for several days carried on his work by dictation.

Mr. Winter had been writing verse ever since the age of ten years, and his first book of verse, dedicated to Longfellow, was published when he was eighteen. He delivered many Lyceum lectures before coming to New York, and made political addresses in the campaign for Fremont.

His second book of poems was entitled "The Queen's Domain and Other Poems," and was published in 1858, the year before he came to New York. On his arrival in the metropolis Mr. Winter became connected with Vanity Fair, the Saturday Press and other publications and began in earnest to map out his life career.

He married Elizabeth Campbell of Ederline, Scotland, a talented writer, on December 8, 1860, and the following year was made assistant editor of the New York Albion, for which he wrote the Mercutio Letters.

Probably he was best known to the public at large as a dramatic critic, a position which he held until a few years ago, and for the unprecedented term of fifty years. He joined the New York Tribune in 1865 and commenced the creation of a department which for critical scholarship made him a unique figure in the history of journalism.

From 1856 to 1870 Mr. Winter was managing editor of the New York

Weekly Review, to which he contributed many articles on dramatic and literary subjects. He wrote for the New York Express during the editorship of Erastus Brooks, and was for a time managing editor of Frank Leslie's Magazine. His main efforts were always devoted to this period to his work for the Tribune and to the creation of many books.

A year ago players and playgoers of the past and present day gathered in the Century Theater, New York, in honor of Mr. Winter. An impressive testimonial had been arranged at the suggestion of Viola Allen, which met with response from a hundred sources.

ON EXEMPTION BOARDS.

Among the citizens appointed by President Wilson to act upon applications for exemption from the military draft law in New York City are: Ralph Pulitzer, publisher of the New York World; Collin Armstrong, president of the Collin Armstrong, Inc., Advertising Agency; Simeon Strunsky of the New York Evening Post editorial staff and Dr. Fabian Franklin, formerly of that newspaper, and George Haven Putnam, president of G. P. Putnam's Sons.

NO HUMORISTS' UNION.

The American Press Humorists Association, at its first meeting under its newly elected president, James A. Waldron, on June 30, failed to reach an agreement on the subject of incorporation and unionization of the craft. Action was deferred until next year, when the association will meet at Chicago.

MRS. BAILLARD RECOVERING.

Maude Littleton Baillard, well known New York newspaper woman and publicity manager, has taken up her home in Montclair, N. J., for the summer. Her recently injured foot has compelled Mrs. Baillard to rest for some time past, but it is better now and she hopes to be able to return to her work soon. Her office is at 1180 Broadway.



If you want more circulation—
If you are contemplating a raise in rate—
If you want circulation SUPREMACY in your field—

Send for Hollister!
In the field of newspaper circulation experts, Hollister's organization is without a peer. It stands alone. Publishers in every section of the United States know the value of Hollister service. They know they can depend on Hollister when circulation books show a decrease.

Hollister has just completed a successful campaign on the Portland (Ore.) Evening Telegram, and his organization is now at work on the Tacoma (Wash.) Ledger and Daily News.

Complete information and details of the Hollister plan can be had by addressing

C. B. HOLLISTER
General Manager,
Northeastern Circulation Company
Home Office: Davenport, Iowa.
Care Tacoma Ledger & Daily News
Tacoma, Wash.

N. E. A. MEETING IN MINNEAPOLIS

WILL START WORLD MOVE FOR PEACE—STRONG SPEAKERS ON PROGRAM.

The National Editorial Association will convene for its thirty-second annual meeting in Minneapolis on July 9 to 12 and will start what it hopes will become a world-wide movement by news paper men for an early peace in the European war.

The delegates will be welcomed by Mayor Thomas E. Van Lear of Minneapolis and Governor J. A. A. Burnquist of Minnesota, who will be answered by Past President J. Clyde Oswald of the N.E.A.

The feature address of the first day's session will be delivered by Dean Walter Williams of the University of Missouri School of Journalism, who is also a past president of the N. E. A. He will talk on "Schools of Journalism and Their Effect on the Publishing of Newspapers."

Joe Mitchell Chapple, editor of the National Magazine, Boston, will deliver an address on "Making the Paper a Community Power" at the morning session on July 10 and Norris A. Huse, vice-president of the American Press Association, will tell how to secure general advertising.

Charles H. Bettis, former president of the New York State Press Association, will discuss "Advertising from the Newspaper Standpoint" at the evening session.

Jason Rogers, publisher of the New York Globe, will ask and answer the question "Where Are We Weakest?" and H. H. Bliss, secretary of the Wisconsin Daily League, will tell how national advertising is secured through a state-wide organization of newspapers.

The service a newspaper can render its advertisers will be discussed from the newspaper standpoint by H. J. Blanton, president of the Missouri Press Association, who will be followed by F. H. Ralsten, vice-president of the William H. Rankin Company, Chicago, who will take up the same subject as seen by the advertising agent.

Numerous trips around the Twin Cities will take up the afternoons of the delegates and a tour of the Northwest will follow the convention.

To help give the members of the National Editorial Association a warm welcome, the Hennepin County Publishers Association has appointed the following reception committee:

J. Linn Lash, Weekly Mirror; L. Duempke, Northeast Argus; D. C. Martin, Hennepin County Rural Messenger, St. Louis Park; H. D. Maul, Finance and Commerce; George E. Silk, Hennepin County Enterprise, Hopkins; F. E. Covell, Weekly Mirror.

This committee will cooperate with the committee appointed by the Minnesota Editorial Association and the Civic and Commerce Association reception committee.

WILL TALK FOR NATION.

Among the speakers appointed by Governor Capper of Kansas to attend the National Security League's training camp for speakers at Chautauqua, N. Y., July 2-7, are Henry J. Allen of the Wichita Eagle and Charles F. Scott of the Iola Register.

The speakers will be trained for special war oratory.

BUYS AGAIN.

W. C. Coates has purchased the Harveyville (Kansas) Monitor from R. R. Rea. He formerly published the Alta Vista Journal and the Florence Bulletin.



E. H. TOMLINSON.

PRESIDENT OF THE NATIONAL EDITORIAL ASSOCIATION.

NEWSPAPER MEN GOVERNING NEW BRITAIN.

Alfred E. Magnell, for many years New Britain representative of the Hartford (Ct.) Times, has been elected chairman of the newly appointed board of fire commissioners in New Britain. For a number of years he served as clerk of the former safety board, in joint charge of the fire and police departments prior to separation of jurisdiction into two boards of commissioners.

H. V. Camp, former New Britain representative for the Hartford Courant, now engaged in the real estate business in that city, was also recently appointed to the fire board.

Harold R. Jones, city hall reporter for the New Britain Record, is reported slated for the clerkship of the newly appointed police board, while Howard A. Timbrell, holding a like beat with the Record, is scheduled for appointment to the fire board clerkship. Chairmanship and clerkship of both boards are salaried positions.

PUBLISHING IN GERMANY.

Information comes from London that of the 3,500 German newspapers existing before the war, 564 have disappeared.

The same source mentions that the largest circulation of German newspapers is 270,000 and the smallest 150.

German newspaper only can now be supplied to persons who subscribed for at least one month. Publishers who break this rule are liable to a fine of \$4,000 and imprisonment for six months.

OUSLEY'S "BIT."

Clarence Ousley, former editor of the Fort Worth (Tex.) Record and latterly connected with the extension work of the Texas A. and M. College, has been appointed assistant to Secretary Houston of the United States Department of Agriculture. Mr. Ousley's work will consist mainly of an effort to increase general food production in Texas.

ANOTHER SUIT ON NEWS PROPERTY.

I.N.S. SUED BY PHILADELPHIA LEDGER, WILL FIGHT TO THE LAST DITCH.

Suit to enjoin the International News Service from using without permission war news and other related matter has been begun in the United States District Court in Philadelphia by the Public Ledger Company. The suit is similar to that successfully instituted in New York against the defendant organization by the Associated Press, but which has been appealed against to the United States Supreme Court by the I.N.S.

The bill of complaint alleges that the Ledger Company held a contract with the London Times to furnish certain articles with the privilege of reselling the matter to newspapers in other cities.

It is alleged that the defendant appropriated these articles principally by copying them from early editions of the Ledger and other Eastern newspapers and telegraphing them to subscribers of the International News Service in West, availing itself of the difference in time and enabling its Western subscribers to publish the articles simultaneously with the newspapers to whom the Ledger had sold the service, and, in some instances, in advance of such publication.

John T. Sturdevant, associate counsel for the I.N.S., said:

"This seems to be an attempt upon the part of the Ledger Company to strike down a source of news that has been recognized by news agencies and newspapers as legitimate since news agencies have been established and newspapers published.

"The International News Service will contend, as it always has contended, that neither the Philadelphia Public Ledger nor the Associated Press has any exclusive control of the facts of news after the publication thereof, and will defend its rights and the free rights of a free press before the United States Supreme Court upon the grounds stated by Judge Ward in his opinion in the Associated Press case—that if a news agency or newspaper publishes or abandons or dedicates or communicates his information to the world his right of property in his information and his right to be protected against the use of it is gone."

ENTERS BIGGER FIELD.

Frank T. Reynolds, publicity manager of the Hotel Ansley, Atlanta, has been appointed field secretary of the Georgia Chamber of Commerce.

Mr. Reynolds is an old newspaper man having been owner of the Dalton (Ga.) Citizen, telegraph editor of the Chattanooga (Tenn.) Star and city editor of the Chattanooga News. He has been engaged in publicity work for four and a half years.

The BILLBOARD

a class weekly highly specialized in the interest of actors, actresses, performers, theatrical managers and showmen. WANTS THE AGENCIES TO KNOW that it will produce more inquiries at 25 cents a line on

TRUNK and BAG ADS than many mediums whose rate is from \$4 up.

The Billboard Publishing Co.

Member A.B.C.

NEW YORK Broadway & 42d CHICAGO Monroe & Dearborn
Phone 8470 Bryant Phone Central 8460

THE CURE FOR THE NEWS PRINT TROUBLES.

NOT CONTROL BY THE GOVERNMENT, BUT ENCOURAGEMENT FOR AMERICAN INVESTMENT, SAYS W.W.WEAVER.

North Carolina newspaper publishers who favored the adoption by Congress of the Owen Bill, authorizing the Government to take over the manufacturing and distribution of news print paper, quickly changed their minds at their meetings on June 29 and June 30, when W. W. Weaver, publisher of the Durham Sun, outlined the situation to them.

Mr. Weaver, who heads the North Carolina Afternoon Newspaper Association's paper committee, told both that organization and the State Press Association, of whose paper committee he is also a member, many facts concerning the paper situation theretofore unknown to a majority of the publishers. Mr. Weaver has made a comprehensive study of the paper situation. It was this study that placed him in such close touch with the paper situation, and made it possible for him to show the folly of the Owen Bill.

The proposal, Mr. Weaver said, is an appalling one. The paper mills already have a large amount of money invested in their plants, and their business is a highly technical one.

In these days when the business is surrounded with great dangers owing to the supply of wood, coal, railway facilities and labor, they are in an extremely delicate situation, he declared. Pulp wood is being placed into some of the mills at a rate of \$18 and \$20 a cord.

WOULD CAUSE CONFUSION.

In this connection, the speaker pointed out that the Government has no intelligent or competent agencies to manage the mills and direct the manufacturing of a supply of paper. Government interference would consequently mean confusion and trouble as well as complete disorganization of the news print situation. It would also frighten capital out of the field.

An important feature brought out by Mr. Weaver was the fact that no man has had the courage to build up a new paper mill in the United States during recent years. This situation has been brought about mainly by Canadian competition. Government interference will mean the sending of practically all of the news print business to Canada.

Mr. Weaver pointed out to the editors that the Government investigation some years ago showed that the Canadian manufacturers of news print paper can produce this commodity cheaper than it can be produced in

this country. This is due to the fact that the Canadian mills cut their wood from Government lands under lease and do not have to invest large sums of money in land. The Canadian mills are also fortunate in having available large water powers, controlled mainly by the Canadian government.

News print paper, Mr. Weaver said, alone has been placed on the Canadian free list. Since that day no news mill has been built in the United States. Many of them have been built in Canada. The consumption of news print has steadily grown and the consumption of Canadian paper has steadily increased.

This is due partly to the difference in the cost of production, and largely to the fact that although the Canadians have free entry to our market for their manufactured product, they have prohibited the exportation of pulp wood from Canada to the United States. In other words, they were given free entry for their manufactured product and in return they cut off our supply of raw material.

This action was taken by the Canadian government in the face of leases given to American manufacturers on government wood lands. Enormous amounts of money were paid for the leases. These leases were made with the understanding that the wood should be permitted to come to the United States. It was permitted to come for a long time when paper was not on the free list.

If the American manufacturers are to be protected and encouraged, he

said, the Canadian government should be compelled to respect their leases and to let the raw material come into the United States; otherwise a duty should be laid on paper.

In the letter submitted by the Federal Trade Commission to the president of the United States Senate, June 13, Mr. Weaver said, it was stated that the consumption of news print paper in the United States in 1916 was 1,775,000 net tons.

The capacity of the United States mills, according to the American Newspaper Publishers Association, under date of April 1, 1916, amount to only 1,401,300 given 50 working weeks or 300 working days to the year. This leaves a deficit of 737,700 tons annually. It was further pointed out by Mr. Weaver that about 75 per cent of the news print production of Canada comes into the United States.

For nearly two years Mr. Weaver has been working on the news print paper situation. He has found that North Carolina has great opportunities to offer news print manufacturers, but that talk of Government control offers no inducement for investment.

The large papers, he told the editors, are more to blame than the manufacturers.

In a recent conference of big publishers, the Federal Trade Commission and manufacturers it was agreed that the big publishers should relinquish 5 per cent of their tonnage to the smaller papers. This agreement, he said, was not carried out. Now the big publishers are bidding on the open market and are causing the high market price of paper.

CITIES WILL ADVERTISE.

A national advertising campaign which will give publicity to the fifteen North Carolina cities in which are located the members of the North Carolina Association of Afternoon Newspapers was planned at the convention at Wrightsville Beach.

The publishers also adopted resolutions favoring the levying of a war tax upon the net profits of all newspapers, allowing no exemptions.

Previous to the passing of this resolution they had adopted a resolution endorsing the position taken by many of the Congressmen opposing the increasing of postage rates on newspapers. The publishers preferred that a tax be placed on net profits.

The convention opened Saturday afternoon following the adjournment of the North Carolina Press Association convention at Morehead City, thus giving members of the afternoon association an opportunity of attending both conventions.

The developing of a large shipping port on the North Carolina coast. President Jacobs of the Wilmington Chamber of Commerce contended, would be of immense value to all parts of the state. The idea met with the approval of the newspaper publishers, many of whom pledged to support Wilmington as the port of entry for all marine shipping in that state.

SOCIALIST JOURNAL STOPPED FOR ANTI-DRAFT ADS.

The issue of June 19 of the American Socialist, journal of the National Socialist Party, has been held up since that date. It was said that for three weeks the postmaster at St. Louis has been declining to distribute the paper.

Objection to the issue is said to have been based on an advertisement of a Socialist pamphlet entitled "The Price We Pay," and in general to the tone of the paper in opposing the war and the draft.

Jack Grant is the new proprietor of the Boyd (Wis.) Times-Herald.

BIG DEAL IS ON IN VANCOUVER.

REPORTS INDICATE THAT THE NEWS-ADVERTISER AND SUN WILL MERGE.

Word comes from the coast that two morning papers, the Vancouver Daily Sun and the Vancouver Daily News-Advertiser are working toward a fusion of their interests.

The negotiations have been under way for some months and have now reached a stage where a formal announcement of the deal was made in the Province a few days ago and in an interview with George E. MacDonald of the Sun.

"Details of the deal are still under process of settlement, but it can be announced that between now and September 1 the Sun will absorb the older morning paper," said Mr. MacDonald, who is one of the principal directors of the Sun as well as being prominent in the Liberal party.

Negotiations for the combination of the papers have been proceeding for some time.

The understanding is that if the two papers are brought under one management it will be largely as the result of C. A. Abraham's influence in the field. Mr. Abraham is business manager of the Sun. Both parties recognized his wide newspaper experience and concluded that where the town was over-papered the best solution of the problem for all concerned was the elimination of one morning paper, leaving the other paper, under Mr. Abraham's management a chance to publish a newspaper alike creditable to British Columbia and the city of Vancouver.

It is understood, when the deal is completed, both papers will be merged under a new name and a more liberal editorial and news policy introduced.

ICE FUND IN OPERATION.

The annual distribution of ice to New York's poor people was started by the New York Herald on July 2 and will continue during the summer months. The Herald has been furnishing free ice in the congested tenement districts of New York since 192, when the first ice fund was started with a contribution of \$1,000 by James Gordon Bennett, the Herald's proprietor.

NEWMAN RESUMES.

Harry Newman, automobile dealer de luxe, whose heavy advertising campaigns have been "trail-blazers" for other dealers on Automobile Row in Chicago, has re-entered business on a big scale after a period of comparative advertising inactivity.

He signaled his appointment as Maxwell representative with page advertisements in the Chicago newspapers. He will continue to be a heavy user of daily newspaper space.

WILMINGTON DELAWARE

is the "High Spot" between Philadelphia and Washington.

EVERY EVENING

covers this territory more completely than any other newspaper.

Net Paid 13,280 Daily

A high class Home Newspaper for intelligent readers.

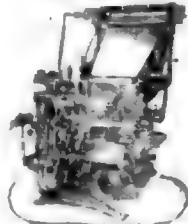
BRYANT, GRIFFITH & FREDRICKS
New York Boston Chicago

INTERTYPE

"The BETTER Machine"

Model A	Model B	Model C
Single Magazine	Two Magazines	Three Magazines
\$2100	\$2600	\$3000

Side Magazine Unit, Applied Before Shipment, \$150 Extra.



The Intertype is popular because it is BETTER; because it is standardized and interchangeable; because it is simplified and reliable; because, model for model, it is obviously superior to similar machines of other manufacture.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

BOOKS USEFUL TO EDITORS AND ADVERTISERS.

"PAPER" by H. A. Maddox; Isaac Pittman & Sons, Ltd., publishers.

The purpose of this work is to place within easy reach of those interested a sufficiently comprehensive technical handbook on paper and paper-making at a price rendering it available to those whose opportunity of purchasing the more ambitious publications is limited. While primarily written for those concerned in making, handling or using paper, it has been the author's endeavor throughout to arrange and modify the language in order to render the subject intelligible to the general reader, whose knowledge of technical or trade terms and formulae is naturally of a lesser degree.

"CHOOSING EMPLOYEES BY TEST," by William Fretz Kemble. Engineering Book Company, publisher.

Only in recent years have we been taught to appreciate the importance of vocational studies. And yet the work has been largely experimental and but very little of the collected and classified knowledge has reached the public in book form. Therefore all those interested in labor standardization will find Mr. Kemble's work particularly interesting and the complete tests that he has developed of real value. This volume is one of the most recent in the "Industrial Management Library," which series has included notable additions to the literature of modern business.

"MUNICIPAL OWNERSHIP," by Carl D. Thompson; B. W. Huebsch, publisher.

A brief survey of the extent, the rapid growth and the success of municipal ownership throughout the world, presenting the arguments against private ownership, the failure of regulation and the advantages of municipal ownership.

"THE PLATTSBURG MANUAL," by Lieutenants O. O. Ellis and E. B. Garey, the Century Company, publisher.

Major General Leonard Wood said in his foreword for this manual: "In a word it is a useful and sound work and one which can be commended to those who contemplate a course in military training." And even though military training has received tremendous impetus in the last few months due to our activity in the war, still the Plattsburg Manual has not been displaced in its leadership as an inspiring primer of the infantry service.

"BOOK PLATES," by Carl S. Junge; Champlin Press, publisher. The book may well be recommended to all modern printers, for a practical and artistic display of book plates. The make-up of the volume

Times Plaza

The Center of Brooklyn, where constant bulletins tell of stirring events, is the Home of Brooklyn and Long Island's fastest growing daily newspaper.

THE
**BROOKLYN
TIMES**



Read this Telegram



Lynn, Mass.,
Apr. 16, '17, 2.35 P. M.

Mergenthaler Linotype Co.,
Tribune Bldg., New York.
Ludlow Typograph proving entirely
satisfactory. WOULD NOT care to RE-
TURN TO OLD METHODS.

LYNN ITEM.

PRACTICALLY 100% of the large display in the Lynn (Mass.) Item is produced on two **LUDLOW TYPOGRAPHS**. The management is enthusiastic over the economies the Slug System has effected.

Ludlowtype your display. It will materially reduce composition costs.

Write for Complete Descriptive Literature.

Mergenthaler Linotype Company

Sole Selling Agents

Tribune Building,

New York

and the arrangement of the matter show development in printing and design to a happy degree. A careful introduction concerns the making of book plate by Z. A. Dixon.

"UNFAIR COMPETITION," by William H. S. Stevens, Ph.D.; University of Chicago Press, publisher.

About the time that the Trade Commission Act was under discussion there appeared in the Political Science Quarterly two articles on "Unfair Practices," and these articles were influential in shaping the character of that section of the act dealing with the definition and prohibition of unfair practices.

So much interest was aroused that the two articles were written and expanded to the present form. Most interestingly written is Dr. Stevens' little volume, and, though dealing with practices now largely prohibited by law, it will be found worth the while for every business man to read.

"MOBILIZING AMERICA," by Arthur Bullard, Macmillan Company, publisher.

Written by an American who has spent the past few years in France and England, the book possesses a world-sense of war life as it is today. Mr. Bullard points especially a way in three stern and valuable chapters—mobilization of public opinion, of industry, of men. The facts in this volume are vital. The lessons are before us. Throughout rings the heartfelt constructive program for our part in the war.

Mr. Bullard is the author of "Diplomacy of the Great War."

"HEALTH AND DISEASE," by Roger I. Lee, M.D., Little Brown & Co., publishers.

The present-day attitude toward national health as a national asset

makes this practical volume of a series of lectures delivered in Harvard University of real value. It is the purpose of the author to give the general public a better understanding of public matters, such as milk, water, sewage, general hygiene, which produce health or disease. This modern discussion is ably handled.

"FINANCIAL AND ECONOMIC ANNUAL OF JAPAN," Japanese Government Printing Office, publisher.

This is the sixteenth annual volume of a work useful to all people who are in any way interested in the Far East. It is printed in English and contains maps and diagrams; introductory tables; statistics and descriptive material on finance, agriculture, banking and money market, transportation, communication, provincial information, etc.

"PROFITS AND WAGES," by G. A. Kleene; the Macmillan Company, publisher.

A study in the distribution of income, explaining how the flow of goods from the mine and farm and factory spreads and divides into streams of private income, such as rent, profit and interest, for the well-to-do, or the wages with which the poor must be content.

"WHAT YOU CAN DO WITH YOUR WILL POWER," by Russell H. Conwell; Harper & Bros., publishers.

To those who have lost confidence in themselves this little book will inject renewed courage and inspiration.

"STRUCTURE OF AN EFFECTIVE PUBLIC SPEECH," by H. B. Bradbury; Sherwood Company, publisher.

The author, a member of the New

York Bar, defines the proper form in which a speech should be divided and presented.

"THE TAYLOR SYSTEM OF SCIENTIFIC MANAGEMENT," by C. Bertram Thompson; A. W. Shaw Company, publisher.

A description of the Taylor system, its method of development and operation in actual practice, based on the training acquired by the author in a large number of plants systematized by members of the Taylor group. This manual also contains a bibliography of scientific management as a guide to those seeking information on this subject.

"CONCRETE HOUSES AND HOW THEY WERE BUILT," edited by Harvey Whipple and C. D. Gilbert; Concrete-Cement Age Publishing Company, publisher.

Compiled in book form in response to a demand greater than could be met with copies of "Concrete," in which the articles on the various types of concrete houses, their construction, etc., first appeared.

CUP FOR PUBLIC SERVICE

Rules governing the award of the losing cup offered by the school of journalism of the University of Missouri to the Missouri newspaper accomplishing the most constructive work in journalism on behalf of good citizenship during the next twelve months have been formulated by a committee consisting of the president and two former presidents of the Missouri Press Association: H. I. Blanton of the Paris Appeal; William Southern, Jr., of the Independence Examiner; and Fred Naefer of the Cape Girardeau Republic.

The contest is open to every Missouri newspaper.

The rules provide that the cup shall be awarded to the Missouri newspaper which in the twelve months ending April 1, 1918, does, in its field, the most constructive work on behalf of good citizenship, which is interpreted to mean promoting by publication of editorial, news, advertising and other articles, the elevation of the standards of living and the permission to all men of attainment of these standards.

The judges shall be: The president of the Missouri Press Association, the president of the Missouri Writers' Guild and the president of the State Historical Society of Missouri—or representatives named by them. Vacancies in the list of judges shall be filled by agreement of the judges present or by appointment of the dean of the School of Journalism.

The decision will be announced during Journalism Week, 1918, at the University of Missouri.

The National Amateur Press Association held its annual convention in New York on July 3, 4 and 5.

NASSAU QUALITY METALS

ALWAYS UNIFORM
ELECTROTYPE
LINTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
609 West 49th Street NEW YORK

SOUTHERN PUBLISHERS MEET AT ASHEVILLE.

ANNUAL S. N. P. A. CONVENTION CLOSES YEAR OF SUCCESSFUL WORK—AD AGENTS MEET AT SAME TIME.

The close of what is said to have been the biggest year in the history of the Southern Newspaper Publishers Association will be marked from July 9-11, when the members gather at Grove Park Inn, Asheville, N. C., for their fifteenth annual convention.

Sessions will be held morning and afternoon for the three days, with a program so varied as to prove of interest to every member, whether he be an editorial or business executive.

Reports of officers and committee chairmen will set forth that the association has successfully worked not only for its members but for every Southern publisher, and that many new members have been brought into the ranks of the organization. It is said that the candidates for admission to membership represent about thirty newspapers.

An added feature of interest will be the meeting of the new Southern Association of Advertising Agents, which will be held at Grove Park Inn at the same time as the publishers' convention, thus giving the newspaper and advertising interests an opportunity to become mutually acquainted to the advantage of both.

While the convention will be strictly a business meeting, there will be sufficient diversion to please all who attend. No golf tournament has been arranged, but sufficient time will be allowed the golf enthusiasts for participation in their favorite game.

The complete program for the meeting follows:

MONDAY, JULY 9, 10 A. M.

Roll call.
Reading of minutes.
Report of president.
Report of secretary-treasurer.
Election of new members.
Appointment of auditing and other committees.
Reports of standing committees:
Advertising.
Newsprint.
Government reports.
Announcements.
Recess for lunch and committee work.

AFTERNOON SESSION, 2:30 P. M.

Address: "The A.B.C. and Its Value to the Newspaper," by Russell E. Whitman, managing director A.B.C.
Address: "Dry Mats," by Benjamin Wood, general manager Wood-Flong Company.
Discussion by members on the following:

The War Tax Bill.
The Newspaper Situation.
Second Class Mail.
Dry Mats.
"How many members operate a cost system and are able to determine the cost per inch of display advertising?"
"Have any members kept tabulated record along plans similar to those outlined by Jason Rogers in his booklet entitled 'Newspaper Efficiency'?"
"What members have signed new wage scales during the year, and what has been the per cent. of increase?"
"Has there been any improvement or revision of the libel laws during the past year?"

"How many members have defended libel suits, and with what result?"
"The press agent. Is he still on the job? Is his number growing less?"
"Have car shortages caused any inconvenience to members, especially in securing deliveries of newspaper?"

"Would it not be a good idea to have a committee to work out a newspaper cost accounting form and comparisons of the per cent. of cost on various departments made between members?"
Adjournment.

TUESDAY, JULY 10, 10 A. M.

Address: "The Southern Advertising Agents' Association," by Edwin F. Johnson, secretary, member Johnson Dallis Advertising Agency.

Address: "The Southeastern Advertising Agents' Association," by Dillard Jacobs, member Dillard Jacobs Advertising Agency.

Address: "The National Organization of Advertising Agents," by St. Elmo Massengale, member Massengale Advertising Agency.

Discussions by members on the following subjects:

"How is the good will of the newspaper determined?"

"Has the Federal Trade Commission accomplished anything for publishers?"

"What forms of advertising are members rejecting?"

"What percentage of local advertising receipts should be paid out in salaries for advertising manager and solicitors?"

"What co-operation could a newspaper extend to foreign advertisers?"

"How far should publishers go in censoring exaggerated bargain advertisements?"

"To what extent are members giving free publicity to automobile dealers and manufacturers?"

"Are publishers charging more than the regular rate on advertising set in body type with heads to imitate news heads?"

"How many publishers permit use of news head type in advertisements, and is it fair to readers to permit medical ads to imitate news articles?"

"And if so, should it be done at a higher rate, and if so, how much higher?"

"How many members carrying talking machine advertising recognize request of companies for monthly review of new records?"

"What system is used in advertising departments showing records of solicitation, space used, amount and kind of advertising carried?"

"Are any members of the Association operating without special representatives, and with what success?"

"What is the best basis of compensation for advertising solicitors? Should they be placed on a salary or commission?"

"How many members donated display advertising space to the Government or to local committees in the campaigns on Liberty Bond, Red Cross, recruiting, etc.?"

"Is the flat rate more desirable than the sliding scale of rates? Is there any reason for charging a higher rate on foreign advertising than is charged for local advertising?"

"How is the difference between a local and foreign advertiser determined?"

Address: "An Association of Dailies," by J. L. Horne, Jr., Rocky Mount, N. C.

Address: "Is It Preferable to Run a Hotel or Publish a Daily Newspaper?" by F. L. Seely, manager of Grove Park Inn.

Address: "Publishing a Small Town Newspaper," by W. G. Bryan, publisher Atlanta Georgian and Sunday American.

Reports of committees.
Election of officers.

Discussions by members on the following subjects:

"What steps have members taken to eliminate petty stealing of metal, electric globes, waste paper, etc.?"

"What is the best method of conservation of waste material? What would this amount to per year on the average paper,

and is not this an asset heretofore unrealized?"

"What economies have members inaugurated in meeting the high cost of production?"

"What has been the per cent. of increase in earnings for the first six months of 1917 as compared with the same period in 1916?"

"What new labor saving equipment have members installed during the past twelve months?"

"Have any members made changes in their mechanical departments for the purpose of increased efficiency?"

"Have any publishers recognized pressmen's or stereotypers' unions during the year?"

"Is it opportune for Southern publishers to give serious consideration to the matter of erecting and operating a paper mill?"

"How many members used the Star Baseball Player in bulleting the World's Series games? How many expect to use it again this year?"

Adjournment.

WEDNESDAY, JULY 11, 10 A. M.

Address: "The Value of Attendance on the Annual Convention of the S.N.P.A.," by F. H. Miller, Montgomery (Ala.) Journal.

Address: "How the S.N.P.A. Can Be Made More Valuable," by W. T. Anderson, Macon (Ga.) Telegraph.

Address: "Efficiency Systems for Daily Newspapers," by P. C. Starr, of Starr Service Corps, Newspaper Experts, Chicago.

Discussions by members on the following:

"What is the best method of interesting the woman reader in your paper?"

"What constitutes a good newspaper?"

"What features have been cut in the interest of conservation of paper or bringing about economies?"

"Should the association, through a committee, or otherwise, undertake to perfect a standardized or comparative cost system, or should there be co-operation between competing newspapers to bring about comparisons of cost upon a unity basis, including paper and ink prices, wage schedules, elimination of waste, etc.?"

"The graduated zone for second class postage: how do members of the Association regard it?"

"How many members are members of the A.B.C.?"

"Have any dropped their membership during the year?"

"Can any business be traced to the A.B.C.?"

"Has any member who does not belong to the A.B.C. lost business through non-membership?"

"How many members are supplying A.B.C. reports to the Association of National Advertisers?"

"What is the best method of holding circulation after you get it?"

"What is the system of handling circulation at reserve officers' training camps or concentration camps, among papers in cities near which these camps are located?"

"Has interest in the war brought about an increase in home delivery or stimulated street sales?"

"To what extent should delinquent mail subscriptions be carried?"

"How many papers have raised their subscription rates, and with what results?"

"What method was pursued in making known the proposed increases?"

AFTERNOON SESSION, 2:30 P. M.

Address: "Use of Old Mats," by James H. Allison, Nashville (Tenn.) Tennessean and American.

Address: "My Experience With Dry Mats," F. C. Withers, Columbia (S. C.) State.

Addresses by the new members, on subjects of their own selection.

Resolutions.

Discussions by members on the following subjects:

"What percentage of the white paper should the receipts from the circulation pay for, after paying the operating expenses in the circulation department, including salaries, postage on paper, traveling men, etc.?"

"Do papers allow collect messages sent by news agents when increasing orders for papers? If so, does paper fix a minimum order for which C.O.D. message may be sent?"

"Where agents are on no-return basis, (Continued on Twenty-second Page.)

BONE DRY MOTION VOTED DOWN.

SOUTH CAROLINA EDITORS WONT PLAY POLITICS—MIMS NEW PRESIDENT.

The South Carolina Press Association at its annual convention at Beaufort on June 28 and 29 voted down a resolution calling upon Congress for a "bone dry" law, proposed by the Anti-Saloon League. The editors held that the matter was political and if President Wilson wanted prohibition as a war measure he would so inform the American people.

The association called upon Congress to keep down the cost of news print paper. The following officers were elected:

President, J. L. Mims, Edgefield Advertiser; first vice-president, A. B. Jordan, Billton Herald; second vice-president, H. G. Osteen, Sumter Item; secretary, Joe Sparks, Columbia State; treasurer, B. P. Davies, Barnwell People; chaplain, Rev. W. P. Jacobs, Clinton.

The following were named on the executive committee: Rion McKisick, Greenville News; L. Wigfall, Cheatham, Edgefield Chronicle; Allison Lee, Laurens Advertiser.

COMES FROM THE SOUTH.

Mrs. Adelaide Kennerly has joined the staff of the New York Evening Mail as a special feature writer. Mrs. Kennerly was formerly on the Montgomery (Ala.) Advertiser as feature



MRS. ADELAIDE KENNERLY.

writer and editor of the woman's page. Her "Soliloquies of a Modern Eve" won national prominence for her.

SOUTHWEST BOOMING.

Tams Bixby, publisher of the Muskogee (Okla.) Phoenix, sends word that:

"Business was never better in the Southwest. The people down there are not slowing up on their enterprises because of the war. On the contrary, they seem to be increasing their activity if anything. The crop outlook is fine. Bankers and business men in our section do not fear a slump after the close of the conflict."

PRICES GO UP IN MONTANA.

PUBLISHERS CONTINUE TO EXPRESS SATISFACTION WITH RESULTS.

All Montana dailies, with one or two exceptions, increased their circulation rates on July 1. The prices range from \$6 to \$12 a year.

No permanent curtailment of circulation is expected, although it is believed and hoped by the publishers that much of the duplication will be eliminated. It is thought that the circulation will be back at normal at the end of three months.

The Association of National Advertisers considers the information being gathered by THE FOURTH ESTATE on the effect of price raising so important that it has notified its members about it. The A.N.A. current News Digest Bulletin summarizes what has already been printed.

The price of the Christian Science Monitor of Boston, beginning July 2, was increased from 2 cents to 3 cents a copy.

E. C. Brandenburger, business manager of the Belleville (Ill.) News-Democrat, told THE FOURTH ESTATE that that paper had not raised its subscription price, but had eliminated the weekly colored comic supplement and monthly magazine section without any effect on circulation, thereby saving \$35 a week.

A New York state publisher, who did not wish his name used, reports satisfaction with the 2-cent price. His initial loss fluctuated between 30 and 40 per cent, but has now scaled down to less than 25 per cent. Advertising has increased and both advertisers and agencies have shown an attitude of cooperation.

A Western Pennsylvania publisher, who recently went to the 2-cent price, has an even more encouraging experience to tell. His first loss was only 5 per cent, but within 3 months it had been reduced to 3 per cent. Advertisers and agents have been cordial and advertising has shown an increase since the price-raising.

Edwin J. Paxton, president of the Paducah (Ky.) Evening Sun, said: "Our increase in price has proven entirely satisfactory. We frankly believe that a newspaper publisher is committing suicide when he refuses to increase his advertising and circulation rates when confronted with conditions that exist today."

"It is our intention whenever it is necessary to raise our subscription and advertising rates, since publishing a newspaper is just like operating any other manufacturing industry."

Answers continue to be received by THE FOURTH ESTATE to the following six questions it asked of each publisher who raised his price:

A—Are you satisfied with the higher price results?

B—By what percentage has your circulation been affected, either gain or loss?

C—What percentage of loss in circulation was the first result?

D—About how long did it require for the circulation to reach a steady basis again?

E—Has advertising increased or diminished as a result?

F—What has been the attitude of advertisers and advertising agents?

All are satisfied with the results and they say their advertisers are, too.

For instance:

Adrian (Mich.) Daily Telegram:

A—Yes.

B—About 7 per cent loss.

C—Ten per cent.

D—Three months.

E and F—No difference.

Cleveland Waehter & Ansiger:

A—Yes, regret we did not do it six months ago.

B—Too early to say; probably about 1½ per cent.

C—Less than 2 per cent.

E—No effect so far.

F—Very much interested.

Waynesboro (Pa.) Daily Record:

A—Yes.

B—About 3 to 5 per cent loss.

C—About 15 to 30 per cent loss.

D—One to two months.

E—Very little change; if any, a gain.

F—Favorably, with few exceptions.

Toronto (Pa.) Telegram & News:

A—Yes.

B—Slight gain.

C—About 10 per cent loss.

D—A month.

E—Increased.

A Genuine Space Buyers' Manual

The New Special Representatives National Directory

THE FOURTH ESTATE will on July 28th publish a special section to comprise complete lists of the Special Daily Newspaper Representatives in New York, Chicago, Detroit, Boston, Philadelphia, St. Louis, San Francisco and other cities, and a complete list of newspapers of the country having representatives, with the names of those representatives against each, both East and West.

In 1914 THE FOURTH ESTATE published a similar list, but the one now in preparation will be much larger and vastly improved in method of presentation. It will be up to the minute and as complete and comprehensive as the large organization and exceptional facilities of THE FOURTH ESTATE can make it.

This Special Representatives National Directory will be truly national in its character and scope, and will be a genuine Space Buyer's Manual of daily usefulness to national advertisers, advertising agents and agencies, supplying information nowhere else obtainable in one publication.

Advertising will be accepted for this special edition at regular rates.

F—Favorable.

Lethbridge (Ala.) Herald:

A—Yes.

B—Not affected.

C—None.

E—No.

F—No comment.

Antigo (Wis.) Daily Journal:

A—Yes.

B—None.

C—About 2 per cent.

D—About 3 weeks.

E—Rates increased; no business lost.

F—Agencies coming nicely now.

Evansville (Ill.) News-Index:

A—Yes.

B—Hardly 1 per cent loss.

C—Approximately 20 per cent news stand sales, which have been largely regained.

D—Three months.

E—No effect.

F—No comment.

Springfield (Ohio) News:

A—Yes.

B—Healthy increase.

C—Small loss.

D—About a month or 6 weeks.

E—No effect on advertising.

Philadelphia Evening Bulletin:

A—Necessary and satisfactory.

B—Loss of from 4 to 6 per cent as compared with last year.

C—About 12 per cent.

D—About 4 months.

E—Impossible to say.

F—Favorable.

Aberdeen (S. D.) American:

A—Yes.

B—Loss of 5 per cent by raise; 10 per cent by enforcement of payment-in-advance rule.

C—About 10 per cent.

D—About 3 months.

E—Gross receipts increased; inches di-

minished.
F—Unfavorable to increase, but little national advertising has been lost.

Atlanta Constitution:

A—Yes.

B—About 10 per cent loss.

C—About 15 per cent loss.

D—Approximately 6 months.

E—Increase in advertising.

F—Most agents met raise in rate in good spirit.

Winnipeg (Man.) Free Press:

A—Yes.

B—Less than anticipated.

D—Six weeks.

E—Not affected.

F—Advancing advertising rates also, and advertisers realize that they must share increased cost of production with readers.

St. Louis Republic:

A—Yes.

B—Average gain of 9,494 copies daily during April, 1917, over April, 1916.

C—About 10 per cent loss on total circulation, mostly on street sales.

D—About 90 days.

E—Increased.

F—No complaint.

Red Deer (Alta.) Advocate:

A—Yes.

B—No appreciable change.

C—Lost not more than half a dozen subscribers.

E—No change.

F—No comment.

Berkeley (Cal.) Gazette:

A—Yes.

B—Slight gain.

C—Small loss.

D—One month.

E—Increased.

F—No comment.

Livingston (Mont.) Enterprise:

A—Yes.

B—Slight gain.

C—About 10 per cent.

E—Not adversely affected; now 12 per cent better than a year ago.

Altoona (Pa.) Mirror:

A—Yes.

B—Practically no difference.

C—About 2 per cent.

D—About 3 months.

E—Not affected.

F—Favorable.

Paducah (Ky.) Sun:

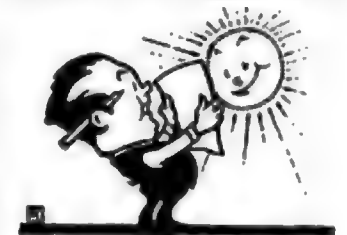
A—Entirely satisfactory; increased subscription rate 25 per cent January 1 and by March 1 records showed loss of only 4 per cent.

B and C—At no time was our loss greater than 7 per cent.

D—40 days.

E—Increases have not made a cent's difference in advertising, advertisers realizing we were justly entitled to the advances.

F—Trouble only with two advertising agencies; it took only three or four letters to straighten it out to our mutual satisfaction.



LIGHTEN UP
your copy with
CARTOONADAY CUTS
Howell-drawn

Write Now for Folder, Right Now!

CARTOONADAY
Incorporated
303 Fifth Ave., New York City
Copy specially prepared to fit cuts, if desired.

The BILLBOARD

is not a paper of general circulation going to anybody and everybody. It appeals to a definite class and is highly specialized in the interest of this class. The Billboard covers the theatrical field and is read by managers as well as actors. It is edited for them.

Reaches people connected with theatres, circuses, fairs, parks, vaudeville, motion pictures, drama, music, etc.

THE BILLBOARD

New York Cincinnati Chicago
Member A.B.C.

NEW ZEALAND HIT BY HIGH COSTS.

PUBLISHERS, AS IN AMERICA,
FORCED TO RAISE PRICES
—THEIR ASSOCIATION.

High cost of production was the chief topic discussed at the annual meeting of the Newspaper Proprietors of New Zealand in Wellington and the price of all newspapers was advanced on April 1 from 1 penny to 2 pence (2 to 4 cents) as a result of that body's deliberations.

Deep concern for future supplies of news print and other publishing necessities was expressed by P. Selig, president of the association, who rendered a report on the activities of the past year. Newspapers were compelled to "run close" to their margins of safety for the first three months of 1917, as the initial shipment of paper from Powell River did not arrive until March.

Contracts for news print for 1917-18 are "freight at buyers' risk" and at prices over twice as large as those prevailing before the war.

Mr. Selig was re-elected president for the coming year and will serve with the following officers: Vice-president, F. E. Hyman; secretary,



L. J. BERRY.

Secretary-Treasurer of the N.P.A.N.Z. treasurer, L. J. Berry; auditor, R. Bell; executive committee, H. Horton, L. Blundell, F. Pirani, G. Fenwick and E. A. Jones; awards committee, F. E. Hyman, F. Pirani, P. Selig, P. Bond and W. C. Weston. The next meeting will be held in Wellington.

He recommended the strictest economy in the use of news print and other supplies and pointed out that he had cut down the material used in the municipal offices 60 per cent as compared with ante-bellum consumption.

THE PRESS ASSOCIATION MEETING.

The New Zealand Press Association, meeting at the same time in Wellington, heard a report that the association had secured rights to both the great cable services now supplying Australian newspapers and was able to give the pick of the messages of both.

During the past year, the report stated, over 750,000 words had been supplied to the association's 74



P. SELIG.

PRESIDENT OF THE NEWSPAPER PROPRIETORS' ASSOCIATION OF NEW ZEALAND

clients and an increase over that number was predicted for the coming year. Despite delays in transmission, due to repairs and the pressure of government work, the service was reported to be highly satisfactory.

The following members were present:

Chairman P. Selig, H. Brett, Hon. G. Carson, C. S. Smith, F. Pirani, H. Horton, L. Blundell, P. Bond, C. East, C. H. Walker, R. P. Furness, I. A. McKay, T. C. List, A. McNicol, I. Coombe, W. C. Weston.

R. J. Gilmour, A. E. Jones, E. C. Huie, E. G. Kerr, R. Bell, F. E. Hyman, R. A. Duigan, G. T. Allen, A. E. Copping, W. Dinwiddie, E. Darley, W. McCullough, W. R. Kettle, C. J. Nightingale, W. Atkin, A. E. Manning, A. A. Lucas, A. L. Muir, W. J. Geddis, C. Earle and G. H. Dixon.

Messrs. Brett, Horton, Carson and Pirani, the retiring directors, were re-elected without opposition and F. Shaw was re-elected auditor.

HISTORY OF THE ASSOCIATION.

The Newspaper Proprietors' Association of New Zealand was established in 1898 and its membership has been increasing every year since. It now numbers 70 members, including the principal newspapers and proprietors in the Dominion of New Zealand.

Some of the objects of the association are:

To promote and safeguard newspaper interests when they are in danger of being adversely affected by parliamentary action.

To influence reform of the libel law and other legislation affecting the newspaper press.

To provide machinery by which members, when proceeded against for libel, may combine for their common defense.

To promote, as far as possible, uniformity of practice in advertising charges.

To assist in regulating the rates of wages and conditions of labor in newspaper offices.

To facilitate cooperation among members in all matters affecting their common interests.

The association has proved of incalculable benefit to its members. It has been instrumental in greatly reducing the amount of free publicity which found a place in the columns of the press.

Objectionable and fraudulent advertisements have been eliminated. It was estimated that in one year these to the value of £15,000 have been rejected.

Advertising agents are controlled by a set of regulations to which they must subscribe before being placed in the associations' "accredited list." A certificate, accrediting the agent, is issued annually on payment of a small license fee. Only to agents on the "accredited list" is commission allowed for business offered.

Through the solicitation of the association the government has adopted the practice of forwarding to the newspapers by post advance copies of lengthy documents to be presented to the houses of Parliament, such as the financial, works and railway statements for publication on a certain day, instead of using the telegraph at the last moment, thus obviating the chances of mistakes and blockage of the wires, and saving telegraphic charges.

Forty-four years ago Mr. Selig, who has a good grasp of the mechanical as well as the literary side of a newspaper, entered the government printing office as a copyholder. He has gone through the reporting and commercial departments; he founded and

edited the New Zealand Referee, purchased by the company he at present manages, and incorporated with the Weekly Press, an illustrated weekly magazine known over the length and breadth of New Zealand, Australia and other parts of the world.

Mr. Selig, who was president for many years of the local Master Printers' Association (being an ardent supporter of typothetae and the cost system) is a director, and was chairman last year of the United Press Association, which distributes one of the finest telegraphic and cables services in the world to its subscribers.

L. J. Berry, who has a newspaper experience of some eighteen years and is now circulation manager for the Christchurch Press Company, Ltd., has been secretary and treasurer of the association since 1914.

NEW ZEALAND'S INTEREST IN THE UNITED STATES.

EDITOR THE FOURTH ESTATE.

SIR: I read THE FOURTH ESTATE most religiously and interestedly and can imagine what a busy time you are surely having.

The paper situation must be giving you a lot of thought and I have been greatly struck with your reports of the paper commission. I see that seven manufacturers, including Messrs. P. Dodge and Chaboon, are being proceeded against for not obeying the decision of the commission regarding the selling price of news.

Why shouldn't manufacturers take advantage of the opportunity to make up for the many lean years most of them—the I.P. Company particularly, according to report—have had.

The New Zealand Newspaper Proprietors' Association at their last general meeting decided that it was advisable to increase the selling price of all dailies.

Unfortunately, when the time came some of the centers—notably Auckland and Christchurch—could not agree, but the Wellington papers, both town and country, are now two-pence per copy.

The circulation of the Post dropped but little and the additional revenue helps pay the increased cost of paper.

We are giving the selling agents considerably better terms and they are working extra hard to keep their sales up to the old standard.

This country is remarkably prosperous, but we may feel the adverse effects of the war should the shortage of steamers mean our products being held up here. This is a great little country in every way and you should visit it so soon as you can get away for a spell.

The spending power of the people is very high and New Zealand should be a great field for American goods, particularly now that America has definitely and openly taken sides with the Allies.

I can quite imagine the excitement in New York over the great event and the immense demand for the papers—another additional strain on the poor news manufacturers.

I can also imagine your interest in and excitement at the news that America has at last openly gone in with the Allies. Needless to say, the news was received with real pleasure in this part of the world.

On page 11 of THE FOURTH ESTATE of April 21 is an article, "Recovering Lost News Print," which has rather interested me. We, of course, have a certain amount of paper damaged in transit, as have the other Wellington newspapers, and I shall be glad if you will ask the Seybold Company to send particulars of the machines they make suitable for cutting up small quantities of reel news.

W. J. BLUNDELL.
Wellington (N. Z.) Evening Post.

PUTTING
OVERTHE BIG
CAMPAIGNS

ARTICLE IV.

SOUTHERN EXPRESS COMPANY TAUGHT
CITIES OF DIXIE TO BUY DIRECT FROM
THE FARMER—"BY EXPRESS."

BY W. LIVINGSTON LARNED.

The hard headed merchant or manufacturer who has cultivated a suspicion of all advertising, because he has never tried it himself or because some one experience in the past was disastrous, is finding it difficult to reconcile his purely personal views with certain developments of the militaristic present.

Uncle Sam believes in advertising! He is decidedly in favor of using newspaper space.

When he wants to put over a big deal national or local, he lies him to the "Billville Banner" or the highly profitable "Daily Democrat."

And these appropriations have not been squandered.

RESULTS, in big letters, have invariably been the reward.

Take the Liberty Bond campaign. Here was a nation-wide propaganda to be stimulated, every little hamlet and village and town and cross-roads community must do its bit.

Clever copywriters and ingenious artists set to work and the problem was handled just as an agency would handle a new soap, or a kitchen cabinet or any other commodity. The same principles were brought to bear—the same elements of human interest.

The Liberty Bond campaign was a hum-dinger. Our loyal country oversubscribed it.

And bankers concede that "advertising did it"—localized advertising—newspaper advertising.

The Red Cross appeal, recently closed is another striking instance of the power of the ad and of the press. That united driving force can batter down any prejudice, indifference or township inaction.

Enlistment campaigns, carried on in small-town papers, have brought the men, when nothing else would. Leave it to the copy expert to have his way with the public. He'll reach the heart, the pride or the pocket-book, sooner or later, by a studious method all his own.

Not until recently have advertisers themselves fully appreciated the rugged strength and vitality of the force they employed. Advertising will sell a sentiment, or an ideal. It will market human qualities, good or bad. It will rectify wrong and set entire states in order. It will throw logs on the rails of the nefarious food juggler, and make the grafter sowl for help.

Advertising, we now realize, aways morals as well as money. Advertising is the master-lever of our day. It will pry almost any old oyster loose.

The increasing terrors of the food situation are known to all. When Neighbor Jones says that one lamb chop, resembling a crack in the plate when cooked, costs him 18 good cents, we no longer call him an ignorant City dweller—people residing "in town," away from intimate contact with the farmer and his farm

—face a condition that is positively distressing. How to live and to give, at a time when one is well nigh prohibitive and the other a duty one owes one's self and one's conscience, is a puzzle past the average man's solution.

SIMPLIFYING DISTRIBUTION.

It was left to the Southern Express Company to take a giant stride forward in the right direction.

If, somewhere up and down the line of trade, a bat-full of cooking greens increased in price from a fraction of a cent to fifteen, then why not shorten that circuitous route and decrease the number of vacation stop-overs.

"From the Farm—Direct to the Consumer" was not a new thought, but it offered new possibilities in an advertising way.

Perhaps Mrs. Housewife and Mr. Bread-winner had not been told all the facts by the mail order catalogs and the big department stores. A great many articles of merchandise

had been coming and going via mail and express, for a great many busy years, but what about sending a cabbage to Mrs. Smith, in the city, from that great diversified farm less than 50 miles away?

Some genius had devised an egg-carrier that would negotiate a dozen white-leghorn globes of nutriment, without cracking eleven and a half of them. Mrs. Smith should and could be told that eggs were cheaper and fresher when ordered direct from the farm—by express.

The ideal and the idea were welded into a reality.

But this innovative story must needs be "put over" with the public. It was pretty radical. Could the housewife be made to dig herself out of her own traditional way of doing things? It wasn't an easy job.

THE NEWSPAPER'S PART.

Obviously, the quickest approach was via localized newspaper campaigns.

Advertisements, varying in size from 2 columns, 4 inches to 4 columns, 6 inches were constructed, and in liberal quantities.

Every advertisement was illustrated specialists in farm scenes being employed. The farmer was shown reaching across the intervening miles and handing supplies to the eager housewife on the opposite side.

Between them, in phantom form, sped a fast express train.

The fact was necessarily emphasized that all goods were shipped via the quickest route.

They were not dawdled through by freight; slow trains were taboo. Express was the word, in more senses than one.

It was conveyed to the reader that a head of lettuce could be ordered, so prompt was the delivery. Otherwise perishable goods could be shipped with safety—dressed fowls, butter, melons, eggs, fruit of all

kinds—even peaches.

The economy of the procedure was taken up in some of the advertisements and it was pointed out that aside from receiving a better grade of produce the express way was the economical way.

But here was the way the copy man put it:

"HELP THE CITY SOLVE THE
PURE FOOD PROBLEM"

"The city is clamoring for all you raise—chickens, turkeys, fruits, vegetables, eggs, honey, milk and meat. Supply the city's demand and deliver at their door by express. Every one wants the things the country can give whether they can live there or not.

"WE MAKE YOUR MARKET"

"We have organized a Market Bureau to help you sell what you have to offer from your garden, your orchard, your dairy or your poultry yard. The city consumers are anxious to buy what you have to sell. The way to get together is through the service of the Southern Express Company.

"We will be glad to aid any producer or shipper by putting into the hands of consumers reasonable information as to food products shipped or produced by him. Address all such information to your local express agent and he will do the rest.

"Our low rates on food products, prompt service and free city-delivery puts you in daily touch with the city trade and there's money in it for you.

"The foundation of this advertising campaign is to broaden the consumption and to find a greater number of consumers over a larger field of territory. This means more consuming power and better prices.

"A number of people are not so situated as to be able to deal directly with the producer, but there is a wide field for the development of direct sales of carefully selected and carefully packed products of the farm, orchard, garden, etc., to the ultimate consumer.

"The producer who will give attention to the grading and packing of his products can reap the advantages of this campaign, but without the cooperation of the grower, producer, etc., in this respect, as well as prompt attention to all orders received, the carriers can do little.

The campaign was general throughout the Southern states and space in rural district papers was used as well as the dailies of the larger cities. There was method in this.

Farmers were to be educated as well—they must realize that this constructive advertising was for their benefit; without expenditure a demand was to be created for overflown crops, an uncultivated source of revenue opened. They were to respond quickly and efficiently to orders when the orders did begin to materialize.

Six months had not passed before the remarkably beneficial results of the campaign began to materialize. The farmer himself was perhaps the first to see the great possibilities of the scheme and joined in most heartily.

Now that conservation is doubly necessary—now that the President himself is pleading with housewives to practice rigid economy in every branch of house-keeping, the newspaper advertising of the Southern Express Company is indeed welcome.

And another forceful instructive campaign is in the making.

JOURNALISTS' WAGES IN AUSTRALIA.

In the matter of the industrial dispute between the Australian Journalists Association and the Sydney Daily Newspaper Publishers Association and others, the Federal Arbitration Court has handed down the following governing rates of pay for journalists (expiring December 31, 1921):

The minimum rates of pay for journalists (except where otherwise specifically directed) shall be as follows:

(A) IN NEW SOUTH WALES AND VICTORIA

	Morning Papers.	Evening Papers.	Weekly Papers.
	£ s. d.	£ s. d.	£ s. d.
1. News editor, exclusively employed as such.....	12	11	
2. Editor-in-chief of weekly newspaper, dealing with agriculture, horticulture, sporting and ordinary current news of the week.....			12
3. Sub-editor of ditto.....			8 10
4. Leader writers, as hereinafter defined.....	12	9	
5. Chief sub-editor, where no news-editor or chief-of-staff employed.....	12	10	
6. Chief sub-editor, where news-editor or chief-of-staff employed, but not both.....	12	10	
7. Chief sub-editor where both news and chief-of-staff employed.....	10	9 10	
8. First assistant sub-editor.....	10	9	
9. Sub-editor of evening edition of morning paper.....	9 10		
10. Classified journalists as hereinafter defined:			
(a) Seniors.....	8	7 10	
(b) Generals.....	7	6 10	
(c) Juniors.....	5	4 10	

(B) In South Australia, Queensland, Western Australia and Tasmania:

In all these states the same rates shall apply as in New South Wales and Victoria, less the following respective deductions, and with the undermentioned proviso:

- (a) In Western Australia—A deduction of 5 per cent.
(b) In South Australia and Queensland—A deduction of 10 per cent; and
(c) In Tasmania—A deduction of 20 per cent.

(C) ALL STATES.

I.—CADETS.

- (a) Cadets as hereinafter defined shall be paid on all newspapers as follows:

First year.....	£1 10s per week.
Second year.....	£2 10s per week.
Third year.....	£3 5s per week.

(b) A cadet for the purposes of this award is a person who is in training for journalism but has not had three years' experience.

(c) The services of a cadet shall be regarded as continuous, notwithstanding that he may have been employed on more than one newspaper during his period of cadetship.

(d) Except with the consent in writing of the claimant organization, not more than one cadet shall be employed to every five members of the employer's classified staff.

Coin Cards Pull
Solicit—Sell—Collect

Our cards are machine made, uniform, and of the highest quality.

Write or telephone for samples and prices.

NEW YORK
COIN CARD CO.

320 Broadway NEW YORK
Telephone, Worth 2208.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company. Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary, 333 West 59th Street, New York City.

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Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

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FOR THE WEEK ENDING JULY 7, 1917

MEDDLESOME LEGISLATION IN CONGRESS.

The so-called Corrupt Practices Act is dead, with its objectionable "rider" on the subject of newspaper censorship, or at least has entered upon a long sleep.

Newspaper publishers, harassed by the news print situation, new Federal taxation and a prospective increase in postage rates, need not fear at this stage the "last straw" in the form of an enactment of a Corrupt Practices Act that would strike at the freedom of the press under guise of requiring the identification of paid political advertising.

This is, in effect, the intimation that comes to THE FOURTH ESTATE from persons in the confidence of Senator Owen and the other members of the United States Senate (including a special subcommittee) who are supposed to be strong in support of the Corrupt Practices Bill that attracted so much attention in the closing session of the last Congress.

The bill that is so obnoxious to most newspaper men was reintroduced in the present special session of Congress, but its sponsors have admitted to one another and to a few associates that there is no chance that it will pass or even be taken up at the present session.

It is understood that Senator Owen feels that the only time a Corrupt Practices Act can stand a ghost of a show of approval by the national legislature is immediately after a fiercely contested political campaign when the people are wrought up by rumors of corruption, etc. The farther we get from such a political campaign the less the chance of "reform." Hence, the proposition is likely to be allowed to become a dead letter.

To turn to another angle of the legislative situation that has special interest for newspaper executives it may be predicted that there is "not a chance" at the present session for several pending bills that have more or less strong newspaper support.

One of these is the measure designed to relieve newspaper publishers from the necessity of filing with the Post Office Department semi-annual statements of circulation.

The Stephens "Honest Advertising Bill," which with national advertisers lined up on one side and department store proprietors lined up on the other, has driven many news-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400. Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 23 lines in depth of column) double price.

paper publishers to the fence, will not be taken up by the House Committee on Interstate and Foreign Commerce which has had its hands full with the "Trading With the Enemy Act" the latter, by the way, a prospective statute that will touch newspaper advertising interests via its stipulations relative to the patents and trademarks of enemy subjects.

Chairman Smith of the Patents Committee of the House of Representatives informed THE FOURTH ESTATE this week that there is not the slightest likelihood that his committee will consent to attempt to break in on the war program with a Design Registration bill such as has been proposed to protect, among other things, originality in advertising copy.

Similarly, there is nothing stirring in the direction of the "Misbranding" Bill, which was laid over by the last Congress and which would, if enacted, afford the first national statute against untruthful advertising.

PRESS AGENCY NEARING THE SATURATION POINT.

Press agency, as distinguished from paid advertising, and a strict separation of the wheat from the chaff in news dissemination, has recently come in for several pretty hard knocks at Washington.

The worst blow sustained by the publicity lobby came in the form of the denial by the Interstate Commerce Commission of the plea of the railroads for permission to advance freight rates 15 per cent.

The railroads, unmindful apparently of the bitter lessons of past experience, elected in this instance to sidestep paid advertising and rely solely upon free publicity to reconcile the shippers of the country to a rate increase.

Failure of this campaign ought to convince the railroads once and for all; for never, by the confession of leading railroad authorities, have the transportation interests mustered such elaborate publicity forces in any public campaign.

Tons upon tons of press matter were sent out from the several headquarters at Washington and it would seem that a drive so barren of results would all but compel a revision of policy.

Even Governmental publicity is likely to come in for a few "falls" ere many weeks have elapsed, for all

the saving grace it has thus far enjoyed through the anxiety of the newspapers to support Uncle Sam in this time of trial.

One circumstance that bodes ill for the whole cause of Governmental publicity is the strife within the ranks of the Federal press agents—"censors" arrayed against one another in conflict of authority and publicity seekers working at cross purposes.

Even more menacing, however, is the surfeit of press matter that is going out from Washington and that is calculated to swamp the everyday editor even if he were haunted by no news print nightmare.

Onlookers who have watched the flood of press matter pouring out from Washington are asking themselves how soon the "saturation point" will be reached.

To print merely the daily grist from the Department of Agriculture, the food administration, etc., would make a big hole in the news space of the average daily lay-out.

Overshadowing such gentle solicitation for space is the special pressure brought to bear from the fact that each succeeding week marks a special event that needs all the space that can be spared.

There was Registration Day, the wind-up of the Liberty Loan campaign, Red Cross Week and Army Recruiting Week, etc.

Close observers of the gentle art of grabbing newspaper space are beginning to ask how long this sort of thing can keep up without some loss of potency on the part of the whole mass of appeals for space.

As though there were not enough press stories going out from Washington in frank envelopes every day, some editors throughout the country are beginning to grumble because the Creel Committee of Information has no mailing list for its press stuff.

The committee is getting out anywhere from 8 to 26 mimeographed stories per day, but in order to obtain these it is necessary for a publication to have a Washington representative who will call in person each afternoon at the headquarters of the committee.

Papers that have no Washington correspondents evidently feel that they are being left out in the cold.

Meanwhile the Creel Committee continues to have troubles of its own.

With the State Department, the Navy Department and the War Department each going its own sweet way in handling publicity matter independently of the Committee on Information, there is gossip to the effect that certain members of Congress are getting ready to complain because of the alleged fancy salaries paid to Director Creel, Ida M. Tarbell, Will Irwin, Kendall Banning and other friends of Mr. Creel imported to Washington from New York for the occasion.

NOTE AND COMMENT.

The Daily News Record, a newspaper published in New York for the textile trade, has just instituted a department consisting of a classification of business articles appearing in current periodicals, the purpose of which is to give the business man directions where to find general and specific information of various phases of commercial activity.

The value of a compilation of sources of information such as this is obvious, including as it does every periodical devoted either to business subjects or carrying articles on more general forces. THE FOURTH ESTATE is among the publications listed as being regularly examined.

Almost coincident with the arrival of American troops on French soil, the New York Sun and Evening Sun started to raise funds to keep the

boys supplied with tobacco. The members of both papers' staffs contributed liberally to start the fund and other moneys quickly arrived at the Sun office from all parts of the country. The idea has been strongly endorsed by officers of the Army, Navy and Marine Corps.

The New York American on July 3 printed a special eight-page, half-size section devoted to the President's proclamation on the rules governing the selective draft. The rules were briefly and clearly summarized and explained, giving the exemption rules, method of examination and full particulars on the duties of exemption boards.

The form, which was secured by printing two four-column pages in the space of a regular newspaper page, makes the section easy to read, handle and keep for reference.

The Mergenthaler Linotype Company has just issued a booklet of specimens of display in classified advertisements, effected by the use of one and two-letter matrices. A number of linotype faces are shown, especially adaptable for use in newspaper classified and miscellaneous small advertisements.

One of the errors most deeply ingrained in the public mind is an erroneous idea of the supposedly enormous sums paid for advertising, which many believe increases the price to the consumer of all advertised articles and thus constitutes an important factor in the higher cost of living.

The Association of National Advertisers has been able to collect facts and figures from its members which show the absolute error of this view.

Publishers, advertisers and agents alike have a vital interest in bringing these facts to the attention of the public, especially at this time when so much legislation vitally concerning the publishing and advertising interests is under consideration.

Now or never is the time for us to let in the light of truth on this subject.

Farm, Stock & Home, Minneapolis, is issuing a series of data and service booklets, intended to furnish definite and accurate information, secured from authoritative sources, about the agricultural situation in the Northwest, Minnesota, Wisconsin, the Dakotas, Montana and northern Iowa.

"We might as well attempt to live in the twentieth century without electricity, without the telephone, without the railroad, as to attempt to do business, to grow and prosper without the constructive daily newspaper," says W. C. D'Arcy, newly elected president of the Associated Advertising Clubs of the World.

The Brooklyn (N. Y.) Eagle recently took advantage of building legislation pending at the state capital to work up a full page of small advertisements of business houses whose work would be favorably affected by the passage of the law. The page was not run until word was received that the bill had been approved by Governor Whitman, but it was kept in type and was published in the next edition.

WONDER WHAT THE OTHER TWO THINGS ARE.

"F.P.A." in New York Tribune.

If Secretary Baker knew more about the newspaper game, he would not, we believe, cramp the power of George Creel and his vice board. But it is proverbial that one of the three things everybody thinks he knows how to do is to run a newspaper.

PURELY PERSONAL.

William W. Moss, Jr., graduate of the University of Virginia School of Journalism and former secretary of the university's publicity committee, has been appointed city editor of the Post Exchange, a newspaper published by the soldiers of the United States Army Ambulance Corps stationed at Allentown, Pa.

Charles A. Hagner of the Wilmington (Del.) Evening Journal's staff has been elected secretary of a new department of elections for that city appointed to conduct a special license election in the fall.

Ben S. Boyce, son of W. D. Boyce, the publisher of the Indianapolis Times and Chicago Saturday Blade and other weekly papers, has joined the United States Signal Corps.

George Carter, editor of the Wilmington (Del.) Evening Journal, has been appointed secretary of the National Defence Committee for that city.

Jason Rogers, publisher of the New York Globe, won a sweepstakes match at the Essex Falls (N. J.) Golf Club last week, with a score of 85-17-74. He finished second in the June tournament of that club, being defeated in the final, 1 up.

George T. Kenney, assistant city editor of the Chicago Herald, is on a vacation which he does not propose to have disturbed by "S.O.S." calls from the office. He has not announced his destination.

L. B. Ashcom, a member of the Johnstown (Pa.) Leader's staff, has been appointed an alderman in Johnstown. He will continue newspaper work for a time.

Earl Bradley, formerly a reporter on the Battle Creek (Mich.) Moon, and now in France as a member of an ambulance corps, writes to friends in Battle Creek that the Americans are being feted by the French in a manner that is most pleasing to newspaper men, not accustomed to that sort of thing at home.

Mrs. Lois H. Allen and Mrs. A. M. Cochran, prominent Colorado newspaper women, had an active share in the recent war conference held in Denver for the purpose of aligning Colorado interests behind national war aims.

Richard O. Hansen, who was on the reporting staff of the Salem (Ore.) Statesman prior to being called into military service with M. Company, Third Oregon Infantry, is now in charge of a recruiting office at Pendleton, Ore.

John C. Shaffer, publisher of the Shafter list of newspapers, is mourning the death of his brother, W. Howard Shaffer, which occurred a few days ago at Asbury Park, N. J.

ITALIAN EDITOR QUILTS.

Manuel Lo Presti, editor of La Notizia, a Boston daily newspaper printed in Italian, who was arrested by the police, charged with criminal libel on account of alleged references in the newspaper to the Prince of Udine, has resigned.

The head of the Italian War Mission visited Boston on Monday. After the appearance of the newspaper a demonstration took place in which all available copies of the paper were seized by a crowd.

SUCCEEDS HIS FATHER.

The Littlestown (Pa.) Independent is now in entire charge of Burton Alleman, who succeeds his father, the late David B. Alleman. For the past three years the present publisher has virtually directed the paper.

VACATION NOTES.

Miss Edna N. Taylor, editor of the woman's page of the Wilmington (Del.) Every Evening, is on a two-months' vacation. Miss Alice L. Hoop is in charge of the page for the summer.

Arthur C. Scholl, Associated Press operator for the Wilmington (Del.) Every Evening, has returned from Allentown, Pa., where he spent his vacation.

Arthur E. McEvoy, city and news editor of the New Britain Herald, has returned from a brief vacation passed at the shore.

M. D. Myers, head of the New Britain Herald's proof desk, is on a vacation to his home in northern New York state.

Joseph H. Martin, president and editor of the Wilmington (Del.) Sunday Star, has just returned from a two weeks' vacation trip.

Philip A. Steinbach of the news staff of the Wilmington (Del.) Every Evening, is spending a week's vacation in Philadelphia, his former home.

J. Benjamin Rumbf, assistant city editor of the Wilmington (Del.) Every Evening, enjoyed a vacation last week, part of which was spent in Baltimore.

NEW BUSINESS MANAGER IN RICHMOND.

Samuel T. Clover, editor and publisher of the Richmond (Va.) Evening Journal, has promoted Walter A. Beswick, for the last year advertising manager, to be business manager. Mr. Beswick will continue to give his personal attention to the direction of advertising affairs.

The Evening Journal has made fine progress since Mr. Clover purchased it June 1, 1916. Advertising patronage, as well as circulation, has made sturdy strides.

A successful circulation contest, embracing \$15,000 in prizes, was concluded on June 30, resulting in substantial increases in high class circulation. The Evening Journal advanced its subscription price from one cent to two cents on June 4.

AGARD IN DEMAND.

Clarence M. Agard, a former city and news editor of the Bridgeport (Conn.) Post and Brockton (Mass.) Times, served as publicity director of the Connecticut Prison Association's committee on delinquent women in their state-wide educational campaign during the recent legislative session to secure authorization for the establishment of a woman's reformatory. The campaign was a success, a generous amount being appropriated.

During the campaign he also served as personal press representative for Dr. Valeria H. Parker, field secretary of the Connecticut Society of Social Hygiene, in charge of an extensive publicity campaign. For the third consecutive year, the publicity campaign of the Connecticut Conference of Charities and Correction was handled by him.

ANOTHER MISSOURIAN FOR JAPAN.

Frank H. King, former editor of the University Daily Missourian, sailed from San Francisco June 30 for Tokyo to become a member of the staff of the Japan Advertiser.

King is the fourth University of Missouri journalist to join the staff of the Advertiser. The others are Oscar Riley, J. G. Babb, Jr., and Ralph H. Turner.

Russell L. Richards and Charles Roster, of the same school, will sail soon to be employed on the Honolulu (H. I.) Star-Bulletin.

STAFF CHANGES.

William W. T. Squire, former police reporter for the Hartford (Conn.) Courant, is temporarily in charge of the New Britain (Conn.) Herald's proof desk while awaiting examination for admission to the military training camp at Plattsburg.

C. E. Wilson, who for more than a year has been on the news staff of the Salem (Ore.) Capital Journal, has resigned to do newspaper work in Helena, Mont. His place at Salem has been taken by Harlan Hoffman, a Salem man.

Edward H. Harris has become advertising manager of the Donaldson Publishing Company, publisher of Oak Leaves, the Austinite and Forest Leaves, at Oak Park, Ill.

Lillian Macdonald, whose work for Boston newspapers has attracted some attention, has recently become an editorial writer for the Milwaukee Daily News.

J. A. Henderson, one time a Chicago special newspaper representative and later manager of the agency department of the Direct Advertising Service, Inc., Birmingham, Ala., is now with the advertising department of the Decatur (Ill.) Daily Review.

James Russell, former city editor of the Chicago Herald but out of the "game" for some time, has gone back into newspaper work as special political writer of the Herald.

W. Douglas Gordan of the Richmond (Va.) Times-Dispatch editorial staff has resigned to go with the Norfolk Ledger-Dispatch. He has been dramatic and music critic on the Richmond newspaper for the past fifteen years and has also written editorials and literary reviews.

James C. Latimer, for six years manager of the Richmond (Va.) Times-Dispatch News Bureau, has resigned to become editor of the Staunton (Va.) Daily News. He had been in Richmond for six years.

Eula Young Morrison, former woman's page editor and short story writer for the Richmond (Va.) Evening Journal, has joined the Times-Dispatch staff as book reviewer and dramatic critic.

Leo Bejack, of the Montgomery (Ala.) Advertiser advertising department, has joined the Navy as a seaman and expects to see service shortly.

Kenneth C. Davenport, of the editorial staff of the Joplin (Mo.) Globe, has gone to France to serve as an ambulance driver.

"Jack" Henderson has joined the staff of Ryan & Inman, Chicago newspaper representatives. He was formerly with the Chicago office of Modern Priscilla.

Don Chamberlain, who has been covering the Wisconsin legislature for the United Press, has been transferred back to the Chicago office, the legislators having concluded their sessions.

William Martin, telegraph editor of the Springfield (Ill.) State Register, has resigned and returned to his home in Sullivan, Ill., owing to other business holdings there. He is succeeded by Malcolm M. Adams, who has been operating the Capital News Bureau.

NEWSBOY OF 1860 SELLS PAPERS FOR RED CROSS.

John T. Hilton, Civil War veteran and engineer, who claims to be the oldest newsboy in Paterson, N. J., having sold the old Paterson Intelligencer over fifty years ago, offered his services to the Paterson Press-Guardian on June 22, when that paper turned over its entire circulation receipts to the Red Cross.

WEDDING BELLS.

Edwin N. Lewis of the New York Tribune staff, now on leave of absence at the Plattsburg military training camp, and Miss Mary H. Hall of New Britain have become engaged. Mr. Lewis was for three years a member of the New Britain Herald's editorial staff and took a course in journalism at Columbia prior to joining the Tribune staff. Date of the wedding was not made public.

Joseph J. Early, political writer for the Brooklyn (N. Y.) Standard-Union, and Miss Olga Muriel Cook were married in Brooklyn on June 30.

James R. White, of the Detroit Journal advertising staff, and Miss Arline E. Wilkes, daughter of Robert R. Wilkes, for thirty-five years on the staff of the New York World, were married in Flushing, N. Y., on June 30.

Frank T. Buell, publicity manager of Luna Park, Coney Island, and Miss Estella Birney, leading woman of "The Prince of Pilsen" company, were married on June 26.

R. Howard Berg, circulation manager of the Miami (Fla.) Daily Metropolis, and Mrs. Berg were in New York during the past week on their honeymoon. Mrs. Berg demonstrated her art in cooking in the stops made at camp along the Dixie Highway between New York and Florida, as the newlyweds made their way North by auto.

Miss Lisetta Neukom, a newspaper woman of wide experience, including service on Battle Creek, Kalamazoo, Lansing, Milwaukee and Philadelphia newspapers, was married June 23 at Beaumont, Tex., to Max Brown Higgins, a civil engineer. Mrs. Higgins will retire from newspaper work and the newlyweds will live at Port Arthur, Tex.

Charles Coddington, editor of a weekly paper at Cartersville, Ill., and Miss Alice Fellows, cashier of the Racine (Wis.) Journal-News, were married recently. The wedding marked the culmination of a newspaper romance, Coddington having been a reporter on the Journal-News at the time he met Miss Fellows.

Irving N. Mack, a Chicago publicity man, and Mrs. Mary Harris of Chicago are to be married soon, according to an announcement just made. The date has not been announced.

H. B. Crozier, city editor of the Galveston (Tex.) News, and Miss Grace Younger, of Houston, have been married.

MCGRAW CASE RE-OPENED.

AS THE FOURTH ESTATE goes to press, the directors of the National League of Professional Baseball Clubs are hearing testimony in the case of John J. McGraw, manager of the New York Giants, which was reopened at the request of the New York Chapter of the Baseball Writers' Association. The directors of the league had closed the case recently following the repudiation by McGraw of an interview, which the writers allege to have been authentic in every detail.

NOT WITH THE REPUBLICAN.

William Hale Thompson, mayor of Chicago, who has been warmly defended in his pro-German attitude by the Weekly Republican, has issued a denial of any official or financial connection with the Republican.

The Republican has made repeated criticism of President Wilson and the general war policy and has been, as a consequence, under the questioning eye of Federal authorities in Chicago, although no official action has been taken against the paper.

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Mohair Flag, embroidered stars, beautifully
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THE RIGHTS OF A WHOLESALE

BROUGHT UP IN COURT BY
PICTORIAL REVIEW IN
SUING CURTIS CO.

The case of the Pictorial Review Company against the Curtis Publishing Company, for an injunction under the Clayton Act, to prevent the Curtis Company from interfering with the distribution of the Pictorial Review by independent wholesalers, is explained by R. A. MacKinnon, its circulation director, to THE FOURTH ESTATE as follows (the case has not yet come to trial):

"At the time the action was begun the Pictorial Review asked for a temporary injunction effective until the case could be tried. This motion was heard upon printed papers and no witnesses were brought into court by either side.

"The court before whom this motion was heard has decided not to grant such a temporary injunction.

"The effect of this decision is to leave the matter as it was until the case is tried.

"The opinion handed down by the court in deciding the motion is given up almost entirely to a discussion of the system of selling the Curtis publications through boys.

"Upon the trial we do not think that the boy question will be a decisive factor, because we abandoned any idea of a boy sale for the Pictorial Review in February of this year, and so notified all wholesalers at the time.

"We had then come to the conclusion the boy system, such as it is in use by the Curtis Company, was not suitable for the distribution of our monthly magazine.

"The real question which will be submitted by the complainant for decision upon the trial is, whether the independent wholesalers who are already under contract with the Curtis Company can be prevented by the Curtis Company from supplying retail dealers with the Pictorial Review or other magazines.

"It is needless to say that we shall

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William L. Betts
Company

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The True News

FIRST

Always—Accurately

**INTERNATIONAL
NEWS SERVICE**

10th Floor, World Bldg., NEW YORK

bring the case on for trial at the earliest possible date.

"We confidently expect that when the case is presented to the court upon an actual trial and the witnesses heard in court, the result will be favorable to the Pictorial Review.

"We are waging this fight not alone in our own interest but also in that of every independent wholesaler in the country, as we believe that the wholesalers should be free to handle any publication they may desire and not be subject to the dictation of any one publisher.

"What we desire to see accomplished in the magazine distribution field is free and unrestricted competition."

MONGER'S POLISH BOOKLET.

The official book of the National American Committee for the Polish Victims' War Relief Fund has been compiled and published under the direction of R. S. Monger, the circulation and general publicity promoter, whose office is at 5614 John Avenue, Superior, Wis.

The booklet is fifty-two pages in size and is generously supported by advertising secured by Mr. Monger's service.

A voting contest, directed by Mr. Monger, is being held to aid the fund, in which a large number of valuable prizes are to be awarded, headed by five automobiles. The votes of the contestants may be acquired by actual balloting of friends and on the amount of money each contestant raises through flag and button sales.

EVENING POST ACQUIRES A MARINE PAPER.

America's oldest shipping journal, the Nautical Gazette, has been acquired by the New York Evening Post Company and appears under new management.

The title of the publishing company remains the Nautical Gazette, Inc. Oswald Garrison Villard is president, Emil M. Scholz is vice-president and treasurer, Robert B. McClean is secretary.

Walter B. Hayward, city editor and for years a writer for the Evening Post, is the supervising editor of the Nautical Gazette.

James Gray, who for the past year has been editor and one of the owners of the Gazette, remains with the paper as assistant editor.

The Gazette was established on July 1, 1871, at 39 Park Row, by Osbon & Bree.

HIT BY ESPIONAGE LAW.

Under the provisions of the new espionage act, the Savannah post office on June 28 held up deliveries of Thomas E. Watson's newspaper, which has been attacking the army draft, pending a decision by the Post Office Department.

Watson is a Georgia editor who frequently has clashed with the Federal authorities over his publications.

KEEN PUBLISHERS Everywhere Are Buying Electric Bulletin Machines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

**National Electric Bulletin
Corporation**

NEW LONDON, CONN.

NEWS NOTES OF CIRCULATORS.

Lyal McLaughlin (familiarly known as "Mac"), who has been connected with the outside circulation department of the Decatur (Ill.) Daily Review for the past two years, has accepted the call to the colors.

The newshoys and carriers of the Peoria (Ill.) Journal and Transcript will hold their annual picnic on July 11.

Adopting progressive circulation methods, Thomas F. Jackson, circulation manager of the New Britain Herald, has arranged with the Western Union Telegraph Company to have current issues delivered by messenger boys, in case regular carriers fail any of their customers. According to announcement published, subscribers failing to receive their paper by carrier at a certain time only have to call the Western Union office to secure prompt service.

The newshoys of the Wichita (Kan.) Beacon were given a picnic last week by the business department of that paper. A. T. Butler, business manager, acting as host.

The Wilmington (Del.) Evening has added a music department, which is made a feature of each Thursday issue. For a long time there has been an automobile section on Wednesdays.

The Youngstown (Ohio) Vindicator caters to its cosmopolitan clientele by running a special "Cosmopolitan Page" in the Sunday issue. All of the many nationalities represented in the Youngstown district have access to the page and an interesting feature is the result.

G. Proctor Cooper and his brother Delbert, formerly of the carrier staff of the Duluth Herald, have enlisted in the Navy.

EDITORIAL GUNS SPIKED.

The Frankfurter (Germany) Zeitung is now under a preventive censorship. The newspaper announces the discontinuance of editorial comment of war measures until further notice.

The Frankfurter Zeitung, during most of the war period, has been known as Chancellor von Bethmann Hollweg's organ, and it stood by him through thick and thin on the question of peace terms. Its Berlin correspondent is the Chancellor's most intimate newspaper acquaintance.

INSURANCE PAPER CHANGES.

E. Weston Roberts, son of the late Harvey E. Roberts, has succeeded the latter as editor and manager of the Insurance Advocate, New York. He had been associated with his father for the past four years as business manager of the Advocate, which is now owned by Mrs. Adeline Weston Roberts, wife of the deceased.

The only journal outside of the United States published in the interest of Newspaper Men.

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NEWSPAPER
WORLD**

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The 5-year comic success
Smaller sizes requires only one-half space

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"The CIRCULATION Builders"
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I Get the Money!

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Special Editions
Weekly Review Pages
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Nat'l Exch. Bk. Bldg.
PROVIDENCE, R. I

NEW ENGLAND CIRCULATORS READY FOR MEETING.

The New England Circulation Managers' Association are all ready for their quarterly meeting, to be held in New Bedford, Mass., on July 11 and 12.

A number of prominent members of the International Circulation Managers' Association, which organization has just decided to hold its annual meeting in Atlanta from October 8 to 11, will be at the New Bedford gathering as guests and speakers.

D. B. G. Rose of the Louisville (Ky.) Post, James McKernan of the New York World, Martin A. Miner of the Utica Observer, Thomas Downey of the Boston Globe, T. H. Bridge of Troy, Ohio, E. C. Johnson of the Louisville Courier-Journal and Times and C. H. Hastings of the Lynn (Mass.) Item are among those who have already registered in New Bedford.

The complete program was printed in THE FOURTH ESTATE of June 30.

I.C.M.A. IN OCTOBER.

The International Circulation Managers' Association will hold its annual meeting in Atlanta from October 8 to 11. The pressure of war conditions necessitated the postponement of the meeting from last month.

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE IV.

EXAMINING THE BALANCE SHEET OF A PAPER TO BE TAKEN OVER—LOOSE METHODS OF BOOKKEEPING.

BY EDMUND WALKER.

In this series of short articles on newspaper work Mr. Walker has created a hypothetical company and takes it through all the stages of an organization's financial existence.

Starting with the period of incorporation, he showed the opening of the accounting books. He will take the paper through a period of prosperity and finally make a mistake in financing, necessitating compulsory liquidation.

In the course of the articles he will introduce various phases of accounting, such as methods of handling depreciation, insurance, amortization plans, building funds, profit-sharing systems, etc.

Our competitor, who has given us an option on his business as a going concern, has at last submitted a balance sheet which he claims to be correct.

We are not at liberty to have our auditors inspect his books; we have only the balance sheet as submitted, to judge.

Let us endeavor to read behind the balance sheet and see the real business.

The first item on the asset side appears as follows:

Cash on hand, \$1,763.20.

What does that indicate?

Possibly you will consider that the item is perfectly clear and that the amount represents actual currency on hand.

I would come to exactly the opposite conclusion.

If he were running his business methodically, he would be banking his total receipts each and every day and merely carrying on hand a specific given amount—which is always an even amount—as an imprest fund.

Therefore I would assume that this item is composed largely of I. O. U.'s and employees, unbankable checks, etc.

This fact alone would immediately put us on guard for other loose business.

The next item appears as cash at bank—\$2,463.27.

There is no way of reading behind the accuracy of this figure, unless we are permitted to ask for a statement from the bank; and even if this request were granted the figure given us would not agree with the above amount owing to certain checks which would be outstanding.

Let us then merely consider whether or not he is in the habit of keeping an adequate amount on hand considering the amount of his business, and his immediate liabilities. He should be able to pay all of his accounts payable, wages accrued, salaries accrued and expenses accrued and still have a balance left at the bank.

Naturally bills payable are not included in the above calculation.

The next item is bills receivable on hand, \$5,000.

What does that represent to you?

Assuming that his cash balance at the bank was too small from the above calculation then he has probably tried to discount these bills, but has been unable to do so.

Furthermore, as the amount at the bank is too small, it is obvious that he was forced, against his will, to accept these notes and probably did so in contemplation of having to sue for recovery, arguing that by accept-

ing customer's paper he would strengthen his suit and throw the onus probandi onto the debtor.

That is one opinion.

But there is still another. Five thousand dollars is an even amount. Perhaps this is one note from one of the directors and that would account for its not being discounted?

The next item represents accounts receivable and these are held at \$54,367.89.

From our information, we believe that he is doing about \$20,000 a month in advertising. Some of this will be paid during the month. It is then an easy calculation to see that many of his debts are past due, and carrying this thought one step further we conclude that many of his advertisers are in the habit of taking their time in paying bills.

That will be a hard custom to break and may lose us much business. He has not stated the amount reserved for bad debts separately, merely giving \$54,367.89 as the net amount after deducting an allowance for bad debts.

You are correct in assuming that the reserve is inadequate. He has been afraid of the large amount outstanding and rather than show the actual total amount has decided to show the net figure.

All these assets have been classified under the heading liquid assets.

And our next item is investment account, \$3,478.92.

We have no information as to what this is.

If it represented Government Liberty Bonds he would have told us in detail and it would not be an odd amount.

It is placed under the heading of liquid assets in order to mislead us—a newspaper is not an investment corporation.

It is impossible, as we have already seen, that he had too much cash and had to invest the surplus.

This is probably some speculative proposition which he has been feeding and which may take years to liquidate.

His next heading is current and working assets, and the first item appearing under this heading is news print, \$5,000.

That is obviously a guessed figure and indicates that he does not keep his press room reports nor check the mill sheets to ascertain the actual consumption in pounds.

Metal likewise is round amount of \$400 and is obviously a guessed

figure.

We see no record of matrix paper, stationery and office supplies. He has not valued these at all and evidently keeps no check on them—which ratifies our first opinion, that he employed a very loose accounting system.

Insurance is valued at \$280.02, and the heading is "Unexpired value of Insurance." In brackets he has told us that he is insured for \$35,000.

Obviously he has policies containing the 80 per cent Co-Insurance clause.

Is \$35,000 equal to 80 per cent of the property insured, which would be his plant, furniture, news print and supplies, etc.?

If the calculation does not prove out, then it is obvious that he is under-insured and we will remember that all his stated profits earned are too high because profit and loss account has not been charged with the correct premium which should have been paid.

Passing on we see that the next heading is fixed assets, and the first item represents plant and machinery, which are valued at \$64,218.97, and from this amount \$6,261.34 has been deducted for depreciation.

What does that indicate to you?

He has been in business ten years. This is what he has done.

He made no allowance for depreciation until two years ago when he wrote of 5 per cent, or \$3,210.94, and on the reducing balance method he last year wrote off \$3,050.40, or 5 per cent of \$61,008.03.

Therefore, apart from the fact that the reducing balance method is wrong, we know now that all his profit and loss accounts for any period prior to two years ago are also wrong and the profits are all over-estimated.

On working out the same calculation for the item of furniture we see the same result and draw the same

conclusion.

Before leaving this figure of plant we will note that no separate amount is given as representing his cost of installation, which indicates that this somewhat intangible asset is included in the total plant figure. This opinion might be strengthened if our insurance calculation proved him to be under-insured, basing our calculation on the total plant figure.

The next item is goodwill. But we will pass this over, as we have already discussed the same carefully in our last article.

Turning now to the liability side of the statement.

Under the heading of actual liabilities the first item is bills payable.

We are not permitted to inquire at the bank if he has a direct loan but we can perhaps form some opinion of this from the balance sheet, although it is not stated.

His creditors' accounts are very high and yet he maintains a balance of some \$2,463.27 at the bank.

Unless he were more or less compelled to maintain a fair bank balance he would pay down as low as possible and save interest charges and endeavor to maintain his credit.

The reason he does not use this money is because he has a loan from the bank and is compelled to maintain a fair balance.

Bills payable show at \$21,500—he could not have borrowed this amount on his business from the bank therefore we will assume that there are lien notes outstanding against his linotype machines and perhaps against his press.

The next item is salaries accrued and this must be passed as presumably correct.

If we know on what day he pays we can accurately calculate the amount of his payroll from this figure. As he has no heading for wages accrued, we will correctly as-

To Leisureland

where woods are cool, streams alluring, vacations ideal. Between New York City (with Albany and Troy the gateways)

and LAKE GEORGE
THE ADIRONDACKS
LAKE CHAMPLAIN
THE NORTH and WEST

The logical route is "The Luxurious Way"

Largest and most magnificent
river steamships in the world
All Rail Tickets Accepted

DAILY SERVICE

Send for free copy of Beautiful "Searchlight Magazine"

HUDSON NAVIGATION
COMPANY
Pier 32, North River New York

"The Searchlight Route"

BUSINESS OPPORTUNITIES.

\$1,000 cash, balance deferred, buys Ohio weekly newspaper property. Owner reports annual volume over \$3,000 and that property has returned practical printer-editor over \$2,000 per year. *Proposition P. D.*

CHAS. M. PALMER
NEWSPAPER PROPERTIES,
225 Fifth Ave., NEW YORK

THERE NEVER
HAS BEEN

a time within the past decade when the opportunities for big profits in the newspaper business were as prolific as at the present. And the conditions for prosperity are constantly improving. Information concerning good opportunities is available at this office, and at its Eastern and Western branches.

H. F. HENRICHS
NEWSPAPER PROPERTIES,
LITCHFIELD, ILLINOIS.

Fully equipped printing plant for sale. Dirt cheap to quick buyer. Will sell all or part. Send for details. Address Box 310, care The Fourth Estate.

I have
\$50,000

and wish to invest same in a going daily newspaper where I could hold the position of advertising manager, business manager or director of circulation. Am now in the East. Prefer investment in the West. Can give references covering a period of years in which I was able to develop the business end of a newspaper. Desire investment where the chance is offered to expand the business. Would expect salary in harmony with the one now being received. Address Box 833, care The Fourth Estate.

DIVIDENDS.

International Paper Co.

June 27, 1917.

The Board of Directors of this company has declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this company for the quarter ending June 30th, 1917, payable July 14th, 1917, to preferred stockholders of record at the close of business 3 P. M. July 5th, 1917.

OWEN SHEPHERD, Treasurer.

sume that salaries and wages have been lumped together.

The only items left are capital and profit and loss account.

Now you will notice that no mention is made of subscriptions in arrears or advance.

Perhaps the subscriptions in arrears are so bad that he did not want to show them and as he has put on so many special circulation campaigns he may have a very heavy list of paid-in-advance subscriptions, which he has accidentally omitted from the balance sheet, claiming no doubt that the arrears about offset the advances.

In order to continue our chain of articles let us assume that we make some suitable arrangement to purchase the business and next week we will take over his accounting records and set them in order.

BUSINESS OPPORTUNITIES.

Big Weekly

Dominant weekly newspaper in Eastern state, exclusive field, wide influence and large circulation, exceptionally well equipped and earning 17 per cent on purchase price; \$15,000 cash required, terms on balance.

AUBREY HARWELL HENRY F. CANNON

Harwell & Cannon

Newspaper and Magazine Properties
Times Building NEW YORK

EXPERT
IN NEWSPAPER
Publishing Methods

ADVERTISING
MECHANICAL
CIRCULATION
DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor *Advertising News*.

CHAS. S. PATTESON

Prince George Hotel, N. Y. City

Newspaper Men
Attention!

If you want to come South, I can put you in touch with two good newspaper propositions; one of our customers wants to sell an interest in afternoon daily to man capable of taking editorial management. Paper now making money; located in fast growing city of 40,000; also have weekly newspaper and job office in west Texas city of 15,000. Is now making money, but can be developed into daily. Address R. C. Dyer, manager Barnhart Brothers & Spindler, Dallas, Texas.

S.N.P.A. MEETING IN
ASHEVILLE.

(Continued from Fourteenth Page.) do newspapers make exception when train delivering papers is late? Does agent assume equal responsibility with the newspaper? Where agent states packages never reach destination, what success have newspapers had in collecting damages from express companies?

"One or two newspapers report having had packages sent to agents both by mail and express broken into in transit. What has been experience of other newspapers, and what steps, if any, have been taken to obviate?"

"Are newspapers generally meeting with the hearty co-operation of Post Office Department in delivery of papers? Post office inspectors rarely acknowledge the receipt of complaint from newspapers, and although final report with return of all papers is supposed to be made to complaining newspaper by Post Office Department, this is done in few cases."

"Delayed papers and irregular service is matter of great moment, and should not matter be taken up with Postmaster General to have each complaint acknowledged by inspector and every case finally reported on?"

"Have any newspapers attempted to arrange with undertakers for cards of thanks from families, such cards to be charged direct to undertakers, by the newspapers, the newspapers making a special rate to undertakers, but also fixing a charge to be made those interested?"

"The papers of the West and East have been successful in developing considerable church advertising. This is especially true of Baltimore papers. Several Southern papers have attempted without success. Does not this offer a

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at 36,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

FOR SALE—Monotype equipment, consisting of two keyboards and two casters. Will sell separately if desired. Bargain prices. Walker, Evans & Cogswell, Charleston, S. C.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE Model No. 3, Serial No. 10100; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

FOR SALE—Twenty-four page, three-deck, straight line press, including stereotyping machinery and turtles. Press was in active service up to three months ago, printing a paper of 12,000 daily circulation. Reason for selling is consolidation of two dailies. \$1,500 if taken at once. Address Tribune and Leader-Press, La Crosse, Wisconsin

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING
AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 20,000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices,

373 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
184 W. Washington street, CHICAGO

big new field? It also brings up the question of whether or not Southern newspapers are giving too much free publicity to churches, church societies and similar organizations in general."

Adjournment sine die.

THE S.N.P.A. OFFICERS.

The officers of the S.N.P.A. are:

President, Robert S. Jones, Asheville (N. C.) Citizen; first vice-president, F. G. Bell, Savannah News; second vice-president, D. D. Moore, New Orleans Times-Picayune; secretary-treasurer, Chattanooga News.

Executive committee: Victor H. Hanson, Birmingham News; E. M. Foster, Nashville Banner; C. B. Johnson, Knoxville Sentinel; James H. Allison, Nashville Tennessean and American; A. F. Sanford, Knoxville Journal and Tribune; G. J. Palmer, Houston Post; W. T. Anderson, Macon Telegraph; W. A. Elliott, Jacksonville Times-Union; Robert Latham, Charleston News and Courier; Elmer Clark, Little Rock Democrat; W. E. Thomas, Roanoke Times; W. B. Sullivan, Charlotte Observer.

HELP WANTED.

Advertising Solicitor

able to influence difficult accounts for a large city daily. Give age, experience and salary expected.

Managing Editor

for trade journal in New York. Must know news values and be familiar with modern merchandising methods.

Reporters and Desk Men also wanted for good positions now open. Registration free. Now is the time.

Fernald's Exchange, Inc.
Third National Bank Building
SPRINGFIELD, MASS.

Wanted, an A-1 man, capable of handling either advertising, business or editorial department for newspaper in Southwest city of 80,000 population. Prefer one able to invest at least \$3,000 in stock with the understanding that investment will be refunded if services are not satisfactory. Position will pay \$35 per week or more to begin with. Address Box 810, care The Fourth Estate.

Young man wanted on a trade paper who can get news and write it in condensed form. He must also know something about circulation, advertising and general office work. Small salary to start, but good prospects. Address Box 825, care The Fourth Estate.

A bully chance exists for the right man who may be trained to take the night editor's desk on his day off and during vacation time on one of the large Philadelphia dailies. Address Franklin, Box 815, care of The Fourth Estate.

Circulation Manager Wanted—Bright young man with his eyes focused on the future wanted by a leading business paper in New York City. State salary and experience. Address Good Chance, Box 819, care The Fourth Estate.

WANTED—Business manager for daily newspaper in Northwest. Must have a man who can show results and who is capable of earning a salary of \$5,000. Prefer man between the ages of 30 and 40. Also, prefer man who could become stockholder in the corporation, even for a small investment; however, the purchase of stock is not a requirement. All correspondence confidential. Address Box 812, care The Fourth Estate.

Telegraph Editor Wanted

Must be a man of experience and judgment, who is a master at boiling down copy.

Address, J. J. K., Box 821, care The Fourth Estate.

Publicity man, press agent. Good man, State qualifications and experience in full. P. O. Box 34, Cranford, N. J.

Advertising committee: Charles H. Allen, chairman; James H. Allison, W. G. Bryan.

Government reports committee: Robert Latham, chairman; F. H. Miller, M. K. Duerson.

News print committee: F. G. Bell, chairman; D. D. Moore, R. L. McKenney, G. J. Palmer.

MOTION FILM EDITORS AND
TITLERS.

H. J. Shepard and H. H. Van Loan have opened a business in New York City devoted to editing and titling motion pictures.

Mr. Van Loan was for three years publicity manager of the Universal Film Company and Mr. Shepard was for a long time connected with the same company, at the head of various departments.

Their headquarters are in the Godfrey Building.

Town & Country's Pacific Coast territory has been placed in charge of H. H. Rosine. He will have his headquarters in Los Angeles.

SITUATIONS WANTED.

Advertising Manager

of sixteen years' experience desires to make change. Can furnish the best of references. Each month must show an increase or staff meetings will be held daily. Know how to handle men to get the most out of them. Location: Middle West or Eastern States preferred. Address Builder, care The Fourth Estate.

BUSINESS MANAGEMENT of good live daily wanted by experienced man who could invest two or three thousand dollars, and also work on part cash, part stock basis, if desired. Address Box 800, care The Fourth Estate.

Man of character, experience and ability would correspond with manager wishing to develop economy and efficiency in his mechanical department. Address Box 805, care The Fourth Estate.

If conscription has caused a vacancy on your

EDITORIAL STAFF. an experienced woman reporter and feature writer (24) is ready to fill it. Address Box 824, care The Fourth Estate.

Circulation man with clean record desired change from present employment. Western offer preferred. Address Western, Box 814, care The Fourth Estate.

NEW BRUNSWICK TIMES IS A YEAR OLD.

The New Brunswick (N. J.) Sunday Times has just celebrated its first anniversary with an extra page edition covering a variety of subjects and elaborately illustrated. This newspaper caught the popular eye almost at the start and has been gradually growing, until it now threatens to surpass the circulation of its godfather, the New Brunswick Home News.

The Sunday Times was formerly run as a daily newspaper and is one of the five oldest papers in the United

SITUATIONS WANTED.

NEWSPAPER PUBLISHERS.

NEW ENGLAND,
NEW YORK and
PENNSYLVANIA.

I am a real specialist in reorganizing and rehabilitating newspaper properties. If your property is not developed to the highest possible point, you can profitably employ me. I develop and perfect the Business, Advertising, Mechanical and Circulation Departments. Have been doing this sort of work successfully for many years. I have doubled the income of some papers and very largely increased that of others. It costs nothing to use my services and my system, as I am sure to produce a volume of new business sufficient to meet the expense several times over, not to mention the permanent benefits which will accrue. I really know the game and can put it over. Will be at liberty about August 1. Who wants next? Write for particulars and an interview. Address "Specialist," care The Fourth Estate.

Do you need a competent editor or reporter? I can deliver the goods, as employers for last 16 years will testify; will be glad to give full details; why not write me at Box 793, care The Fourth Estate.

is now an independent Democratic journal, its chief policy being to boost every movement for the welfare of the city.

The editor of the Sunday Times, George C. Ingling, first became connected with the newspaper as a reporter in January, 1890. He later was made city editor, which position he held for nearly ten years. Upon a change in ownership being made he was advanced to the position of editor and continued as such when the change was made from a daily to a Sunday newspaper. He has been connected with the newspaper longer than any other man on the staff.

LIQUOR AD LAW TERRITORY.

On and after the dates named below the Federal Liquor Advertising Act applies to:

Alaska—Entire territory, January 1, 1918.

Indiana—Entire state, April 3, 1918. The attorney general of Indiana advises that the section of the law forbidding liquor advertising in the state is not effective until immediately after April 3, 1918, but it is contended by others that this section of the law is already in effect. There have been no decisions by the courts upon these conflicting views, and until some authoritative decision of the courts is available the opinion of the legal officer of the state will be accepted.

Michigan—Entire state, April 30, 1918.

Montana—Entire state, December 31, 1918.

Utah—Entire state, August 1, 1917. As THE FOURTH ESTATE told last week, these states were wholly affected, commencing July 1:

Alabama, Arizona, Arkansas, Colorado, Georgia, Idaho, Iowa, Kansas, Maine, Mississippi, Nebraska, North Carolina, North Dakota, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Vermont, Virginia, Washington, West Virginia.

The Post Office Department will furnish further information as to the states partially affected.

BUSINESS TROUBLES.

The Slovenian Printing & Publishing Company, of Duluth, publisher of the National Herald, a Finnish weekly, has petitioned the district court for permission to liquidate the affairs of the company preparatory to its dissolution. The advancing costs of publication have made the business unprofitable and the Herald will therefore suspend publication.

The company is on a substantial basis and merely desires to quit while the "quitting is good."

SITUATIONS WANTED.

**DO YOU NEED
A BUSINESS MANAGER?**

For 26 years I have been learning the newspaper business. At 11 I was a newsboy. Since then I have been circulation manager, advertising manager, editor and acting business manager of daily papers of from 1,500 to 125,000 circulation. I want to demonstrate my fitness and make a contract for several years with the publisher of a large daily. To do this I am willing to come at my own expense and risk and spend thirty days at a nominal salary proving my worth and ability.

Am at present employed as manager of the advertising and circulation departments of a Western daily, and will want to give reasonable notice before leaving.

Am willing to go anywhere, but prefer a large city. Address Box 822, care The Fourth Estate.

Wanted—Position as managing editor or editor of afternoon newspaper by young man of nine years' experience, now managing editor of morning newspaper. Above draft age. Best character references. Long connection with paper demanding high standard may be taken as test of ability. Desire to leave night field reason for change. Present salary \$35. Address N. O. R., care The Fourth Estate.

Executive

Now holding place next in rank to that held by owner, in town of 60,000, seeks position as general manager or managing editor in somewhat larger and more progressive field. Experienced in all newspaper departments, young, healthy, and exempt (unwillingly) from war duty. Your Chicago representative can arrange an early interview by addressing Box 808, care The Fourth Estate. Full proofs of ability.

Editor

accustomed to the stress and thrill of news, at present vegetating on a trade paper, desires immediate change. Experienced; temperate; knows newspaper work from one end to the other; has been doing editorial work on leading dailies in New York and Philadelphia. Address M. M., Box 809, care The Fourth Estate.

SITUATIONS WANTED.

A YOUNG MAN

eighteen years old, who graduated from high school last February, now employed, desires a position in either a

TRADE, or
DAILY NEWSPAPER,
ADVERTISING AGENCY, or a
PRINTING OFFICE.

Is ambitious enough not to want the position unless there is a chance to advance himself. Willing to demonstrate his worth. Address J. A. S., care The Fourth Estate.

Connection Desired

with a daily newspaper—small or large city—by a PROGRESSIVE EXECUTIVE. Knows all details of the business. Has already done excellent work in building up several properties. References of the best. Address Business Ability, care The Fourth Estate.

Circulation Manager

of ability, sound judgment, and a forceful, agreeable personality, now employed, seeks greater responsibility and brighter future. Qualified to organize and systematize the department to produce business along economical lines.

References as to character, ability and experience are high-class, reliable and convincing. If you are looking for a live, wide-awake man, one capable of giving your newspaper intelligent, modern sales management, I can convince you. Am ready to apply 18 years' successful experience to the upbuilding of some good newspaper. Address Box 799, care The Fourth Estate.

Circulation and advertising man with a record of 20 years successful work seeks position in the West or Southwest. Address Box 793, care The Fourth Estate.

Advertising Man

who has made great success; advertising and business manager one paper ten years, another seven; wishes make change. Forceful advertisement writer and all round man. Age 42; active and hard worker. Address Box 817, care The Fourth Estate.



GEORGE C. INGLING.

States. It first appeared as the Guardian and New Brunswick Advertiser in 1792 and was published weekly.

It was founded by Abraham Blaustein, who died in 1834. On June, 1815, it became the New Brunswick Times and General Advertiser. Later it became merged with the Daily News and New Jersey Union, the first issue of the Daily Times being published in 1869.

When first published the paper was devoted to the interests of the Federal Republican Party. Later it became a strong Democratic organ and

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

**HEMSTREET
PRESS CLIPPINGS**

Tenth Avenue at 45th Street NEW YORK CITY

NEWS OF THE AD AGENCIES.

The Williams & Cunningham Agency, Chicago, an Illinois corporation, was also incorporated on July 3 in New York State. The stated capital is \$5,000 and S. P. Newton, of 111 Fifth avenue, is the New York representative.

Moffett-Lynch Advertising Company, Inc., Munsey Bldg., Baltimore, is now located at 7 East German street, in that city.

The H. E. Reisman Advertising Company, Inc., Chicago, has just been recognized by the American Newspaper Publishers Association.

James R. Hanniford of the E. E. Vreeland Advertising Agency, New York, has enlisted with the Canadian army forces. He is now in Canada, having left New York on July 2.

E. S. Brandt, vice-president of the W. D. McJunkin Advertising Agency, is spending his vacation at his summer home in northern Michigan.

S. Gordon Best, copy writer for the W. D. McJunkin Advertising Agency, Chicago, was married on July 7 to Miss Marian B. Shapland at her home in Minook, Ill. After a week's motor trip, Mr. and Mrs. Best will be "at home" in Chicago.

Charles F. W. Nichols, of the Chicago advertising agency bearing his name, is spending a well-earned vacation in the coast cities of the Northwest.

The following seven men from the Taylor-Critchfield-Clague Company, Chicago, left on June 30 to join Battery E, First Illinois Artillery: Raymond C. Blackwell, cost department; R. Tuttle, business manager Agricultural Advertising; Roy Scrymger, copy department; H. Beck, H. H. Hudson, Trygve Tweter and William J. Barron of the service department.

FROM EX-HEAD OF THE A. A. W.

EDITOR THE FOURTH ESTATE,

SIR: The article of Rankin's in last week's issue was certainly most interesting and effective.

It does point out in a most convincing way how tremendously valuable advertising is in relationship to a great public matter such as the floating of the Liberty Loan.

HENRY S. HOUSTON.

NON-PARTISAN GUESTS.

George E. M. Stengle of the Morning News and A. O. H. Grier of the Every Evening were guests at the first annual banquet of the newly-formed Non-Partisan League of Delaware, which was held in Wilmington last Friday night.

COOPERATION

The Service Bulletin of the St. Paul Dispatch and the St. Paul Pioneer Press is a monthly publication issued by these newspapers for the purposes of aiding the grocers of St. Paul and the Northwest and the food and food accessory manufacturers of America. This Bulletin is mailed free each month to more than 1,000 retailers.

It is accomplishing the purpose, but it is not the only reason why these papers carry such a large amount of food advertising. The real reason lies in the fact that the St. Paul Dispatch and St. Paul Pioneer Press daily enter by carrier more than

41,500 of the 46,000

English reading homes of St. Paul.
Write for Rates!

A FARM EXPERT.

William M. Chisholm, B.S.A., who has been appointed advertising manager for Rural Canada, published by the Continental Publishing Company, Toronto, was born and raised a farmer. When only fourteen years of age, he worked in a coal mine in Nova Scotia to attain the necessities for a school education; he received



WILLIAM M. CHISHOLM.

his primary education in Halifax, N. S. Having a deep interest in agriculture, he took two years at the college of agriculture, Truro, N. S., and obtained his degree from the Toronto University in 1916.

In the eastern part of Ontario, Mr. Chisholm is well known through his work as agricultural representative for the Department of Agriculture.

He brings to his new work a thorough knowledge of the market conditions in the rural country. He knows the existing conditions and knows how to give the people what they want.

NEWSPAPERS LAYING THE ROAD FOR "ELFIZ."

An interesting advertising campaign is being launched by the Stavrum, Thompson & Bennett Agency, Lytton Building, Chicago, for the C. & J. Michel Brewing Company, of La Crosse, in behalf of their new non-alcoholic beverage "Elfiz."

The campaign is being tried first in South Dakota newspapers, where prohibition statutes just now going into effect are turning the attention of the public to non-alcoholic drinks. It opened with four days of "teasers," followed by a half page smash, excellently illustrated. The remainder of the copy, which runs to Labor Day, consists of half-page, quarter-page and eighth-page lineages.

The campaign is being supplemented by wall bulletins and a special "three-free" offer by mail.

In this mail offer, telephone subscribers are circularized in the local dealer's name and are offered a case of "Elfiz" on approval, to be returned if they are not convinced on the "three-free" offer. The wall bulletins, special follow up, stationery and dealer helps of one kind and another have all been prepared in the office of Stavrum, Thompson & Bennett.

The South Dakota campaign is the first of a series of state campaigns to be released as the manufacturing and distribution facilities are increased.

SPECIAL AGENCY CHANGES.

Hutchinson (Kan.) Gazette (national representation)—from Story, Brooks & Finley, New York and Chicago, to Stevens & King, Inc., New York and Chicago.

INTRODUCING AD FOLKS.

C. Stanley Garrison, formerly connected with the headquarters staff of the Associated Advertising Clubs of the World as associate editor of Associated Advertising, who has opened a service agency in Indianapolis, will devote his efforts to a few selected retail accounts. He will also handle the account of the Indianapolis Ready File Company, manufacturer of talking machine accessories, copy for which is now appearing in the trade journals.

Mr. Garrison has been connected with various Indianapolis newspapers for the last ten years, and previous to his connection with the A.A.C.W. was manager of publicity for a child welfare organization. He is active in the work of the Advertisers' Club



C. STANLEY GARRISON.

of Indianapolis, serving on a number of important committees. He is a graduate of the Southwestern Normal School and began his career as a newspaper man on his father's weekly newspaper in the southern part of Indiana.

For three years he was financial editor of the Indianapolis Star and later was an editorial writer on that newspaper. Mr. Garrison is well known to advertising men of the country through his connection with the Associated Clubs.

"Stunts" in advertising automobiles have occupied much of the time and attention of R. W. Mickam during the past five years, prior to his connection with the Carl M. Green Company, the Detroit advertising agency, a short time ago.

He spent two years in the advertising department of the Ford Motor Company, in Detroit, where he edited the Ford Times and other publications of the company. He also installed a large and well equipped motion picture department, used exclusively for advertising purposes.

In 1914 he was transferred to the Ford Motor Company of Canada, Ltd., at Ford, Ont., where he served for two years, doing practically the same work as at the American office. He installed a commercial motion picture department, the work of which proved valuable to Canada during the first two years of the war, its product being donated to the Ca-

nadian government for recruiting and Red Cross purposes.
Prior to joining the Green Agency.



R. W. MICKAM.

he had been advertising manager of the Liberty Motor Car Company, Detroit.

Francis H. Sisson, the new vice-president in charge of publicity of the Guaranty Trust Company of New York, has been prominent in railroad circles as assistant chairman of the Railway Executives' Advisory Committee.

Previous to that time Mr. Sisson

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Freshrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY
COMPANY

GENERAL ADVERTISING.

Makers of Commercial Booklets.
450 4th Av. (31st St) NEW YORK

H. W. KASTOR & SONS
ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kreage Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
425 Fifth Avenue, NEW YORK
13 Lafayette Boulevard, DETROIT
45 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., St. LOUIS

JAMES ZOBIAN CO.

GENERAL ADVERTISING
235 Fifth Avenue NEW YORK

was vice-president and general manager of the H. E. Lesan Advertising Agency, New York and Chicago. He has had a wide experience in the publishing and advertising field.

He was formerly editor and publisher of daily newspapers at Peoria and Galesburg, Ill., and has been interested in various magazine and



FRANCIS H. SISSON.

advertising activities since coming to New York, about twelve years ago.

He is president of the Beta Theta Pi college fraternity, and a member of various local clubs, including the Harvard, City, Advertising, Beta Theta Pi, Railroad and Economic Clubs, and the Sleepy Hollow, Ardley and Dunwoodie Country Clubs; also the University Club of Washington, D. C. He has served as president of both the Dunwoodie Country Club and the Beta Theta Pi Club.

Major E. E. Critchfield, member of the board of directors of the new American Association of Advertising Agents, is president of Taylor-Critchfield-Clague Company, Chicago, and has been actively and prominently connected with the advertising business for twenty-five years.

Major Critchfield gained his military title in service with the Tenth Pennsylvania Infantry, when that organization was engaged in preserving the peace of the commonwealth.

He began his career as a school teacher in Pennsylvania, Kansas and Nebraska, and then went in for dairy farming. His work in this field resulted in his election to the presidency of the Pennsylvania State Dairy Association. He was a lecturer in farmers institutes and a contributor of important articles on the scientific research of agriculture to farm papers. He has long been recognized as an authority on agriculture, live stock, farm implements and related subjects.

In 1893 Major Critchfield went to

Sworn Circulation of the TERRE HAUTE TRIBUNE

for April, 1917. DAILY, 23,715
SUNDAY, 19,688; CITY, 11,220

The Tribune led the second paper by over 30,000 lines of advertising March and April.

In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

Chicago as Western representative of the National Stockman & Farmer. Soon afterward he helped organize and became a director of the Frank B. White Company, a pioneer agency in the field of agricultural advertising.

When this agency became the Long-Critchfield Corporation in 1903, Mr. Critchfield became vice-president, and instituted the plans that enabled it to branch out into all fields of advertising.

When the name was changed to Taylor-Critchfield Company, he was again chosen vice-president, and after Mr. Taylor's death he was elevated to the presidency, which he now holds in the Taylor-Critchfield-Clague organization.

His experience covers every phase of advertising. He has taken every degree in the business: as a copy writer, as the first editor of Agricultural Advertising, as a solicitor of advertising, and as chief executive in a prosperous and powerful advertising agency.

He has been prominent in the advertising councils of a score or more of the largest automobile concerns in America and is today responsible for the direction of many big national campaigns in varied lines.

A new photograph of Major Critchfield appeared in THE FOURTH ESTATE of June 30.

Frank A. Black, the first "war president" of the Pilgrim Publicity Association, Boston, is going to make that organization a force in keeping New England at top speed during the war, according to the following inauguration pledge, just issued by him:

"This year of all years, the Pilgrim Publicity Association should



FRANK A. BLACK.

make a strenuous effort to fulfill its purpose as laid down in article 2 of its constitution:

"To assist in the development of New England by studying and improving the methods of advancing business through advertising . . . to promote among New England merchants and manufacturers a thorough understanding of the power of good advertising . . . and in other ways to assist in the development of New England commercial enterprises and resources."

"We learn by the experiences of our cousins across the sea that successful war-making must travel hand-in-hand with industrial efficiency—efficiency in production, in manufacturing and in distribution.

"We want New England to hold up its end in the stirring days that are with us—to lead if possible, and at least to keep step in the rapid progress that must be made in American industries."

The new Pilgrim president is a real pilgrim—he was born in Rom-

ford, Essex, England, and his work in the United States has taken him to various parts of this land—so that he qualifies both according to history and to Webster.

He became an advertising man with Marshall Field & Co. in 1895, after a few years in various lines. During his advertising career he has handled appropriations for the National Cash Register Company, Walter A. Wood Mowing & Reaping Machine Company, National Lead Company, John Wanamaker and others, becoming advertising manager of William Filene's Sons, Boston, in 1912.

He has been active in the councils of the A.A.C.W. for several years.

AD FOLKS' NEWS.

The Poor Richard Club of Philadelphia has challenged the New York Advertising Club to a golf match. The challenge has been accepted and W. Roy Barnhill, victor in the recent tournament at Hot Springs, has been appointed chairman of the committee to handle the match. He has already assembled several of the fifteen players who will represent New York, including Don Parker, Lee Maxwell, Charles P. Eddy and Manning Wakefield.

The time of the match has not been decided upon, but one game will be played in each of the contesting cities.

An important promotion has come to T. L. Briggs, advertising manager of the Remington Arms-Union Metallic Cartridge Company, Bridgeport, Ct. In addition to handling the advertising he is now assistant to the vice-president in New York.

John K. Allen, a member of the Wood, Putnam & Wood Advertising Agency's organization, has been elected chairman of the board of directors of the Pilgrim Publicity Association, Boston.

The Pilgrim Publicity Association, Boston, has ceased publication of its monthly magazine, Pilgrim Publicity, supplanting it with a live weekly, the Pilgrim Publicity News.

Walter H. Van Deusen has resigned as director of advertising and sales of the Detroit Motor Car Company, Detroit.

Harry Tipper, business manager of Automobile, is to address the Young Ad Men's Club of New York on July 13.

Berry Rockwell, merchandising counsel of the Curtis Publishing Company, Philadelphia, has been made sales manager of the Smith Motor Truck Corporation, maker of the Smith Form-a-Truck and Smith Form-a-Tractor.

At a meeting of Grand Rapids (Mich.) business men, called by Edwin L. Quarles it was decided to organize a club of those engaged in professional advertising to study the subject from a scientific standpoint.

The Johnstown (Pa.) Ad-Press Club has decided to maintain permanent quarters, following the policy of similar organizations in other cities.

J. E. Fields, for several years sales manager of the Hupmobile, has joined the Liberty Motor Car organization, in charge of sales, advertising and service.

Mr. Fields will be succeeded by O. C. Hutchinson, previously supervisor of branches.

Mr. Fields was formerly with the Chalmers, and in going to the Liberty

joins an old associate, Percy Owen, now president of that company.

Mr. Hutchinson has been with the Hupp since 1915.

John Fisk, formerly employed in the publicity department of the Mutual Film Corporation at its Chicago offices, has resigned.

The St. Louis Advertising Club gave a dinner last week in honor of William C. D'Arcy, the new president of the A.A.C.W., who is a member of the organization.

A summer chautauqua course in advertising, with all the lectures free to the public, is being conducted during the summer by the Cleveland Advertising Club.

Nat S. Stronge, who has been manager of the news service department for Greater Vitagraph-V.L.S.E. in New York, for several months, has been made publicity director and is in direct charge of all publicity.

Paul N. Lazarus, who for more than a year has been assistant advertising manager, has been made advertising director of the organization and is in charge of all advertising.

The changes in the publicity and advertising department were made necessary by the departure of E. Lanning Masters.

For more than a year Mr. Masters has been the executive head of both the publicity and advertising departments with the title of publicity and advertising director. With his departure this position is abolished, it being considered unnecessary owing to the close personal co-operation between Mr. Stronge and Mr. Lazarus and their departments.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO-ENGRAVING
COMPANY

154 Nassau Street, NEW YORK

Telephone 4200 Beckman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO
ENGRAVING CO.

251-253 William Street NEW YORK
Phone, Worth 1657-8

STANLEY PROCESS
THE PERFECT
TYPE Metals

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y.

Are you on our monthly list?

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 82d Street NEW YORK

THE PITTSBURG PRESS

HAS
THE **Largest**
DAILY AND SUNDAY.
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

SEATTLE "P-I"

The only seven day A. P. paper in the
Metropolis of the entire Northwest
The one paper in the entire West with-
out competition in its field. It reaches
into the homes of the most prosperous
people on earth.
J. M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO.

BERNSTEIN GOT THROUGH.

Because his name was on an old
blacklist of the Russian Government,
Herman Bernstein, New York editor
and Jewish leader, who is on his way
to Petrograd, was held up a week
at Tornea, Finland, and received
permission to enter only after the in-
tervention of the United States Min-
ister to Stockholm and on the re-
quest of the State Department at
Washington.

Mr. Bernstein, who left Stockholm
ten days before, telephoned the
American Minister that he was being
detained. The latter cabled Washing-
ton, and received a reply in twenty-
three hours saying the department
desired that Mr. Bernstein be per-
mitted to enter Russia.

REST FOR MISS HUFFAKER.

Lucy Huffaker, who has handled
the publicity of the Washington
Square Players at the Comedy The-
ater, New York, is going on an ex-
tended vacation, preferring a cooler
climate than that of New York dur-
ing the warm months.

The idea of the Washington Square
Company had few precedents in mod-
ern dramatics, and Miss Huffaker,
who has been with the company from
the beginning, had to work hard to
bring to the players the success that
attended their efforts at the Comedy
Theater during the last season.

LONDON PAPER PRICES.

The ruling price paid for news
print paper in London during the
month of June appears to have been
4½d (9 cents) per pound net. It
is reported that there are prospects
of a slight reduction in the near
future.

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Remarkable Advertising
Pulling Qualities of the

WASHINGTON TIMES

are built on the
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,
The Times is Preferred.

Topeka Daily Capital

GOVERNMENT REPORT

for six months ending April 1, 1917.

showing net paid circulation

34,567

Member A. B. C.

Arthur Capper, Publisher
TOPEKA, KAN.

PRESS CLUB AT SOUTHERN OFFICERS TRAINING CAMP.

Twenty newspaper men attending
the reserve officers' training camp,
Fort Oglethorpe, Ga., representing
various Southern papers, met at the
training camp Y.M.C.A. a few days
ago and organized a press club. An
effort will be made to enroll all jour-
nalists in camp, numbering fifty or
more.

C. W. Moorman, deputy internal
revenue collector of South Carolina,
formerly prominent in newspaper
work and now an enthusiastic
"doughboy" of Company 3, was
elected secretary and treasurer.

A committee was appointed to ar-
range for a dinner to be given by the
association in the near future.

Those present at the meeting were:
Rosa F. Ames, Memphis News-Sun-
day; W. J. Squires, Charlotte Ob-
server; C. R. Elkins, Hampton
Gazette; C. E. Gilroy, Savannah
Herald; H. M. Jones, Charlotte Ob-
server; L. C. Brown, Sumter Daily
News; J. E. Mendenhall, Ashburn
Bulletin; F. S. Hazen, University
of Virginia Times; John T. John-
son, George County Observer; John
M. Ochsley, Concord Tribune.

M. David Boston, Columbia State;
George R. Briggs, Greenwood Index;
W. Carey Dixon, Jr., Charlotte News;
George A. Rutledge, Fairburn
(Va.) Index-Appal.; H. R. Adkin,
John Chaffee, Goldfingers, Crawford;
Columbia Herald; William Faves,
Chattanooga Times; Adolph Ochs,
H. Chattanooga Times.

HOUSE WON'T SAVE DAYLIGHT —JUST NOW

The Boreland Daylight Savings Bill,
passed by the United States Senate
last week, will not be acted upon by
the House at this session of Con-
gress, the House Committee on In-
terstate and Foreign Commerce post-
poning action upon it by adjourning
for the session. Congress will meet
in regular session on the first Mon-
day of next December.

The legislative status of the bill is
not improved by the adjournment and
it will not have to be re-introduced
in the Senate in case of favorable
action by the House next winter.

RUSSIA SETS CLOCK AHEAD

Russia has adopted the daylight
saving plan. The provisional gov-
ernment has decided to advance the
clock in the country one hour on
July 14 for purpose of economy
of fuel.

BOSTON POST

CIRCULATION, JUNE, 1917
"NO RETURNS"

The Daily Post 514,715

The Sunday Post 356,738

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK
C. GEORGE KNOWLESS, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid
Guaranteed



For Every
Issue

GEORGE A. McLELLAN, Gen. Mgr.
461 Fourth Avenue, NEW YORK

EDITING THE NEWSPAPER THAT GAVE HIM HIS START.

An appointment as editor of a
newspaper where they started as a
"job" reporter is not an honor that
comes to many newspaper men, but
it recently fell to Charles W. Bald-
win, the new editor of the Bingham-



CHARLES W. BALDWIN.

ton (N. Y.) Republican-Herald. He
started his career by serving two
years as a reporter on that paper's
predecessor, resigning to become
editor of the Binghamton Chronicle,
a weekly, and then going to New York
for big city experience.

He spent some time with the New
York Mail & Express as a reporter
and copy-reader and then returned to
Binghamton as the first city editor of
the Press, when it was founded in
1906 by Willis Sharpe Kilmer. Three
years later he went as a special
writer with the Syracuse Herald and
in 1912 he returned to Binghamton
as managing editor of the Republi-
can, continuing in the same position
when that paper was consolidated
with the Evening Herald.

He was appointed editor a short
time ago, following a reorganization
of the staff.

1916 Broke All Records of the

Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member of A. B. C.

Represented by PAUL BLOCK, Inc.
350 Fifth Avenue, NEW YORK
Master Building, CHICAGO
201 Dearborn St., BOSTON
Krege Building, DETROIT

YOU MUST USE THE LOS ANGELES

EXAMINER

TO COVER THE

GREAT SOUTHWEST

Largest Sunday Cir-
culation—more than 150,000

STRAITS OF THE GERMAN NEWSPAPERS

The Bayerische Landeszeitung, of
Würzburg, before recently disconti-
nuing publication, said that the war
has proved fatal to the economic sit-
uation of German newspapers gen-
erally, and of the medium and small-
er papers particularly.

One thousand five hundred news-
papers and periodicals have already
ceased publication, and many which
formerly appeared twice are obliged
to appear once daily.

The war has made demands on the
German newspaper industry which
are characterized as frightful and
entirely unexampled.

Paper has reached a price which
has enabled most paper mills to in-
crease their dividends considerably.
grease and oil for lubricating ma-
chines are only obtainable at mon-
strous prices, while the prices for col-
ors have enormously risen.

The same is true of all other ma-
terials requisite to a newspaper
printing office.

Salaries and wages have increased
with other increments.

Hitherto printing works have been
compelled to give their employees in-
creasing grants in aid to meet the in-
creased cost of living, apart from
the fact that regular wages have also
been augmented. Women news-
women have also received an in-
crease of pay, and the paper shortage and
the coal famine have further ag-
gravated the situation.

The Landeszeitung said that all
these extra charges do not exhaust,
by a long way, the list of newspaper
hardships.

The plant of the Taylor (Tex.)
Daily Press was damaged to the
extent of \$7,000 by a fire last week.

Greatest June Gain

In June, 1917

The New York Times

published 998,392 agate
lines of advertising, 61,191
lines more than in June,
1916—a greater gain than
any other New York
morning newspaper.

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market. Foreign Representatives: John Glass, Peoples Gas Bldg., Chicago; I. A. Klein, Metropolitan Tower, New York

EASTERN WEEKLIES BEGIN TO COOPERATE.

Publishers of small Eastern states newspapers have formed the Eastern Publishers Association, with George C. Woodruff of the Litchfield (Ct.) Enquirer as president, in the belief that by cooperation, and by having a representative on duty at all times, the members (which it is planned will include most of the weekly newspapers in the East) will benefit by being able to secure print paper cheaper, other supplies at a lower figure than at which they can be singly secured and also that considerable advertising may be secured.

The organization was started at a meeting in New York on June 30.

Louis E. Peck, formerly with the American Press Association and previous to that publisher of papers in Connecticut, was elected secretary and manager. Mr. Peck will open an office in New York in the very near future and until that time he will conduct the affairs of the association from his office in Stratford, Ct.

The next meeting will probably be held in Albany, N. Y.

President Woodruff is also the president of the Connecticut Editorial Association. The other officers are:

First vice-president, F. W. Ferrall, Chateaugay (N. Y.) Record; second vice-president, E. T. Johnson, Pocomoke (Md.) Ledger; third vice-president, F. L. Moser, Spring City (Pa.) Press; secretary, Louis E. Peck, Stratford (Ct.) Times.

Legislative committee, Edward C. Kraus, Saranac Lake (N. Y.) News; Norman B. Nuss, North Wales (Pa.) Review; J. B. Varley, Somerville (N. J.) Messenger; F. J. Lyon, Milford (Ct.) Citizen; George Kelley, Boothbay (Me.) Register; Arthur Howard, Salem (Mass.) Mercury; D. J. Hanrahan, Berlin (N. H.) Reporter.

WISCONSIN SUMMER MEETING.

The summer meeting of the Central Wisconsin Press Association will be held at Marshfield, Wis., on July 20.

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburgh



JONE LORENZEN & WOODMAN, Special Representatives, New York, Detroit, Kansas City, Chicago

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This 'food atmosphere' and 'housewife interest' will increase your sales.

KELLY-SMITH CO.

220 6th Av., N. Y. Lytton Bg., Chicago

Baltimore News

Net Daily Circulation MAY, 1917, 91,734

GAIN over MAY, 1916, 19,793

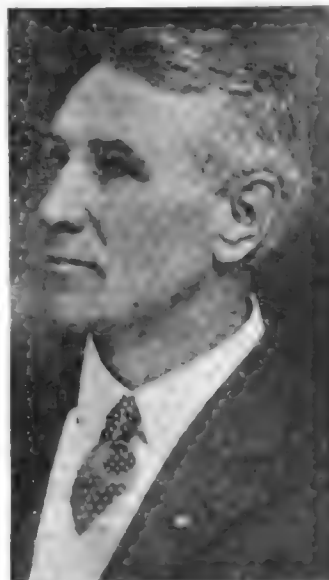
Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

C.P.A. WEEKLIES' CHAIRMAN.

J. J. Hunter, the new chairman of the Weekly Section of the Canadian Press Association, is the proprietor of the Kincardine (Ont.) Reporter. He was born in Brantford, Ont., on July 29, 1867, educated in the public schools of that town and learned the printing and newspaper trade on the Brantford Expositor.

After several years he went to Detroit and worked on the old Tribune and Free Press. In 1891 he purchased the Brandon Times and ran it for a time, but came East again to



J. J. HUNTER.

work on the Kingston Whig and the Toronto World. Mr. Hunter purchased the Kincardine Reporter in 1905.

He is also president of the Bruce Press Association and has always advocated higher prices and the \$1.50 weekly. Mr. Hunter is an excellent public speaker and has many calls in this line, but his hobby is teaching a large Bible class for men in the Kincardine Methodist Church.

STEFFAN ON SCRIPPS ROSTER.

Roger Steffan, who recently sold his interest in the Durham (N. C.) Sun, has joined the staff of the Cincinnati Post.

St. Louis Globe-Democrat

dominates the morning field.

A. B. C. Statement March 31, 1916 140,970

Net Paid Circulation June 4, 1917 138,135

Between March 31, 1916, and June 4, 1917, daily price was raised to 2c.

The clean home-going family newspaper.

PATERSON

New Jersey's Famous Manufacturing City

PRESS

GUARDIAN

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

BACK TO THE TWIN CITIES.

When A. J. McFaul became advertising director of the St. Paul Dispatch and Pioneer Press recently, he returned to "his old home town" after an absence of eleven years, during which time he had a wide experience in the newspaper and publicity field.

While Mr. McFaul was born at Kingston, Ont., thirty-four years ago, he went to St. Paul when only three



A. J. M'FAUL.

years old. The next twenty years of his life were spent in the Twin Cities, where he obtained his education.

His first newspaper work was with the Minneapolis Tribune, where he held the positions of northwest editor, reporter, telegraph editor, make-up editor and Sunday editor. He then joined the Chicago Tribune staff, going from there to the National Cash Register Company, Dayton, Ohio, where he was in charge of all advertising publications. Later he held positions as copy-writer and then solicitor with Frank Seaman, Inc., the New York advertising agency.

He returned to Chicago as retail advertising manager of Marshall Field & Co., and later took the additional work of the sales manager of the "store for men." He left this position to become Western manager for O'Mara & Ormsbee, Inc., with

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

THE DAYTON SUNDAY NEWS

In the first five months of 1917 has carried 110,284 lines more local business than its only competitor.

With the Springfield News (the two at 555 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO.

I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

headquarters at Chicago, from whence he became director of advertising for the St. Paul Dispatch and Pioneer Press.

NEW ORLEANS ITEM GREETED ON FORTIETH BIRTHDAY.

The New Orleans Item celebrated its fortieth anniversary last week with a special edition, a feature of which was a section devoted to stories about the Item's department managers and their work. The following card of congratulations was printed in the section:

"The heads of departments of the Item congratulate its publishers on the fortieth anniversary of the paper. While none of the undersigned have had as many birthdays as the Item, we expect to keep the paper young, while we are growing old in the service."

"Morton Caldwell, advertising manager; Bennett Gordon, associate editor; William Frederick, mechanical superintendent; LeRoy Newmyer, classified manager; Harry Broadford, foreman stereotyping; Albert Stone, city editor; Joe Levy, circulation manager; J. W. Fanz, auditor; W. R. Schwartz, promotion manager; J. Becker, foreman composing room."

IN FAR-OFF NAIROBI.

R. A. Bartholomew has become editor of the East African Standard, a daily paper published at Nairobi, British East Africa. Mr. Bartholomew, for a number of years past has been with Reuter News Service's Cape Town branch and he was joint secretary-treasurer of the Cape Society of Journalists. He will continue with Reuter as its East African representative.

INFLUENCE

Its readers have it.

The

New York Evening Post

More Than a Newspaper
—A National Institution

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub. Represented in the foreign field by KELLY-SMITH COMPANY, 229 Fifth Ave., NEW YORK. Lytton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

ATLAS, 450 4th av., N. Y.—Making 6,000 line contracts with some New York State newspapers for Pacific Coast Borax Co., "Twenty Mule Team Borax," N. Y., Chicago, and Oakland, Cal.

BARNHILL, 110 W. 34th st. N. Y.—Again placing contracts with some Western newspapers for A. C. Penn Co., hardware, 100 Lafayette st., N. Y.

BATTEN, Fourth Av Bldg. N. Y.—Placing a tryout campaign with some Massachusetts newspapers for Whitney Yeast Co., "A.B.C.," Woolworth Bldg., N. Y.

ERWIN & WASEY, 54 E. Washington st., Chicago—Placing advertising for Oakland Motor Car Co., "Oakland" automobile, Pontiac, Mich.

FLETCHER, Widener Bldg. Philadelphia—Reported arranging a large advertising campaign for Rish Motor Truck Co., 1014 N. Front st. Philadelphia.

FULLER & SMITH, Guardian Bldg., Cleveland—Reported placing advertising for John R. Thompson Co., restaurants, Chicago.

HANFF METZGER, 95 Madison av., N. Y.—Reported placing orders with Philadelphia newspapers for American Tobacco Co., "Sweet Caporal" cigarettes, 111 Fifth av., N. Y.

LESAN, 440 4th av., N. Y.—Reported will materially increase advertising for Chas. B. Knox, Inc., "Knox Gelatines," Johnstown, N. Y.

NICHOLS FINN, 222 S. State st. Chicago—Again placing contracts with some Western newspapers for Anax Rubber Co., "Ajax Tires," 1796 Broadway, N. Y.

Also placing 1-page 1-time orders with Sunday newspapers for Jackson Auto Co., Flint, Mich.

BRANIN-PARKELL, Ry. Exch Bldg., St. Louis—Placing advertising accounts for Chevrolet Motor Co., Johansen Bros. Shoe Co., Sterna Tire & Tube Co., M. K. & T. Railroad St. Louis, and also placing some adver-

Your advertising campaign is not complete if it does not include the large national dailies and weeklies published in the various

FOREIGN LANGUAGES

For rates, information and particulars apply to the
Charles SIMONE
Advertising Agency
305-306 Curry Bldg. PITTSBURGH, PA.
Branch Office, 600 Kanawha Nat'l Bank Building, Charleston, West Virginia

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc., 250 Fifth Avenue, NEW YORK. Malters Building, CHICAGO. 201 Devonshire Street, BOSTON. Kresge Building, DETROIT.

THE Philadelphia Bulletin HAS THE Largest TWO-Cent Circulation in the East.

Net Daily Paid Average for May

370,823 Copies

WILLIAM L. McLEAN, Publisher.

using for Hyde Park Brewery, St. Louis.

RANKIN, 104 S. Michigan av., Chicago—Renewing newspaper contracts for Wilson & Co., meat packers, 41st st. and Ashland av., Chicago.

Sending orders to daily papers for the B. & O. R., Chicago.

SHECK, 9 Clinton st., Newark, N. J.—Placing new schedules with newspapers for July and August for L. Lewis Cigar Mfrs. Co., "John Ruskin" cigars, 112 E. 19th st., N. Y.

STREET & FINNEY, 171 Madison av., N. Y.—Reported will shortly place advertising for Kellogg Food Co., "Kellogg's Bran Cereal," Battle Creek, Mich.

SFROUD & BROWN, 303 5th av., N. Y.—Placing contracts with newspapers in New York City and vicinity for Brown-Durrell & Co., "Forest Mills Underwear" and "Gordon Hosiery," 17 W. 19th st., N. Y.

SWEYD, 347 5th av., N. Y.—Placing 42-line 1-time orders with newspapers generally for Hudson products Co., 44 E. 23rd st., N. Y.

THOMPSON, 242 Madison av., N. Y.—Asking newspapers for information on automobiles and accessories concerns.

TURNER, 608 S. Dearborn st., Chicago—Reported to be placing orders with some Southwest and Pacific Coast newspapers for Liquid Wheel Tightener Co., Modesto, Cal.

VAN PATTEN, 50 E. 42d st., N. Y.—Reported will place orders with newspapers for Carlisle Tire Co., Cord Tire, Andover, Mass., and 250 W. 84th st., N. Y.

VREDENBERG-KENNEDY, 171 Madison av., N. Y.—Placing orders with newspapers for Alonzo O. Bliss Co., Washington, D. C.

OSTENRIEDER, 108 N. Michigan av., Chicago—Placing orders for the Atlantic Hotel (formerly Kaiserhoff), Chicago, in a selected list of papers.

TAYLOR - CRITCHFIELD - CLAGUE, Brooks Bldg., Chicago—Sending out orders to agricultural publications for the early fall advertising of Peoria Drill & Seeder Co., Peoria, Ill.

Placing 100 to 378-line contracts with farm papers for Rock Island Plow Company, Rock Island, Ill., the "Heider Tractor."

CHAMBERS, Macon Blanche Bldg., New Orleans—Placing advertising for Tulane University, New Orleans; also for Loyola University, New Orleans, in Southern farm pa-

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail in Greater Montreal is larger than that of any other Montreal morning newspaper, English or French.

Verree & Conklin, Inc., 225 5th Av., N.Y. I. S. Wallis & Son, 1st Nat. Bk. Bg., Chicago

pers and weeklies and Spanish publications.

CAHILL, Pacific Bldg., San Francisco—Placing business for M. J. Branderstein (teas):

Pacific Brewing & Malt Co.; Dr. R. C. Anderson, all of San Francisco.

MANUFACTURERS, 105 N. Dearborn st., Chicago—Reported to be placing accounts of R. E. Chalmers Co.

Globe Supply House, Republic Co., Home Magazine, L. H. Spencer, all of Chicago.

MATHEWS, Marquette Bldg., Chicago—Sending orders to agricultural publications for Soil Improvement Committee, Chicago.

SHURMAN, Westminster Bldg., Chicago—Placing orders in a list of daily papers for the Jiffy Starter Company, "Jiffy" Detroit.

FINNEY, Orear-Leslie Bldg., Kansas City, Mo.—Placing orders with large city newspapers for the Tulsa Securities Corporation, Tulsa, Okla.

CRAMER-KRASSETT, C. K. Bldg., Milwaukee, Wis.—Sending orders to agricultural papers for the summer copy of J. H. Thierry Co., pianos and organs, Milwaukee.

HAMTON, Binghamton, N. Y.—Reports placing mail order copy for Union Laboratory, Etna Company and Aero Company, all of Binghamton, N. Y.

Royal Electric Company, Endicott, N. Y.; Novo Company of Philadelphia.

LORD & THOMAS, Malters Bldg., Chicago—Placing large lineage in daily newspapers for "Troco," a butter substitute, manufactured by the B. J. Johnson Co., Milwaukee.

Sending orders to a list of daily newspapers for Pepsodent Company, "Pepsodent," Chicago

MACAVOY, Conway Bldg., Chicago—Placing pages in daily newspapers advertising "Smith Form-a-Tractors" for the Smith Form-a-Truck Co., Chicago

HEEGSTRA, 19 S. LaSalle st., Chicago—Placing copy in daily newspapers for Phoenix Truck Co., Chicago, automobile trucks.

STAVRUM, THOMPSON & BENNETT, Lytton Bldg., Chicago—Placing newspaper campaign in South Dakota for C. & J. Michel Brewing Co., LaCrosse, Wis., for "Elfix," a new non-alcoholic beverage. As distribu-

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

CIRCULATION 55,498 Daily (Net Paid)

April, 1917 Figures—A.B.C. Basis. —Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc., 250 Fifth Avenue, NEW YORK. Malters Building, CHICAGO. 201 Devonshire St., BOSTON. Kresge Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc., Fifth Ave. Bldg., NEW YORK. Mutual Life Bldg., PHILADELPHIA. People's Gas Building, CHICAGO

tion facilities are increased this campaign will be extended to other "bone-dry" states.

NICHOLS, 20 E. Jackson Blvd., Chicago—Placing page copy in Chicago newspapers for National Food Products Co., "Askum" drink. This campaign will be gradually broadened to include other cities.

CREATIVE, 334 5th av., N. Y.—The Wolf Co., Chambersburg, Pa., manufacturer of flour, feed and special machinery, has appointed this service as advertising counsel in directing their technical publicity

Among other new accounts being handled by this organization are K. M. Thackeray & Co., importers, Ahmedabad, India; and the Merchants Silver Black Fox Company, Ltd., of Prince Edward Island, Can.

NORRIS, 703 Main st., Hartford, Ct.—Placing accounts of the Veeder Mfg. Co. (speedometers).

McJUNKIN, Malters Bldg., Chicago—Placing page copy in Illinois newspapers for Pan American Motor Co., Decatur, Ill., automobiles.

Placing 200-line copy in Chicago newspapers in behalf of various branches of the Chicago Y.M.C.A.

DIRECT—American Drug & Press Association, Decorah, Iowa, is placing orders in selected papers.

Whole-Grain Wheat Co., Railway Exchange Bldg., Chicago, placing liberal size copy in daily newspapers advertising a new cereal product.

ASKING RATES—Keechen Adv. Co., Empire Bldg., Oklahoma City, asking rates in newspapers and farm papers.

Good Housekeeping has appointed C. Randall Sammis to its Western staff.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue Over 200,000 Circulation

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation:
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations

Joliet, Ill. (The PITTSBURGH) of the West

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News

ALCORN-HENKEL, Representative
New York Chicago

THE COMMERCIAL'S RAILROAD
EDITOR SERIOUSLY ILL.

Harry D. Vought, railroad editor of New York Commercial since the paper was published at a daily, and affectionately referred to by his associates on the Commercial as "dean of the staff," is dangerously ill at his home in Montclair, N. J.

Mr. Vought is well known throughout the United States through his intimate acquaintance with leading railroad officials of the country covering a period of thirty-four years. He has enjoyed a great popularity and it may be here recalled that after serving six years as secretary to the International League of Press Clubs he was, during its annual session in Buffalo, elected president and the following year, at the meeting in New York, was succeeded in that office by the late Joseph Howard.

POST OFFICE MAPS COST LESS.

Post Office route maps, beginning August 1 will cost 50 cents instead of 80 cents a sheet, in accordance with the law, which provides for their sale at the cost of printing and 10 per cent additional.

LAUGHLIN A PUBLISHER.

Frank Laughlin has resigned after serving as a reporter on the Pittsburg (Kan.) Headlight for twenty-six years to become publisher of the Branson (Mo.) Leader.

PLACED IN CHARGE.

The management of the Maclean trade publications of Toronto has passed into the hands of C. Harrison, who recently was with the Toronto branch of the A. McKim Advertising Agency of Montreal.

PHILADELPHIA
*America's Greatest
Industrial City*

The PRESS
*Philadelphia's Greatest
Industrial Paper*

Foreign Representative
LOUIS GILMAN
Tribune Bldg., Chicago
World Bldg., New York

BRIDGEPORT

CONNECTICUT
(The Essen of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Published by
A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning
37,659 NET PAID average during 6 months period ending April 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
728 Tribune Building, NEW YORK

NEW TAMPA AD MAN.

W. T. Ramey, the new advertising manager of the Tampa (Fla.) Times, is an electrical engineer, according to the degree that he received twelve years ago from Purdue University—but he prefers advertising. He burned his diploma the night he received it and immediately joined the staff of



W. T. RAMEY.

the Minneapolis Tribune. After a year's newspaper work, he became connected with Lord & Thomas, Chicago. His next move took him to the advertising staff of the Fort Worth (Tex.) Record, from which he resigned after two years to become service manager of the St. Louis Post-Dispatch.

Three years later he landed in Tampa, worked on the Times for a year and then became an advertising agent in that city. He rejoined the Times after a year, installed a service department and became advertising manager a short time ago.

NEW HAMPSHIRE OUTING.

The annual summer outing of the New England Weekly Publishers Association was held on June 29 and 30 and July 1 at Wolfeboro, N. H., on Lake Winnepesaukee.

THE
DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by **PAUL BLOCK, Inc.**
New York Chicago Boston Detroit

Newark Star-Eagle

NEW JERSEY'S
LARGEST PENNY PAPER

Represented by **PAUL BLOCK, Inc.**
New York Chicago Boston Detroit

HOW OLSEN GOT IN.

Though the United States Navy decided that R. L. Olsen of the New York Herald could not join its forces, Olsen not only joined the Navy but brought in with him eighteen other persons who had not thought of going to war. The examiners all told him that he was architecturally incorrect. After raising a strenuous protest he wanted to know whether there was any branch of the service, machinist, stenographer, tailor, barber or anything that would not be so fussy about his defects.

"Can you play any musical instrument?" asked the officer in charge.

Those who were present state that Mr. Olsen jumped twenty feet, and subsequent measurement of the ceiling height would indicate that he might have done so. He said he could play the cornet and that he belonged to a band at Hoboken, N. J., which could play around any brass band east of the Pacific. They could have him or they could have the whole band if he had an hour to notify his friends that here was a chance to aid the Government. He'd recruit them himself by nightfall if the Navy would give its word that he, poor of vision and flat of foot, would be let in with them.

The navy needs musicians. At five o'clock p. m. the Phenor Band, of Hoboken, consisting of nineteen men, appeared at the recruiting offices with their instruments and signed up for the duration of the war. R. L. Olsen is in the navy.

CROCKETT WILL FIGHT.

Albert S. Crockett, who has had charge of the news bureau at the Waldorf-Astoria, New York, for two years, has resigned to get into real war work here or in Europe. As a memento of the occasion the hotel orchestra a few nights ago for the first time played on the roof two new songs of Mr. Crockett's composition.

The audience enthusiastically applauded "Hunting Hohenzollerns," which is dedicated to the United States Army, and there were generous plaudits for the other song, "Till All Be Free."

NEW MICHIGAN EDITOR.

H. G. Hart, former city editor and business manager of the Manistique (Mich.) Pioneer-Tribune, has become editor of that publication, succeeding the late George E. Holbein. Mr. Hart has had experience in all ranks and departments of daily and weekly newspapers in Michigan and Illinois.

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES
and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the **AMERICAN and STAR**

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNESS, CHICAGO.
VERREE & CONKLIN, Inc., New York

MILLER IN SALT LAKE.

Ross C. Miller has become sporting editor of the Salt Lake City Telegram, succeeding Walter D. Bratz, who is now with the Salt Lake Herald-Republican. Mr. Miller has been with the Telegram since March, leaving the Los Angeles Examiner. He has been in newspaper work for fifteen years, most of which have been spent with the Hearst publications.

He was at one time assistant to George Hamlin Fitch, news editor of the San Francisco Chronicle, and has also written special articles for that newspaper.

Besides a period in the theatrical business and a tour in the Orient with a theatrical company, Mr. Miller has been managing editor of the Bakersfield (Cal.) Evening Californian, news editor of the San Jose Mercury Herald and owner of the San Jose Examiner.

KYNE AFTER THE KAISER.

Peter B. Kyne, author and former president of the San Francisco Press Club, is hurriedly putting the finishing touches upon a new novel in order to join Uncle Sam's forces in France. Kyne saw service in the Philippines. "I admit I lied about my age to get into the regular army," he says, "but wild horses couldn't have kept me away from that chase after Aguinaldo and I feel a good deal the same way about the Kaiser."

BAN ON NEW PAPERS.

The British Royal Commission on Paper Supplies has issued an order which prohibits the publication of any new newspapers except under license from the Board of Trade.

THE
Evening Star
with one edition daily, has a greater circulation in Washington

D. C., than that of all the other Washington papers combined.

When you buy space in
THE
**BUFFALO
TIMES**
you get full value
for your money.

NORMAN E. MACK, Proprietor.
VERRER & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING Union Star
EXCEPT SUNDAY
AUDITED CIRCULATION 20,643
Home circulation reaching best paid scientific, technical and skilled mechanics in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

OBITUARY NOTES.

LIEUT. WARDEN McLEAN, son of William L. McLean, publisher of the Philadelphia Evening Bulletin, was killed on June 29 when he was thrown from his horse at Fort Oglethorpe, Ga.

Since his graduation from Princeton in 1912 Lieutenant McLean had been active in newspaper work in the Bulletin office and those who had the privilege of working with him found in him much the same qualities of energy, enthusiasm and application possessed by his father.

In order to thoroughly master the newspaper business, he served an active apprenticeship in the Bulletin press rooms and on the staff and just before being called into active service was employed in the business department under the direction of Business Manager William Simpson.

Lieutenant McLean was the eldest son of the publisher of the Item—in his twenty-ninth year. When the prospect of active military service became bright, he passed the examination and was commissioned second lieutenant.

He had previously taken the course of extensive training at Plattsburg, N. Y. When the officers' training camps were started, he was active and enthusiastic in furthering the plans for them. He was sent to Fort Oglethorpe to assist in the instruction of newer men. His brothers, Robert and William L. McLean, Jr., are in training at the Fort Niagara camp in New York.

Partly for the improvement of his own work as an officer and partly to assist in the work of instruction,

Local trade investigations made by the
**MERCHANDISING SERVICE
DEPARTMENT**

of the *Boston American* have helped advertisers base their plans on cold-blooded facts. Find out how this department works—what it can do for you in this territory. No obligation entailed.

BOSTON AMERICAN

W. D. BOYCE CO.
600-614 North Dearborn St., CHICAGO
805 Metropolitan Tower, NEW YORK
PUBLISHER

**THE INDIANA
DAILY TIMES**
INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT
"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL
Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate
HENRY M. FINDELL, Proprietor.
CHAS. H. EDDY CO., Representative.
NEW YORK BOSTON CHICAGO

he had, before going to Fort Oglethorpe, assisted in the training of the student corps at the University of Pennsylvania. The young officer's parents were at his bedside when death came.

GEORGE H. PARKS, president of the Tidewater Paper Company, Brooklyn, N. Y., died on July 1 in New York in his sixty-first year. Before the establishment of the International Paper Company, Mr. Parks, with his father and brothers, was proprietor of the Glens Falls Paper Company, then one of the largest paper mills in this country.

Mr. Parks later became vice-president of the Great Northern Paper Company and in 1901 returned to the I.P. Company as vice-president. He left the International in 1916 to become president of the Tidewater Paper Company.

JOSEPH B. BATES, for thirty-five years editor of the Bloomington (Ill.) Daily Pantagraph, died on July 2 in Roosevelt Hospital, New York, in his seventy-seventh year.

JAMES KERFOOT EVANS, formerly owner of the Flintshire County Herald, died recently at Holywell, England, aged sixty-seven years.

JOSEPH B. LIVELY, for thirty years with the Atlanta Constitution and later with the Georgian, died in Oakhurst, Ga., a few days ago, aged sixty-seven years.

SERGE BASSETT, a distinguished French war correspondent attached to the British armies, was killed on June 30 by rifle fire while watching the fighting about the Lens salient.

Although several correspondents have been wounded, Bassett is the first journalist to be killed in the field during the present war. He had been awarded the Legion of Honor for literary and dramatic work.

RICHARD P. BARHAM, postmaster of Petersburg, Va., and former editor of the Petersburg Index-Appeal, died suddenly at his home on June 23. He was seventy-one years of age.

THOMAS J. STITES, formerly publisher of the Albany (Ore.) Democrat, is dead, aged seventy-seven years.

LIEUT. JAMES R. OLIVER, soldier-journalist and well known as a contributor to Southern publications, died on July 2 at his home in Baltimore at the age of seventy-seven years. During the Civil War, Oliver was sentenced to death on a charge

The BEST Advertising BUY in
CLEVELAND
THE LEADER
Morning and Sunday, and
THE NEWS
Quality Evening Newspaper
With Quantity Circulation
Represented by PAUL BLOCK, Inc.,
350 Fifth Ave., NEW YORK
Mallers Building, CHICAGO
801 Devonshire St., BOSTON
Krege Building, DETROIT

**THE NEW ORLEANS
ITEM**
Largest Afternoon Circulation in the entire South.
(April A.B.C. Net Paid Statement)
Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

of treason, but was pardoned by President Lincoln, who upon investigation found the charges unsubstantiated.

THOMAS L. POWERS, a veteran Kansas and Missouri newspaper man, died in Noel, Mo., a few days ago, aged eighty years. He has been connected with the Ellinwood (Kan.) Express, Sterling (Kan.) Gazette and Bulletin and the Blue Spring (Mo.) Voice.

LIQUOR AD TROUBLES.

Pittsburg newspapers are experiencing keen difficulty in meeting the demands of the West Virginia "bone-dry" law.

They have heavy circulation in the adjoining state and since no liquor advertising is permissible, special editions have to be run for West Virginia.

As a consequence, liquor advertising is being run on special days only and must be grouped on separate pages so that the West Virginia subscribers can be handled separately.

Other cities contiguous to "bone-dry" territory are experiencing similar difficulties.

RED CROSS AMBULANCES FROM TWO CHICAGO PAPERS.

The baseball game between the members of the art staffs of the Chicago Tribune and the Chicago Herald, played as a benefit for the Red Cross, was the means of raising more than \$2,000, according to an announcement just made. The money will be used to purchase two ambulances for service on the fighting front in France.

MOTORS ON THE FARMS.

J. C. St. John has been appointed Western manager for the Agrimotor Magazine, a new trade publication devoted to pushing tractors for use on the farms. For some years past Mr. St. John has been in charge of the automobile and advertising department of the Live Stock World, Chicago. The Agrimotor Magazine is also a Chicago publication.

TO ENTER FEDERAL SERVICE.

Johnstone Vance, managing editor of the New Britain Herald, has taken examinations for appointment to a Government position in special war preparation work. He is a son of the late Congressman Robert J. Vance, founder of the Herald and once Washington correspondent for the New York Sun.

THE
**PITTSBURG
DISPATCH**

possesses a clientele of its own, representing incomes above the average. It reaches the actual buying power, therefore BEST FOR ADVERTISERS.

H. C. Rook, Real Est. Trust Bdg., Phila.
W. G. Brooke, 235 Fifth Av., New York
Ford-Pearsons Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters
**THE TIMES-DISPATCH
RICHMOND**

is delivered 12,000 of the city's
daily into best homes.
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

BROOKLYN EAGLE TEACHING FRENCH FOR WAR SERVICE.

To help those men and women who are going to France for some form of military service the Brooklyn (N. Y.) Eagle has arranged a free course of intensive instruction in French.

Professor Jacques Bars of the University of Lille and the National Conservatory of Paris will give a course in practical French conversation in the Eagle auditorium on three days of every week.

The lessons will be absolutely free to any one in uniform or who can show proof of enlistment in any branch of war service. Both men and women are eligible.

JOHNSON WITH SELZNICK.

Julian Johnson, editor of Photoplay Magazine, has resigned from that publication to become editor-in-chief of Selznick Pictures. Mr. Johnson's resignation from Photoplay will go into effect as soon as the publishers engage his successor, and he will take up his new duties immediately.

EIGHTY YEARS OLD.

The Milwaukee Sentinel recently celebrated its eightieth anniversary with a special birthday edition. The Sentinel was first issued as a weekly newspaper June 27, 1837. The present ownership acquired the Sentinel in 1901.

FEATURE FOR TROOPS.

The San Francisco Chronicle is running a special military news feature called the Training Camp Gazette. It is a newspaper page in miniature and is devoted to the doings of the officers in training at Presidio.

The Circulation of the
**NEW YORK
EVENING
MAIL**

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Germania Herald 36,949
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(German Farm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,002

Eastern Representative
LOUIS KLEBAHN
1 West 34th Street NEW YORK
Telephone 315 Greeley

GREEN'S DUAL POSITIONS.

EDITOR THE FOURTH ESTATE.

SIR: On June 6 you wrote me care of the Richard Hudnut organization, asking for confirmation of my appointment as advertising director of Richard Hudnut.

I answered, stating that it was correct and that it was in addition to my duties as merchandising manager of William R. Warner & Co.

But before this verification reached your office, I noticed an article in THE FOURTH ESTATE in which it was stated that I was "formerly connected with William R. Warner & Co." giving the idea that I had left that organization.

Several of the trade publications have copied this article and, of course, all have the wrong impression and many of my friends have commented on it.

In reality, I have a dual capacity, being connected with both organizations.

C. C. GREEN,
Richard Hudnut, New York.

HELPS TO SAVE FOOD.

Walter Willison, lately associate editor of the Toronto Daily News, has resigned from that paper to become associated with W. J. Hanna in his duties as food controller for the Dominion. Mr. Willison is well known as a newspaper man in Toronto and in the Western provinces, having held positions on various papers through the West. For several months during the period of the war he was the London representative of the Toronto News.

COSTLY BLAZE IN PORTLAND.

Fire on June 29 caused \$50,000 damage to the plants of the Portland (Me.) Press and the Express.

Lawrence Connolly, advertising manager of the Press, was severely burned.

FOR RAILWAY MAIL CLERKS.

Henry W. Strickland of Kansas City, Mo., was re-elected editor of the Railway Postoffice, the official organ of the Railway Mail Association, at a convention recently held in Cleveland.

The Buying Guide of Philadelphia's Worth While Homes The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
54th Ave. Bldg., NEW YORK.
Puppers Gas Bldg., CHICAGO

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND

Kurier Bostonski
27 Beverly St., BOSTON, MASS.
reaches 800,000 Poles in New England. They want to buy your goods
Use Kurier Bostonski.

BETTER RELATIONS WITH JAPAN.

Are Japan and America on the eve of a new era in diplomatic relations?

The suggestion that the Japanese Commission's visit may dissipate many past misunderstandings is advanced by the New York Evening Post in its second Japanese Supplement, which appeared June 30. The supplement is frankly aimed at promoting closer relations, commercial and otherwise, with the Oriental Empire.

Numerous prominent writers, Japanese and American, contributed to the supplement.

COL. LAMPTON'S WILL.

W. J. Lampton, poet, author and editor, left his entire estate, estimated at \$100,000, to his niece, Miss Florence Symphon, by his will, which was filed in Winchester, Ky., for probate on June 27. The will was executed by Mr. Lampton July 23, 1906.

The properties are to be held in trust for Miss Symphon by her mother, Mrs. Nannie Symphon. Miss Symphon, who is a resident of Winchester, is twenty-five years old. Col. Lampton left a large amount of cash and securities, two houses and lots in Winchester, as well as life insurance.

SON IS PUBLISHER.

George H. B. Turner has become publisher and editor of Turner's Public Spirit, Ayer, Mass., succeeding his father, the late John H. Turner, who founded the paper and edited it until his death a short time ago. The present publisher has been connected with the management of the paper since 1911.

TARS AS GUESTS.

The crews of the battleship Iowa and the torpedo boat destroyer Von Steuben were the guests of the Philadelphia Press and Evening Telegraph the other night. Motion pictures and "cats" formed the mainstays of the evening's entertainment.

IRISH AD COMMISSIONS.

The Irish Newspaper Owners Association has passed a resolution to the effect that under no circumstances will commission be allowed to private advertisers.

GOLDEN JUBILEE.

The Jersey City (N. J.) Journal celebrated its Golden Jubilee with a 28-page, 224-column special number.

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars.

WM. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building
CHICAGO, Tribune Building
LONDON, ENG., 19 Sculson Avenue,
Southampton Row.
PARIS, 6 rue du Rocher.

THE JEWISH MORNING JOURNAL carries more advertising than any other Jewish newspaper in NEW YORK CITY

CLEMENTS GOING TO EUROPE AS A SOLDIER.

Despairing of getting into the big European muss as a correspondent, George H. Clements of El Paso, Tex., who used to be manager of the St. Louis Star, the Milwaukee Sentinel and THE FOURTH ESTATE, is going in as a soldier in spite of his age.

Only his commission in the Spanish-American has served to get him by. Mr. Clements has been authorized to raise a battalion for the Texas



GEORGE H. CLEMENTS.

National Guard from his section of Texas and present indications are that he will do it and have men to spare. Mr. Clements writes to THE FOURTH ESTATE:

"We are so rather used to war and

NEW YORK THE DAY

America's Greatest
Jewish Community

America's Foremost
Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America.

CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY The National
Jewish Daily.

Member A. B. C.

Main Publication Office:
183 East Broadway, NEW YORK

NARODNI List

Established 1898.

An American newspaper published every day in the year in the Croatian Language.

Sworn Circulation as required 25,066
by law, OCTOBER, 1, 1916.

Ideal Newspaper for National Advertisers
Phone 3939 Beekman.

61 Park Row, NEW YORK

war's 'alarums' in El Paso and along the border generally, as a result of the revolutions across the Rio Grande for the past seven years, that we do not excite as we probably should or as other portions of the country do but we 'get there' in good time despite of our seeming apathy.

"I would have relished going with the first increment of Americans to France but I could not bring enough pressure to bear to induce the powers that be to permit me to accompany either General Pershing or the real army which reached France later.

"I haven't the slightest idea of when the men now being recruited will be sent across, but probably not till next spring if we wait to be trained as we should be.

"In the meantime there will be big doings in which I would have liked to have a hand.

"But alas and alack, we can't always have things to suit us.

"By going in as a soldier I will see some of the doings, but not as much as I might have seen had I gone as a newspaper representative."

Mr. Clements represented the New York Sun during the American expedition into Mexico and prior to that was the correspondent of the International News Service. Lately he has been publicity commissioner and secretary of the El Paso Chamber of Commerce.

SCRIBES PHYSICALLY O. K.

Seven men enlisted in Company H, American Field Ambulance Service, from Marquette, Mich., have been pronounced physically perfect—100% efficient physically. In the number were F. A. Moore, editor of the Marquette Chronicle, and L. D. Tucker, city editor of the Marquette Daily Mining Journal.

When you mention the National Capital you KNOW its Leading Newspaper, the

Washington POST

DAILY 2c—SUNDAY 5c

Always Reliable

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

IF you want to sell to both men and women in Chicago follow the example of Chicago's largest retail music house

Lyon & Healy

They used about three hundred thousand agate lines in Chicago newspapers in 1916—almost one-third of the total was used in THE CHICAGO TRIBUNE.

You do not need to experiment—that's all been done over and over again, and the verdict always is

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Send for "Analysis of Chicago Newspaper Advertising for 1916."

Eastern Advertising Office:
251 Fifth Avenue, NEW YORK

Pacific Coast Advertising Office:
742 Market Street, SAN FRANCISCO

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

*Published Weekly at 338 West
50th Street (Near Broadway)*

NEW YORK CITY

SATURDAY, JULY 14, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS
TWO DOLLARS A YEAR

ESTABLISHED 1894 No. 1220

SUPREMACY!

Affected only by the changing seasons
and those fundamental, world-wide
conditions which determine the business health of the whole
country—The Plain Dealer maintains, unchallenged, its position
of dominant supremacy among Cleveland newspapers.

*More than
318,000
Separate
Paid
Advertisements*

In the six months ending June 30th, 1917, The Plain Dealer published 318,170 Separate Paid Advertisements—more than any two other Cleveland newspapers combined and a gain of 12,774 Separate Paid Advertisements over the same months one year ago.

EXCEEDING Cleveland's *second* newspaper (Evening) by 103,952 Separate Paid Advertisements.

EXCEEDING Cleveland's *third* newspaper (Evening) by 240,350 Separate Paid Advertisements.

EXCEEDING Cleveland's *fourth* newspaper (Morning and Sunday) by 214,471 Separate Paid Advertisements.

*More than
6,372,000
Lines of
Paid
Advertising*

In the six months ending June 30th, 1917, The Plain Dealer published 6,372,844 lines of Paid Advertising—a gain of 579,516 lines over the same months one year ago.

EXCEEDING Cleveland's *second* newspaper (Evening) by 732,424 lines of Paid Advertising.

EXCEEDING Cleveland's *third* newspaper (Evening) by 2,756,306 lines of Paid Advertising.

EXCEEDING Cleveland's *fourth* newspaper (Morning and Sunday) by 2,784,418 lines of Paid Advertising.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Western Advertising Representative:
JOHN GLASS
CHICAGO, Peoples Gas Building

Eastern Advertising Representative:
JOHN B. WOODWARD
Times Building, NEW YORK

THE PAPER REFERENDUM OF THE A.N.P.A.

FEDERAL TRADE COMMISSION'S PLAN IS ENDORSED BY MEMBERS BY OVER TWO TO ONE.

At the A. N. P. A. meeting at Washington on June 21 a resolution endorsing the Federal Trade Commission recommendation was laid upon the table. As there were only fifty active members of the A.N.P.A. present, it was thought best to take a vote of the entire active membership by referendum. This was ordered by H. L. Rogers, the president of the association.

Up to the time THE FOURTH ESTATE went to press the vote in favor of endorsing the Federal Trade Commission's recommendation stands over two to one.

Of the 422 active members, 204 have voted.

It is understood that Frank P. Glass, chairman of the news print paper committee of the A. N. P. A., is actively engaged in presenting these facts to the entire membership of the Senate and House of Representatives.

The hope is confidently expressed that this overwhelming majority of the members of the A. N. P. A. who have gone on record, together with the recent actions of the New York State Press Association and the National Editorial Association, the Southern Newspaper Publishers Association and the American Association of Foreign Language Newspapers this week will so impress Congress that immediate steps will be taken to enact into law the recommendations of the Federal Trade Commission.

The Federal Trade Commission recommendation follows:

"By reason of this condition and cause of the vital interest to the public of an efficient dissemination of news in this crisis, the commission recommends as a war emergency measure that Congress by appropriate legislation provide:

(1) That all mills producing and all agencies distributing print paper and mechanical and chemical pulp in the United States be operated on Government account; that these products be pooled in the hands of a Government agency and equitably distributed at a price based upon cost of production and distribution, plus a fair profit a ton.

(2) That, pursuant thereto, some Federal agency be empowered and directed to assume the supervision and control thereof during the pendency of the war.

(3) That by reason of the fact that approximately 75 per cent of the production of news print paper in Canada comes into the United States, proper action be taken to secure the cooperation of the Canadian Government in the creation of a similar governmental agency for the same function, which shall be clothed with power and authority to act jointly with the governmental agency of the United States for the protection of the consumers and manufacturers of print paper and the public of the United States and Canada.

(4) That in case the Canadian Government shall not join in such a cooperative enterprise, then importation of paper and mechanical and chemical pulp into the United States shall be made only on Government account to or through the Federal agency charged with such supervision and distribution.

Publishers say that if the authorities at Washington are to recognize the interests of the daily newspapers

as officially expressed they cannot do other than enact into law and put in operation the suggestion of the Federal Trade Commission, especially in view of the almost unanimously expressed endorsement of the policy on the part of newspaper publishers.

Some doubt has been expressed as to the wisdom of this course, but it is obvious that American newspaper publishers regard it as the wise course to pursue in the interest of not only the publishers themselves but the country as a whole.

The New York State Press Association endorsed the recommendations in these resolutions:

"As the Federal Trade Commission has said in an official report that their efforts to restore competitive conditions in the news print industry expeditiously, and to arbitrate and effectively project a fair price for news print have failed, and as the commission also has said in the same report that:

"The news print paper situation is very serious, not only to consumers of paper but to the public generally and to the Government of the United States, which is itself a large consumer of paper, and the commission has reason to believe that this situation will be still more serious and aggravated in the ensuing months;

"Resolved, That this association heartily endorses the recommendation of the trade commission."

The National Editorial Association, in the report of George E. Hosmer, chairman of its executive committee, also endorsed the trade board's recommendations, as will be seen in the report of its Minneapolis convention in another column of this issue.

JUST PROFITS FOR NEWSPAPERS.

GOVERNMENT SHOULD BUY ADS AS IT DOES ANY OTHER COMMODITY.

N. A. Huse, vice-president of the American Press Association, insisted in a speech in Chicago on July 12 that newspapers should not give free publicity to any cause, not excepting the Red Cross or Liberty bonds.

"Right now the Government should be advertising the next Liberty Loan," said Mr. Huse. "Individuals paid millions to advertise the bonds, and newspapers were asked to feature the campaign on the first page long after it had lost its news value.

"With the next Liberty Bond issue to be floated on September 15, the Government should use co-ordinated, controlled advertising, paid for by the Government.

"The Government has no more right to commandeer advertising space from the newspapers of the country than it has to commandeer the output of the steel companies.

"The President has just said that manufacturers are entitled to a just profit, but the newspapers are expected to give their space to the Government without remuneration."

Mr. Huse also suggested that the Government should buy advertising space to place reasons for the war plainly before the people.

His address was delivered at the convention of the Illinois Press Association.

SENATE ANSWERED BY TRADE BOARD.

CALLS FOR MORE POWER IN HANDLING NEWS PRINT SITUATION.

Replying to Senator Reed's resolution asking what it has done to relieve the news print situation, the Federal Trade Commission, in a formal statement on July 10 pointed to its recent recommendation to Congress that power be given the Government to assume control of news print manufacture and distribution.

The commission again emphasized what it considers the need for more power.

At one time, it says, a formal complaint against news print manufacturers was considered, but the plan was not carried out for fear of embarrassing the Department of Justice, which meanwhile had started prosecution against the manufacturers for alleged violations of the anti-trust laws.

As an order directing news print makers to cease their present trade practices would have afforded no practical immediate relief, the commission declares it was powerless to remedy conditions.

Reviewing efforts to bring manufacturers and news print users into a price agreement, the statement tells how after a price of \$2.50, fixed by the trade commission, had been agreed to, manufacturers withdrew on the return of indictments against some of their number in the New York courts.

"The commission," the statement adds, "again earnestly invites attention to the serious condition which is confronting the public and the newspapers of the country, if a situation continues where prices are to be paid for paper based, not upon cost of production and fair margin of profit, but upon conditions such as have obtained in the past and give promise of obtaining in the future, where price is based on panic demand."

"Some of the larger newspapers of the country may be powerful enough to weather the conditions which have obtained during the last year for an additional year, or some of them may be powerful enough to secure advantageous positions in the purchase of supplies, but it is of paramount importance that the great body of newspaper publishers of the country shall procure their supply of print paper at a fair price, based upon cost and a fair and reasonable profit."

"Such a price will enable them to continue in business and to serve the public efficiently."

THE NEXT MOVE.

The next move in the news print controversy is up to Congress.

This is the attitude of the Federal Trade Commission at the close of the present week, as indicated to a representative of THE FOURTH ESTATE who talked with various officials at the headquarters of the commission on the afternoon of July 12.

Having made formal reply to Senate Resolution 95, which, in effect, asked the commission why it had not adopted active methods in dealing with paper manufacturers, the trade body is now disposed to sit tight and wait for the come-back of Senator Reed or any other critic who can offer constructive criticism.

Practical newspaper men may be inclined to dismiss from mind with scant consideration the trade commission's latest communication to the Senate on the theory that it is little more than a historical resume of what has happened in the past in connection with the news print proposition. However, the milk of

the cocoanut is found in the closing paragraphs wherein the trade commission emphasizes anew "the serious condition which is confronting the newspapers of the country."

The communication to the Senate does not go into detail on this score, but THE FOURTH ESTATE is in a position to say that if publishers knew all that is behind this renewed warning by the Federal officials they would sit up and take notice more sharply than ever before.

In the main, the misgivings are founded not only upon the future price conditions "based upon panic demand," but upon the gravity of the transportation conditions, which impend this autumn and which have already been alluded to in THE FOURTH ESTATE.

Even in this slack summer season there is a shortage of railroad cars and congested traffic conditions and what will happen in the autumn when the new national army begins to mobilize, when the crops are being moved and when a million men are suddenly withdrawn from productive industry and transportation activities, is deserving of more pondering than it has received at the hands of most newspaper executives.

An expert on the trade commission staff told THE FOURTH ESTATE this week that he did not see how the Minnesota paper mills and other plants in that section of the country were going to operate at all next winter. His worry was occasioned by the fact that no coal is accumulating at upper lake ports.

Ordinarily enough coal goes into storage at the head of the Lakes each summer to provide fuel for the paper-making plants during the interval when the lakes are closed to navigation. This year, however, such is the demand that it seems impossible to accumulate any fuel in storage.

This means, if the condition persists, that Northwestern paper plants may be mighty short of fuel next winter or else compelled to bring the coal the entire distance from the mines by rail, a method that will send soaring the cost of paper production.

STORING PAPER.

Despite the outlook for a long, hard winter for news print consumers, there is surprisingly little disposition on the part of publishers to go to new lengths in storing paper. The present summer is witnessing the natural, normal falling off in news print demand which is usually characteristic of the vacation season but which, it will be recalled, was strangely absent last year, due to various causes, including bulk of newspaper advertising, etc.

As for storage against a "rainy" day, newspapers such as the Chicago Tribune and Daily News that have always carried certain paper reserves as against strikes and other contingencies, are keeping up their surplus, but there is no disposition in this quarter to increase the margin of safety, whereas the general run of publishers who have not stored in the past do not seem inclined to do so now.

The claim that news print deteriorates in storage is put forth as one of several objections to storage.

Oddly enough, perhaps, the only manifestation of a desire to insure the future by precautionary storage is coming from the smaller publishers. That same forwardness was exhibited by some of the small publishers just before the situation became acute last autumn and there have been instances where publishers of smaller dailies have stored paper sufficient for intervals of from six months to a year.

In the communication sent to the Senate this week the commission hints that there may be publishers (Continued on Twenty-seventh Page)

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Red
Night Letter	N.L.

If none of these three symbols appears after the check, number of words: this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT

Form 1206

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Red
Night Letter	N.L.

If none of these three symbols appears after the check, number of words: this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT

6NYA128KLN

COUNT DASHES AND QNS PMS 14EX

B. & O. DEPOT PHILAD

TEMPLE TEX MAY 1 1917

LANSTON MONOTYPE MACHINE CO
24th & Locust Streets
PHILADELPHIA PA

THIS MESSAGE IS DIRECTED TO THE SMALL PUBLISHERS. I AM A PRACTICAL PRINTER OPERATING A MORNING NEWSPAPER IN AN INLAND TEXAS TOWN OF SEVENTEEN THOUSAND POPULATION. MY LITTLE PLANT WAS SELECTED AND PURCHASED WITH GREAT CARE BECAUSE I HAD NO ORIGINAL CAPITAL AND HAD TO MAKE ALL PURCHASES OF EQUIPMENT OUT OF THE EARNINGS OF THE BUSINESS. THE FACT THAT MY PRESENT EQUIPMENT INCLUDES A COMPLETE MONOTYPE NON DISTRIBUTION SYSTEM AND THAT I NOW CONSIDER IT THE MOST IMPORTANT PART OF MY SIXTY THOUSAND DOLLAR PLANT SHOULD PROVE ALL INTEREST TO ALL OTHER COUNTRY PUBLISHERS.

R X WILLIAMS, OWNER THE TEMPLE (TEXAS) DAILY TELEGRAM "THE WORLDS
GREATEST RUSH - LEAGUE NEWSPAPER"

856AM

*It Tells the Story
So well that nothing
we can add
would make it stronger*

NON-DISTRIBUTION

The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type-&-Rule Caster, which makes this material so economically that whole pages, after use, are melted up to make new material; it makes the compositor's work a pleasure by cutting out the drudgery of distribution, leaving him free to spend all his time building ideas into type form without having to stop and tear down old jobs to get material; it eliminates non-productive time by using all of the compositors all the time on constructive work.



LANSTON MONOTYPE MACHINE CO.
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

TORONTO

TO CENSOR CABLES BUT NOT MAIL.

**SPIES TO BE SHADOWED, BUT
"HUE AND CRY" METHODS
ARE NOT IN FAVOR.**

A new censorship plan has been adopted by the Government, and a widespread extension of it is under consideration. In effect it provides for the strictest possible scrutiny of all outgoing cable messages and a virtual lifting of the censorship of incoming press cable dispatches. The outgoing censorship will apply more particularly to commercial messages.

Although Washington officials give little credence to the more sensational spy rumors that have followed the submarine attack on the American expeditionary force, it is likely that the agitation may result in more stringent espionage regulations, particularly with regard to outgoing mails and cables.

No general rearrangement of the spy detection machinery of the Government is contemplated, because officials consider that results of the present system have demonstrated its efficiency.

It has been declared authoritatively that startling revelations of what already has been accomplished might be made if it were considered in the public interest. The Government realizes that such a course probably would serve no good purpose and might generate a spy hysteria of dangerous proportions, like the scares which resulted in injustice to innocent persons in several European countries earlier in the war. It also would warn the spies themselves of the methods employed by the American investigating agents.

High officials consider the efficient German spy system operating in this country as an inevitable circumstance of the war. The large foreign population makes espionage easier than in most countries since the spies can scatter among the foreign colonies and be completely lost to sight.

It is pointed out that Great Britain and France, with more homogeneous populations, have not succeeded in three years of war of freeing themselves of spies, nor has German efficiency itself been able to keep invaluable military information from its enemies.

Many officials believe, however, there should be a closer Government control of outgoing cables, and legislation to that end may be asked. It is possible also that power will be sought to censor outgoing mails. Whether this would cover mails to all countries or simply to those not now covered by the British mail censorship is uncertain.

MAIL CENSORSHIP OPPOSED.

The question of a cable censorship has been widely discussed, but that of censoring mails has received little attention. The British have secured an enormous amount of information from mail inspection, especially as to German activities in neutral lands and trade intrigues.

Postmaster General Burleson has stated that he is opposed to any mail censorship to neutral countries, on the ground that it is not necessary.

Communication to Spain will probably be first investigated by this Government, as messages sent there via Cuba do not in any way come under British surveillance. The Government knows that there are many wireless plants in Spain, and that the Germans there are communicating directly with Berlin. This and all phases of the spy question have been discussed with several of the foreign missions to this country, and much information has been gathered.

There has also been an extensive communication of important information to Germany from the United

EVERY MONTH A GAIN—

During the first six months of 1917 the advertising space in The Kansas City Star showed a gain of 384,534 lines over the first six months of 1916.

A good record in itself—but more significant is the fact that each individual month contributed its individual share to the increase.

Six monthly increases in six months tell a story of prosperity that reflects in turn the prosperity of the great city which The Kansas City Star circulates.

	1916 Agate Lines	1917 Agate Lines
<i>January</i>	1,243,369	1,254,637
<i>February</i>	1,258,975	1,318,487
<i>March</i>	1,374,906	1,495,691
<i>April</i>	1,443,339	1,619,688
<i>May</i>	1,455,455	1,462,333
<i>June</i>	1,421,233	1,430,975
Total	8,197,277	8,581,811

GAIN 6 months, 384,534 Lines

THE Kansas City Star		
Morning	Evening	Sunday
215,000	215,000	215,000

States by way of Mexico and South America. A cable running from Tehuantepec, Mexico, to the coast of Ecuador had been employed by German agents to get their news to Berlin.

A censorship of telegrams going from the United States into Mexico had been established with officers and enlisted men of the United States Army Signal Corps in charge. But their scrutiny did not extend to letters for Mexicans containing information to be telegraphed to Germany by way of Tehuantepec, and was not able to prevent German agents from crossing the Rio Grande at El Paso, Texas, to Juarez, Mexico, and other border points to file telegrams there.

The Government, however, several weeks ago came to the conclusion that the Tehuantepec cable route was being used for enemy purposes and official censors scrutinized all dispatches before they were permitted to go forward. But this means was not entirely effective, and other steps were taken to prevent communication.

The southern end of the Tehuantepec cable was a place in Ecuador.

Then the messages received from Tehuantepec for addresses in neutral countries were sent to Pernambuco, Brazil. At Pernambuco was a powerful wireless apparatus that sent messages to the coast of Spain. Once delivered at the Spanish receiving station, it was easy to transmit the messages to Switzerland, to which they were usually addressed, and thence into Germany.

After reaching the conclusion that the method of relaying cable messages at Panama was not entirely perfect, the Government took up with the government of Brazil the matter of stopping further transmission by wireless from Pernambuco to the European coast. The Brazilian Government was happy to oblige, and it is believed that this means of communication with Germany has been shut off.

NEWSPAPER DISPATCHES WATCHED.

One of the things discovered was that dispatches were being sent from New York to a newspaper in the Orient that evidently were intended for German consumption. The allegation that German "kultur" has fre-

quently been unable to overcome stupidity was exemplified in this case for the newspaper correspondent in telling of certain happenings used the pronoun "our" in referring to German accomplishments. As a result of this discovery a strict censorship on cable dispatches to the Orient has been established.

If the plan under consideration is adopted in its entirety, no suspicious cable message will be permitted to go forward from any American cable office until it has been carefully investigated.

It is not acknowledged that the Government was remiss in permitting press cable dispatches to go to newspapers in South American and other neutral countries that represented a condition of affairs in the United States that would bring comfort at least to the enemy. Where it is obvious filled with false information it will not be forwarded if the plan is put into operation.

SPIES DON'T GET DATA FROM PAPERS, SAYS NORTHCLIFFE

Lord Northcliffe, head of the British missions in this country, has authorized publication of parts of a confidential speech on spies and censorship made to the National Press Club on July 4. He described the work of spies in England and the flood of fatal information that pours over the cables through neutral countries to Germany, and spoke of the dangers of any except technical military and naval censorship of the press.

Only twice in the last month, he said, had he seen anything published in American newspapers that might have been of value to the enemy.

In his address he said:

"What does not yet seem to be understood here, and what we did not understand at the beginning of the war is that the really deadly high explosive news is not newspaper news but the news sent out by spies in code to neutral countries for transmission to Germany."

PRINTING IN HOLLAND.

Newspapers and periodical publications in general give practically no evidence of a scarcity of printing paper in Holland on account of the war. Daily newspapers usually have a morning and an evening edition every day excepting Sunday, when there is no evening edition. The only observable economy now practiced is the suspension of the Monday morning edition, by direction of the Government. This was done with a view to economy in fuel.

There also seems to be no scarcity of paper for book printing in Holland.

Figures show a substantial decrease of all except periodical books in the year when the war broke out. As the next year, 1915, showed an increase which was maintained in 1916, it is evident that the decrease in 1914 was due to the panicky condition and the general uncertainty immediately following the beginning of hostilities.

In normal times about 80 per cent of the printing paper used in Holland was made there and 20 per cent imported from Germany. Now the import from Germany is only 5 to 10 per cent of the total consumption, the rest being made locally. There is no present scarcity of paper in Holland, and no prospect of any unless the shortage of fuel reduces the production of it.

"ADLESS" PAPER QUILTS.

The Daybook, Chicago's "adless" afternoon newspaper, published by N. D. Cochran of Toledo, ceased publication on July 6. Mr. Cochran who blames the high cost of print paper for the journal's demise, has gone to Washington to enter national service.

A NEW FEATURE

OF THE

American Newspaper Annual and Directory

As publishers of the American Newspaper Annual and Directory we have always taken our task seriously—the task of describing and setting forth in detail the vast publishing interest of the country. When they have sensed the magnitude of this undertaking, some advertisers, and even some publishers, have suggested that the Annual should cover only the largest publications. This has always seemed to us a very superficial suggestion. Where and by whom could any line be drawn? Small papers often possess greater relative importance than large ones, and the trade and class publications certainly have definite value. The enormous publishing industry of the United States is carried on in more than 10,000 different cities and towns; for a directory to omit any legitimate factor would seem to us misleading and inequitable.

The Annual and Directory originated in the need of our own organization, when placing advertising, for information as to where the publications of the country are, what they are like and what is happening to them. The book stands in type the year round and is revised from day to day as the numerous changes in the newspaper world are discovered and verified. Some idea of the magnitude of this work may be obtained from the statement that perhaps 15,000 changes of one kind and another have already been made for the volume that is to appear on January 1, 1918.

It has long been our custom to advise our own people of the most important of these changes as they reach the editor of the book. It has now occurred to us that it might be well to share this knowledge with its patrons. We have accordingly issued a list of material changes in the publications of the country for the first half of 1917. These include only such as tend to interest advertisers and publishers; that is, changes of name, issue, consolidations, suspensions and removals. With this we have included a list of all new papers received up to the 10th of May and found worthy of insertion in the next issue of the Annual.

This pamphlet, entitled "Mid-Year Supplement," will be sent without charge to those who have purchased the 1917 Annual and Directory, as far as we have their address, and it will also be furnished to any one who may buy this volume. We shall be interested to learn how patrons of the book regard this attempt to extend and improve the service which it seeks to render them.

N. W. AYER & SON

Publishers American Newspaper Annual and Directory

Philadelphia, June 30, 1917.

THE NEW ATLANTA JOURNAL HEAD.

MAJOR COHEN NOW PRESIDENT
—PASCHALL AND BRANCH
MOVE UP TOO.

Major John S. Cohen has been unanimously elected by the board of directors to succeed the late James R. Gray as president and editor of the Atlanta Journal. Major Cohen's promotion to the editorship of the Journal was received with keen delight by the men who have worked under him. The entire editorial staff of the paper presented him with resolutions of congratulations.

Succeeding him as managing editor will be John Paschall city editor, and succeeding Mr. Paschall will be Harlee Branch, Capitol reporter. Both of these men have been with the Journal for years and have the utmost love and loyalty of the staff.

Major Cohen has been in the newspaper business since he was sixteen years old; he is now forty-seven. He has served in every capacity from apprentice boy in the mechanical department to managing editor of the Journal, which he held at the time of Mr. Gray's death.

Major Cohen was born in Augusta, Ga., his father was Phillip Lawrence Cohen of Augusta, who entered the Confederate Army at the age of sixteen and served throughout the war. His mother was Miss Ellen Gobert Wright, daughter of Major General A. R. Wright, member of Congress and editor of the Augusta Chronicle at the time of his death. General Wright was succeeded as editor of the Chronicle by Henry Gregg Wright, who in turn was followed by Patrick Walsh, under whose editorship Major Cohen, then sixteen years old, got a job as printers' apprentice.

Since then Major Cohen has been actively in the newspaper profession at all times save for a brief period as secretary to Secretary Hoke Smith, of the Interior Department, during Grover Cleveland's Presidential administration, and again for a year when he was in the Army in the Spanish-American war. Major Cohen's editorial work has been as news editor, Washington correspondent, editorial writer and managing editor. His first editorial experience was on the staff of the New York World. In 1890 he went to Atlanta and has been with the Journal ever since.

Major Cohen's wife before her marriage was Miss Julia Lowry Clarke, daughter of the late Robert C. Clarke and Mrs. Mary H. Clarke of Atlanta and a niece of Colonel Robert J. Lowry. He is a nephew of State Comptroller General William A. Wright. He has two children, John S. Cohen, Jr., midshipman, third class United States Naval Academy, and a daughter, Miss Mary Clarke Cohen.

H. J. Glesener has sold the Greenville (Ga.) Gazette to E. P. Johnson.

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
608 West 19th Street NEW YORK



F. G. BELL.

NEW PRESIDENT OF THE SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION.
See Eighth Page

WURZBURG ON THE HEARST GENERAL STAFF.

A new member of the general management of the Hearst newspapers is Francis L. Wurzburg, for some time past business manager of the Cosmopolitan Magazine.

J. Mitchell Thorson succeeds Mr. Wurzburg on the Cosmopolitan.

FETE FOR NATION'S "MARYS."

Mrs. Mary G. Wicker, of the Noblesville (Ind.) Daily Ledger, is busy just now making preparations for the annual "Reunion of Marys," to be held soon at Noblesville. Mrs. Wicker is secretary of the Association of Marys, the only organization of its kind in the country. All plain Marys are eligible for membership, but Maries and Maryes are ineligible.

THOMPSON AGENCY HANDLES FOOD ECONOMY ADS.

The world's biggest advertising campaign, in which the American people are to be called upon to join in a movement for the conservation of foodstuffs, has been organized by the conservation section of the Food Administration.

The main advertising campaign will be in charge of the J. Walter Thompson Company, a national advertising agency, with headquarters in New York, which has volunteered its services. Charles E. Raymond, vice-president, has come from the Chicago offices to Washington to direct the work.

Miss Nellie Holt has bought the Square Butte (Mont.) Tribune. The Wilsonville (Neb.) Review has been sold to John D. McInerney.

OHIOANS IN NORTH CAROLINA.

DURHAM DAILY SUN IS NOW OWNED ENTIRELY BY THE WEAVERS.

W. W. Weaver and H. R. Weaver, brothers, have purchased the entire stock of the Durham (N. C.) Sun. Both have been connected with the ownership of the paper for several years and simply purchased the interest of Roger Steffan, who acted as editor for the past year. The latter has joined the editorial staff of the Cincinnati Times-Star.

W. W. Weaver, who was president and general manager of the Sun, becomes president and publisher.

H. R. Weaver, who has been secretary and advertising manager, becomes secretary and business manager.

W. W. Weaver began his career on the Springfield (Ohio) News. He was general manager of the American Issue Publishing Company at Westervelt, Ohio, for a few years and was part owner of the Portsmouth (Ohio) Blade at one time.

H. R. Weaver began newspaper work as a "newsie" on the Springfield (Ohio) News. He is a graduate of the Ohio State University School of Journalism. He was advertising manager of the Poughkeepsie (N. Y.) News-Press for one year and advertising manager of the Durham Sun for four years.

AMATEURS ELECT.

The National Amateur Press Association at its meeting in New York elected Harry Martin of Alliance, Ohio, president; James Mosley of Westfield, Mass., first vice-president; Olive G. Owen of Whitehall, Wis., second vice-president; Joseph Vahlheimer, Jr., of Phoenix, Ariz., secretary. Herman Weekstein of Newark, treasurer; Graeme Davis of Vermillion, S. D., official editor.

Executive judges: George J. Houtsin of Brooklyn, Hazel P. Adams of Tupper Lake, N. Y., and Marjorie H. Outwater of Roxbury, Mass.

IN LONDON FOR CHICAGO NEWS.

Julius B. Wood has been selected to represent the Chicago Daily News as London correspondent. Mr. Wood distinguished himself recently by a series of articles in the News on the possible dangers of negro immigration into the North. He wrote in a prophetic vein of the troubles that were likely to result from such immigration and his prophecy was strikingly fulfilled by the recent race troubles in East St. Louis.

NOW VICE-PRESIDENT.

C. A. Dickens has been made vice-president of Municipal Engineering, Chicago. He will continue as advertising manager.

When you mention the National Capital you KNOW its Leading Newspaper, the

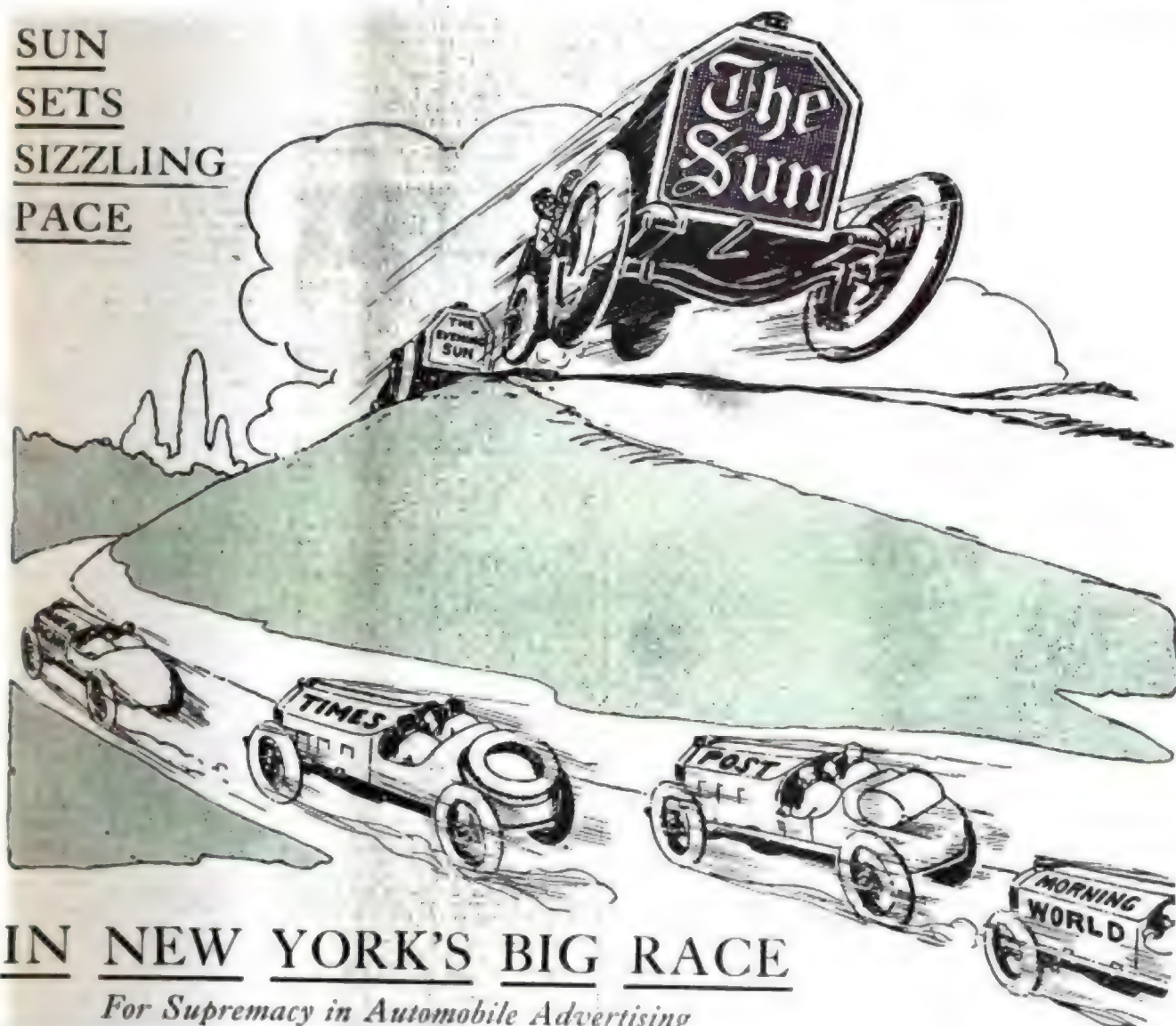
Washington POST

DAILY 2c—SUNDAY 5c

Always Reliable

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

SUN
SETS
SIZZLING
PACE



IN NEW YORK'S BIG RACE

For Supremacy in Automobile Advertising

Standing of the cars IN GAINS
first six laps (Jan. to July 1, 1917)

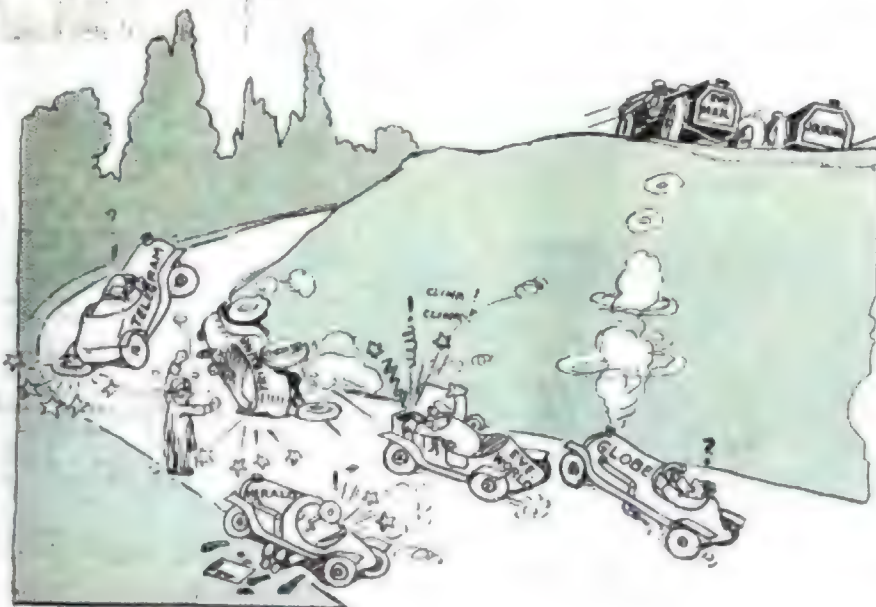
Display Advertising	Lines Carried	Lines Gained
THE SUN	393,285	154,063
EVENING SUN	296,660	123,556
American	337,027	95,415
Times	474,655	86,901
Post	176,073	81,908
World	273,477	68,456
Journal	179,259	62,760
Mail	166,226	50,358
Telegram	126,850	52,203
Tribune	169,131	47,866
Herald	273,695	18,520
World (Eve.)	22,940	16,316
Globe	96,238	14,696

RESULTS OF JUNE LAP.

	Lines Carried	Lines Gained
EVENING SUN ..	48,176	11,036
THE SUN	58,311	9,514
American	44,941	9,203
Times	78,798	6,782
World	32,273	5,313
Journal	19,065	4,773
Evening World ..	5,378	3,028
Tribune	18,072	928
Telegram	13,170	808

LOSSES

Mail	15,656	4,120
Post	17,423	4,675
Globe	8,251	8,050
Herald	32,723	11,800



S.N.P.A ENDORSES FEDERAL TRADE PROPOSAL.

ALSO BACKS A.N.P.A IN DEMANDING FAIR WAR TAX TREATMENT—AGENTS HAVE PART IN PROGRAM.

The Southern Newspaper Publishers Association, representing 105 of the leading newspapers of the South, meeting in Asheville, N. C., on July 9, 10 and 11, approved of the proposal of the Federal Trade Commission for the Government to take control of the news print mills in the United States and distribute the paper for the period of the war.

The association also favored the placing of second class mail on the parcel post zone basis, in accordance with the stand of the American Newspaper Publishers Association. It endorsed the proposed amendment of Senator McKellar of Tennessee to House Bill 4280, made on July 22.

The following telegram was sent to the Senate and House:

"The Southern Newspaper Publishers' Association, composed of 105 of the leading daily newspapers of the South, in convention assembled on July 9 unanimously passed a resolution expressing the keenest sympathy with the Government's needs in the present extraordinary financial situation; the most cordial willingness to co-operate in raising the necessary additional revenues, and their desire to stand their just and fair proportion of the increased taxation."

The convention, however, unanimously voiced the opinion that the proposed extra tax on the net revenues of newspapers, which does not apply to other lines of business, is unjust, unfair and discriminatory.

"In reference to the proposed increase in second class postage rates, this association believes that it has no place in a revenue bill, and the proper rate or rates should be determined by an impartial investigation."

"If, however, an increase in postage rates is absolutely necessary at this time, this association believes that the only fair and equitable basis is the zone system, the theory of which is fully outlined in Senator McKellar's amendment, with the present rate applying for the first 300 miles, which investigation has shown already affords the Government a profit, and increasing rates for longer distances, in proportion to the cost to the Government for services rendered publishers."

The McKellar amendment, which was referred to the Senate Finance Committee on June 22, is called an amendment "to provide revenue to defray war expenses and for other purposes. It follows:

"Sec.—That on and after July 31, 1917, all newspapers, magazines and other publications regularly admitted to the mails as matter of the second class, when mailed by the publisher, shall hereafter be subject to the following rates of postage—the zone system now applying to parcel post matter to be adapted also to second class matter:

"Local—1st, 2nd and 3rd zones (under 100 miles) 1 cent per pound.
 "Fourth Zone—(300 to 600 miles) 2 cents per pound.
 "Fifth Zone—(600 to 1000 miles) 3 cents per pound.
 "Sixth Zone—(1000 to 1400 miles) 4

cents per pound.

"Seventh zone—(1400 to 1800 miles) 5 cents per pound.

"Eighth zone—(over 1800 miles) 6 cents per pound.

"Provided: That free in county circulation provided by law shall continue as at present.

"And provided further: That the Postmaster-General may hereafter require publishers to separate or 'make-up' in zones, or in such manner as may be directed, all matter of the second class when offered for mailing."

The association also voted to have printed and sent to the publishers of leading American newspapers an argument in favor of the McKellar amendment prepared by Major E. B. Stahlman of the Nashville Banner. Summed up, Major Stahlman said:

"There is really only one equitable manner of adjustment in dealing with the question of postage rates—and that is in the application of the zone system on the lines indicated in Senator McKellar's amendment, and the press should urge Congress, now that the matter is up for consideration, to promptly adjust the matter in this way."

The telegram was drawn up and presented by a special committee, of which Victor H. Hanson of the Birmingham News was spokesman.

Besides being sent to the President of the Senate and the Speaker of the House, copies were forwarded to the Senators and Representatives of all Southern states, and to the National Editorial Association, meeting in Minneapolis, suggesting its endorsement. Every member of the S. N. P. A. was urged to impress the matter on his Senator and Congressman, and a copy was also sent to Secretary of the Treasury McAdoo, who has shown himself interested in the welfare of the South.

Senator Hoke Smith of Georgia telegraphed the meeting that he fully endorsed the views of the S.N.P.A. and would fight for them on the floor

to the last ditch.

Some of the members were in favor of sending a special representative of the S. N. P. A. to Washington and keep him there to watch the war revenue situation and protect the interests of the Southern publishers. It was finally decided to appoint a legislative committee to keep in touch with matters through Urey Woodson of the Owensboro (Ky.) Messenger, who is looking after the interests of the smaller publishers in Washington.

This committee consists of Major E. B. Stahlman of the Nashville Banner; Robert Ewing of the New Orleans States, and R. J. Wortham of the Fort Worth Star-Telegram.

Members were of the opinion that the matter of placing special war taxes on newspapers would not be settled until it is fought out in the House and Senate conference; and that this may not be until August or September.

FOR FEDERAL PAPER CONTROL.

A. V. McIntyre, special paper representative of the American Newspaper Publishers Association, addressed the members on the news print situation and after he had finished he answered questions for over an hour. Resolutions were then adopted endorsing the proposal of the Federal Trade Commission to place the manufacture and distribution of news print paper under Federal control. The resolution follows:

"RESOLVED, That the Southern Newspaper Publishers Association, representing 105 leading daily papers of the South, in convention assembled unqualifiedly approves and strongly urges the immediate adoption of the complete plans of the print paper committee of the American Newspaper Publishers Association to empower the Federal Trade Commission by legislative enactment to control the production of news print paper, to pool its distribution and to fix its price. This action is absolutely necessary to conserve the best interest of our Government and our people under the present extraordinary emergency."

"RESOLVED, That the Southern Newspaper Publishers Association, representing 105 leading daily newspapers of the South, in convention assembled unanimously endorses and urges the adoption of the plans for the release and development of the water power of our country as proposed in the Walsh Bill in the Senate and the Reed Bill in the House. We believe that the adoption of such measures insures the development of our country along industrial lines and especially do they promise permanent relief to the newspapers of the country from the oppressive condition brought about by the news print manufacturers' trust."

OFFICERS.

The officers for 1917-1918, are: President, F. G. Bell, Savannah (Ga.) Morning News; first vice-president, J. H. Allison, Nashville Tennessean-American; second vice-president, Charles H. Allen, Montgomery (Ala.) Advertiser; secretary-treasurer, Walter C. Johnson, Chattanooga (Tenn.) News.

Executive Committee: Victor Hanson, Birmingham (Ala.) News; W. T. Anderson, Macon (Ga.) Telegraph;

W. A. Elliot, Jacksonville (Fla.) Times-Union; W. G. Bryan, Atlanta Georgian & American; Edgar M. Foster, Nashville (Tenn.) Banner; Curtis B. Johnson, Knoxville (Tenn.) Sentinel; R. S. Jones, Asheville (N. C.) Citizen; F. C. Withers, Columbia (S. C.) State; S. L. Slover, Norfolk (Va.) Ledger-Dispatch; M. E. Foster, Houston (Texas) Chronicle; Arthur Newmyer, New Orleans (La.) Item; H. Giovannoli, Lexington (Ky.) Leader.

Advertising committee, W. G. Bryan, Atlanta Georgian & American; Charles Allen, Montgomery Advertiser; J. H. Allison, Nashville Tennessean & American.

ADVERTISING, SAYS BRYAN

Walter G. Bryan of the Atlanta Georgian and American declared that advertising is just as important for publishers as it is for people who advertise in the newspapers.

He urged them to analyze the reasons why people advertise in and subscribe to their papers, and why they do not; then set to work and systematically remedy the defects found. He said telephone solicitation for subscribers was very successful—stating that one girl in an office can get from 6 to 12 new subscribers a day on the telephone. The circulation department, the editor and even the proprietor of the paper should take a hand in the work in turn when other methods to get a subscriber fail.

Education of advertisers must be accomplished by the publishers themselves and people must be educated to read advertisements. This is to be best accomplished by the publisher taking his own medicine and advertising, then following up the advertising in a proper way.

Circulation and advertising rates should be raised, said Mr. Bryan, and rate cards must be strictly adhered to. He said the Georgian and American recently raised its street sales to 3 cents a copy. The loss in circulation at first was 20 per cent daily and 10 per cent Sunday. The daily is now back to within 10 per cent of what it was before the raise, and Sunday is normal again. In addition the receipts for papers have increased by \$33,000 over what they were at the lower price.

"When newspaper publishers learn the use of advertising for their own uses, they will lose much of the lost motion that hampers them, said Mr. Bryan. When they utilize advertising, publishers will make successful competition no matter whether they are confronted by war problems or almost any other obstacles."

Russell R. Whitman, manager of the Audit Bureau of circulations, and Amon G. Carter of the Fort Worth Star-Telegram, talked on the advantages of the A. B. C. and the recent improvements in the service that are calculated to reduce the length of time heretofore consumed in making the audits.

The report of the committee that



MEMBERS OF THE SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION AT ASHEVILLE, N. C.

audited the accounts of the secretary treasurer was highly complimentary to Secretary W. C. Johnson and in recognition of many special services rendered by him a bonus of \$3000 was voted to be presented to him.

STATE ASSOCIATION.

J. L. Horne of the Rocky Mount (N. C.) Telegram told what state associations of daily newspapers can accomplish for the benefit of members. He explained the workings of the North Carolina Association of Afternoon Dailies, which has arranged for news service, buying of print paper and the promotion of advertising. Its work now has reached the point where each member is the local advertising representative for the other 14 members. Each member endeavors to get business for the entire membership and several accounts have been worked out to advantage along this line. If he cannot close a campaign for all members he sends a tip out and each member works for himself.

President R. S. Jones of the Asheville Times said: "The S. N. P. A. has more than justified its existence in the past year and has every reason to look forward to many more years of still further usefulness." He said the actions taken by the S. N. P. A. has helped materially in killing censorship and second class mail increase proposals and in getting government action against news print manufacturers.

Mr. Jones further said:

"The past twelve months have been ones of great activity and probably of considerable anxiety to most members of the Southern Newspaper Publishers Association.

"A year ago it seemed as though the prices of white paper and other materials entering into the manufacture of a daily newspaper had about reached their zenith, but the prices of a year ago seem low as compared with prevailing quotations today.

"The problems confronting us now are therefore much more serious than they were a year ago.

PRICE INCREASES NECESSARY.

"Subscription and advertising rates have quite generally been increased to meet the rising cost of doing business, but further increases will be necessary and additional economies must be introduced to maintain newspaper properties at a high degree of efficiency and continue them as useful factors in the various communities which they serve.

"During the past few months the

Government's need of the daily newspaper has been strikingly emphasized by the phenomenal success of the Liberty Bond and Red Cross campaigns.

"This attitude of loyalty and patriotism was not confined to any particular class of newspaper, but was general throughout the country and the members of this association have every reason to feel proud of the part played by the press of the South, fortunate in its selection of a secretary and treasurer. Walter C. Johnson has performed the duties of his office in a manner to cause most favorable comment from every member.

"His office has been the source of information along all lines and his bulletins have contained a surprising amount of data, facts and figures which have been of great help. Too much cannot be said in praise of Mr. Johnson's efficiency and all-around usefulness to the S. N. P. A. and all its members."

"It is particularly gratifying to record the fact that the American press remains unmuzzled and that there will be no censorship exercised by the Government as long as the newspapers maintain their present course in acting as their own censors.

"It has been clearly demonstrated that the newspapers of this country will not betray the confidence which the Government reposes in them."

TRIBUTE TO JOHNSON

To Secretary W. C. Johnson, of the Chattanooga News, President Jones paid this compliment:

"Our association has been most Reports showed that various advertising campaigns conducted by Southern newspapers have been productive of much good, and it was hoped that this year the scope of advertising may be greatly broadened.

The increase in membership was marked, and most satisfactory and clearly indicated that the S.N.P.A. fills a need which Southern publishers are rapidly coming to recognize.

Although the times had been strenuous, several members erected new buildings and many installed additional equipment indicating the healthy condition existing in the publishing business in the South.

Although the original object of the Southern Newspaper Publishers Association was to bring the publishers and business managers of Southern newspapers together for the discussion of questions pertaining to the business departments of their various properties, the scope of the association has gradually but steadily broadened and now extends

to the editorial department as well. The discussions, therefore, with entire propriety included subjects pertaining to the editorial as well as the business department.

The healthy condition enjoyed by Southern newspapers even in the hard times of the past year, was attested by the reports showing that not one of the 105 members suspended publication, and there were no consolidations.

A survey of the membership of the S.N.P.A., including the new members, revealed that out of a total of 103, 42 are morning papers printing a Sunday morning edition; 8 are morning with no Sunday edition; 35 are evening papers (six-day); while 18 are evening papers with Sunday morning editions.

The average daily circulation for the six months ending October 1, 1916, was 1,922,534. Average Sunday, 1,447,953.

A survey of quite a number of publications comparing the figures of October 1, 1916, with that of the Government statements and A.B.C. reports April 1, 1917 showed that without an exception there has been splendid increases in circulation.

The total news print requirements of the membership for the year 1917 is 95,040 tons.

Seventy-three members of the association are members of the A.B.C. while eighty are Associated Press papers.

Secretary Walter C. Johnson, of the Chattanooga News, reported:

"The Southern Newspaper Publishers Association is on a solid foundation and is capable of rendering greater service to its members in future years than in the past.

"Despite the growth of the association numerically and the fact that a number of extraordinary conditions arose during the year that entailed considerable expense, the association has operated within its income and has a cash balance over and above that of last year. A portion of the funds was placed on a savings account and interest was earned during the year.

"The increase in membership and financial showing in a manner reflects the healthy condition existing among our members and this, too, in the face of the high cost of printing a daily newspaper."

MEMBERSHIP.

The election of 35 new members at the meeting gave the association a total membership of 105, or an increase over last year of 50 per cent.

Secretary Johnson estimated that "there are yet approximately 60 daily papers in the Southern states of sufficient size to justify their becoming members of the S.N.P.A., quite a number of whom have already manifested an interest and will no doubt join when they are awakened to a realization of the value of the association."

The following were the new members elected:

Athens (Ga.) Banner—H. J. Rowe.
Beaumont (Tex.) Enterprise—J. L. Mapes.
Beaumont Journal—C. L. Shless.
Charleston (S. C.) American—W. K. Steedman.
Columbus (Ga.) Ledger—R. W. Page.
Concord (N. C.) Tribune—J. B. Sherill.
Columbus (Ga.) Enquirer—Sun—R. J. Neal.
Dallas (Tex.) Times-Herald—Edwin J. Kiest.
Dallas News—G. B. Dealey.
Durham (N. C.) Herald—E. Rollins.
Fort Worth Record—W. H. Bagley.
Fort Smith (Ark.) Times-Record—R. S. Carver.
Frankfort (Ky.) Journal—Graham Vreeland.
Jackson (Tenn.) Sun—J. C. Long.
Johnson City (Tenn.) Staff—E. Munsey Slack.
Lexington (Ky.) Herald—Charles I. Stewart.
Monroe (La.) News-Star—J. W. Smith.
Miami Fla.) Herald—E. Taylor.
Miami Metropolis—S. Bobo Dean.
Meridian (Miss.) Dispatch—James A. Metcalf.
Meridian Star—R. R. Buvinger.
Norfolk (Va.) Ledger-Dispatch—S. L. Slover.
Pensacola (Fla.) News—P. S. Hayes.
Rocky Mount (N. C.) Telegram—J. L.

Horne, Jr.
San Antonio (Tex.) Light—Charles S. Diehl.
St. Petersburg (Fla.) Evening Independent—L. B. Brown.
St. Augustine (Fla.) Record—Harry Brown.
Spartanburg (S. C.) Journal—W. W. Holland.
Thomasville (Ga.) Times-Enterprise—W. D. Hargrave.
Temple (Tex.) Telegram—J. P. Black.
Wilmington (N. C.) Dispatch—W. E. Lawson.
Washington (N. C.) Daily News—J. L. Mayo.
West Palm Beach (Fla.) Post—Joe L. Earman.
High Point (N. C.) Enterprise—J. P. Rawley.
Salisbury (N. C.) Post—J. F. Hurley.

A number of cooperative advertising campaigns were conducted during the year by groups of S.N.P.A. members in behalf of the South and Southern newspapers, but only one of these was handled by the association. At the last convention a fund of \$500 was appropriated for the use of the advertising committee to publish a booklet.

S.N.P.A. SERVICE.

On service rendered to members, Secretary Johnson said:

"During the year the secretary has been called upon and has rendered helpful service to a number of members who availed themselves of the invitation to make the secretary's office a clearing house.

"Quite a few called for and were supplied print paper, matrix paper, tissue paper and metal to meet emergencies.

"Other members repeatedly sought advice regarding contracts for print paper, during the acute stages of the news print shortage.

"Another member used this office in collecting a long past due account.

"In one instance the good offices of the secretary were sought and used in bringing about an understanding between a member of the association and an organization in which his publication as well as a number of our members are affiliated.

"The office has been instrumental in supplying pressmen, advertising men and reporters to members making known their wants.

"A member making known his desire to sell an interest in one of his publications was put in touch with a prospective purchaser and a trade consummated.

"This service was rendered without profit to the secretary or the association."

The bulletin form of keeping members in touch with news of interest was successfully adopted and operated by the secretary. From January 2 to June 30 twenty bulletins, aggregating 108 pages, were issued and mailed to members, prospective members, trade papers, etc., to the number of 1,941. A form of binder was adopted and sold to members who desired to keep bulletin files.

The secretary began work on a past record of the association and completed it as far back as 1913, when the present constitution and by-laws were adopted. The record of previous years will be further compiled in the future.

NO HIGHER DUES YET.

Some of the members recommended increasing the dues, but the secretary was not in favor of it at this time. He said:

"In view of the present condition of the treasury and the increase in income through the addition of new members with the prospect of further increase from additional new members and the fact that many of the recent additions to the membership are small publications and the amount of the dues in the association appeal to them, the secretary is of the opinion that no increase in dues should be made until the activities of the association make it necessary."

Fitting marks of respect, in the form of resolutions, were paid by the association to members who had died during the year—Harvey L. Wilson of the Norfolk Ledger-Dispatch, and James R. Gray, president and editor of the Atlanta Journal.

H. Giovannoli, of the Lexington

INTERTYPE

"The BETTER Machine"

Model A

Single Magazine

\$2100

Model B

Two Magazines

\$2600

Model C

Three Magazines

\$3000

Side Magazine Unit, Applied Before Shipment, \$160 Extra



Two- and three-magazine Intertypes can be operated as rapidly as any single-magazine machine ever built.

The lower magazines of multiple-magazine Intertypes can be changed as easily and quickly as on a single-magazine model.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

(Ky.) Leader, and James H. Caine of the Asheville Citizen, were appointed a committee to draft the resolutions, which they did as follows:

"Whereas since the last annual meeting of the S. N. P. A., two of our most highly esteemed members have departed this life, and

"Whereas we have learned of their deaths with deep sorrow, therefore be it

"Resolved: That we, the members of the S. N. P. A. in convention assembled at Asheville, N. C., July 9, 1917, hereby tender to the families of these deceased fellow newspaper men our sincerest sympathy and add our testimonials to their worth as men and citizens and as honorable and useful members of our profession.

"Second: That these resolutions be spread upon the minute book of this association and that copies be sent to the bereaved families."

In the discussion of news print paper, many of the publishers complained of high prices. Some believed that the situation would be relieved in a few months. Others held just the opposite opinion—that an era of even higher prices is coming. But it was decided that the matter might just as well be left in the hands of the Federal Trade Commission and the Department of Justice for the present and wait and see what becomes of it.

About a dozen publishers reported having increased wages to union employees ranging from 5 to 15 per cent. No reductions were reported.

In discussion of the libel law, no one was able to announce that any improvement had been made in any state. The S. N. P. A. may appoint a legislative committee to keep its eye on national legislation, with members co-operating in their respective states looking after any matters that may arise detrimental to the interests of the newspapers.

All expressed the desire for a universal libel law, but thought that such a thing was well nigh impossible—now at least. A reduction in the number of libel actions in which members were involved during the past year was reported. This was accounted for by the fact that great precautions are being taken in editing material.

Reports showed that the press agent is still on the job to get all the free publicity he can. His number is not growing any less; but the newspapers are greatly reducing the amount of space the free grafter is getting.

For the first time in the history of the association a woman delegate was in attendance. She was Lois Mayes of the Pensacola (Fla.) Journal. She was warmly welcomed by her associate members.

The publishers closed their meeting with a golf tournament for the Editor and Publisher Cup.

ECONOMY AND EFFICIENCY.

MEANS THE S.N.P.A. MEMBERS HAVE FOUND TO BETTER CONDUCT BUSINESS.

Much interest was shown by the S. N. P. A. members on the subject of economy in the operation of their plants. A goodly portion of the program was given over to discussion of this kind and many present told ways and means of saving.

The S. N. P. A. has its greatest value to members, it was declared and agreed to, in getting the publishers together at a time and place where they can best discuss their problems, and P. T. Anderson of the Macon Telegraph said that any member of the S. N. P. A. who accomplishes something in his home office and doesn't come to the annual meeting and explain it to his fellow pub-

lishers is unfaithful to his S. N. P. A. membership obligations.

The serious attention brought out by meetings is accomplishing great things for Southern publishers, said Mr. Anderson.

"Never stand for the newspaper business being called a game," he said. "It is a sacred trust. Be proud of your profession."

He also believes the newspaper publisher has no place in politics; he must represent the public welfare—not his own private interests. "A poor paper reminds me of a mad dog let loose in the community," said Mr. Anderson.

The speaker called attention to the great amount of loss in money suffered by publishers because of wasted stereotype and composing machine metal, saying many publishers believe their metal is being stolen when in reality there is a leak in the business office.

"See that the waste sold back to the refiners is nothing but black dust," he said. "If there is any shiny metal in it you are losing money. Have the skim melted over and over until the good metal is out of it. Mold it into pigs and put one or two into each pot of metal; they serve to strengthen it. The refiner will pay just as much for the black waste as he will for wasted metal. Insisting on a thermometer being used to give the right temperature to the metal will eliminate much costly trouble."

Mr. Anderson and J. H. Allison of the Nashville Tennessean and American said that it is well to encourage employees to work out their own departmental problems. Both have had fine results in saving money and getting efficiency by telling their men the end they wanted to reach and letting them find the way to it themselves.

Both these publishers reported fine results in making home-made and re-making stereotype mats. Mr. Anderson's men make satisfactory mats from 7 sheets of news print, either white or printed, pasting each together, and topping them with two sheets of stereotype tissue. He declared these mats are just as good as the regulation new mat made of 1 sheet of white blotting paper, 2 of red rags and 3 sheets of tissue.

Mr. Allison reported making a satisfactory mat out of old mats. It is excellent for cuts and impossible to tell from a brand new one. His formula is:

Let the old mats soak in a tub of water for a half hour.

Take them out and let them stand overnight in the water they have absorbed.

Iron them out with an iron hand roller to remove the water.

Take off the old tissue, replacing it with two new sheets of tissue; the under sheet to be of cheaper domestic quality and the top one of better imported tissue.

That gives a mat as good as new, but is not usable again. Its cost is only about 45 per cent of new mats, which have lately increased 50 per cent in price. The remaking method overcomes this advance.

Mr. Allison said newspapers can use scrap rope, buying it cheaply. He pays about 9 cents for what would cost 13 to 15 cents for the same amount of new rope. Then he sells back the knots and ends for the same price he paid for the rope.

Another publisher reported selling used mats for 75 cents per 100 pounds to a waste dealer.

Speaking of selling waste paper, Mr. Allison said he sells sweepings, wrappers off rolls and ends for 15 cents per 100 pounds; printed over-issues at 40 cents per 100 pounds, and waste white paper for 75 cents.

Publishers who had had experience with the dry mat process of stereo-

typing heartily recommended the method for economical and trouble reducing reasons. A paper from Ben B. Wood, of the Wood Flong Company, gave practical information in the use of the dry mat, showing that from 1½ to 3 per cent could be saved in the amount of news print consumed, besides its time and labor-saving and other operating reducing qualities.

In telling the value of attending an S. N. P. A. meeting F. H. Miller of the Montgomery (Ala.) Journal said his attendance last year saved him \$22,000 since then. It showed him that he had been conducting business in a loose way. He eliminated colored combs and dead-head copies; decreased size and installed a waste paper baler. He is now selling waste for \$48 a month.

He learned to use old paper for wrappers, and in cutting the size saved \$2,000 a year in composition. In electric light globes he saved \$300 a year. By establishing a stock room every item of supply, from lead pencils up, is given out only by requisition.

F. G. Bell of the Savannah News reported his paper in the past year had printed 100 less pages in total, with 100 more pages of advertising. His circulation went up 900 and it had made \$1,500 more money. He used to spend \$600 a year for Manila wrappers. He substituted for them old papers and they were not missed.

W. A. Elliott told how the Jacksonville Times-Union is working toward the point of being a "50-50" newspaper. In 1915 he said its proportion of advertising was 42 per cent; in 1916, 43 per cent; and this year so far it has been 47 per cent. He said he finds it effective to supply the composing room foreman on the first of each month with the schedule for the corresponding month of the previous year. This guides him in making-up to beat the old record. The size of the paper is being reduced by cutting reading matter in a way that does not hurt its quality.

P. T. Anderson mentioned he had found that the proper cost for operating a stereotype department is from 1½ to 2½ per cent. If it exceeds that, there is something wrong.

NEWSPAPERS AND THE A.A.C.W.

A. G. NEWMYER TELLS WHY THEY SHOULD JOIN—FIGHT BATTLES COLLECTIVELY.

The first gun in the very important matter of strengthening the Newspaper Departmental of the Associated Advertising Clubs of the World was fired by A. G. Newmyer, business manager of the New Orleans Item and vice-president of the A.A.C.W., and also vice-president of the Newspaper Departmental of the same organization, when in an executive session of the S. N. P. A. he said some trite truths that caused five newspapers to immediately join the A.A.C.W. and others to take the matter under consideration.

In his talk Mr. Newmyer had the following to say:

It has been but little more than a month since I was elected one of the vice-presidents of the A.A.C.W., representing the fourth district—the territory running from Maryland through New Mexico.

"President William C. D'Arcy has begun to formulate plans for the association's activities during the coming year. His cabinet has met but once. I am, therefore, unqualified to speak with any authority as the official representative of the 17,000 membership of the Associated Clubs.

"However, I do welcome this opportunity to briefly discuss with fel-

low newspaper men my personal belief that the Newspaper Departmental of the Associated Clubs, from both selfish and unselfish viewpoints, deserves greater support from them than it has received in the past.

"The 17,000 members of the Associated Clubs represent in the main buyers of advertising; and right here it is probably well to remark that blue-sky, hand-shaking, mere mixability are playing a lesser part in advertising than ever before.

"The advertising man possessed of a generous gift of gab and a shift of garb is fast disappearing. In his place has come the fellow with facts; the dealer in distribution; the chap offering cooperation. The old stock of get-rich-quick adjectives has been given a well earned rest. Plain, simple, unvarnished truth is the basis of get-the-money copy today.

"The A.A.C.W. is largely responsible for this change. Its membership, working from within, has brought respect—self-respect and public respect—to paid printed publicity.

"The most important activities of the association are classed under two heads—educational and vigilance.

"The educational efforts of the clubs are making better buyers of advertising and better sellers of advertising.

"The vigilance work is making better buyers from advertising and surer sales from advertising.

"The work of the educational committee, I am sure, is known to all of you. More efficient advertising writers, buyers and sellers have been created; the public has been educated to a proper appreciation of the paid printed word; authoritative books on advertising have been written; schools and colleges of advertising have been started and manned.

"Advertising has been lifted from the circus tent and placed upon the college campus.

BETTER BUSINESS BUREAU.

"In a recent letter President D'Arcy expressed a dislike for the term 'Vigilance Committee.' He called it a misnomer. He expressed a preference for the term 'Better Business Bureau.' I heartily agree with him.

"Frankly, I believe that a lack of understanding of the plan and scope of the A.A.C.W.'s vigilance work has kept your whole-hearted support from the advertising club movement.

"I am fearful that some of you have been under the impression that the organization was damnably destructive rather than carefully constructive.

"I believe you have figured that 'high-brow' advertising men have been working overtime to show you how to kill copy, and have spent precious little time in creating new fields of business.

"You have simply been out of touch with the constructive work of this great body. I can understand your viewpoint; because there have been times and there are occasions when newspaper publishers have only been approached by the associated or local clubs when money was wanted, or when some advertiser became 'over-enthusiastic.' Now the facts as I see them are these:

FIVE PER CENT OF ADS FRAUDULENT.

Less than 5 per cent of all advertising is fraudulent. But the honest advertiser is surely entitled to 100 cents worth of reader confidence for each dollar he invests.

"With 5 per cent dishonest advertising in your columns, he is likely only to get 95 cents worth of reader confidence for that dollar. You wouldn't be satisfied—and he isn't satisfied.

"I know that none of you want to form commercial partnerships with fakera. I know that none of you have one standard of honesty for your news columns and another stand-

"Rory Stewart of the

A black and white photograph of a group of seven people, likely a family, posed in two rows. Three people are seated in the front row, and four are standing behind them. The group includes men, women, and children, all dressed in formal attire typical of the early 20th century. The seated individuals on the left and right are men in suits, while the person in the center is a young child. The standing individuals in the back row include a woman on the far left, two men in the center, and a woman on the far right. The background is dark and indistinct.

**NEW YORK
COIN CARD CO.**
320 Broadway NEW YORK
Telephone, Worth 2208.

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THE A.A.A.A. MAKES START WITH PUBLISHERS.

SOUTHERN DIVISION MEETS WITH THE S.N.P.A.—PRESIDENT MASSENGALE TELLS AIMS AND PURPOSES.

The really first step of the recently organized Association of American Advertising Agencies to bring into closer contact its agent members and the publishers occurred at the annual meeting of the Southern Publishers Association, held in Asheville, N. C., this week. The Southern Advertising Agents Association, the sectional division of the A. A. A. A., met at the same time and place and enjoyed a part of the program of the publishers' meetings.

It elected the following officers: President, St. Elmo Massengale, of Atlanta; vice-president, Jefferson Thomas, Jacksonville; secretary-treasurer, Edwin F. Johnson of the Johnson-Dallis Agency, of Atlanta. James Cecil represented the Cecil Agency of Richmond; D. D. Staples represented the Staples Agency of Richmond; Thomas Basham of Louisville, and S. O. Landry represented the Chambers Agency of New Orleans.

The Southern Advertising Agents Association is confined to agents who are recognized by the American Newspaper Publishers Association and the Periodical Publishers Association. Its membership is now only seven, as noted in the attendance; but any other Southern agent who receives recognition is eligible to membership.

These meetings of the publishers and the agents are believed to be the first of their kind ever held in the United States. They mark the beginning of the movement of the A. A. A. A. to bring the agents and publishers to a "point of close contact."

ation of welcome and asked the southern Agents' Association and the

The publishers appreciated the new spirit of the agents and passed a resolution of how the S.N.P.A. can co-operate with the advertising agents for best mutual advantage, and also endorsed its "Standards of Practice."

St. Elmo Massengale, president of the Southern Agents' Association and a member of the executive committee of the A.A.A.A. addressed the publishers and gave them a thorough explanation of the aims and purposes of the "4 As" and on the functions of a recognized advertising agent. He said:

"As old as the advertising agency business is nationally, there has never been a national organization until now.

"I quote W. H. Johns, our president:

"For the first time, the really representative advertising agencies have come together into an organization closely knit, well grounded and meaning business. This is proved by the fact that our annual dues will aggregate from \$50,000 to \$60,000 a year, which will be ample for us to maintain offices in both New York and Chicago, each office being under the competent direction of an executive manager.

"All agencies recognized by A.N.P.A. and Periodical Publishers' Associations are eligible to membership in the "4 As."

"The chief aim of our plan is to give a definite point of contact between the agencies of the country, acting together with other associations such as the American Newspaper Publishers' Association, the Southern Newspaper Publishers' Association, the National Periodical Publishers' Association (the Quoin Club), the Farm Paper Association, the American Press Association and other associations of advertising media, and at the same time to be able to act as a body in conjunction with the Association of National Advertisers and other important commercial organizations interested in the development of adequate and sincere advertising methods."

"I know that publishers will welcome this development in the business of the advertising agencies be-

cause so many of your important members have told us that it was the one link needed in the chain in the movement to improve conditions such as better credits, cleaner methods, a fair basis of proper recognition and particularly in co-operating with you and your associations in establishing a better understanding and appreciation on the part of the business and financial world as a whole, of the usefulness and proper scope of advertising in modern business.

"It is our hope that by our activities, plus your own, that we can promote good advertising and thereby serve the public and at the same time protect the interests of the advertiser, the publisher, and on the other hand, to be in a position to safeguard the rights and privileges of our own members.

"Much has been said pro and con on advertising agency relations.

"The banking and insurance industry has gradually improved as men become more intelligent, but it would be suicidal to undertake to do away with these institutions because certain defects have developed. They are institutions which it is impossible to get along without because they are useful.

"The same is true of our profession. There may be some defects in the present advertising agency arrangement, but each year they are becoming less, and those who want to make advertising fulfill its greatest usefulness are now devoting their thought to improving the agencies.

"It is well to take a broad view of this situation and consider the real facts, and therefore I am going to set them down for your consideration.

"As it stands today 90 per cent. of all the advertising has been created or developed by advertising agencies, which means that if advertising is good for anything advertising agents are responsible for a major portion of it.

"The reason is simple. The advertising agency which is thoroughly organized to do the hundred and one things for an advertiser cheaper and better than he can do them for himself, has proved its worthiness by the one known test—success.

"This worthiness is two-fold. On the one side is a worthiness of service, on the other side, economy.

"The dues of the national organization are from \$200 to \$1,000 per member.

"The educational work of the Association of American Advertising Agents will begin soon and will be thorough and along practical lines.

STRONG MEN MAKE STRONG ORGANIZATIONS.

"And remember you cannot have a big strong organization unless that organization has sufficient work to command the services of high class men.

"According to the present arrangement, it is a big economy to the publisher to co-operate closely with the agency because he receives the following direct benefits:

"First: He deals with an organization which can get in close touch with the different advertisers and decide what is best for each in a more intimate manner than can the publisher.

"Second: It costs money to get business and the present compensation received by the agencies produces the business for the publisher at a less price than he could possibly secure it in any other way.

"Third: They do away with the possibility of loss to the publisher through credits and the enormous expense that would be involved should the publisher be obliged to make collections from individual advertisers.

"This matter of finances is a serious one in advertising. It is not always so much a question of whether the advertiser has the money to pay the bill as it is to see that the advertiser himself is judicious in the expenditure of the money he has.

"Both of these problems the advertising agency can handle much better than can the individual publisher.

"If the publisher had to receive his order and bill each advertiser separately, it would greatly increase his expense, which of necessity would have to be added to the cost of space.

"This valuable service the publisher gets from the advertising agency and when it is all taken into consideration—outside of the value of the creative power of the advertising agency—the commission he pays the advertising agency is extremely nominal, because it is an absolutely known fact that if he did not do business through the agencies as at present, he would have to increase his expense, which would mean increasing the price to the advertiser, who in the end must settle the entire account.

"If the present arrangement were discontinued whereby the advertising agency furnishes these services to the publisher which otherwise would cost the publisher more money, it is certain that the gross rate of advertising space would be increased at least 25 per cent, because the experience of some of the biggest publishers shows that it would cost them that much more to do business direct with the advertisers.

GOOD TO THE ADVERTISER.

"Now, let us turn the matter squarely around and look at the subject from the standpoint of the advertiser and see exactly where he stands.

"If you will thresh this matter out carefully you will find that our only critics come from three sources:

"First: The class of advertising managers who believe their positions would become more important. Some of them fancy they would receive higher salaries. But how can they expect salary increase for raising cost of space to their principals?

"Second: There are certain special representatives of publications who have not been able to secure business in as large amount as they

felt their publications were entitled to, and have attempted to unload the responsibility of their failure on the agencies.

"As a general proposition it can be safely set down that the advertising agencies are composed of a set of keen business men, and they know that unless they select mediums of value they will not be able to hold their business, and therefore while in individual cases the agents may make certain mistakes in the selection of publications, in the main the agents are as anxious to select good publications as any one else.

"The special who cannot put his publication over as a rule has a publication which lacks certain essential elements of value. The agents have no faith in it. The agents have experience and records gathered from a hundred sources that are reliable.

"Third: Certain advertising publications have tactfully printed all the matter obtainable on one side of the subject—evidently believing they would procure more advertising themselves, and possibly derive an income from their so-called 'service departments'—which method is bound to become retroactive when advertisers and publishers realize—as they are bound to eventually that this is criticism detrimental to advertising in general.

The publisher fulfills his mission when he provides a creditable medium which is carefully read and generally circulated.

"It is beyond the province of any publication to say 'yes' or 'no' to any large number of advertisers, except on the basis of honesty.

"He can eliminate the dishonest advertiser, and there he must as a rule stop, because it would be impossible for him to go deep enough into the individual problems of the advertiser to formulate a just opinion regarding the feasibility of his work. This is the business of the advertising agent, and we never could have the kind of mentality directed toward this work unless there was some provision to pay for this very important service.

"I fancy that a good many advertisers who have enjoyed agency service sometimes fail to appreciate the unwritten part of their work.

"By this I mean that they have only looked upon the finished product produced by the agency and have frequently paid too little attention to the elimination process which has taken place in order to produce an ad which was worthy, practical and profitable.

"The average advertising campaign in any reputable agency is a result of the thought and effort of a number of expensive men, and when I say expensive, I mean that they are men whose value commands their price, and not that they are expensive in any arbitrary way.

"There are a few articles which do deal in the way of copy or plans. They are articles which seem only to demand the repetition of the name, as we used to say 'Keeping the name before the public.'

"But my mind refers to a product which has been advertised for years on the principal of 'keeping the name before the public.'

"Within a year this concern came to the conclusion that it was losing an immense amount of their effort because they did not do more, and since that time they have used expensive space in educating the public to use their products in new and different ways, greatly to their profit. The new plans were suggested and carried forward by a good agency.

REPEATING THE OLD OR TELLING A
"If it were only a question of reiterating the name over and over

again, I will agree that a space buyer and a man who could set type might do the business, but such advertising propositions are so comparatively few that they cut absolutely no figure in the total proposition.

"The advertising campaign today is a campaign.

"Moves on the checker-board of business; expanding one idea and backing it up with another; getting close to the selling heart of the business and reflecting it to the best advantage in the advertising.

"Even in advertising a simple product, such as soap, baking powder, or crackers, there is immense opportunity for creative, ingenious and effective effort, which only trained advertising minds can develop.

"If this were not true we never would have had the present conditions in advertising. The real fact of the matter is the advertising agents are doing 90 per cent. of the business simply because they have made good. Otherwise some other method of handling advertising would be in vogue at the present time.

"I have seen accounts grow from small beginnings. I know intimately how the work has been handled and I have yet to know a single account which called for general advertising which could not be handled in a much better manner in an agency than by any other method.

"I am personally acquainted with some of the most important advertisers in the United States. I know many who have good advertising organizations of their own, but I do not know a single one today which does not feel the need of matching their ideas up alongside of the best ideas which an advertising agency can furnish.

HOW ADVERTISERS SEE THE AGENT.

"Just the other day I was talking to the head of the largest concern of its class in the United States. It has an advertising organization of its own, which in my judgment is the best in America.

"I do not know of a selling organization or advertising organization that seem to require anything unusual which has a better, more self-contained working force than has that organization. The manager told me that they had their plans well outlined for the next year's work and that they were going to take those plans and go over them carefully with their agent before fully determining what should be done.

"And what does this mean?

"It means that that advertiser realized that at least he could only understand a part of his own problem and that his business required the broad view which the thorough-going advertising agency men could give it.

"He would no more think of getting along without that advertising service than any other big company—no matter how well equipped their own legal department—would think of getting along without the expert advice and assistance of associate counsel.

"Should you tell that man that a plan had been devised whereby the advertising agency service was to be abolished, he would laugh at you, because it would set him back to the condition he was in some years ago when I first knew him, when he had no advertising agency, did no general advertising whatever, and depended entirely upon circulars and form letters to the trade.

"At least one thousand clean-cut and reputable representatives are employed by the advertising agencies.

"They do not cost the publisher a cent beyond their pay for the business actually produced, and then the charge covers a service for the advertiser and the guaranteeing of the

LUDLOW TYPOGRAPH is a long step forward in practical composing-room economy. We make only the type needed and we do not distribute the type we make. The Ludlow saves time, money, and floor space, gives a new face of type daily, and makes a clean composition-room.

David Foulkes, Supt.

THE PORTLAND OREGONIAN

THAT saving of "time, money, and floor space" effected by the LUDLOW TYPOGRAPH represents a material reduction in the cost of newspaper production.

Ludlowtype your display—it's far more economical.



A 6 page folder illustrating and completely describing the Ludlow Typograph is yours for the asking. WRITE FOR IT.

Mergenthaler Linotype Co.

Sole Selling Agents

Tribune Building, New York.

collections to the publisher.

"Take away this creative force, oblige the publisher to do business with the advertiser direct, and the entire machinery would become disorganized.

"It would surely cut the volume of business in two and reduce its efficiency one-half.

"I am for the honest agents.

"The majority are honest and their good work proves it. There is a chance for improvement. The only way I know of to make a thing better is to let everyone know the facts about it.

"We have organized for that purpose.

"I am for the honest publishers because I believe most of them sell space at a reasonable price—a cost which will yield a profit if properly made use of.

"Considering the magnitude of the business and the responsibilities involved, the agent is not receiving enough for his services.

"There is a sufficient variety of agents from which to choose to enable every advertiser to secure one exactly to his liking.

"I am in favor of any and every plan to improve agency service.

"The publishers know, possibly better than any of the advertisers, how much they rely upon the agents and how far short their present organizations come of being able to handle the complex problems of advertising.

"The publisher cannot possibly handle with equal impartiality and ability the diversified and competing interests which use space in his columns.

"I have asked big advertisers how they would like to depend upon their own organizations for regular, continuous advertising service, and the answers are all the same.

"The advertising agency has the

purchasing equipment, based upon the broadest possible experience.

"Here and there an agency may fool an advertiser on the selection of his mediums for selfish reasons, but as a rule any trifling with the best interests of the client spells the loss of an account, and no one knows this better than the agency man.

"Every consideration of economy and efficiency is on the side of the present advertising agency arrangement for the mutual benefit of publisher and advertiser, whereby the agent creates and increases business for the publisher—guarantees the accounts and is charged with the responsibility of making the transaction profitable for the advertiser.

"The present methods have not been brought about by the ingenious calculations of any one man, but rather they are a result of the growth, development and requirements of the business, and therefore they represent the best thought in advertising.

"The right agent must have your full confidence. He must have ability, experience and integrity, and these are qualifications which do not travel hand in hand with the hammered-down price.

HIGH CLASS MEN.

"It takes money to furnish service. In Chicago, there are five agency men earning \$20,000 a year, and they are not the proprietors either.

"There are twenty earning \$10,000 a year, and probably fifty who earn \$5,000.

"If you had an employe costing you these amounts, would you have him do a cut-rate business which only yielded enough income to cover a little more than the expense of clerk hire?

"If you were an agent, would you expect to make money at such odds

unless the business would repeat?

"There is considerable agency service that can be done by clerks; the bookkeeping, the checking and the details of orders.

"But the message part, the honest selection of mediums and the real campaigning, is not machine work.

"There is no such thing as agency perfection or advertising perfection. The only thing we can do at present is to press steadily forward.

"But in which direction?

"You can help us.

"The auction block agent has little at stake and little to lose. With him it is only a question of a 'clean-up' the profits on this order.

"With a real agent it generally eats up the profits on the first year's business to get it started. If it goes right, it sticks. If not, the 'account changes hands'.

"The biggest evil of the whole business lies in the fact that the advertiser himself does not go deeply enough into his own affairs to really know service from 'salve.' If he did, he could judge with more accuracy.

"Many accounts have been 'switched' too soon and others have drifted too long.

"The publisher and the agent know these facts to be true. Depending somewhat upon circumstances, they will acknowledge their accuracy.

"The advertiser should also know them. Then he will be able to get the full benefit of his advertising money.

"There are approximately 300 advertising agents in the United States.

"They are all reasonably keen after business. Probably half of the total number are not entitled to confidence when measured on the basis of experience, ability and success—137 have formed our national organization.

"The half which are worthy carry fully nine-tenths of the total business.

"It is said that about \$400,000 a year is carried through cut-rate agents. The majority of the accounts that fall down are cut-rate accounts.

"This is approximately a true picture of the conditions as they exist today.

ELIMINATING THE UNWORTHY.

"Advertisers are continually going back and forth across the line. The dumping end of the procession is the cut-rate end, for the simple reason that it does not produce sufficient revenue to pay for the necessary service, which in every case is quite as necessary as the space itself, even though the cost is about 90 per cent. less.

"Therefore is there any reason why the advertiser should not avail himself of this advantage without imperiling his business existence?

"Why should he do without service which, if it is right—the kind you can get if you are careful in the selection of your agent—will vitalize your entire appropriation?

"I firmly believe that my profession is as honorable and as important as that of any other in existence, not excepting doctors, lawyers or any one.

"The brains side is a dangerous side on which to economize.

"Won't you help us, brother publishers, clean out the cut-rate, unreliable advertising agents?

"I believe you will.

"We ask very earnestly for your help and co-operation, as we go along, growing, adding other members and at the same time improving service, eliminating the evils and those things that bring criticism on our profession."

E. A. Keesh has sold the Yankton (S. D.) Record to Charles W. Anderson.

COUNTRY EDITORS EXPRESS THEIR WILL.

N.E.A STANDS BY BIGGER PUBLISHERS IN DEMANDING FAIR TREATMENT BY GOVERNMENT—FOUNDER DIES.

Several hundred representative members of the rural newspapers of the United States answered "A Call to Service" in Minneapolis on June 9 to 12. They conferred on the best ways of serving their country during the war and afterwards, and aiding themselves by adopting better business methods.

The usual enjoyment by N.E.A. members of their annual meetings was greatly dampened by the sudden death of Colonel B. B. Herbert, the association's founder, while he was attending the convention.

The sessions were of usual interest and well attended. Definite expression of the sentiment was embodied in suitable resolutions, which were unanimously adopted affecting burdensome conditions and calling on Congress to enact as speedily as possible legislative relief as recommended by the Federal Trade Commission.

These resolutions cover the "paper trust" controversy, the revenue tax, postage rates and kindred interests brought on by war conditions. One especially calls on the Government to take over all paper manufacturing industries in the United States and regulate the imports from Canada.

H. C. Hotelling of the Mapleton (Minn.) Blue Earth County Enterprise was elected president. The other officers are:

Vice-president, Guy U. Hardy, Colorado; secretary, George Schlosser, South Dakota; treasurer, J. Byron Caine, Kansas; executive committee, Edwin Albright, Tennessee; Dietrick Lamade, Pennsylvania; G. L. Caswell, Iowa; B. C. Bragdon, Michigan; E. L. Peterson, North Dakota; H. H. Bliss, Wisconsin.

The standing committees are to be named by the new president.

A spirited contest for the next place of meeting between 17 cities culminated in the selection of Little Rock, Ark., for 1918.

The report of the executive committee, presented by G. E. Hosmer of Denver, chairman of the committee, dealt with the efforts of publishers to obtain print paper at reasonable prices, and also touched on economies which should be practiced by publishers.

"During the last year," said Mr. Hosmer, "this committee has assumed the burden of attempting to protect the newspaper men, particularly those operating small establishments, from the greed of the 'print paper trust'."

"Investigation by the Federal Trade

Commission and by our committee has clearly shown that there has been only a slight increase in the cost of manufacturing print paper since 1915, and you all know the increase has been from 50 per cent to 200 per cent in the selling price.

"I am firmly of the opinion that but for the work that has been done by our organization and by the affiliated state and district organizations, we would now be paying at least an average of 1 cent a pound more for paper than we are paying.

"I would estimate that the work that has been done by this organization and by the various other press and editorial organizations of the country, has saved and will save the newspaper publishers during 1917 at least \$25,000,000 over what they would have had to pay had the fight not been taken up by us a year ago."

TRADE BOARD PLAN ENDORSED.

Of the proper method to obtain relief Mr. Hosmer said:

"It seems to me that what should be done is to give the Federal Trade Commission specific power to fix prices and take charge of distribution of print paper. If that is not sufficient, give the trade commission power to take over mills and operate them during the war period. We are now in a critical condition in this country, and the pirates who have been holding us up on print paper, as well as those who have been holding the people up on foods, should be prosecuted and their privileges curtailed.

"There is no question but that the interests of the country demand that the publishers be furnished paper at a reasonable price and in sufficient quantities to meet their legitimate demands. We should economize in every way possible. If you can get out an issue of six pages do not print eight, just simply to show that you are printing a larger paper than your competitor.

The report said that the censorship question had been settled "fairly satisfactorily," and that newspapers should not misuse their privileges.

A resolution urging Congress to enact legislation requiring the Federal Trade Commission to take over the operation of American paper mills and to import and distribute Canadian print paper as a war measure was forwarded to Washington. Adoption of the resolution followed lengthy discussions relative to print paper prices, which, speakers declared, have increased from 50 to 200 per cent since 1915, with but a slight increase in the cost of manufacturing.

POSTAGE RAISE CRITICIZED.

Frank B. White of Chicago vigorously opposed a zone scheme of news-

paper postage with a limitation of five cents a pound for the furthest zone, and the convention's action is indorsing the scheme probably will be reconsidered. Speakers also condemned the proposed 5 per cent tax on newspaper profits as an unjust addition to the regular income and corporation taxes.

GOVERNMENT SHOULD PAY FOR ADS.

Opposition to free advertising and publicity by newspapers of the country was voiced by speakers at the Tuesday session of the convention. S. G. Goldthwaite of Boone, Ia., president of the Iowa Press Association, recommended the appointment of a field secretary to conduct a campaign against free advertising.

He said editors should contribute freely of their space to the Government during the war, but predicted that a new arrangement would be entered into after the war.

"The Government has commandeered advertising space in newspapers for many years," he asserted. "Payment should be made for this space."

N. A. Huse of New York, vice-president of the American Press Association, took a similar stand.

A committee will be appointed to investigate sites in Texas, Florida and at Hot Springs, S. C., for the proposed home for retired editors and newspaper writers and will submit a report at the next annual meeting.

W. P. Kirkwood, of the department of journalism, University of Minnesota, outlined to the convention what schools of journalism already have done and what they will do in the future.

The speaker declared that to accomplish their objects schools of journalism must be taken in as an integral part of the profession and have the loyal support of newspaper producers.

A memorial service was conducted for the Benjamin B. Herbert, founder of the association, who died in St. Paul on July 11.

E. H. Tomlinson, president of the association, announced that at the first opportunity he would reply to statements made by Dr. Marion L. Burton, president of the University of Minnesota, at a dinner given the editors at the university farm Monday evening.

"I cannot let go unchallenged statements that the newspapers are not printing the truth about the war, but instead are telling people things they like to hear," Mr. Tomlinson said.

President E. H. Tomlinson of the Norristown (N. J.) Daily Record said it was fitting that rural newspapers, particularly, should now be preparing to help solve the country's problems after the war, and this meant to render service of the very highest type.

He urged that rural newspaper devote themselves to developing a closer community spirit—to welding together and giving force and power to community life—thereby doing a great service to the public, while substantially helping the publishers themselves. For instance, Mr. Tomlinson said:

"Antiquated merchandising methods are permitting too much trade to go to big towns and mail order houses that should be kept at home. We know this weakness exists. It is our concern. We must find and apply the remedy.

"That remedy, as has been discovered in other very similar cases, is special education and training to fit merchants and their clerks for modern methods of teaching modern problems.

"The lure of the mail order house catalogue, with its tempting prices and enticing pictures, but inadequate description and attending uncertainties in ordering can be successfully met when merchants and clerks have been taught the art of advertising and to make full use of their home papers; when they have learned how to conduct selling campaigns and how to display and demon-

strate goods; how to win and hold good-will and how to give real service.

"With such education the mail order house will soon become a bogey of the past.

"The bringing about of improved conditions which will increase the volume of our advertising and the bettering of our business methods are but two forms of endeavor which can profitably claim our attention."

It was declared that the N.E.A. saved \$25,000,000 for publishers as the result of the fight it made in Washington against the enormously high prices the small publishers were being compelled to pay for news print—and this without any regular fund to draw on.

It was the opinion of the meeting that the newspapers must be dealt with fairly by the Government. One editor said:

"The war is a burden to us financially. We furnish the Government what it most needs without cost to it, while for all else it has to pay big prices, yet we alone were picked out for a super-tax. Something is wrong somewhere that such a proposition could even be considered.

Closer cooperation with advertising agencies, through their newly formed American Association of Advertising Agencies, was urged "to iron out the wrinkles that bother us and pave the way for a greater volume of advertising" for the country newspapers.

The need of strengthening the N.E.A. for the benefit of all the rural press was called imperative.

It was pointed out that "to help bring about a better business era for newspapers, great and small, publishers need to study out and come to a clearer, fuller knowledge of the cost and proper charge for advertising space. As one speaker expressed it:

"We must come to a more definite conception of what is news and what is advertising.

"There exists not only too manifest a desire on the part of the unscrupulous to use the newspapers as a soft thing, but there is on the part of the public a dense ignorance on the subject from which we suffer.

"We can neither blame the public nor enlighten it until we arrive at a definite conclusion as to the dividing line which will be generally accepted and applied by publishers.

"We cannot be convincing, either, as to what rates are reasonable or what matter should be paid for as advertising, instead of being welcomed as news, until we agree as to a standard basis for both."

FERGUSON QUILTS CITY POST.

David Ferguson, for the past seven years supervisor of the City Record, the official daily newspaper of New York City, has resigned on account of ill health. Mr. Ferguson was on the staff of the New York World for several years before his appointment to the City Record by Mayor Gaynor in 1910.

UTAH—The OGDEN EXAMINER

the big daily and Sunday paper of northern Utah, covers its field like a blanket. The only daily in northern Utah publishing Sunday auto section featuring auto news.

G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

White Rock



Unsurpassed Mineral Water

WAR BRINGING ON AD UPHEAVAL.

OLD LINES MAY BE CUT, BUT NEW BUSINESS IS ALREADY ON THE WAY.

The closer we get to the situation where the United States will be on a sure-enough war footing the more evident it is that war legislation of one kind or another is liable to play hob with advertising—newspaper advertising in particular.

With the Government's "first claim" on the output of all metal-producing plants threatening to shut off the supply of steel for corsets and talking machine needles, with the factories of big advertisers of pianos in process of being "taken over" for aeroplane manufacture, and with the manufacturers of popular toilet goods denied tin for containers, it is manifest that merely the material situation will alone turn newspaper advertising conditions topsyturvy and yet the shakeup will be as nothing compared to the shocks that will be sustained as a result of new legislation—particularly revenue legislation and food control legislation.

An investigation this week by THE FOURTH ESTATE justifies the prediction that newspaper advertising is in for a period of unsettled conditions. No prediction is made that in the toss-up there will be a shrinkage of the aggregate volume of advertising. On the contrary, newspaper space may be more in demand than ever before.

For example, the labor shortage which is going to set in in earnest this autumn may impel manufacturers to strain their energies to advertise all manner of time and labor-saving devices for offices, factories and home kitchens.

The point, then, is not that newspaper advertising will be less but that it will be different.

Furthermore, it looks as though advertising managers would have to reconcile themselves to less "regular" and more intermittent business.

Arthur Brisbane's Washington Times rounded up a whole page of advertisements the other day from junk dealers and buyers of used articles who were capitalizing the thrift campaign that has set the country by the ears. Three years ago such a special stunt would have been impossible, just as it would have been impracticable to drum up business such as the large-space display that the Corona Typewriter Company recently purchased in newspapers to advertise its lightweight writing machines for use on aeroplanes and in submarines.

Whether newspaper advertising men can be reconciled to accept such here-today-and-gone-tomorrow ads as recompense for the regular contracts of the automobile manufacturers and the tire makers who are temporarily out of the market because their plants have been diverted to war outfitting is another matter, but it looks very much like a case of making the best of a forced bargain.

LIQUOR ADS ON SUNSET TRAIL.

That liquor advertising as a source of newspaper revenue was "on the way out" has been apparent to many advertising managers for some years past and the fact reconciled some of them when their newspapers threw out whisky advertising on moral grounds. With beer and wine advertising, however, the situation has been somewhat different and many a sigh of relief went up when it was announced from Washington that the brewing and wine interests would not be put under the ban of war-time prohibition.

What the relieved advertising men overlooked, it is feared, is that salty taxes are to be imposed on the drink-

A Genuine Space Buyers' Manual

The New Special Representatives National Directory

THE FOURTH ESTATE will on July 28th publish a special section to comprise complete lists of the Special Daily Newspaper Representatives in New York, Chicago, Detroit, Boston, Philadelphia, St. Louis, San Francisco and other cities, and a complete list of newspapers of the country having representatives, with the names of those representatives against each, both East and West.

In 1914 THE FOURTH ESTATE published a similar list, but the one now in preparation will be much larger and vastly improved in method of presentation. It will be up to the minute and as complete and comprehensive as the large organization and exceptional facilities of THE FOURTH ESTATE can make it.

This Special Representatives National Directory will be truly national in its character and scope, and will be a genuine Space Buyer's Manual of daily usefulness to national advertisers, advertising agents and agencies, supplying information nowhere else obtainable in one publication.

Advertising will be accepted for this special edition at regular rates.

ables that remain. A stiff war tax on beer and wine has been in contemplation from the first and now that the elimination of whisky makes it necessary to raise more revenue from other sources it is proposed to give an extra twist to the beer and wine taxes.

Here then looms the big conundrum. Will the higher retail prices cause a slump in consumption that will incline producers to curtail their advertising or will the higher prices render it necessary to drive all the harder through advertising to maintain consumer demand?

Probably only an actual show-down months hence will answer these questions and there may be no universal answer. It is evident, however, that upon the direction in which the advertising cat jumps will be dependent future newspaper income from sources heretofore relied upon.

It is not merely a question, either, that raises doubt as to the future of beer advertising. Rather does it intrude in the case of a large proportion of the products most extensively advertised in the newspapers. Presumably no prosperous citizen will turn a hair in the purchase of an automobile because he has to pay an extra \$10 or so to Uncle Sam, but what will be the effect of the new expense item upon the advertising and consumption of Wrigley's Gum and "Coca-Cola?"

INCREASED ADS LIKELY.

Advertising men who have been interviewed for THE FOURTH ESTATE seem inclined to predict that where a tax is such that it can be passed on to the consumer, as in the case of automobiles, advertisers will be im-

pelled to advertise more strenuously to sell the public at the increased retail price.

What they are afraid of is the situation in the case of products where the tax upon each unit of manufacture will be so small that it will be almost impossible to pass it on. Under such circumstances a manufacturer with a new item of overhead to be absorbed may be tempted to curtail his advertising unless somebody is at hand to point out the folly of such retrenchment.

In some newspaper offices there is a suspicion that there may be more insistent demands for liberal reading notices as a result of the new conditions. A first symptom has appeared in the plea of certain theatrical managers that the regular theaters must have more generous support from the newspapers if, with a Federal tax tacked on to the admission, they are to meet the competition of "movies" that have no such tax. Ditto, the circus.

With eyes intent on the liquor situation, most newspaper men have overlooked the fact that there is pending at Washington an amendment to food control legislation that would put off the market a large proportion of the hundreds of patent medicines, etc., that are advertised more or less extensively in the newspapers that admit such ads. The amendment is one which proposed to prohibit the manufacture of patent medicines containing more than 11 per cent of alcohol.

Whatever unsettling of advertising conditions may result from the revenue legislation will presumably be restricted largely to national advertise-

ing. Advertising experts are agreed, for instance, that there is nothing in the projects in contemplation to affect department store and chain grocery store advertising unless, mayhap, a tax on sugar, tea, coffee and cocoa would cause a slight ripple.

Very different though is the situation with respect to photo cameras, perfumes and cosmetics, sporting goods, cigarettes and tobacco and a number of other commodities that have been catalogued for taxation purposes as luxuries or near-luxuries.

CREATING NEW BUSINESS.

In all such lines there will come up not merely the question of whether the habitual advertiser will advertise more to hold his market but also the question of whether manufacturers who have heretofore held off from advertising may not be forced into the newspapers to get business enough to keep going.

For, say the experts, this war taxation is likely to place the average private brand in a less advantageous position with reference to trade-marked, advertised goods. In any event, newspapers, as advertising mediums, should hold the whip hand. A manufacturer compelled to make a quick shift in advertising policy will be impatient if he is compelled to wait three months for the appearance of his new copy.

HUBBARD TO BRIDGEPORT.

Walter Whiteley Hubbard, formerly cartoonist and photo-retoucher with the Manchester (N. H.) Union and lately police and city hall reporter



WALTER W. HUBBARD.

for the Manchester Leader, will leave for Bridgeport, Ct., on July 22, to become staff photographer and artist for the Standard.

He has been connected with the Washington Times, Baltimore American and Star, Binghamton (N. Y.) Press and Binghamton Leader and with the Manchester Union and Leader. He has done all kinds of newspaper and magazine work.

LABOR CHIEF CHARGES LIBEL.

William F. Fitzgerald, general organizer of the Amalgamated Association of Street and Electric Railway Employees, on July 7 stated his intention of filing a complaint of criminal libel against the publishers of the New York Evening Sun.

The subject of the complaint was an editorial in which this statement was made: "The action of the employees of the New York Railways Company refusing to join in the German plot to tie up traffic in New York and perhaps stir up civil strife was highly praiseworthy."

Louis Fridiger, the attorney who represents Fitzgerald, said that his client was patriotic and the son of a Union soldier of the Civil War.

MEETING of NEW ENGLAND CIRCULATORS.

NEW BEDFORD MEETING FRUITFUL OF MUCH VALUABLE DISCUSSION—STANDARD IS HOST

New Bedford, famous old "Down-East" whaling city, was the host this week to the New England Association of Circulation Managers, holding its regular business meeting and summer outing in the historic locale of America's early mariners.

Business, of course, was the main reason for the assemblage and several excellent papers were read by members of the New England Association, but the many pleasures afforded by New Bedford and its vicinity were by no means ignored by the circulation managers or their guests.

Joseph P. Barry, circulation manager of the Providence Journal and Evening Bulletin, was called upon for a discussion of "What effect does bulk (number of pages) have upon the average reader? What has been the effect on circulation of newspapers that have reduced their number of pages?" He said in part:

"Advertising helps us to get into the home and getting into the homes helps us to get the advertising, so it is apparent that if a publisher turns out a paper which can command the home circulation the advertising and *ipso facto* the bulk will come his way and in turn help him to get more home circulation.

"Making the deliveries of a bulky newspaper is by no means an easy job, particularly in these war days, when boys are getting as scarce as byphenated Americans. We frequently run as high as forty-six pages of the Bulletin and in order to complete our deliveries on time, we run half the paper in the form of a supplement.

"Starting by noon we get all the supplements delivered by 2.30 p. m., when we get the main section of the first edition. A separate delivery is then made to the newdealers of this section, so that it is necessary to make two deliveries whenever we have a supplement.

"During the past year the high cost of paper has compelled publishers to concentrate the news into the smallest possible space, and this has been accomplished without detracting in any way from the value of the newspapers. On the contrary this policy has tended to make the average paper more readable, and no matter to what low figure news print should sink in the future, it will never be handled so prodigally as in the old days—in fact, we might say the 'good old days'—when news print manufacturers stumbled over each other in their efforts to sell their product at 2 cents a pound.

"Many publishers have made sweeping cuts in the size of their Sunday issues, for which the long suffering public should be extremely grateful, as most Sunday newspapers were becoming so unreasonably large and unwieldy that it was necessary to employ grown men with trucks to deliver them from house to house.

"If good judgment is used in cutting the size of a paper by holding down the news there is no reason why the circulation should suffer in any way.

In reading his paper on "Is home-delivered circulation more desirable and valuable to an evening newspaper, or are street sales just as valuable to increase and hold the advertising patronage?" C. M. Schofield said:

"If the circulation of home-delivered papers is dropping off, the publisher ferrets out the reason and if the trouble is with the carrier service it can soon be remedied. With a street circulation, no track can be kept of the subscribers.

"A paper bought on the street, in some cases, means only one reader. If that paper was delivered to the home it would arrive very much earlier and all the members of the family would have a chance to read it.

"Maybe little Johnny is looking for a bicycle and happens to run across an ad 'For sale, a second-hand bicycle. Will sell cheap.'

"Mother also has time to read the department store advertising more thoroughly before the man of the house comes home. Mrs. Jones, who doesn't happen to take an evening paper, drops

over to visit Mrs. Smith, who is a regular subscriber.

"Mrs. Smith has just finished reading the evening paper and says to Mrs. Jones:

"There is a great bargain in the paper tonight, six cakes of soap for 25 cents."

"The next morning Mrs. Jones and Mrs. Smith make ready to go downtown to take advantage of this wonderful bargain. The advertiser not only gets the benefit of the family's reading, but the neighbors' as well.

"An advertiser does not ask when he places his advertising, what the net paid circulation is on a certain day. He wants to know what the average is for the week, month and year. With a large street sale circulation, a paper cannot show as large net paid figures as a home delivered paper."

C. F. Hosley, circulation manager of the New Haven Register, was assigned to talk about "Would a consolidated delivery service in any city be practical and would it further help worth-while economy?" He said in part:

"There is no doubt that from an economical standpoint it would prove to be quite efficient. Undoubtedly an arrange-

ment could be made whereby each newspaper could save between 25 per cent and 40 per cent of its delivery expense. However economical it may be, it is circulation we are striving for primarily. That being the case, then we must look at it from that standpoint.

"In the first place not one of our money, working their way through college, etc.

three local evening papers goes to press at the same time. The Leader starts first, as it has considerable circulation in distant towns where the Union and the Register do not circulate, and it finds it necessary to connect with earlier trains.

"Owing to mechanical difficulties, it is impossible for the remaining papers to start at the same time every day. This means that two papers must wait for the belated paper, which results in loss of sales to all.

"On the other hand, if a paper has a 'beat' and is anxious to get out earlier than usual, what is the result? It is held back until the others are ready.

Furthermore what is to prevent the until they can make over. The result is that they all have the story and nothing is gained by the wide-awake paper.

"Whereas, the paper with the 'beat' might have been on the stands say from 20 to 40 minutes before the competitors could make over and distribute.

"Time in delivery is also to be taken into consideration. As it is now, the papers for a certain route are given out and the delivery man starts directly to deliver. If he were working on a consolidation basis, he would have to call at each mailing room for his allotment.

"This means that anywhere from 10 to 30 minutes would be wasted in getting the balance of the papers, under favorable conditions. In brief, it slows up the service and the public is kept waiting."

H. M. Wheeler of the Hartford Times talked on "Establishing boy sales organizations in surrounding towns." He said:

"It is a matter of record that one of the most successful selling campaigns ever 'pulled off' was a 'boy campaign' conducted by a leading tea and coffee house. If boy sales organizations can sell tea and coffee and magazines, is it not reasonable to say that they can sell newspaper subscriptions or other salable commodity?"

"To my mind the juvenile salesman-

ship cannot be beaten, no matter whether it is in the city or the country or in surrounding towns and cities.

"To illustrate the economy of the method, let me cite the following:

"In 1913 I was employed to establish a boy sales organization to promote the circulation of a new daily in a city of 30,000 inhabitants. I joined the company two weeks before the first publication day. When the first issue came off the press, we had a bona fide list in the city and outside of 4,000 subscribers. Not one penny was spent for prizes, etc.

"I have found that boy sales organizations are practical in any cities or towns that are large enough to warrant three or more boys.

"In establishing boy organizations, the following are vital factors:

"First, an efficient organizer, a man who can bring out all of a boy's salesmanship qualities.

"Second, the right kind of boys. My experience has been that the very best boys are those who do not have to work, but carry newspapers because they are ambitious and want to become independent by earning their own spending.

"Third, the boy's profit. This is one of the most vital factors in any boy sales organization. If a boy feels that he is well paid he is very apt to hold his enthusiasm and work harder. One of the most successful managers of boy salesmen once remarked that when you cut the profit of your boys, you cut your own throat as far as circulation is concerned.

"Fourth, the product for sale. This is the most vital factor. The boy salesman can get the business, but to hold it it is up to the publishers to give the people the best possible paper at a reasonable price."

W. S. Mitchell of the Portland (Me.) Express, in discussing "What effect will the smaller city daily of the future have upon the circulation of the metropolitan daily?" said:

"Several phases of the future newspaper present themselves:

"1—Are the metropolitan dailies of the future to be big papers in the sense of bulk pages?

"2—If they are not bulky papers, what reading matter carried in the past will be eliminated in the future?

"3—Can the metropolitan sheet reduce

(Continued on Thirty-first Page.)



NEW ENGLAND CIRCULATION MANAGERS' ASSOCIATION IN NEW BEDFORD.

SEA FIGHT MIX-UP BEFORE SENATE.

ADMIRAL'S DISPATCHES AS EVIDENCE—CREEL BOARD UNDER FIRE.

The dispatches received from Rear Admiral Gleaves telling of two U-boat attacks on the American transport fleet and its convoying squadron, and also a statement of the number of persons employed by the Committee on Public Information with other data concerning the operations of the committee as the publicity department of the Government are to be considered by the Senate, according to a resolution introduced this week by Senator Penrose.

"I have a resolution," said Senator Penrose, "which I am led to introduce on account of the widespread criticism which has been made over the country concerning the performance of the Committee on Public Information."

"I desire here to refer to an editorial from the New York Times. I do not often interject quotations from a newspaper into a discussion in the Senate but this is so entirely to the point that I will refer to it."

Mr. Penrose then read an editorial entitled "Where was he?" in which attention was called to the discrepancy between the denial of a correspondent that there had been any submarine attack and the account of a sea fight by the Committee on Public Information.

"Knowing full well," said Mr. Penrose, "the inveterate tendency of the press to print war news with artistic embellishment and to take the slightest excuse of gunfire at a piece of wreckage or flotsam on the surface of the ocean as the destruction of a periscope. I am curious to know how the American correspondent lost his inborn enterprise and failed to report this battle, or whether the battle was an hallucination of the Secretary of the Navy and the chairman of the Committee of Public Information."

Mr. Penrose's resolution follows: Resolved, That the Secretary of the Navy is directed to send to the Senate copies of official dispatches, including the report of Admiral Gleaves relating to the alleged encounter of the American fleet with the submarines as described in a statement under the authority of George Creel, chairman of the Committee on Public Information, and he is further directed to furnish the Senate with the names of all persons employed by such Committee on Public Information and the salary received by them and the character of the duties performed by each, together with a full statement of the rules regulating press censorship and the reason for the frequent changes in the same, especially concerning cable messages.

Commenting on the conflict between the stories of eye-witnesses and those of the Committee on Public Information, Senator Reed of Missouri said: "Everybody knows what I think of Mr. Creel. I lived in the same town with him for years. I have been reluctant to say anything in criticism of him because it might be misunderstood as a

personal affair.

"If I understand the situation, the man in charge of public information, an official of the Government without the sanction of law, put out a story that there had been a serious naval engagement because the route of the troopships was disclosed by spies in this country."

"This statement, coming from an official of this Government, has stirred up a spy hunt that has aroused the whole country at a time when it is under great tension, and has caused race feeling."

"The Congress of the United States refused to censor the press. Now we have an agent of the Government charged with coloring a report to suit his own fancy."

"If such word gets abroad, it will bring the news, and nobody in the country will believe reports of the operations of our navy and army even though they bear, as this report did, the stamp of official approval."

"It is a most unfortunate situation and one that should be dealt with immediately and in a drastic manner."

WHERE THE TALES DIFFER.

The account of the combat between American destroyers convoying Pershing's transports and U-boats, as detailed by eye-witnesses in the cable dispatch from Paris to the New York Times, differs somewhat from the statement about the encounter which was issued by Secretary Daniels, which was prepared by George Creel, chairman of the Committee on Public Information, being based on a comparatively brief report from Rear Admiral Gleaves.

Both stories agree that there were two attacks and that at least one submarine was sunk by American gunfire. The statement in the Creel story that "there was reason to believe that the accurate fire of our gunners sent others to the bottom" is not confirmed in the account cabled to the Times.

The stories also differ as to many minor details.

Another story, sent out by the Associated Press, was written by a correspondent with the fleet. He told of no action whatever and it was to this dispatch that Senator Penrose referred. It was recalled by the Associated Press at the request of the Committee on Public Information.

MANY CORRESPONDENTS WANT TO GO WITH PERSHING.

The knowledge that the United States Government had decided to accredit fourteen or fifteen newspaper men to the permanent headquarters behind the French front has led to a veritable flood of applications from would-be correspondents to be allowed to go with the troops.

It was said at the press department of the Paris headquarters that fully one hundred such requests had been received, including one from an actress, who pleaded to be allowed to sing to the soldiers.

A majority of the applications have come from persons without genuine newspaper connections and who have no intention or desire to do serious correspondence, even were they to receive permission to accompany the troops, for in most cases they have been actuated solely by novelty or the prominence to be acquired by the experience.

The first three correspondents accredited left yesterday, and will be followed in from ten to fourteen days by the others, when arrangements will have been completed for housing the men and for extending facilities for observing the troops in training.

The group includes several men who have acted as correspondents during the present war.

Major Robert R. McCormick of the Second Illinois Field Artillery has been called into the Federal service and detailed with Major General Pershing's expeditionary force in France. He is one of the proprietors and editors of the Chicago Tribune.

COLUMBUS PAPER MAY RESUME.

GILKEY APPOINTED RECEIVER FOR MONITOR, WHICH QUILTS AFTER A YEAR.

The Columbus (Ohio) Daily Monitor suspended publication on July 6 after an existence of four days less than one year, following the appointment of a receiver in the person of E. Howard Gilkey and the issuance of an injunction against Sam B. Anson, publisher, and other department heads to restrain them from further publication.

Application for a receiver was made in Common Pleas Court by the J. W. Kelch Company, advertising agency, which claims the Monitor owes it \$1,400. The injunction was applied for by Mr. Gilkey, president of the Monitor Company and editor of the newspaper; Clarence Weber, secretary, and J. S. Ralston, comprising a majority of the directorate.

Mr. Weber, in the course of discussing the newspaper's affairs, said that the plant lost \$20,000 in May, and had been losing since it started.

The trouble came to an acute point on July 5. After omitting the Fourth of July issue because of the holiday Mr. Ralston ordered that publication should be finally suspended Thursday.

Accordingly, the early "noon" edition did not appear on the streets Thursday. All day long efforts were made by employees to induce Mr. Ralston to permit the paper to continue, but he refused, and, late in the afternoon, started for New York.

A few minutes after he had left Columbus, Mr. Anson and other employees of the paper issued an edition, two hours later than usual, in which they fiercely attacked Robert F. Wolfe, owner of the Columbus State Journal, morning paper, and the Dispatch, evening.

Mr. Wolfe, it was charged in the Monitor's front page deft, would not brook the opposition of a growing rival and through his political connections, the Monitor says, brought pressure to bear upon Mr. Ralston by threatening to throw the Ralston Steel Car Works into financial difficulty unless the Monitor was stopped at once.

Dire vengeance was threatened by Mr. Ralston's enemies, the Monitor states, if single a wheel turned in its plant after July 4. Mr. Ralston, considering the car works, with their 1,600 employees, as of more importance than his newspaper, ordered the latter suspended.

Friday morning when Mr. Anson and other employees insisted that further publication should continue, Mr. Ralston, Mr. Gilkey and Mr. Weber appealed to the court for an injunction. The granting of this restraining order settled the fate of the paper.

The suspension of the paper throws about 125 persons out of employment. During the last few days several of the reporters have secured positions elsewhere.

Mr. Anson told THE FOURTH ESTATE that there were good prospects of securing new capital and continuing the Monitor, despite the edict against it. With the paper in a receivership through the strategy of Mr. Anson and his fellow employees, a new purchase will be sought and Mr. Anson believes that if publication is resumed within the next few days, popular sentiment will quickly carry the paper to success.

FOR ILLINOIS PUBLISHERS.

Hiram L. Williamson, superintendent of state printing, has launched a monthly magazine for Illinois newspaper men. It is called the Illinois Publisher and is issued at Springfield.

FORD FILES ANSWER IN SUIT FOR \$1,000,000.

Henry Ford filed his answer on July 9 to the \$1,000,000 suit for alleged libel brought against him in the Federal District Court in New York by the Vitagraph Company of America.

The suit is based on the allegation that on May 5, 1916, Mr. Ford caused to be published in 250 newspapers an article entitled "Humanity and Sanity," in which it was charged that the agitation for preparedness was due to the efforts of munition manufacturers, who were merely seeking profit.

In the same article the statement was made that a picture play called "The Battle Cry of Peace," produced by the plaintiff, was inspired by Hudson Maxim and others interested with him in the manufacture and sale of munitions.

Mr. Ford replied that the subject of the published article had been discussed in Congress and published broadcast throughout the country, and that, according to these discussions, the proposition for extravagant preparedness had the support of Hudson Maxim and other munition manufacturers.

Then he called attention to the book "Defenseless America," written by Mr. Maxim. The picture play, "The Battle Cry of Peace," he said, was based upon the statements made in Mr. Maxim's book, and the book and the play, according to Mr. Ford, served to advertise each other.

In describing the picture play, Mr. Ford said it did not represent the true conditions of the country at that time, and was presented at a time when the country had not been, and was not threatened with an attack or with war from any quarter.

Mr. Ford said that he considered it his duty as a citizen to publish the article referred to, that he believed the statements made in his article were true, and that he acted without malice or ill-will toward any one.

For these reasons he asks the court to dismiss the suit.



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If you are contemplating a raise in rate—
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Hollister has just completed a successful campaign on the Portland (Ore.) Evening Telegram, and his organization is now at work on the Tacoma (Wash.) Ledger and Daily News.

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THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

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No. 1220.

FOR THE WEEK ENDING JULY 14, 1917

NEWS PRINT PAPER SUPPLY POSSIBILITIES.

Congress has passed the Espionage Act with its so called embargo provision and the President has duly signed it and issued a proclamation putting into force the necessary machinery for exercising such control. It calls into being the board to be known as the Exports Council.

The possible effect of this law on the supply of news print paper for newspaper publishers in this country remains yet to be determined.

The exports of news print paper from the United States for the year 1916 were over 76,000 tons.

The Federal Trade Commission in its recent report to the United States Senate on the news print paper industry states on page 125 that the minimum requirements of the papers reporting for 1917 were assured except for about 130,000 tons.

On page 126 of the report in speaking of free tonnage available during this year as probably somewhat less than 100,000 tons, it states that with respect to the commitments and free tonnage of manufacturers and the requirements of publishers, the supply during 1917 will probably be sufficient to meet the minimum requirements of customers, if they economize in every possible way.

If the Export Council decides to place an embargo on the shipments of news print paper out of the country, it would be equivalent to providing at least 75,000 tons of news print paper for the ensuing twelve months which would otherwise not be available for consumption in this country. This tonnage reserved for use in America would go very far toward relieving the present very serious situation.

HEAR YE! PESSIMISTS!

Here are some facts for business pessimists to argue around, if they can.

The country's commercial mortality during the first half of 1917 made the smallest numerical exhibit since 1911, while the liabilities were smaller than for any similar period in nearly a decade.

Despite the very material increase in new enterprises and other factors calculated to enhance the possibilities of financial embarrassment, failures have been relatively moderate, and a study of the Dun's statement

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

discloses no evidence that the economic readjustments occasioned by this nation's participation in the war have caused serious disturbance to business.

The improvement which featured the returns during the first three months of this year was well maintained in the second quarter, and defaults in June were less numerous than in the same month of 1916 and 1915, with the smallest liabilities for the period, excepting those of last year, since 1912.

General conditions of business in the New York Federal Reserve district are excellent, and the volume of trade is undiminishing, says Pierre Jay, chairman of the board of directors of the Federal Reserve Bank, in his monthly report.

He points out that activity in retail lines, which declined following the declaration of war, is reviving, and that industries whose products are directly or indirectly essential to the prosecution of the war are working to the limit of their capacity.

The National City Bank, in its monthly bulletin, declares that while the war lasts the only safe policy for this country to pursue is to go on enlarging the vital industries, even if by so doing there is created a great surplus capacity after the war.

"It cannot be too often repeated," the bulletin says, "that in time of scarcity the emphasis is not upon prices but upon production, and policies should center upon the latter, affording inducement and stimulus, and avoiding the creation of risks and deterrents."

OPENING THE DOOR TO THE TRADE PRESS.

What a pleasure it is for representatives of a trade paper to be welcomed at a convention of the trade that their paper is working to help.

This is the feeling the representatives of THE FOURTH ESTATE have on returning from the annual meeting of the Southern Newspaper Publishers Association.

The Southern publishers have the right idea for their gatherings. They hold open sessions at which tradesmen are made to feel they are "of the bunch."

Most of their sessions are of this kind. Interesting papers and discussions are open to members and non-

members who have a special interest in the proceedings.

When the Southerners want to talk over things of a private value they declare a short "executive session" at the close of the program, and everybody outside the membership willingly retires.

This openness of the S.N.P.A. is beneficial to it. It gives a trade paper representative a chance to see behind the scenes and to be able to learn of many things which secretiveness might devolve into wrong impressions.

The "open policy" also gives the trade paper man a chance to form a more intimate acquaintance with persons and subjects which he must deal with in his every day work.

He willingly respects the confidence of many things he hears while he is present at such meetings.

THE FOURTH ESTATE hopes the day will come when the A.N.P.A., the Association of National Advertisers and other important trade organizations will open their meeting doors and show the trade paper men that their work is appreciated and full confidence placed in them.

Nothing gives rise to harmful rumors as much as secretiveness.

May we look forward to more such welcomes as the S.N.P.A. gives the trade press.

THE NEW SPIRIT OF THE ADVERTISING AGENTS.

The Association of American Advertising Agents has made a fine start toward attaining that long desired "point of contact" with the newspapers in which they place so much of their advertising.

This week the Southern Association of Advertising Agents, which is the sectional division of the A.A.A., and the Southern Newspaper Publishers Association held their meetings at the same time in Asheville, N. C.

The agents decided that all their future meetings will be held at the same time and place as the Southern publishers.

The agents had a part in the publishers' meeting program, their representatives addressing the convention, explaining that the A.A.A. purposes to do to get into closer touch with the publishers and maintain cooperation that will do more than anything else to create business for the newspapers and keep it for them.

St. Elmo Massengale, president of the Southern division of the A.A.A., and Edwin F. Johnson, the secretary, made splendid addresses to the publishers, explaining many points of the advertising agency business that publishers and advertisers often misunderstand. Mr. Massengale's address was heartily endorsed by the newspaper men (it is presented in full on another page of THE FOURTH ESTATE) and they welcomed the new cooperative spirit shown; also asking the agents' association to outline in a series of recommendations how the Southern publishers can best cooperate with the agents.

This is the beginning of a welcome new spirit between the agents and publishers.

Let it be continued.

The work cannot be any better inaugurated than by following the example of the Southern agents in meeting with the publishers each year.

It is to be hoped that the other national sections will show the same spirit toward their sectional publishers.

And let the thing be finished off right by the A.A.A.A. holding its annual meeting at the same time and place as the American Newspaper Publishers Association and having a place on the program.

The Southern unrecognized agents appeared before the S.N.P.A. and assured the publishers of their sincerity

of purpose. The publishers assured them that the S.N.P.A. will do everything in its power to support deserving agents and a committee was appointed to recommend to the A.N.P.A. for recognition any worthy agent not already enjoying this favor.

The new relations should be beneficial all around.

NOTE AND COMMENT.

That war offers no barrier to prosperity the man who knows advertising and goes about it in the right way is shown by the success of Alvin J. Meyer in a recent edition of the New Castle (Pa.) Herald. Local and national business, all of which was of high character, contributed to the fine showing of the edition, which was issued in celebration of that newspaper's sixty-fourth anniversary.

The Chicago Daily News is doing more than its bit in helping Uncle Sam. Through its farm labor recruiting station, the News has sent 11,213 workers into the rural districts. The station has been working only two months.

The Clover Leaf Weeklies are distributing to advertisers a pencil decorated in the national colors. They are being sent out by C. D. Bertolet, Western representative and general manager of advertising of the Clover Leaf Group.

A. G. Carter, vice-president and general manager of the Fort Worth (Tex.) Star-Telegram, possesses in a marked degree the quality of originality. If you follow his work you may be assured of a succession of interesting surprises. The latest is a demand draft which he offers to advertisers with which to draw on the Star-Telegram's clientele.

"Business as Usual. Avoid Hysteria and False Economy. Money Creates Money. Keep Business Going"—this epigrammatic advice, on a neatly printed card is being distributed broadcast over the country by the Lawrence (Kan.) Journal World.

The Chicago Staats-Zeitung is already making arrangements for a special edition to commemorate the seventieth anniversary of the paper. It will pass its seventieth milestone on October 5, 1917.

A Danish inventor is said to have discovered a process for making news print paper from sea weed. The process, it is reported, is only half as expensive as that of making paper from wood pulp.

Part of the service rendered by the Association of National Advertisers to members is the issuance of an excellent "News Digest Bulletin" which keeps them informed "up to the minute" on matters bearing on their advertising and manufacturing; likewise new ideas and suggestions by which they may benefit.

Cooperative service of the A.N.A. kind is worth its weight in gold to national advertisers.

While six successive monthly increases of advertising volume for a newspaper indicate its usefulness, it has the greater quality of reflecting the prosperity of a city in which such a record is made.

In Kansas City, the Star during the first six months of 1917 gained in advertising space 384,534 lines over the same period of last year—each month contributing its individual share to the gain.

Advertisers looking for a buying community would seem to do well by making quick use of Kansas City and such a popular paper as the Star, which has a circulation of 215,000 morning, 215,000 evening and 215,000 Sunday.

PURELY PERSONAL.

William C. Reick of the New York Sun has invested \$42,000 in real estate at Red Bank, N. J., for his daughters, the Misses Amy R., Margaret and Carrie D. Reick. Mr. Reick lives on Rumson Road, Red Bank.

W. S. Galvin, editor of the Jamestown (Ohio) Journal, has just completed his forty-seventh year as editor of that paper. He is the father of L. S. Galvin, editor of the Lima (Ohio) Daily News, and of W. J. Galvin, editor of the Wilmington (Ohio) Daily News.

George Applegren, reporter for the Galesburg (Ill.) Republican-Register and United Press correspondent, has received word he is heir to a vast Persian estate said to be worth \$1,000,000. The money was left by an uncle. While awaiting further developments as to the amount of the estate he is holding down his position on the newspaper.

Herbert Huntington recently observed his tenth anniversary as editor of the Staten Island (N. Y.) Transcript.

Harvey Parsons, poet laureate of Topeka, Kan., and former cartoonist on the Topeka Journal, has just published a book of verse, "By the Way."

Henry J. Allen, editor of the Wichita (Kan.) Beacon, has announced that he will be a candidate for the Republican nomination for governor in 1918.

B. T. K. Preston, former editor of the Salina (Cal.) Journal, has been appointed inheritance tax appraiser for the Monterey district.

Robert A. Warfel, assistant city editor of the Columbus State Journal, is handling the publicity work for the Ohio State fair.

Page Morrison, editor of the Council Bluffs (Ia.) Enterprise, was elected a national director of the Travelers Protective Association of America at the annual convention held at Savannah, Ga., recently.

Victor J. Hutcheson, for the last fifteen years a member of the city staff of the Portsmouth (Va.) Star, has been elected by the city council of Portsmouth as high constable. He will retire from the Star staff to assume the duties of his new office.

Gustav Hirsch, president and general manager of the Columbus (Ohio) Express-Westbote, has been commissioned by President Wilson as a major in the signal corps section of the Officers Reserve Corps.

Joel H. Johnson, of the Staten Island (N.Y.) Advance, and Mrs. Johnson are receiving congratulations upon the arrival of a baby daughter in their household.

Thornton Smith of the Chicago staff of the Associated Press is en tour with the Belgian Commission now visiting the principal cities in the United States. The tour will continue for six weeks.

Denny Morrison, well-known Chicago newspaper man, is back on the copy desk of the American.

HOW DOES IT FEEL?

F. G. Hirsch, secretary of the Chicago Advertising Association, now knows how it seems to be "shadowed" day and night. Mr. Hirsch was enrolled on a jury in Municipal Court in the trial of an important case in which subterranean politics had a share.

As a member of the jury, the advertising man was followed home each evening by a detective to see that he was not intimidated by some of the opposing forces. The case lasted a week, which was six days longer for Mr. Hirsch if his own wishes had been consulted.

VACATION NOTES.

Franklin P. Adams, better known to newspaper makers and readers as "F. P. A." of the New York Tribune's "Conning Tower" column, is now eluding "funny" contributions. He is spending his vacation in a secluded spot and on his return will "do" Washington news temporarily for the Tribune, after which he will return to his customary labors on the "Conning Tower."

Austin O'Malley of the Chicago Tribune staff has decided that the weather man is arrayed against him. O'Malley picked the early part of July as a likely time for a vacation, intending to spend the period of rest disporting himself at one of the Lake Michigan beaches. The weather turned cool on the first day of his rest and bathing has been too frigid for enjoyment.

P. V. Troup, space buyer for Lord & Thomas, Chicago, has just returned from a busy vacation spent at Holland, Mich. Boating, golfing, fishing and plain resting were indulged in by Mr. Troup and he is back in his office turning out more work than ever before as the result of his brief period of recreation.

William A. Curley, editor-in-chief of the Chicago American, has gone with his family for a vacation stay in Southern California.

Hector Elwell, city editor of the Chicago American, is back from a vacation spent in Michigan.

George T. Maxwell, city editor of the Dover (Del.) State News, spent last week in Wilmington accompanied by his family.

Joseph H. Martin, editor of the Wilmington (Del.) Sunday Star, and Mrs. Martin have just returned from a month's motorboat trip on the Great Lakes.

Walter Kingsley, press representative of the Palace Theater, New York, is on his vacation at Atlantic City.

ANOTHER PARIS EDITION.

The Chicago Tribune has started publication of a small daily paper in Paris with American news for the benefit of United States troops at the front. The news print is sent from the United States, as a supply can be secured in France only with great difficulty.

Joseph B. Pierson of the Tribune home office staff is already in France, assembling his staff for the overseas edition. The Paris Tribune will be small in size, owing to the scarcity of news print in France, but will contain the "home news" for the boys at the front. The Tribune announces: "The work is not undertaken for profit. The paper will be sold at less than cost. It is an effort on the part of the Tribune to enhance the morale of the battlers from the States and make life a little more pleasant for the brave fellows who are doing their bit where it is tough doing, for the independence of the world."

U. P. CHANGE IN ILLINOIS.

T. C. Cullen has become assistant manager of the Springfield (Ill.) bureau of the United Press, succeeding W. F. Sullivan, when the latter went to the U. P. Chicago office. Mr. Cullen has joined the Navy since his new appointment and expects a call to the colors within a few days.

Milton Fishman, formerly of the International News Service Springfield staff, has succeeded Mr. Cullen as reporter and telephone sender in the U. P. organization.

EDITOR'S BULLETS KILL.

As the result of editorial criticism and threats of Judge James E. Fulton to settle the matter with pistols, J. E. Bell, editor of the Oneida (Tenn.) News, shot and killed Fulton.

STAFF CHANGES.

Freeman Henry Hubbard, formerly of the staff of the Philadelphia North American and Philadelphia Evening Bulletin, has become a copy holder for the Plimpton Printing Company, Norwood, Mass.

William Hermann Heath, state editor of the Manchester (N. H.) Union, has resigned to join the copy desk staff of the Worcester (Mass.) Post. Before leaving Manchester, he and Miss Sarah Frances Doyle of Lynn, Mass., were married.

J. Harold Fifield, police and city hall reporter for the Manchester (N. H.) Leader, has gone on the copy desk of the Albany (N. Y.) Knickerbocker Press.

Leonard Nichols, son of William T. Nichols, managing editor of the Manchester (N. H.) Union, is a new addition to the reporting staff of the Manchester Leader.

William Burbank, formerly of the Baltimore American and Washington Times, is now telegraph editor of the Manchester (N. H.) Union.

John Ambrose Meade, formerly a reporter for the Manchester Leader, is now a re-write man for the Boston American.

William C. Kranowitz, a 1917 graduate of the Pulitzer School of Journalism, Columbia University, has become a reporter on the Hartford (Conn.) Times, succeeding W. F. Homer now in the Coast Defense Reserve Service.

Tyler H. Bliss has become a Hartford Times reporter, succeeding Lew Allen, now at Plattsburg. Mr. Bliss was formerly with the Hartford Courant and Springfield (Mass.) Republican.

W. C. Bierck has become assistant sporting editor of the Hartford Times, succeeding John Randall, who is in France with the American Ambulance Field Service.

George E. Hamilton, formerly assistant to the city editor of the Hartford Times, has assumed a similar relation to the assistant managing editor, succeeding H. R. Hawley, now with the New York Sun.

George Smith, formerly Sunday editor of the Springfield (Mass.) Republican, has become assistant to the city editor of the Hartford Times.

C. R. Jones has joined the copy desk of the Milwaukee Sentinel.

Harold F. Wheeler has become head re-write man on the Boston Post, succeeding J. A. Tyson.

John Skene, formerly of the Waukegan (Ill.) Daily Sun, has become North shore reporter for the Chicago Examiner.

Cullen A. Cain, former managing editor of the Topeka (Kan.) State Journal, has become editor of the Bisbee (Ariz.) Daily Review.

W. G. Anderson, editor and owner of the Winfield (Kan.) Evening Press, is recovering from an operation for appendicitis.

Tom Daily has resigned his position on the Columbus State Journal to enter the sporting department of the Cleveland Plain Dealer.

A. J. Molephini, heretofore with the New York Tribune and the Sun, goes with the financial advertising department of the New York American on July 15.

CHANGES IN WOOSTER, OHIO.

Frank J. Daubel and Lucian E. Kinn, both of Postoria, have purchased a controlling interest in the Wayne County Democrat Company, publisher of the Wooster (Ohio) News.

M. M. Vannest retires from the firm.

Former State Senator W. A. Weygandt will remain as editor and Mr. Daubel will be business manager.

WEDDING BELLS.

Charles D. Atkinson, business manager of the Atlanta Journal, and Miss Elizabeth Wade, daughter of Mr. and Mrs. J. C. Wade of Cornelia, Ga., have been married. The ceremony took place in Cornelia. Mr. and Mrs. Atkinson returned this week from their honeymoon in Canada and are now "at home" at 705 Ponce De Leon avenue, Atlanta.

Governor James M. Cox of Ohio, proprietor of the Dayton News and Springfield News, and Miss Margaretta P. Blair have become engaged. The wedding will take place in the fall and owing to the war no honeymoon trip will be taken. Governor Cox is forty-seven years old and is now serving his second term as Ohio's chief executive. The couple will make their home on Governor Cox's estate, near Dayton, where he is building a new house, modeled after a French chateau.

C. Edgar Parsons, news editor of the Western division of the Associated Press at San Francisco and a director of the San Francisco Press Club, was married recently to Miss Lydia Hoas of Lakota, N. D.

C. S. Murphy, a Baltimore magazine editor, was married last December to Miss Marie Olivia Ruth, of Baltimore. The wedding took place in Philadelphia before Christmas last year, but the announcement of the marriage was made only last week. Now that the secret is out, the parties to the romance are on their honeymoon in Atlantic City and New York.

CHICAGO TRIBUNE CHANGES

Recent changes in the editorial staff of the Chicago Tribune include the following:

Harry Friend of the Herald staff has lately joined the reporting department.

Jay Williams, former city hall man for the Examiner, is now covering the same beat for the Tribune.

Kent Hunter of the Examiner has been transferred to the Tribune staff.

Miss Carolyn Wilson has again resumed her work as Paris correspondent of the Chicago Tribune. In addition to her regular work she will have a share in the editorial work of the Paris edition of the Tribune.

FULLER BACK IN WATERTOWN.

Royal K. Fuller, formerly a Watertown (N. Y.) newspaper man, more recently of New York and Albany, has been elected managing director of the Watertown Standard Company.

Mr. Fuller was on the staff of the New York Herald for more than ten years, the latter part of the time as political reporter and legislative correspondent.

In 1909 he made a trip to the Arctic for the Herald, meeting Rear Admiral Peary after his successful trip to the North Pole. He was assigned to accompany ex-President Taft in 1910 and 1911—and the latter year he was in Halifax awaiting the funeral ship which brought in the bodies of the Titanic victims. He also reported the 1912 national conventions.

BERRI LEFT OVER A MILLION.

According to an appraisal filed in the Surrogate's office in Brooklyn on July 6, William Berri, publisher of the Brooklyn Standard Union, who died on April 19, left a net estate of \$1,394,767. The report shows that really valued at \$306,500, all in Brooklyn, was held by Mr. Berri. His personal estate amounted to \$570,000.

The bulk of the estate is left to Mr. Berri's only son, Herbert Berri, and two grandsons, William H., and John W. Berri. The state tax on the estate will amount to \$39,000.

Order Flags Now

FOR CHURCHES, SCHOOLS, SHOPS
AND YOUR OWN OFFICE

The best buy today is our 5x8 feet
Mohair Flag, embroidered stars, beautifully
tailored stripes. Will outlast any other flag.

Price \$12.50 each

Same style flag 4x6 feet, at \$9.50 each.
Write for particulars on other flag offers.

S. BLAKE WILLSDEN

Headquarters for Flags.

29 East Madison St. CHICAGO

NEWS NOTES OF CIRCULATORS.

Allen G. Thurman, the new circulation manager of The Dalles (Ore.) Chronicle, has been in newspaper work for nine years, starting as a carrier boy on the Portland (Ore.)



ALLEN G. THURMAN

Telegram in 1908. He rose from the carrier staff to the soliciting force and in 1910 was appointed to a place in the city circulation department.

He became city circulator in 1913 and in 1915 became assistant circulation manager, under E. P. Hopwood. He went to The Dalles a short time ago.

The New Bedford (Mass.) Standard conducted an excursion for its carriers to Cuttyhunk, on July 3. George H. Reynolds, circulation manager, was in charge.

The North Adams (Mass.) Herald issued a special "industrial edition" on July 9, giving a picture of North

The William L. Betts Company NEWSPAPER CONTEST SPECIALISTS

Suite 406, World Bldg., NEW YORK

The True News FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK

Adams' workshops, both in the news and advertising columns.

Against a background of the Stars and Stripes, the tri-colored flag of the city and half a hundred little girls dressed either as Red Cross nurses or in the costumes of the nations which have sent sturdy sons and daughters to build a home place in America, Miss Margaret Wilson, daughter of the President, presided at a reception under the auspices of the Evening World Americanization Forum in the auditorium of Washington Irving High School, New York.

The spirit of the reception was to arouse further interest in the utilization of public school buildings as community centers for the unification of neighborhoods in true Americanism and to point out in how many ways such centers would aid in the progress, the welfare and in the value of every individual.

The New York American will conduct an automobile insurance department in connection with its Sunday automobile section, in which questions from its readers relating to insurance matters will be answered by experts.

Employed boys of Buffalo were given an all-day picnic of sports and recreation on July 7 by the Buffalo Enquirer. Cups, medals and prizes for the different athletic meets were donated by the Enquirer.

The Windsor (Ont.) Evening Record is advertising a contest with free trips to the Thousand Islands as prizes for the eight young ladies who sell the greatest number of tickets to the Windsor Fair.

Charles Chandler, formerly assistant circulation manager of the Atlanta Georgian and Sunday American, has become circulation manager, succeeding Albert Ellis, now Dallas (Tex.) manager for the F. O. Stone Baking Company. Before going with the Georgian, Mr. Chandler was on the staff of the New York Morning Telegraph.

CENSOR'S BAN RAISED.

In consequence of vigorous representations in the German Reichstag, the preventive censorship, imposed a few days ago on the Frankfurter Zeitung, has been raised. The measure was the result of a financial article by Professor Weber of Heidelberg University on the financial and exchange situation.

PICNIC TO STAFF.

The Fort Wayne (Ind.) Journal-Gazette gave its employes and families a picnic at Robinson Park, Fort Wayne, last week. Special street cars were chartered for the trip and a big program of diversions was carried out.

The Wilmot Enterprise has been launched at Wilmot, S. D. B. L. Opal is the editor and publisher.

KEEN PUBLISHERS Everywhere Are Buying Electric Bulletin Machines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

**National Electric Bulletin
Corporation**
NEW LONDON, CONN.

AD MEN SEE SALES PLAYET.

AGENTS, ADVERTISERS AND
NEWSPAPER MEN GUESTS
OF EDISON CO.

A number of well-known national advertising men, advertising agents and business managers of New York newspapers on July 11 attended a performance of "Guy Wise," an original play by William Maxwell, vice-president and general manager of Thomas A. Edison, Inc. The play deals with a problem in salesmanship and the situations are handled skillfully, a paradoxical turn bringing out the effect with telling emphasis.

Edward C. Hoykin, sales promotion manager of Thos. A. Edison, Inc., staged the play. The leading part was taken by Ray McKee, supported by a company from the Edison Motion Picture Studios.

The play was preceded by a luncheon given by Mr. Maxwell to the advertising men during which the author outlined the purpose and history of the production.

Among those present were William Maxwell, Frank Presbrey, president of the Frank Presbrey Co., R. F. R. Huntsman, of the Brooklyn Standard Union, James Mackay, of H. E. Lesan Advertising Company, George M. Prentiss, advertising manager of the Standard Oil Cloth Company.

M. L. Wilson of Blackman-Ross Company, C. F. Southwick, of the Erickson Company, B. T. Butterworth, advertising manager of the New York Times, T. B. Spencer, advertising manager of the New York Tribune, Frank Seaman, president Frank Seaman Company, W. C. Calkins, jr. Tom Hall.

Charles Edison, John Lee Mahin, of the Federal Agency, Messrs. Prudden, Austin and Wilson of Van Patten, Inc., L. C. McChesney, H. Lane, Thomas J. Leonard, W. D. Wilmont, Charles A. Meyers, advertising manager New York Evening Mail, C. C. Leflingwell of George Batten Company, Mowbray White of the New York Herald, John Allen Murphy of Printer's Ink, J. M. Boyle, advertising manager of the New York Evening Telegram, Frank L. McLaughlin of the New York Sun, R. T. Snodgrass of N. W. Ayer & Son, R. T. Roe, of the New York World, H. S. Tibbs of the New York Globe, G. T. Hodges of the New York Sun, W. S. Oakley of the New York American.

RIDDLE TO NEW YORK.

J. M. Riddle, Jr., has been added to the staff of the John M. Branham Company's New York office. Mr. Riddle has been connected with the Chicago office of this concern for several years.

HE DUCKED TOO SLOWLY.

L. B. Sisson, an Evansville (Ind.) newspaper man, was seriously hurt recently at a ball game when the bat slipped from the hand of the batter and struck him in the face.

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)

Specimen Copy Sent Free

Address: 14 Cross Street
FINSBURY, LONDON, ENG.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

WEEKLY-DAILY COMICS

A weekly page made up of six 3, 4 and 7 col. units, which may be used as a daily feature if desired.

The International Syndicate
Established 1899. BALTIMORE, MD.

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK



I Get the Money!

J. A. McAVOY

Special Editions
Weekly Review Pages
Cartoon Books

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PROVIDENCE, R. I.

The Booklovers Sales Co.

ANNOUNCES
Its Perfect
Plan for a **BOOKLOVERS'**
PICTUREGAME

Complete for \$350.00

Complete means Complete
SEND FOR THE DETAILS.

110 West 40th St., New York City

NORTHAM A "SPECIAL."

Gilman & Nicoll, who recently established a Chicago office in the Tribune Building, are already enlarging their soliciting force in that city. D. E. Northam is an addition to the Western staff.

Mr. Northam's advertising career began in Chicago in 1903, when he was assistant to E. B. Merritt, at that time advertising manager of Armour & Co. Leaving Armour & Co., Mr. Northam became identified with Street & Smith Publishing Company and for six years was Western advertising manager for all of its publications.

HIG AD FOR AUTOS.

The Little Rock (Ark.) Democrat last week carried a solid eight-page advertisement for a wholesale automobile supply house. The entire ad was written by the advertising manager, G. F. Chambers.

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE V.

PROTECTION OF EXECUTIVE OFFICER BY INSURANCE AND WHAT FORM GIVES MOST RETURN FOR INVESTMENT.

BY EDMUND WALKER.

Chicago Herald Building, Chicago.

In this series of short articles on newspaper work Mr. Walker has created a hypothetical company and takes it through all the stages of an organization's financial existence.

Starting with the period of incorporation, he showed the opening of the accounting books. He will take the paper through a period of prosperity and finally make a mistake in financing, necessitating compulsory liquidation.

In the course of the articles he will introduce various phases of accounting, such as methods of handling depreciation, insurance, amortization plans, building funds, profit-sharing systems, etc.

It is evident that we should at this juncture take insurance on the life of our managing director. If he should die just now, when our company is in the midst of complicated transactions, serious financial loss would ensue.

Calling in the insurance agent for advice, for he is supposed to be our agent and acting for our benefit, we will be told that the best plan of insurance is the whole life plan, the endowment plan, or perhaps the 20-pay life, which has become very popular in recent years.

To collect the investment and the insurance on an endowment, whole life, 20-pay life or any investment insurance policy is exactly as impossible as it is to live and die at one and the same time. In other words it is gambling without standing any chance of receiving a consequent profit.

To demonstrate let us take two individuals, both of the same age, same occupation, same health record, same location and in fact the same "insurability"—they are both twenty-five years old at the nearest birthday. Now before considering this matter further let us remember what can happen, and all that can happen to affect this contract of insurance:

1. They may live to or beyond their expectation of life.
2. They may die before their expectation of life date.
3. They may be always financially able to meet premiums.
4. They may become financially embarrassed.

Assuming, first, that they both live to their expectation of life, which is an additional thirty-nine years, making them each sixty-four years old, their position would be:

Jones, who purchased a 30-year endowment policy, has paid in premiums \$768.90 and at the age of 65 he received from the insurance company a check for 1,000.00 For nine years he then used the \$1,000 and obtained an average yield of 6% compounded.... 1,090.00

So that Jones has enjoyed protection for \$1,000 for 30 years and at the end of the 39th year he has on hand \$1,690 in stocks or perhaps cash.

Brown bought a yearly renewable term policy and this is his position: He has paid to the insurance company \$391.36 When he was 65 years old he found that the premium paid by Jones was 6% per annum he now has 1,181.30 on hand to invest this amount for a further period of

9 years, that is to say until he reaches 64 years of age, and at 64 he has on hand..... 1,911.87 Compare this with Jones'..... 1,690.00 Brown wins by..... \$221.87

They have both carried the full \$1,000 insurance. Now let us take the next case—they both died young.

Say in the tenth year they both die—that would be when they were 35 years of age.

Jones would have paid in cash premiums on his endowment policy \$365.50 Brown would have paid in cash on his yearly renewal term policy 95.84 Both estates would receive exactly 1,000.00 Brown would also have a separate estate of 100.00 without calculating any interest at all.

If you calculate interest, Brown would have a separate estate of \$237.07, or a total of \$1,237.07, against Jones' \$1,000.

Now let us take case No. 3—they are always able to meet their premiums. In this case, of course, there will be no difficulties to contend with.

Case No. 4 presents the position where they both become financially unable to meet their premiums.

Say in the fifth year they both fail in business.

Jones can surrender his policy and he will receive..... \$85.00 Brown can sell his bonds and obtain 103.16 Jones can obtain extended insurance for 12 years Brown can continue paying his premiums for 14 years

Obviously the only kind of insurance to buy is the yearly renewable term policy, where you get what you pay for and do not pay for something you have no chance of ever getting.

Perhaps I have been too technical in the above description, but you can reduce insurance to a simpler form. Assuming that you are forty years at your nearest birthday, you take out a ten-year endowment policy. You pay an annual premium of \$92.28. The real cost of life insurance at that age is \$11.37.

Therefore you wager \$11.37 against \$1,000 that you will die during the next ten years and at the same time you wager \$80.91 to \$1,000 that you will live.

All insurance is merely a community agreement. Supposing that 1,000

men aged 35 years wish to insure this year. We all know that during the year 8.95 will die, and if they all wish to carry \$1,000 insurance, we will also know that we shall have a liability to meet at the end of the year of \$8,950.

Therefore, if we all pay into a common fund an amount which at interest will produce \$8,950 at the end of 12 months the desired result will have been obtained.

The yearly renewable term rate at this age is \$10.30—the difference representing the cost of handling the business.

Now why should you pay in the 35th year a part of the premium which is not due until the 60th year, when you admit your lack of faith in ever living to that age by buying insurance?

The Yearly Renewable Term Policy is not profitable for the insurance companies. They cannot build large reserves on this business and their salesmen are instructed not to sell it unless forced to. The policy can be obtained from most of the largest insurance companies, among which I may mention the Mutual Life of New York, the Aetna Life, and others.

Our company will then buy a yearly renewable term policy on the life of our manager and although the premiums increase each year in ratio to the probability of death they do not increase as quickly as the interest on our savings in premiums.

SIDEWALKS NOT FOR ADS.

Councilmen of Columbus, Ohio, have put the ban on painting signs or advertisements of any kind on sidewalks.

They passed an ordinance making it a misdemeanor, punishable by a fine of from \$5 to \$50, to misuse sidewalks by chalking them or painting them for advertising purposes.

CURTIS METHODS QUESTIONED.

FEDERAL TRADE COMMISSION ENTERS COMPLAINT OF MONOPOLY.

Formal complaint against the Curtis Publishing Company of Philadelphia was issued by the Federal Trade Commission on July 11, charging unfair business practices and stifling of competition and ordering its officers to appear in Washington on August 23 and show cause why they should not be directed to cease the practices.

The charge against the company in the formal complaint recites that it is making contracts for the sale of its periodicals "and is now fixing the price charged therefor on the condition, agreement or understanding that the purchasers thereof shall not use or deal in the publications or periodicals of a competitor or competitors, and that the effect of such sales and contracts for sales, or such conditions, agreements or understandings may be and is to substantially lessen competition and to tend to create a monopoly."

The complaint adds that the company has pursued this policy "for several months."

The action of the commission was based on allegations made by the Pictorial Review Company, which charges that the Curtis Company used the Saturday Evening Post, the Ladies Home Journal and the Country Gentleman to hamper the sale of the Pictorial Review Magazine.

A suit brought by the Pictorial Review Company in the New York courts recently for an injunction restraining the Curtis Company in its alleged unfair practices was dismissed by the court.

To Leisureland

where woods are cool, streams alluring, vacations ideal. Between New York City (with Albany and Troy the gateways)

and LAKE GEORGE

THE ADIRONDACKS

LAKE CHAMPLAIN

THE NORTH and WEST

The logical route is "The Luxurious Way"

Largest and most magnificent river steamships in the world

All Rail Tickets Accepted

DAILY SERVICE

Send for free copy of Beautiful "Searchlight Magazine"

HUDSON NAVIGATION COMPANY

Pier 32, North River

New York

"The Searchlight Route"

BUSINESS OPPORTUNITIES.

\$1,000 cash, balance deferred, buys Ohio weekly newspaper property. Owner reports annual volume over \$3,000 and that property has returned practical printer-editor over \$2,000 per year. *Proposition P. D.*

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

THERE NEVER HAS BEEN

a time within the past decade when the opportunities for big profits in the newspaper business were as prolific as at the present. And the conditions for prosperity are constantly improving. Information concerning good opportunities is available at this office, and at its Eastern and Western branches.

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

Fully equipped printing plant for sale. Dirt cheap to quick buyer. Will sell all or part. Send for details. Address Box 819, care The Fourth Estate.

I have \$50,000

and wish to invest same in a going daily newspaper where I could hold the position of advertising manager, business manager or director of circulation. Am now in the East. Prefer investment in the West. Can give references covering a period of years in which I was able to develop the business end of a newspaper. Desire investment where the chance is offered to expand the business. Would expect salary in harmony with the one now being received. Address Box 823, care The Fourth Estate.

THE 1917 BLUE BOOKS ARE FINEST EVER.

The Automobile Blue Books for 1917 are just out with the latest edition ever published, marking their sixteenth year of service. The ten volumes cover 400,000 miles of roads in the United States and Canada.

Each year has witnessed an increase in the number of roads covered, an added volume (Volume C), giving 150 round trips within a radius of 100 miles of Chicago.

A redivision of the states among the several volumes enables the motorist contemplating a long tour to refer from one volume to another by the intervolume routes so arranged as to make one volume interlap the others to the next important terminal.

The total number of pages in the collective volumes exceeds 10,000 and there are more than 1,000 route maps. There is not a stretch of automobile roadway that is not included in one of these volumes, and it is possible for the motor tourist to penetrate any traversible territory in this country with their guidance.

The task of gathering information and furnishing reliable and up-to-date data on the 400,000 miles of roadways covered by the Automobile Blue Books is enormous. The Blue Books maintain thirteen scout cars that spend the better part of every year going over old routes, finding

BUSINESS OPPORTUNITIES.

Big Weekly

Dominant weekly newspaper in Eastern state, exclusive field, wide influence and large circulation, exceptionally well equipped and earning 17 per cent on purchase price; \$15,000 cash required, terms on balance.

AUDREY HARWELL HENRY F. CANNON

Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

EXPERT IN NEWSPAPER Publishing Methods

ADVERTISING
MECHANICAL
CIRCULATION
DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor *Advertising News*.

CHAS. S. PATTESON
Prince George Hotel, N. Y. City

Newspaper Men Attention!

If you want to come South, I can put you in touch with two good newspaper propositions; one of our customers wants to sell an interest in afternoon daily to man capable of taking editorial management. Paper now making money; located in fast growing city of 40,000; also have weekly newspaper and job office in west Texas city of 15,000. Is now making money, but can be developed into daily. Address R. C. Dyer, manager Barnhart Brothers & Spindler, Dallas, Texas.

BOOST YOUR SUBSCRIPTION LIST. Use original subscription-getting campaigns, prepared by circulation expert and adapted especially for your publication. No contests. Subscriptions come on merits and "stick." Write George F. Bucknam, Box 2792, Boston, Mass.

A New York newspaper wants lively features and special articles of the war, stories of personal experiences, letters from the front, etc. Manuscripts will be returned if not used. Address Editor, Box 500, Penn. Terminal, New York City.

new ones, charting all roads, investigating hotels, garages and supply stations, etc.

The data thus gathered is sent to the editorial offices where it is collected, classified and used to build up the volumes the year round. A staff of draftsmen is kept busy all year preparing new maps and correcting old ones. This year practically every map is new.

The Blue Books are published by the Automobile Blue Book Publishing Company, of New York, Chicago and San Francisco.

SERVICE CORNER.

567—"Can you give the names of people or firms who handle high class serial stories, written by well known authors, from whom I could buy the right of first publication and they retain all the other rights to the story? I am willing to pay a fair price."

568—"Will you give me the address of the McClure Newspaper Syndicate and the name of its editor?"

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at 36,000 per hour. For prices and terms write **WALTER SCOTT & Co., PLAINFIELD, NEW JERSEY**

FOR SALE—Monotype equipment, consisting of two keyboards and two casters. Will sell separately if desired. Bargain prices. Walker, Evans & Cogswell, Charleston, S. C.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 3, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

FOR SALE—Twenty-four page, three-deck, straight line press, including stereotyping machinery and turtles. Press was in active service up to three months ago, printing a paper of 12,000 daily circulation. Reason for selling is consolidation of two dailies. \$1,500 if taken at once. Address Tribune and Leader-Press, La Crosse, Wisconsin.

WANTED TO PURCHASE.

Wanted to purchase a daily newspaper situated in Middle Western state and having a circulation of not less than 5,000. Reply confidentially to Box 828, care The Fourth Estate.

RICHES' NEW WORK.

Lloyd Riches, editor and publisher of the Stanfield (Ore.) Standard, who was recently appointed advertising manager of the Portland Weekly Oregonian, is one of the youngest newspaper publishers of the Northwest.

He commenced his newspaper career as "devil" on the Silverton (Ore.) Appeal. From school he went onto the staff of the Portland Journal and worked in several capacities in both the editorial and business departments. Mr. Riches began publishing his own paper January 1, 1915.

Upon taking up his duties with the Oregonian, Mr. Riches appointed Maurice Hyde, a graduate of the Oregon school of journalism, editor of his Stanfield paper.

POTTER PRESS TO WOOD.

The Potter Printing Press Works, in Plainfield, N. J., have been purchased by Henry A. Wise Wood. Besides being chairman of the Conference Committee on National Preparedness, Mr. Wood is president of the Wood Newspaper Machinery Corporation and an official of the Campbell Printing Press Company.

"WE BOYS" IN NEW YORK.

The New York World has sent out a warning that the "We Boys" game is being worked in New York again. One "John E. McCormack," who says he represents the National Association of Newspapers Correspondents of Pittsburg is operating in New York.

Look out for him.

MAGAZINE SOLD.

Golf Illustrated, New York, has been sold by the Stuyvesant Company to the Max H. Behr Company.

HELP WANTED.

Advertising Solicitor

able to influence difficult accounts for a large city daily. Give age, experience and salary expected.

Managing Editor

for trade journal in New York. Must know news values and be familiar with modern merchandising methods.

Reporters and Desk Men

also wanted for good positions now open. Registration free. Now is the time.

Fernald's Exchange, Inc.
Third National Bank Building
SPRINGFIELD, MASS.

Young man wanted on a trade paper who can get news and write it in condensed form. He must also know something about circulation, advertising and general office work. Small salary to start, but good prospects. Address Box 835, care The Fourth Estate.

A bully chance exists for the right man who may be trained to take the night editor's desk on his day off and during vacation time on one of the large Philadelphia dailies. Address Franklin, Box 818, care of The Fourth Estate.

Circulation Manager Wanted—Bright young man with his eyes focused on the future wanted by leading business paper in New York City. State salary and experience. Address Good Chance, Box 812, care The Fourth Estate.

A young man to solicit advertisements and to write advertising copy. Salary and commission. Call at 80 Broadway, Room 805.

I am looking for a man who can DIRECT AND SOLICIT LOCAL ADVERTISING for the leading morning newspaper in a city of 40,000. One who has experience in writing and soliciting advertising preferred. State salary desired. All communications treated confidentially. Address Box 123, care The Fourth Estate.

Publicity man, press agent. Good man. State qualifications and experience in full. P. O. Box 34, Cranford, N. J.

Business Manager Wanted

Monthly trade paper (non-technical) with a growing national circulation wants experienced man to take charge of its advertising and circulation.

This publication is only one year old and has already won leadership in its field through editorial excellence. Is now published in Ohio city but may move to Chicago.

A favorable contract will be given to right man. Preference given applicants who can invest \$500 or more.

State age, experience and other qualifications. Address Owner, Box 825, care The Fourth Estate.

Advertising Man Wanted

A high class advertising medium located in the Northwest wants a high power sales-man for New York and vicinity. Man should know agency space buyers and be well acquainted with territory. To man who can qualify liberal permanent contract will be made. This job is too big for the ordinary solicitor and big enough for a high class business producer. Address in confidence E. E. Troxell, University Station, Seattle, Washington.

Advertising solicitor wanted for a New York City Fashion Magazine. Preference will be given to applicants now working on New York City Fashion Magazines and whose work is confined to local stores and shops. Put all particulars in first letter. Address Fashion, care The Fourth Estate.

WILL ADVERTISE OLYMPIAN.

The Olympian Motors Company, Pontiac, Mich., has appointed St. Clair Couzens to be its advertising manager and in charge of sales. He was formerly with the Pathfinder Company.

SITUATIONS WANTED.

NEWSPAPER PUBLISHERS.
NEW ENGLAND,
NEW YORK AND
PENNSYLVANIA.

I am a real specialist in reorganizing and rehabilitating newspaper properties. If your property is not developed to the highest possible point, you can probably employ me. I develop and perfect the Business, Advertising, Mechanical and Circulation Departments. Have been doing this sort of work successfully for many years. I have doubled the income of some papers and very largely increased that of others. It costs nothing to use my services and my system, as I am sure to produce a volume of new business sufficient to meet the expense several times over, not to mention the permanent benefits which will accrue. *I really know the game and can put it over.* Will be at liberty about August 1. Who wants me next? Write for particulars and an interview. Address "Specialist," care The Fourth Estate.

BUSINESS MANAGEMENT of good live daily wanted by experienced man who could invest two or three thousand dollars, and also work on part cash, part stock basis, if desired. Address Box 800, care The Fourth Estate.

If conscription has caused a vacancy in your

EDITORIAL STAFF. an experienced woman reporter and feature writer (24) is ready to fill it. Address Box 824, care The Fourth Estate.

Do you need a competent editor or reporter? I can deliver the goods, as employers for last 15 years will testify; will be glad to give full details; why not write me at Box 798, care The Fourth Estate.

Circulation man with clean record desired change from present employment. Western offer preferred. Address Western, Box 814, care The Fourth Estate.

BOOKS USEFUL TO
EDITORS AND
ADVERTISERS.

"THE REPORTER'S MANUAL," by John Palmer Gavitt; Editor Publishing Company, publisher.

No reporter, veteran or "cub," can fail to get something out of this little pocket-size manual by the present managing editor of the New York Evening Post and he will get something out of it every time he reads it. It also contains valuable suggestions for the city editor.

"HANDBOOK OF TRADE-MARKS," written and published by Charles Dushkind.

While not a treatise or textbook on trade-marks, Mr. Dushkind's manual will be valuable to national advertisers and other business men as a guide in the selection, adoption, use and protection of trade-marks. He presents the general principles of the law of trade marks in simple fashion, with proper explanations, bringing home the cardinal rules and principles that are essential in the selection, adoption, use and protection of trade-marks.

"THE HANDBOOK OF JOURNALISM," by Nathaniel C. Fowler; Sully & Kleinteich, publishers.

Mr. Fowler is the author of several handy little volumes on various subjects and this book is as good as any he has turned out. It gives the beginner a clear idea, stripped of technicalities, of how a newspaper office works.

"A DESK-BOOK OF 25,000 WORDS FREQUENTLY MISPRONOUNCED," by Frank H. Vizetelly; Funk & Wagnall Company, publisher.

The orthography of English lends itself freely to mispronunciations and with the exception of expert lexicographers, few people pronounce every word in their vocabulary correctly or

SITUATIONS WANTED.

I seek connection as assistant to the publisher on a large daily or publisher or business manager on a smaller paper. Have just concluded year as publisher of new daily and Sunday paper in Middle West city of 250,000, suddenly suspended recently when rival political faction forced backer to quit. While plant was not making money by long shot when suspended, the books, covering the 11 months' operation of the property, showed over \$2,000 net daily (A.B.C. audit was shortly to be released) and over 20,000 Sunday. In excess of \$50,000 in advertising contracts written. While \$200,000 was put in property, analysis of situation will show that this was intelligently expended and that plant was operated economically. In addition to this and other business office experience, I have behind me an excellent record as an editorial executive covering a number of years. Am 33 and married. Some of biggest men in newspaper business will vouch for me. Address Box 827, care The Fourth Estate.

consistently. Mr. Vizetelly, who is managing editor of "Fund & Wagnall's New Standard Dictionary of the English Language" and related works, has covered common words, and has carefully pronounced, annotated and concisely defined them, indicating the preferences of the leading dictionaries from 1732 to 1916.

"HOW AND WHERE TO SELL SHORT STORIES," by W. L. Gordon; Atlas Publishing Company, publisher.

Newcomers in the writing profession will find this work a valuable guide and time-saver in disposing of their "brain-children" and experienced writers will find in it ideas for new sources of revenue.

"AUTOMOBILE DRIVING & REPAIRS," by Morris A. Hall and George W. Cravens; American Technical Society, publisher.

How the inexperienced driver can save repair expense and get the most out of his car by driving it correctly and keeping wearing parts in proper condition is told in simple intelligible terms by the authors, both of whom have had wide experience in the motor field.

"APPLIED MENTAL EFFICIENCY," by Tasso Vance Orr; the Efficiency Institute, publisher.

A text-book on mental efficiency, Mr. Orr's work points the way to increased mental power, to strengthened will, to wider vision and to success—provided its principles are properly applied.

"GASOLINE," by G. A. Burrell; Oil Statistical Society, publisher.

Mr. Burrell, who was formerly connected with the Federal Bureau of Mines, corrects some erroneous, though popular, ideas about the fluid which has become so important to the existence of nations. His book is of value to anybody who wants concise information about automobile fuels of the nature of gasoline and to the oil man who wants to know the history of his industry.

"SUCCEEDING WITH WHAT YOU HAVE," by Charles M. Schwab; the Century Company, publisher.

Mr. Schwab is eminently qualified by experience to tell how success is won in business and he says that hard work and "thinking beyond your job" are the biggest factors, rather than "genius" and "pull." The brochure is written in clear, terse business English and carries, or should carry, an inspiration to the reader whose success is still before him. That includes almost everybody.

"UNIFIED ACCOUNTING METHODS FOR INDUSTRIALS," by Clinton E. Woods; Ronald Press Company, publisher.

Mr. Woods has written this book after an experience of 20 years with concerns employing from half a dozen men to 20,000. He presents a unified

SITUATIONS WANTED.

method of accounting which gives an accurate instrument for measuring results. His method is fitted to every element in a business and is governed in turn by a set of controlling accounts and is said to be no more expensive to install and operate than most less complete systems in use today.

"AUTOMOBILE IGNITION, STARTING AND LIGHTING," by Charles B. Hayward; American Technical Society, Chicago, publisher.

The remarkable development in this particular field during the past five years has created an insistent demand for an up-to-date treatise not only to cover the very latest phases in this development, but what has taken place leading up to it. This book meets this demand fully with diagrams and descriptions useful and instructive alike to the technical engineer, the garage man and the owners of automobiles, more especially those who drive their own cars and this latter class includes nearly three-quarters of a million people. There is nothing that could happen to this part of your automobile equipment which you may not be able to race, understand and provide a remedy for, through a careful study of this book. In a word this book is timely and invaluable.

SITUATIONS WANTED.

A YOUNG MAN

eighteen years old, who graduated from high school last February, now employed, desires a position in either a

TRADE, or DAILY NEWSPAPER, ADVERTISING AGENCY, or a PRINTING OFFICE.

Is ambitious enough not to want the position unless there is a chance to advance himself. Willing to demonstrate his worth. Address J. A. S., care The Fourth Estate.

Man of character, experience and ability would correspond with manager wishing to develop economy and efficiency in his mechanical department. Address Box 805, care The Fourth Estate.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland. 74-76 Church Street, TORONTO, CAN.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 30,000 of them in a year for ten dollars. Send for samples and display rates. 710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION General Offices, 373 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU 184 W. Washington Street, CHICAGO

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

HEMSTREET
PRESS CLIPPINGS

Tenth Avenue at 45th Street NEW YORK CITY

FREEMAN CHOSEN PRESIDENT.

SOUTHEASTERN AGENTS GET S.N.P.A. TO AID THEIR RECOGNITION.

The Southeastern Advertising Agents Association met on July 9 at Grove Park Inn, Asheville, N. C., and formed a permanent organization, ratified by-laws and elected officers for the coming year.

The meeting was held in conjunction with that of the Southern Newspaper Publishers Association, at the invitation of the latter body and Dr. Dillard Jacobs of the Dillard Jacobs Advertising Agency, Atlanta, addressed the Monday afternoon session of the S. N. P. A.

Immediately after the address, the S. N. P. A. appointed a committee to pass upon the official recognition of Southern advertising agencies and to co-operate with them in furthering the mutual interests of advertiser and publisher.

Officers were elected as follows: Chairman, R. S. Freeman, Freeman Advertising Agency, Richmond; vice-chairman, Dillard Jacobs, Dillard Jacobs Advertising Agency, Atlanta; secretary-treasurer, William Alden, Southern Advertising Agency; executive board, R. S. Freeman, Dillard Jacobs, William Alden, C. N. Page and B. R. Montgomery.

The objects of the association, according to the by-laws, are to promote efficiency in all departments of general advertising agency work and to co-operate with publishers and their representatives in the development of business to mutual benefit. The ideals of the association are of a democratic nature.

The members say that they are co-operating to build up bigger and better advertising accounts throughout the South, their clientele now running into millions of dollars of advertising appropriations annually. The South is growing rapidly, they state, and new advertising accounts are being developed all the time.

EASTERN "SPECIAL" BOOK OUT.

The sixteenth edition of the Benjamin & Kentnor Company's directory of "special" Eastern representatives of leading daily newspapers has appeared, with data complete up to June, 1917. As usual, it presents its data in concise and convenient form, with the newspapers alphabetically arranged as to states and cities, together with the names and addresses of authorized special Eastern representatives. An alphabetically arranged list of representatives, with office addresses and names of papers represented is also given.

AGENCY CHANGES NAME.

The name of the W. N. Van Sant Advertising Service, Baltimore, has been changed to Van Sant & Co.

COOPERATION

The Service Bulletin of the ST. PAUL DISPATCH and the ST. PAUL PIONEER PRESS is a monthly publication issued by these newspapers for the purpose of aiding the grocers of St. Paul and the Northwest and the food and food accessory manufacturers of America. This Bulletin is mailed free each month to more than 1,000 retailers.

It is accomplishing the purpose, but it is not the only reason why these papers carry such a large amount of food advertising. The real reason lies in the fact that the St. Paul Dispatch and St. Paul Pioneer Press daily enter by carrier more than

41,500 of the 46,000

English reading homes of St. Paul.
Write for Rates

NEWS OF THE AD AGENCIES.

The Eastern Advertising Corporation was chartered in Dover, Del., on July 3 to do a general advertising agency business. The capital is \$750,000 and the incorporators are M. L. Rogers, L. A. Irwin and H. W. Davis of Wilmington.

M. Robert Herman, who has been in charge of the New York office of the Ernest J. Goulston Advertising Agency for the past two years, has resigned to join the staff of Albert Frank & Co., New York. While with the Goulston Agency, Mr. Herman handled the advertising of Robert Reis & Co., the American Belt Corporation and other accounts, which he will continue to place through Albert Frank & Co.

The J. Walter Thompson organization staff has undergone some changes caused by Charles E. Raymond going from Chicago to Washington in connection with the Government food administration work, with which the J. Walter Thompson Agency will be associated.

The Chicago interests of the company, until Mr. Raymond's return, will be in charge of J. W. Young and H. T. Stanton.

C. T. Miller has been transferred from the Chicago to the New York office.

Miss Augusta Nicoll, who has been in Chicago, has been brought back to New York and Miss Ruth Waldo takes her place in the West.

Arnold Rosenthal has retired from the firm of Rauh & Rosenthal, Pittsburgh.

The Russel M. Seeds Agency of Indianapolis has added R. P. Didriksen to its force. Mr. Didriksen has been with the J. P. Gordon Company of Columbus, Ohio, as advertising manager.

Edward G. Haislip, formerly with the American Hoy, has been appointed to the staff of Patton, Wierengo, Inc., Detroit.

St. Elmo Massengale, the Atlanta advertising agent, is enjoying a fishing trip in the North Carolina mountains.

G. F. Goldthwaite has joined the forces of the Canadian Advertising Agency, Montreal, after having been advertising manager of Almy's Montreal, and with the Gagner Agency.

TRADE AND CLASS PRESS.

A new engineering magazine has been launched by the Cleveland Engineering Society. It is called The Conqueror and the editor is A. J. Himes.

Charles Carroll Brown, former manager and editor of Municipal Engineering, published in Indianapolis, has sold his interest to S. C. Hadden, formerly of Novelty News. Mr. Hadden has resigned from the editorial management of Novelty News to assume charge of his new publication. It is announced that the publication offices will be moved to Chicago. Mr. Hadden is not new to the engineering publication field, having been connected with Engineering-Contracting, published on Chicago.

OLDS NEW AD MANAGER.

D. B. McCloy has been appointed advertising manager of the Olds Motor Company, Lansing, Mich. He was formerly with the Oakland and Buick Companies.

INTRODUCING AD FOLKS.

Charles Doris who is managing the Cohen-Chelsea Advertising Agency, New York, which was recently formed by the consolidation of the Chelsea Advertising Agency and the Cohen Advertising Agency, is a for-



CHARLES DORIS.

mer newspaper man. He was on the staff of the New York American for sixteen years under the management of Samuel Hecht, resigning last November to purchase the Chelsea Advertising Agency.

That organization handled only want ads and Mr. Doris, desiring to broaden its field, merged it a short time ago with the Cohen Agency, which had been conducted by Morris Cohen for the past ten years. The agency is specializing in textile accounts.

The agency, which has its offices at 621 Broadway, is recognized by the Publishers Association of New York City and Mr. Doris states that it will apply for A.N.P.A. recognition in the near future.

John Seymour Winslow, recently appointed production manager of the advertising firm of W. H. H. Hull & Co., New York, is a graduate of the University of Wisconsin, and, after



completing his work there, he joined the staff of the Chicago Tribune. A year later, in 1912, he left the Tri-

bune to enter the service department of Lord & Thomas, Chicago, becoming a member of that agency's copy staff after two years.

In June, 1916, when the firm opened its Pacific Coast office at Los Angeles, Mr. Winslow was selected to go to that city to organize the service work of the branch. He remained office manager and copy staff member at Los Angeles until entering the New York agency field this year.

Mr. Winslow is a son of Chief Justice J. B. Winslow of the Wisconsin Supreme Court and a nephew of Horatio W. Seymour of the New York World.

W. E. Rhodes, the new vice-president of the People's Monthly Company, publisher of the People's Popular Monthly, has represented that magazine in Chicago for the past fifteen years.

Paul Renshaw, the newly-elected president of the Advertising Club of New Orleans, is a department store advertising manager who graduated into his present work from the reporting staff of a newspaper. He is now connected with the D. H. Holmes Company.

Mr. Renshaw is a graduate of the literary department of the University of Mississippi, where during his four years of study, he actively participated in athletics and, in his last year, gained distinction in college circles by being awarded a medal upon the occasion of an annual intercollegiate oratorical meet.

After college he entered newspaper work, having gotten a taste for it while editing the weekly paper at his university. For about five years he pursued this line of endeavor, doing editorial and reporting work on papers in various cities of the South, including Memphis, Little Rock and New Orleans.

He went into his present position of advertising manager of the D. H.

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING,
Makers of Commercial Booklets.
454 4th Av. (51st St) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO SPECIAL REPRESENTATIVES

Fifth Avenue Building, NEW YORK
760 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Krege Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
295 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
28 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., St. LOUIS



JAMES ZOBIAN CO.

GENERAL ADVERTISING
236 Fifth Avenue NEW YORK

Holmes Company from a New Orleans newspaper about four years ago. During the past two years he was secretary of the Advertising Club of



PAUL RENSHAW.

his city, and in the recent election was made president. He has also been active in A. A. C. W. work.

Sidney S. Wilson, the new president of the Cleveland Advertising Club, was one of the first to join that organization when it was founded twelve years ago and he has been active in its affairs for twelve years. He is a graduate of Western Reserve University and takes a strong interest in the workings of that



SIDNEY S. WILSON

institution's alumni council. He has other educational interests also, serving as general manager of the Andrews Institute for Girls, a \$5,000,000 industrial school recently established. He is a trustee of the Western Reserve Historical Society.

Mr. Wilson is a former mayor of Willoughby, Ohio, and retains an interest in "Wilson's Store of Willoughby," which is said to sell everything from "little wooden toothicks to heavy lumber wagons."

He has large mercantile and real estate interests in Cleveland and is a member of the Cleveland Chamber

of Commerce and of the Willowick Country Club.

Irwin Spear, a new addition to the staff of Greig & Ward, Chicago, is a college graduate and after receiving his degree, started as a checker in the advertising department of the Royal Baking Powder Company, New York.



IRWIN SPEAR

After a year, he became associated with the Fairchild trade publications, served for a time in that organization's Chicago office and then became editor of the N. C. R. News, the house-organ of the National Cash Register Company, at Dayton, Ohio.

He then returned to Chicago, as a member of the Mahin Advertising Company's staff, put in three years and then became a freelance advertising writer.

He joined the copy staff of the Dunlap-Ward Advertising Agency in 1916, remaining with it until the business was moved to Cleveland, after which he made his present connection.

AD FOLKS' NEWS.

"Sid" Wall, advertising manager of the E. T. Slattery Company, Boston, and a well known cotton-thread fisherman, recently pried out one of the natives, Tom Greenall of the Boston Evening Record (the only paper there that runs a fishing column) and took him down to Jamaica Bay, N. Y., for some black-fish and sea-bass. Tom enjoyed a couple of days of cotton-thread fishing so much that his wife had to send a fake telegram to get him started home.

Novices often spring little surprises and Greenall's was a good one. He had spent ten minutes negotiating with a 3½ pound blackfish and suddenly exclaimed: "Shucks, I could be catching a couple more instead of fussing with this brute, think I'll let him loose."

He was gently dissuaded and assisted in boating his fish.

Jack J. Finlay, who retired as president of the Junior Advertising League of the Chicago Association of Advertising on June 19, has presented a handsome silver loving cup to the committee serving under him that showed the best record for enthusiastic work during the adminis-

tration. The educational committee won the trophy. An engrossed scroll of commendation has been presented to Mr. Finlay as an evidence of esteem.

F. Happy Day, former advertising manager of the Fort Worth (Tex.) Record and other Texas newspapers and for some time in business for himself as sales and advertising counsel in Houston, has been appointed sales and advertising manager of the Houston Title Guaranty Company.

The Philadelphia Club of Advertising Women celebrated the first birthday of their organization last week with a picnic at their own farm, "Ye Olde Mill," at Dorlan, Chester County. The picnic was headed by Anna M. Kelley, president, and Bertha P. Shafer, treasurer of the club.

Pierre V. R. Key has been appointed sales and advertising director of the H. H. Hoffman, Inc., motion picture enterprises. He formerly had long service with the New York World, the Chicago Examiner and the Boston National Grand Opera Company. Mr. Key is also serving the George Backer Film Corporation as manager of productions.

The first golf match between the New York Advertising Club and the Poor Richard Club of Philadelphia will be played in the latter city on July 24. The match will be played at the White Marsh Valley Country Club and will be an all-day affair. The second match will be played in New York at a date and on a course to be determined later.

Both clubs will be represented by teams of fifteen or twenty men.

The New York candidates will include Roy Barnhill, Keith Evans, F. J. Ross, Lee Maxwell, Charles P. Eddy, Don Parker, John Eggers, Walter Ostrander, Stacey Bender, C. S. Andrews, Joseph Appel, M. R. Baldwin, Robert Barnwell, B. J. Beardsley, W. S. Bird, William Bliss, H. K. Boice, Thomas Conklin, Carroll H. Dunning, A. W. Erickson, Frank Finney, George Fowler, E. K. Gordon, Walter Griffith, A. C. Hammesfahr, Henry Hathaway, George Howard.

Will Izor, Walter Jenkins, Floyd Y. Keeler, H. K. McCann, Thaddeus Mellroy, J. C. McMichael, Frank W. Nye, H. R. Reed, Fred Rogan, G. B. Sharpe, F. H. Sisson, C. A. Speakman, Harry Tipper, Robert Tinsman, Walter Wheeler, Victor Whitlock, Charles W. Yates, Eliot Moore and Charles Presbrey.

The Poor Richard delegation will include J. C. Martin, C. H. Towden, E. H. Marshall, J. M. Frazer, Charles W. Beck and Joseph P. Totstromer.

C. E. Hathaway has been re-elected president of the Colorado Springs Ad Club.

Robert Davis, advertising manager of the Widney Company, Chicago, has resigned to enter the manufacturers' agency field. He has been succeeded by E. C. Bullock, formerly of the Multigraph Company.

The members of the Syracuse Ad Men's Club held a picnic on July 11.

J. H. Craig has resigned as advertising manager of the Central Shoe Company, Kansas City, to take charge of the Advertisers' Protective Bureau of the Kansas City Ad Club.

Allen M. Rogers, late with the Brown Shoe Company and the Warner Fence Company, is now in charge of the advertising of the Central Shoe Company.

D. J. T. Kennedy, the new advertising manager of the Mason Tire & Rubber Company, Kent, Ohio, served a newspaper apprenticeship before entering the advertising business. He

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO-ENGRAVING COMPANY

154 Nassau Street, NEW YORK

Telephone 4200 Beckman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO ENGRAVING CO.

251-253 William Street NEW YORK
Phone, Worth 1657-8

Write for our little sermon

"Charge More for Your Work"

SYRACUSE SMELTING WORKS
MAKERS OF

STANLEY PROCESS
S TYPE METALS

BROOKLYN, N. Y.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 84th Street NEW YORK

has been connected with the Philadelphia News Bureau and other news gathering organizations.

E. D. Wood has joined the advertising staff of the Nordyke & Marmon Company, Indianapolis. He has seen service in the advertising department of the Willys-Overland Company, Toledo.

Frederick Haase, formerly in the advertising agency and general advertising field, has become connected with the Woodward & Tiernan Printing Company, St. Louis. He used to be with the Simpson, Showalter & Barker Advertising Agency the Gosard Corset Company and the St. Joseph Service Bureau for Retailers.

TUCKER MOVES TO DETROIT.

After services with the J. Walter Thompson Company and the American Boy, Verne W. Tucker has joined the staff of the Appel-Campbell Company, Detroit.

J. M. HUBER

Manufacturer of
BLACK AND COLORED

News Inks

Main Office: 65-67 W. Houston Street
NEW YORK CITY

Color, Varnish & Ink Factories
BROOKLYN, N. Y.
Carbon Black Works, DOLA, W. VA.

SERVICE BRANCHES

Boston, Baltimore, Chicago, Omaha,
Cincinnati, Los Angeles, St. Louis,
Philadelphia, San Francisco.

THE PITTSBURG PRESS

HAS THE **Largest**
DAILY AND SUNDAY.
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.
The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.
WM. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

AGENTS PLAY BIG PART IN S.N.P.A.

(Continued from Eleventh Page.)
portant part of the platform of the A.A.A.A. would be the promotion of education in advertising. Beginning in the fall members are going "to take their own medicine" and advertise—to teach what agents are.
The A.A.A.A. is also going to issue a standard medium directory of its own, to include all the information an advertising agent wants to know.

THE A.B.C. TOO SLOW.

The advertising agents are not satisfied with the work of the Audit Bureau of Circulations. They find A.B.C. reports are too long delayed in issuance—in some cases from eight months to a year being required to prepare reports on papers. The A.A.A.A. is going to take the compiling of such reports into its own hands.

Members of the A.A.A.A. will be assessed from \$200 to \$1,000 a year in dues. Of the 312 recognized advertising agents, 137 are already allied with the A.A.A.A., Mr. Massengale stated.

THE "SPECIAL" PREFERRED.

Questioned as to whether agents preferred to do business with newspapers direct or with their special representatives, Mr. Massengale said agents preferred the "special" for economical reasons. The "special" represents a large number of papers—sometimes as many as 10 or 20—with which it is possible, through him, to do all their business in one settlement each month. The special representative is in most cases a very intelligent

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Remarkable Advertising Pulling Qualities of the WASHINGTON TIMES

are built on the
Foundation Stones of
Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,
The Times is Preferred.

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending April 1, 1917,
showing net paid circulation

34,567

Member A. B. C.
Arthur Capper, Publisher
TOPEKA, KAN.

gent man able to discuss various conditions in a way that is valuable to the agent.

Statistics and some information, however, the agents prefer to have sent direct to them by the publisher or his advertising manager.

A resolution was adopted by the S.N.P.A. to have the Southern Advertising Agents Association draw up for submission to the publishers' recommendations on the best ways for members of the S.N.P.A. to co-operate with the advertising agents.

SOUTHEASTERN AGENTS.

Dillard Jacobs, of the advertising agency bearing his name and representing the Southeastern Advertising Agents Association, told the publishers that the question of "recognition" was too mixed up for the good of advertising. He said that new agents should be encouraged, and that too much time was spent by the new agent in getting "recognition" that might be better spent in promoting his clients' and the publishers' interests.

"When an agent applies to a publisher," said Dr. Jacobs, "the publisher asks: 'Have you the recognition of the publishers' association?' 'When he applies to the association, the body asks: 'Have you the publishers' recognition, and have your competitors recognized you?'"

Dr. Jacobs said that the Southeastern Agents Association has been organized and its doors are open to any agent who has the proper financial standing and handling three independent accounts of a general character. He urged the S. N. P. A. to take steps to eliminate unnecessary delay in granting recognition. He objected to having competitive agents pass on another's recognition rights.

The publishers agreed with Dr. Jacobs and decided to appoint a special standing committee on agency to co-operate with the committee of the A. N. P. A., and further the recognition of deserving Southern advertising agents. The committee will be named by the president of the association.

In the course of his talk Dr. Jacobs said: "Newspaper advertising is the biggest factor in the promotion business." He gave instances of its effect. One case he recited was that of an account that started with \$120 and in eight years amounted up to \$30,000 a year. This advertiser's goods are to be found in the grocery trade from Washington to New Orleans and from the Ohio River to the Gulf of Mexico. He used only newspapers.

Dr. Jacobs said the man never wrote a line of his copy, but left it

BOSTON POST

CIRCULATION, JUNE, 1917
"NO RETURNS"

The Daily Post 514,715
The Sunday Post 356,738

KELLY-SMITH CO., Representatives
290 Fifth Avenue, NEW YORK.
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid Guaranteed  For Every Issue

GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue, NEW YORK

entirely to the agent. He gave this as an illustration of how the advertising agent works for newspaper publishers' interests, as well as those of the advertiser and himself. He urged that worthy new agents should be encouraged to enter the business. The South today has only about 25 agencies, when it ought to have many more, said Dr. Jacobs.

The agents then retired and after a time returned with a memorandum of such suggestions which included among other things, that:

Publishers give all advertising agents the same rate; that copies of papers containing advertisements be promptly furnished for checking purposes; that bills be furnished monthly, and that after one year from date that only agents having A. N. P. A. recognition be considered as entitled to privileges accorded members of the Southern Advertising Agents Association.

The convention believed that the questions brought up were of too much importance to be hastily disposed of and a committee consisting of W. T. Anderson, Curtis P. Johnson and W. W. Holland, appointed to take up the question of the advertising agents' suggestions; and also the question of recommending for recognition to the A.N.P.A. those desiring to become recognized agents.

THOSE PRESENT AT ASHEVILLE.

Among those attending the S.N. P.A. meeting were:

Anderson (S. C.) Mail—G. P. Brown.
Atlanta Georgian & American—W. G. Bryan.
Asheville (N. C.) Citizen—R. S. Jones, J. H. Caine.
Asheville Times—T. W. Chambliss.
Birmingham (Ala.) Ledger—James J. Smith.
Birmingham News—Victor F. Hanson.
Bristol (Va.) Courier-Herald—P. M. Burdette.
Charleston (S. C.) News & Courier—Robert Latham.
Columbia (S. C.) State—F. C. Withers.
Charlotte (N. C.) Observer—W. B. Sullivan.
Chattanooga (Tenn.) News—W. C. Johnson.
Concord (N. C.) Tribune—J. B. Sherrill.
Fort Worth (Tex.) Star-Telegram—A. G. Carter, L. J. Wortham.
Gadsden (Ala.) Times News—A. W. McCulloch.
Greensboro (N. C.) News—E. B. Jeffers.
Greenville (S. C.) News—B. H. Peace.
High Point (N. C.) Enterprise—J. P. Raulley.
Houston (Tex.) Post—A. W. Clarkson.
Jacksonville (Fla.) Times-Union—A. W. Elliott.
Jackson (Tenn.) Sun—J. C. Long.

1916 Broke All Records of the Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.
Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
301 Devonshire St., BOSTON
Krege Building, DETROIT

YOU MUST USE THE EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than 150,000

Knoxville (Tenn.) Journal & Tribune—A. F. Sanford.
Knoxville Sentinel—C. B. Johnson.
Lexington (Ky.) Leader—Harry Giovannoli.
Lexington Herald—C. I. Stewart.
Louisville (Ky.) Post—W. W. Stouffer.
Macon (Ga.) Telegraph—W. T. Anderson.
Montgomery (Ala.) Advertiser—Charles Allen.
Montgomery Journal—F. H. Miller.
Nashville Banner—Edgar M. Foster.
Nashville Tennessean & American—J. H. Allison.
New Orleans Item—A. G. Newmyer.
New Orleans Picayune—A. G. Phelps.
Pensacola (Fla.) Journal—Mrs. Lois K. Mayes.
Raleigh (N. C.) Times—John Park.
Rock Mount (N. C.) Telegram—J. L. Horne.
Savannah (Ga.) News—F. G. Bell.
Spartanburg (S. C.) Herald & Journal—W. W. Holland.
St. Augustine (Fla.) Record—Harry Brown.
Salisbury (N. C.) Post—J. F. Hurley.
Winston-Salem (N. C.) Sentinel—R. A. Shure.
Winston-Salem Journal—N. L. Crawford.
Wilmington (N. C.) Dispatch—W. E. Lawson.

Other than members present were:
St. Elmo Massengale, Atlanta, Ga.
Jefferson Thomas, Jacksonville, Fla.
Edwin F. Johnson, Atlanta.
James Cecil, Richmond, Va.
D. D. Staples, Richmond.
Thomas Basham, Louisville, Ky.
S. O. Landry, Chambers Agency, Atlanta, Ga.
R. F. Freeman, Richmond.
William Alden, Southern Agency, Atlanta.
Dillard Jacobs, Atlanta.
Charles H. Eddy, New York.
V. C. Gardner, the United Press, New York.
W. W. Johnston, International Film Service, New York.
Walter Savory, E. Curry and H. Bott, of the Mergenthaler Linotype Company.
G. W. Lieb and H. D. Best of the Monotype Company.

Far Ahead!

IN JUNE

The New York Times

published 813,102 lines of displayed advertisements, 21,380 lines more than in June last year, and a greater volume by 214,408 lines than any other New York morning newspaper.
Net paid circulation, daily and Sunday, exceeds 340,000 copies.

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market. Foreign Representatives: John Glass, Peoples Gas Bldg., Chicago; I. A. Klein, Metropolitan Tower, New York

J. Evans Reece and T. G. Evans of the Whitaker Paper Company (Smith-Dixon Division), Baltimore. W. E. Mansfield, International Paper Company. Howard Reynolds of R. Hoe & Co., New York. Harry Reynolds, Benjamin & Kentner Company, New York. Alex. B. Kohn, New York. R. R. Whitman, Audit Bureau of Circulations. J. B. Keough, Atlanta. Evelyn Harris, publicity manager Cumberland Telegraph & Telephone Company.

"SPREAD THE FACTS," SAYS LORD NORTHCLEFFE.

Lord Northcliffe was the guest on July 11 at a luncheon in the Biltmore Hotel of the New York Overseas Club, the parent organization of which he founded. It is an organization with 160,000 members of both sexes, all loyal to Great Britain, though many of them are scattered over the earth. In part he said:

"I ask the members to do all in their power to counteract the very insidious enemy propaganda which seeks to start causes of friction between the Allies and to bring about a peace which would really mean a German victory.

"The best way to fight enemy propaganda is to spread the knowledge of the facts of the war. It is easy to twist motives. It is easy to impute sinister intentions. It is fatally easy to dig up long-buried animosities.

"Spread the facts. Some of the facts of what Britain has done I have skeletonized already. There are plenty of other facts which I have not the time to detail. Give publicity to the facts in every way possible to you."

LONDON WRITER HERE.

One of Lord Northcliffe's most famous writers on the London Daily Mail, G. Ivy Saunders, has come to the United States, on instructions from Lord Northcliffe to join him here. She does not know what the character of her work will be.

The Masses, of New York, has been suppressed again because of an article to which the authorities take exception.

THE PITTSBURGH POST ONLY Democratic Paper In Pittsburgh



CONE, LORENZEN & WOODMAN, Special Representatives, New York, Detroit, Kansas City, Chicago

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This 'food atmosphere' and 'housewife interest' will increase your sales.

KELLY-SMITH CO.

220 5th Av., N. Y. Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 91,734 MAY, 1917.

GAIN over MAY, 1916, 19,793

Special Representatives

DAN A. CARROLL J. E. LUTZ New York Chicago

SENATE ANSWERED BY TRADE BOARD.

(Continued from Second Page.)

powerful enough to not only meet the fortunes of war, but to actually extract from the turmoil certain advantages in the purchase of supplies.

THE FOURTH ESTATE is also informed that the trade commission has heard of large publishers whose needs are taken care of by contracts running in some instances until the end of 1919 and who can well afford to assume an "I should worry" attitude.

SHEET AND ROLL SUPPLY.

The trade commission has very little roll news for allotment or distribution, so little, indeed, that the expression of its price ideas, as conveyed via this distribution, makes almost no impression whatever on the general market.

In the case of sheet paper, however, the trade commission has about 500 tons per month to distribute. While this is not enough to satisfy demands—indeed, 1,500 tons per month would be necessary to meet the needs of all the publishers that apply to the trade body for paper—nevertheless it is sufficient to have an appreciable influence upon price conditions.

With signs of a disposition in Congress to put through the legislation now on the war program in order to adjourn, or at least take a long recess some time in August or early September, there will naturally be increased eagerness on the part of many publishers for some remedial move in the direction of the news print problem with as little delay as possible.

The War Revenue Bill, which Senator Simmons predicts can be passed within a month after it is taken up in the Senate, tackles the postal increase and publishers' tax proposals and it may be that when, in consequence, the interests of publishers are under discussion at the Capitol an opportune time may be afforded for inducing Congress to "take the news print bull by the horns."

BRAISLIN AD MANAGER.

The New Brunswick (N. J.) Daily Home News and Sunday Times' advertising departments are now in charge of Edward G. Braislin, formerly with the New Bedford (Mass.) Mercury and Standard.

Simeon Beardsley has bought the Dawson (Neb.) Reporter from J. R. Warrah.

St. Louis Globe-Democrat

dominates the morning field.

A. B. C. Statement March 31, 1916 140,970

Net Paid Circulation June 4, 1917 138,135

Between March 31, 1916, and June 4, 1917, daily price was raised to 2c.

The clean home-going family newspaper.

PATERSON New Jersey's Famous Manufacturing City

PRESS Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY New York Chicago Detroit Boston

CITY PARK NAMED AFTER WARDEN McLEAN.

The fine new recreation center at Haines and McMahon streets, Germantown, Philadelphia, has been named the "Warden McLean Recreation Center" by the board of recreation, in memory of the young officer killed at Fort Oglethorpe, Georgia.

Mayor Smith and other members of the recreation board were unanimous in approving the suggestion that the new park, the most complete and up-to-date playground in the city, be



THE LATE WARDEN McLEAN.

called after the first Philadelphia officer to lose his life in the present war.

In making the announcement of the naming of the park, the board said: "Warden McLean typified the finest American manhood. Active in Young Men's Christian Association work, he was a director of the Germantown branch. Gentle and courteous, he believed in and revered the highest type of American womanhood.

"Thoroughly interested in all athletic activities, he was captain of the Bachelors' Barge Club. The development of the childhood of the city particularly appealed to him, and it is most appropriate that this playground, the last word in recreation architecture and usefulness, should be named as a lasting memorial to his memory, so that while he himself may have no posterity, his name may ever be kept

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press "MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps. NEW YORK CHICAGO DETROIT

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,264 lines more local business than its only competitor.

With the Springfield News (the two at .055 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO DAYTON, OHIO.

I. A. Klein, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicago

green in the memory of the boys and girls of Germantown."

Lieutenant McLean was the son of William L. McLean, publisher of the Philadelphia Evening Bulletin. He was thrown against a tree by a fractious horse while on a march with a battery of field artillery from the officers' training camp near Fort Oglethorpe, and died on June 29, about five days later, of his injuries.

He was an instructor of the new men who aspired to commissions in the National Army and since his death the name of the officers' training camp near Fort Oglethorpe has been changed in his honor to "Camp Warden McLean."

WILL KEEP HARDEN QUIET.

It is reported from Copenhagen that Die Zukunft, Maximilian Harden's Berlin publication, has been suppressed for the remainder of the war. Herr Harden has been mobilized under the Auxiliary Civil Service law and will be employed as a military clerk. The Government planned to take this action some time ago, but lacked the courage, it is said.

Die Zukunft was first temporarily suppressed a few days ago because of its criticism of the Nord Deutsche Allgemeine Zeitung's statement on the Grimm-Hoffmann affair. Harden ridiculed the newspaper's humanitarian pose and said the aims of Germany's enemies were among other things the creation of a situation which would remove the decision of peace or war from the will of one mortal and place it in the hands of the community.

Frank Clark has bought the Garner (Ia.) Signal.

Advertising statistics for the first six months of 1917 show that The

New York Evening Post

made the greatest gain of any Manhattan evening newspaper, published six days a week. Gains were as follows:

Evening Post	188,373 lines
Evening Mail	166,039 "
Evening Journal	107,407 "
Evening World	105,278 "
Evening Sun	9,852 "

More Than a Newspaper—A National Institution

BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
220 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

BOTSFORD, Broadway Bldg.,
Portland, Ore.—Placing advertising
for Northwest Fruit Products Com-
pany, "Appli" drink, Salem, Oregon.

FULLER, 623 S Wabash av., Chi-
cago.—Placing new schedules with
newspapers generally for Frontier
Asthma Co., "Frontier Asthma and
Hay Fever Remedy," Buffalo, N. Y.

KASTOR, Mercantile Nat. Bank
Bldg., St. Louis.—Making contracts
and placing orders with Western
newspapers for Lemp Brewing Co.,
"Cervea," St. Louis.

KOCH, University Bldg., Milwau-
kee.—Placing advertising for Miller
Brewing Co., "Milo," Milwaukee.

LAW, 52 Broadway, N. Y.—Plac-
ing 28 line, 3-time orders with new-
spapers generally for H. L. Mandeville
& Co., "Wyoming Oil" stock, 120
Broadway, N. Y.

LORD & THOMAS, Malters Bldg.,
Chicago.—Making 1,600 line contracts
with newspapers for Warner-Lenz
Co., "Headlight Lens," 914 S. Michi-
gan av., Chicago.

MORSE INTERNATIONAL, 4th
av. and 39th st., N. Y.—Reported
placing advertising for Swift's Spec-
ific Co., "S.S.S.," Atlanta, Ga.

NEMEYER, Charleston, W. Va.—
Reported handling account of Chief-
tain Mfg. Co., Charleston, W. Va.

SEAMAN, 461 8th av., N. Y.—
Placing new newspaper schedules gen-
erally for Liggett & Myers Tob. Co.,
"Fatima" cigarettes, St. Louis.

SNITZLER, Garland Bldg., Chi-
cago.—Renewing some newspaper con-
tracts for Dearborn Supply Co.,
"Mercolized Wax," etc., 5 N. La
Salle st., Chicago.

LORD & THOMAS, Malters
Bldg., Chicago.—Placing copy for
"Jiffy-Tell," Waukesha Pure Food
Co., Waukesha, Wis., in magazines,
especially in women's publications.

CHESMAN, Goddard Bldg., Chi-
cago.—Placing copy in magazines
and weekly newspapers for Spiegel,

POLLARD-ALLING MFG. COMPANY

System and Machinery for
ADDRESSING
NEWSPAPERS
and
PERIODICALS
to
SUBSCRIBERS

From Thin Aluminum Plates.
Saves considerable money in operating
costs and facilitates obtaining renewals
at practically no cost for the addressing.
Write for particulars.
315-316 East 2nd St. NEW YORK

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
201 Devonshire Street, BOSTON.
Krege Building, DETROIT.

THE
Philadelphia Bulletin
HAS THE
Largest TWO-Cent
Circulation in the East.
Net Daily Paid Average for May
370,823 Copies
WILLIAM L. McLEAN, Publisher.

May, Stern & Co., Chicago, ladies
cloaks.

Placing magazine and weekly
newspaper copy for the Ruby Tail-
ors, Chicago, clothing.

STAVRUM, THOMPSON & BEN-
NETT, Lytton Bldg., Chicago.—
Placing page copy in business mag-
azines for the Widney Co., Chicago,
"Widney Chair Pads." This cam-
paign, it is announced, may be broad-
ened to include daily newspapers.

FRANKLIN, 60 W. Madison st.,
Chicago.—Placing the advertising of
Loftus Bros., jewelers.

ERWIN & WASEY, Garland
Bldg., Chicago.—Placing the adver-
tising of the Oakland Motor Car Co.,
"Oakland Automobile," Pontiac,
Mich.

DOUGHTY, 621 Main st., Cin-
cinnati—Handling all of the adver-
tising of Jerome P. Shields Co.,
"Tanlac," Dayton, Ohio.

KOCH, University Bldg., Milwau-
kee.—Placing orders in class publica-
tions for the advertising of School
of Engineering, Milwaukee.

ATLAS, 450 4th av., N. Y.—Mak-
ing contracts with some Eastern pa-
pers for the Pacific Coast Borax
Co., "Twenty Mule Team Borax," N.
Y. and Chicago.

NICHOLS - FINN, Consumers
Bldg., Chicago.—Making contracts
with Western newspapers for Ajax
Rubber Co., "Ajax Tires," New
York.

ASKING RATES - Franklin Ad-
vertising Agency, 60 W. Madison st.,
Chicago, is asking rates from daily
newspapers.

DIRECT—Purity Picture Com-
pany, Schiller Bldg., Chicago, is
sending out small orders to religious
publications.

SUYDAM BACK FROM EUROPE

Henry Suydam, war correspondent
of the Brooklyn Daily Eagle, has re-
turned to Brooklyn after three years
in foreign lands. He has visited
twenty-eight countries in his travels,
reported three revolutions and saw
actual fighting with six armies. He
returned to the United States from
London, via Petrograd, Siberia, Pe-
king, Tokio, Yokohama and Van-
couver.

He is now interpreting the cable
news for the Eagle's readers, supple-
menting the dispatches with the in-
imate knowledge of foreign affairs he
gained abroad.

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail
in Greater Montreal is larger than
that of any other Montreal morning
newspaper, English or French.

Verve & Conklin, Inc., 225 5th Av., N.Y.
I.S. Wallis & Son, 1st Nat. Bk. Bg., Chicago

ANOTHER HONEST AD VICTORY FOR NEW YORK TRIBUNE.

The second libel suit to come to
trial based upon the articles written
by Samuel Hopkins Adams in the
New York Tribune's campaign for
honest advertising resulted in finan-
cial failure for the plaintiff when a
jury of the supreme court last week
awarded a nominal verdict of 6 cents
damages to Marie Louise Marrillatt.
She sued for \$50,000.

Mme. Marie Louise, as she prefers
to be called, entitling herself an "im-
porteur," conducted, when the Adams
article was published in May, 1916,
two stores for the sales of gloves,
lingerie and hosiery. After expert
shoppers attached to the Tribune bu-
reau of investigation investigated, Mr.
Adams wrote his "Mere Man's Warn-
ing to Experienced Women."

The article offered in evidence pro-
ceeded to narrate the experiences of
the Tribune purchasers in one of
Mme. Louise's establishments, where
goods were described as French and
Italian importations, although the evi-
dence adduced established that they
were of domestic origin.

Justice Pendleton ruled that the
plaintiff was doing business illegally
as "Marie Louise," no certificate of
such a trade name being filed, and
therefore that she could not recover
any damages to her business. He
left it to the jury to determine
whether the article was correct or
otherwise, and, if inaccurate, to what
extent the plaintiff had been injured
in her individual reputation.

PAPER IN VENEZUELA.

According to recent press reports
the paper factory at Maracay, Vene-
zuela, has recently resumed opera-
tions. It is stated that a satisfactory
grade of paper will be made from
native grasses. The product is not
yet on the local market, but users of
newspaper and wrapping paper hope
that this enterprise will afford relief
from the present high prices caused
by the war.

The factory was constructed in
1915, but for various reasons has
been idle for a considerable period.

PAPER REPORT IN BOOK FORM.

The report of the Federal Trade
Commission on the news print paper
industry, rendered on June 30 and
covered in previous editions of THE
FOURTH ESTATE, has been issued in
book form. It contains in easily ac-
cessible shape a mass of data of high
interest to everybody connected with
the news print industry, producer,
distributor and consumer, all of
whom should secure a copy.

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE
newspaper—increases its circulation
lead:

CIRCULATION 55,498
Daily (Net Paid)

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metrop-
olis of a rich, agricultural and man-
ufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
201 Devonshire St., BOSTON.
Krege Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA
People's Gas Building, CHICAGO

MERGER IN FORT DODGE.

The Fort Dodge (Ia.) Messenger
and Fort Dodge Chronicle ceased
publication as competitors last week,
when the latter paper was taken over
by the Messenger. The Messenger
& Chronicle is being issued as an
evening paper, delivered by carrier
for 50 cents a month and selling on
the street for 3 cents a copy.

Its advertising rate is less than the
combined rate of the two papers
prior to consolidation, say the pub-
lishers, thereby enabling advertisers
to cover the field at lower cost.

C. F. Duncombe, editor of the
Chronicle, has retired from newspa-
per work and is now postmaster of
Fort Dodge.

The Messenger & Chronicle is re-
presented in the national advertising
field by Stevens & King, New York
and Chicago.

A PAPER THAT CAN BE READ.

Eugene M. Travis, comptroller of
New York State, has just started a
new form of State Finances, the
monthly bulletin of the state's fiscal
affairs. Technical terms, which have
made the bulletin "hard reading" for
most people in the past, have been
abandoned and the finances of the
state are presented to the citizens in
simple English, such as can be un-
derstood by anyone.

KARPEN'S NEW POST.

William Karpen is the new busi-
ness manager of the Premium World,
New York, as well as business and
advertising manager of Notions and
Novelties, all owned by the Haire
Publishing Company. He has seen
former service with the Lockwood
trade papers and the Dry Goods
Economist.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation:
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations

SOCIALIST PAPERS STOPPED.

The Federal Government has barred the use of the mails to the American Socialist, a paper published in Chicago. The issue of June 30 was held up by the postal authorities in Chicago pending investigation by the Solicitor General of the Post Office Department at Washington.

Part of the complaint of the Federal authorities is said to be based on an advertisement of a leaflet entitled "The Price We Pay," which was carried in an earlier edition, as noted in THE FOURTH ESTATE last week. The paper is said to have come in conflict with provisions of the espionage law.

As a result of the holding up of the edition, a committee consisting of Clarence Darrow and Seymour Steadman of Chicago, Frank P. Walsh of Kansas City and Morris Hillquit of New York will go to Washington to protest against further suppression of the paper.

Socialist newspapers are also faring badly in the Savannah Post Office on account of their treasonable utterances. Tom Watson's Weekly Jeffersonian, the Appeal to Reason and the American Socialist have been held up by Postmaster Marion Lucas. Mr. Lucas is a newspaper man himself, having been managing editor of the Savannah Morning News before being appointed postmaster.

Representative Meyer London introduced in the House on July 10 a resolution demanding a thorough investigation into the acts of the Post Office Department in denying Socialist publications the use of the mails.

The resolution calls for the name of every publication excluded, and for any such instructions that may have been sent out to postmasters. "It has surely never been contemplated by Congress," Mr. London said, in discussing his resolution, "that every postmaster and every assistant district attorney should constitute himself a regulator of speech and a censor of the press."

"A country at war has a right and owes a duty to itself to keep from the enemy all information as to the movement or contemplated movements of its armies and navies. But the

PHILADELPHIA
America's Greatest
Industrial City

The PRESS
Philadelphia's Greatest
Industrial Paper

Foreign Representation
LOUIS GILMAN

World Bldg., New York Tribune Bldg., Chicago

BRIDGEPORT

CONNECTICUT
(The Eaten of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Published by
A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning
37,659 NET PAID average during 6 months period ending April 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
728 Tribune Building, NEW YORK

right to disagree with the Administration as to policies cannot be surrendered by the people."

TRAINED IN MIDDLE WEST.

More than a decade of newspaper work has been the training school of E. C. Griffith, who recently became Western manager for O'Mara &



E. C. GRIFFITH.

Ormsbee, publishers' representatives, of New York and Chicago. He succeeded A. J. McFaul when the latter went to the St. Paul Dispatch and Pioneer-Press as advertising director.

Mr. Griffith was associate advertising manager of the Chicago Daily News for four years preceding his present connection and previous to that was for seven years in Minneapolis newspaper work, both in the editorial and advertising departments. He was also at one time connected with the editorial departments of Chicago and Milwaukee newspapers.

CASE IS CLOSED.

The Louisiana Supreme Court has refused to open the libel suit of Mayor Behrman and members of the city commission against Hugh A. O'Donnell, formerly editor of the New Orleans American. O'Donnell lost the suit in trial court, but gained a reversal in the appellate court.

STARTS SUNDAY EDITION.

The Portsmouth (Va.) Star, which has heretofore been published exclusively as an afternoon paper, is now issuing a Sunday morning edition.

THE
DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by **PAUL BLOCK, Inc.**,
New York Chicago Boston Detroit

Newark Star-Eagle

NEW JERSEY'S
LARGEST PENNY PAPER

Represented by **PAUL BLOCK, Inc.**,
New York Chicago Boston Detroit

TO TEST ANTI-CIGARETTE AD LAW IN KANSAS.

Steps to determine the constitutionality of the Kansas anti-cigarette advertising act passed by the last legislature were taken last week when a Kansas City newspaper filed an application for an injunction before Judge Pollock in the United States court restraining S. M. Brewster, attorney general, and others from arresting its carriers in Shawnee and Wyandotte Counties.

Kansas news dealers are working under difficulties in complying with the new law which forbids the advertisement of cigarettes in magazines or newspapers intended for Sunflower consumption. Although many of the magazines are issuing special Kansas editions, which are cigaretteless, others are instructing Kansas dealers to "censor" the Kansas quota.

This censorship is effected by penciling out all reference to cigarettes. Page advertisements of cigarettes are thus blackened freely so that the name and the picture of the "coffin-nail" will not appear. The effect is grotesque, since the picture of the smoker is allowed to remain, while the cigarette that he may smoke so nonchalantly in other states is represented in Kansas by a smudge of black.

RYALS SELLING PAPER.

E. C. Ryals, formerly of the Baltimore News and for the past three years managing editor, editorial writer and poet of the Richmond (Va.) Times-Dispatch, has resigned to become Western sales manager for the Albemarle Paper Company of Richmond. Mr. Ryals is well known and popular throughout the state.

NEW A.N.P.A. MEMBERS.

The Charleston (W. Va.) Mail and the Marinette (Wis.) Eagle-Star have been elected to active membership in the American Newspaper Publishers Association and the Clarksburg (W. Va.) Telegram has been transferred from the associate to the active ranks.

TENNESSEE WOMEN MEET.

The Tennessee Woman's Press and Authors' Club held its annual convention at Bloomington Springs last week. Mrs. Perry Fyfe, editor of the Dixie Highway Magazine, and formerly feature writer on Chattanooga newspapers, was one of the principal speakers.

The Plain Dealer
First Newspaper of Cleveland, Sixth City
prints a far greater total of paid advertising and paid advertisements than any other newspaper in
CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES
and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR
Morning—Sunday Evening

Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNESS, CHICAGO.
VERREE & CONKLIN, Inc., New York

WOMEN TAKING PLACES.

Publishers in Lawrence, Kan., are experiencing a shortage of labor. The bindery department of the University of Kansas journalism press is employing women exclusively for the first time. W. R. Simons, proprietor of the Lawrence Journal-World, is training women for linotype operators.

Heavy army and navy enlistments are given as the cause of the shortage.

NO DAMAGES AWARDED FOR WRONG INITIAL.

A jury in the district court at Hastings, Neb., a few days ago found for the defendant in the suit of C. P. Whitcomb against Adam Brede, editor of the Hastings Tribune. Mr. Whitcomb claimed \$20,000 damages through the publication of one wrong initial, thereby making the article appear as referring to another man not connected with the case.

ADMINISTRATION LAUDED.

Praise for President Wilson and Secretary of the Navy Daniels was sounded at the midsummer meeting of the Democratic Editorial Association held recently in Indianapolis. Claude G. Bowers, of the Fort Wayne Journal-Gazette, was especially warm in his commendation of the administration.

NEW SPORTS MAGAZINE.

Clark McAdams, columnist and feature writer on the St. Louis Post Dispatch, is editor of Wild Life, a new sportsman's magazine, just launched by the Missouri Fish and Game League. A. W. Douglas and H. C. January are associate editors.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star	83,194
Evening Times	35,569
Washington Post	34,293
Washington Herald	30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

BUFFALO TIMES

goes into the homes in the evening and on Sunday, when the whole family have the leisure to read it. the

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

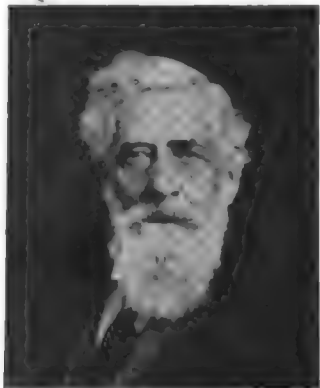
Schenectady POPULATION 100,000
EVENING
EXCEPT Union Star
SUNDAY.

AUDITED CIRCULATION 20,643
Home circulation reaching best paid scientific, technical and skilled mechanics in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

COLONEL HERBERT DEAD.

While attending the annual meeting of the National Editorial Association in Minneapolis, Colonel Benjamin B. Herbert of Chicago, founder of the organization, was suddenly seized with an attack of heart trouble and died within a few hours.

Colonel Herbert was one of the grand old men of American journalism and during his long career there



was a no more active factor in efforts to improve the conditions of the country press of the United States.

When he was president of the Minnesota Press Association in 1885, Colonel Herbert conceived the idea of forming a national editorial association. At that time he was the editor of a Red Wing (Minn.) newspaper.

He invited various state bodies to send delegates to a meeting to be

The Merchandising Service Department

of the Boston American is at your service. Find out how it works—how it makes trade investigations, how it helps solve New England sales problems, and what it has done for other advertisers. No obligation entailed.

BOSTON AMERICAN

W. D. BOYCE CO.

500-514 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT

"BOYCE'S" IS A SYNONYM FOR SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT Peoria JOURNAL

Only morning newspaper in Peoria.
Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

held in New Orleans during the Great Cotton Exposition in January, 1885. There the National Editorial Association was formally started with twelve states represented. Colonel Herbert was made the first president. He had been active in N. E. A. work ever since and for thirty years past has published the National Printer-Journalist, of Chicago, as the official paper of the N. E. A.

OTHER OBITUARY NOTES.

He left the North American in 1910 to become president of the Chadwick Engineering Company, manufacturer of Chadwick automobiles, at Pottstown. He was also af-



iliated with the Light Manufacturing Company, maker of motorcycles, in the same town.

He was president of the General Lawton Building & Loan Association, Philadelphia and a director in the Trooper Building & Loan Association. He was a member of his township school board, and took active interest in all educational enterprises

The BEST Advertising BUY in CLEVELAND THE LEADER THE NEWS

Morning and Sunday, and
Quality Evening Newspaper
With Quantity Circulation
Represented by PAUL BLOCK, Inc.,
250 Fifth Ave., NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Krege Building, DETROIT

THE NEW ORLEANS ITEM

Largest Afternoon Circulation in the entire South.
(April A.B.C. Net Paid Statement)
Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

in Montgomery County. A widow and seven children survive him.

JAMES MONTGOMERY PHISTER, for many years a dramatic critic on Cincinnati newspapers, died on July 9 in Cincinnati after a long illness. He was born in Maysville, Ky., in 1853 and after graduating from Yale University was connected with the New York Herald for a time. He worked on the Cincinnati Times-Star for a while, later going



with the Gazette. He was with that paper through all its vicissitudes for over three decades, representing it in Cuba during the Spanish-American war.

FRANK BRANT, formerly secretary and circulation manager of the Philadelphia North American, died in Trooper, Pa., on July 9.

As circulation manager of the North American he was known from one end of the state to the other. Each year during his occupancy of the office he entertained news agents of the city and state on a day's outing, sometimes near his home at Trooper, other years at Willow Grove, Ringing Rocks and pleasure parks near the city.

After he retired from the newspaper business about seven years ago,

THE PITTSBURGH DISPATCH

possesses a clientele of its own, representing incomes above the average. It reaches the actual buying power, therefore BEST FOR ADVERTISERS.

H. C. Rook, Real Est. Trust Bdg., Phila.
W. G. Brooke, 225 Fifth Av., New York
Ford-Persons Co., Michigan Av., Chicago
W. B. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

THE TIMES-DISPATCH RICHMOND

The City of Richmond 15,309 qualified voters
is delivered 12,000 of the city's best homes.
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

he began giving annual picnics to school children, and pupils of country schools.
THOMAS L. POWERS, veteran Kansas and Missouri newspaper man, who was connected with the Ellinwood (Kan.) Express, the Sterling (Kan.) Gazette and Bulletin, and the Blue Springs Voice, died a few days ago at Noel, Mo.

MRS. WILLIAM W. SCREWS, widow of Major W. W. Screws, for fifty years editor of the Montgomery (Ala.) Advertiser, died on June 30 in Montgomery. She was seventy-two years of age.

try schools near his farm loved him as a benefactor.
He was born near Pottstown on a farm and went to Philadelphia when a young man, starting on a newspaper as driver of a wagon. He became later a circulation solicitor and finally was placed in entire charge of the circulation of the Press throughout the state. He later served on the Public Ledger, the Times, and went to the North American about 1901, being the first to fill the position of circulation manager.

HENRY MOELLER, a veteran Jefferson City (Mo.) printer, died recently at the National Printers' Home at Colorado Springs, Colo.

MRS. SARAH C. HEBB, mother of Clarence A. Hebb, city editor of the Brooklyn (N. Y.) Eagle, died on July 5 in Brooklyn.

JAMES W. WOOD, at one time an owner of the Easton (Pa.) Free Press, died a few days ago, aged seventy-two years.

The Lonsdale (Minn.) Times will be started in a few days by J. L. and A. J. Suel, publishers of the New Prague (Minn.) Times.

The Circulation of the NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Germania Herald 36,989
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(German Farm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,002

Eastern Representative

LOUIS KLEBAHN

1 West 84th Street NEW YORK
Telephone 915 Greeley

CIRCULATION MEN AT NEW BEDFORD.

(Continued from Sixteenth Page.)

its average daily size and hope to get circulation that logically belongs to the smaller city daily?

"To the first question there seems at present to be but one answer, and that is that the future metropolitan papers must be smaller in bulk pages.

"To the second question, opinions will differ as to just what reading matter will be eliminated, but all will agree that matter of local interest in the city where the paper is published will be printed.

"This being true, it naturally follows that local news from the district where the smaller daily is published cannot be given so much space.

"This conclusion leads us to answer the third question by venturing the assertion that metropolitan papers without news of the locality in which they seek circulation cannot hope to compete with the smaller dailies published within that field."

Much interest attached to the talk of F. E. Johnson of the Taunton Gazette, on "Why the circulation manager should act in an advisory capacity to the managing editor in the selection of features."

A similar topic was handled by President J. A. McNeil, of the Bridgeport Post and Telegram, who discussed the relation of the editorial and circulation departments. His paper was read by Secretary Wheeler.

George H. Reynolds of the New Bedford Standard took up a topic of interest to the association as such, entitled "Would a central purchasing department for wrapping paper, string and other mail room supplies be of benefit of the members of the N. E. A. C. M. He brought out his point as follows:

"I believe it would result in considerable saving, particularly to newspapers which buy in small quantities. Whether it is feasible is another question. A group of newspaper publishers might have saved thousands of dollars had they accepted a certain offer made about three years ago.

"In some newspaper offices the purchase of supplies is not a part of the circulation manager's duties. Every circulation manager, however, should keep in close touch with the costs of his department.

"I obtained a rebate on paste material, sufficient to more than pay the cost of

TYPICALLY PHILADELPHIAN

The authority in Philadelphia's
worth-while homes

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
People's Gas Bldg., CHICAGO

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND

Kurier Bostonski

27 Beverly st., BOSTON, MASS.
reaches 600,000 Poles in New Eng-
land. They want to buy your goods

Use Kurier Bostonski.

attending a N.E.A.C.M. meeting, at which I learned a lower price was paid elsewhere for the same material we were using. Only a fraction of a cent per pound was involved, but there was much satisfaction in effecting that saving and obtaining a lower price for future orders.

"It might be advisable, until a 'central purchasing department' was possible, to inaugurate a plan of compiling from N.E.A.C.M. members a monthly list of prices paid for various supplies.

"A statement of paper purchased, with date, quantity, weight, size, kind, cost per pound, etc., would enable other members to keep in touch with market conditions."

H. E. Duncan, of the Fitchburg News told the meeting how he would proceed in introducing a new edition to the public, as follows:

"This is an opportune subject, for we are now planning to inject an edition into Ayer, some fifteen miles east of Fitchburg and the site of the New England cantonment for the National Army. We realized that a city of 30,000 soldiers, 10,000 civilian employees, plus the population of Ayer before the war, say 6,000 souls, as well as 6,000 people in neighboring trade territory, would be the richest field we had ever entered.

"Our business manager, publisher and city editor paid visits to the camp and town and we decided to secure some men with newspaper experience, plus a little cash and 'pep' to speculate, to take over our Ayer edition.

"There are plenty willing to jump at that chance in a boom town. We secured a man who had worked for us writing subscriptions and who lived in Ayer. He took over the responsibility of handling the papers, getting the distribution, also the news and advertising, and posted a satisfactory bond. We retain all publishing and other rights.

"Next we sprang a daily paper upon the good folks of Ayer and vicinity. We sampled the territory for two days and on July 5 the Ayer manager reported \$75 paid subscriptions in that town alone and that list has grown by leaps and bounds, with a street sale that is up to the 1,500 mark today. We now have routes established and also sell to wholesalers.

"The edition carries all national, some local and Ayer advertising. We carry it in fifteen suburban towns and as soon as Ayer proper has been worked the manager plans to invade those towns for still subscription work, no premiums or inducements, but a clean, good newspaper.

"As to the future, we anticipate no trouble in securing the canteen rights for our paper and will make it a real newspaper for army men as well as for civilians."

LOTS OF RECREATION.

Early arrivals in New Bedford were treated to an automobile ride about the city on July 11, before the convention formally opened. They visited the Old Dartmouth Historical Society and the Bourne Wauling Museum, where they say a full-rig-

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars.

W. M. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, ENG., 19 Sicilian Avenue
Southampton Row.
PARIS, 6 rue du Rocher.

THE JEWISH MORNING JOURNAL carries more advertising than any other Jewish newspaper in NEW YORK CITY

ged and equipped whaling ship of the kind that made New Bedford famous. More of the same kind were visited along the waterfront and beach on a trip which took the visitors to the city's new bathing pavilion.

Luncheon was served at the Tabitha Inn and the business sessions consumed the afternoon, with an hour's recess to inspect the Standard plant, the public library and the city's new post office.

The party visited Fairhaven and Fort Phoenix, a \$2,000,000 group of buildings given the town by the late Henry H. Rogers of the Standard Oil Company, after which they adjourned to the Tabitha Inn for dinner.

The after-dinner speaking was participated in by everybody, members, ladies and guests. Vice-President Reynolds was toastmaster and Secretary-treasurer H. M. Wheeler spoke on "The Guiding Hand."

In the absence of A. E. MacKinnon, circulation director of the Philadelphia North American, who was scheduled to speak on the "Get Together Spirit," that topic was handled by Ernest Scholz of the Crowell Publishing Company.

J. M. Annenberger, chairman of the I.C.M.A. program committee and circulation manager of the Schenectady (N. Y.) Union-Star, spoke on "Why You Should Attend the I.C.M.A. Convention This Fall."

Thomas Downey, circulation manager of the Boston Globe for forty years, more or less, gave a collection of interesting reminiscences, rising to the toast of "The Dean of Circulation Managers."

James McKernan, circulation manager of the New York World and an I.C.M.A. director, was unable to attend and present the respects of New York to the diners. The toast "What Hot New York!" was answered by J. A. Savadel of THE FOURTH ESTATE and Edward Gans of the Editor and Publisher.

J. P. Barry, circulation manager of the Providence Bulletin, spoke on "What Cheer," followed by a free-for-all, catch-as-catch-can outbreak of speech making on the part of everybody present who had not previously spoken.

The second day was devoted almost exclusively to sightseeing. Starting with a tableau before the official camera at the dock, the party embarked for Cuttyhunk Island, where dinner was served at noon, with Benjamin H. Anthony, publisher of the New Bedford Standard, as host.

Business sessions were held on the boat both ways.

NEW YORK America's Greatest Jewish Community THE DAY

America's Foremost Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America.
CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY

The National Jewish Daily.

Member A. B. C.

Main Publication Office:
183 East Broadway, NEW YORK

NARODNI List

Established 1898.

An American newspaper published every day in the year in the Croatian Language.

Sworn Circulation as required 25,066
by law, OCTOBER, 1, 1916.
Ideal Newspaper for National Advertisers

Phone 9939 Beekman.
61 Park Row, NEW YORK

After putting away Cuttyhunk's famous fish and lobster dinner, the circulators visited the island's life-saving station lookout house, commanding a wide view over the waters surrounding Martha's Vineyard, and other picturesque points on the Massachusetts coast. Other points of interest were seen by the delegates before returning to New Bedford late in the afternoon to catch boats and trains for the respective homes.

Hartford was chosen as the next meeting place. The gathering will be held in November.

Those present at the meeting were:

Hartford (Ct.) Times, H. M. Wheeler.
Fall River (Mass.) Globe, Benjamin Madowsky.
Fitchburg (Mass.) Sentinel, Sidney J. Sibley.
Woonsocket (R. I.) Call, Charles W. Palmer.
Providence (R. I.) Journal, J. P. Harry.
Lewiston (Me.) Journal, Seth J. Moore.
Hartford (Ct.) Courant, P. F. Verris.
New Bedford (Mass.) Standard, George H. Reynolds.
Worcester (Mass.) Gazette, C. M. Schofield.
Boston Transcript, L. M. Hammond.
Taunton (Mass.) Gazette, F. E. Johnson.
Lynn (Mass.) Item, C. M. Hastings.
Fitchburg (Mass.) News, H. E. Duncan.
New Haven (Ct.) Journal-Courier, H. R. Frickehaus.
New Haven Register, C. F. Hoxley.
Springfield (Mass.) Republican, R. H. Beach.

B. A. MacKinnon, Pictorial Review.
E. C. Hanford, Queen City News Company, Poughkeepsie.
New Bedford Standard, Reginald V. Tribe.
Fall River (Mass.) Globe, Benjamin Sibley and Fred W. Smith.
New Bedford (Mass.) Standard, George H. Reynolds and Mrs. Reynolds.
Lynn (Mass.) Item, C. M. Hastings.
Fitchburg (Mass.) News, H. E. Duncan.
Springfield (Mass.) Republican—R. H. Beach and Mrs. Beach.
Schenectady Union-Star, J. M. Annenberger and wife.
Boston Transcript, L. M. Hammond, Jr., and wife.
Boston Globe, Thomas Downey and wife and Thomas Downey, Jr.
A. M. Jamison, of the Troy Carriage Sun Shade Company.
C. R. Morris, Belknap System, of Boston.
Cuba Observer, Martin A. Miner.
Elfrida M. Johnson, of Holden, Mass.
Mr. and Mrs. E. C. Johnson, of Holden, Mass.
Frank L. Frugone and wife and Miss Julia Frugone, of the Italian Evening Bulletin of New York.

CARBIDE MILL READY.

The carbide mill built by the Chicago Tribune as an adjunct of its paper mill at Thorold, Ont., on the Welland Canal, has been completed.

*All News Heads are
Linotype Set
in the*
ROCHESTER HERALD

*M. BRUCE POTTER, Manager of the Herald, sums
up the advantage of handling them in the
LINOTYPE WAY:*

"We installed two Model 19 Linotypes to replace our remaining hand-set headings with machine composition. Our entire assortment of news headings is now composed "The Linotype Way," thereby eliminating all hand composition and distribution.

"Six-point news type is carried permanently on both machines. In addition we are able to secure many combinations of headings from the following, all of which are obtained without change of magazine: 24, 30 and 36-point Gothic, 24-point Cheltenham Bold Italic and 18-point Cheltenham Bold.

"We consider the Model 19 Linotype one of the most efficient and economical machines ever produced by your company, and heartily recommend it to any one who is not fortunate enough to number one among his news or job equipment."

"THE LINOTYPE LINE" is a folder that illustrates and describes all Linotype Models. *Send for it today.*

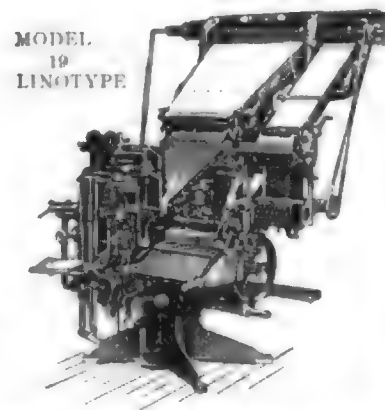
Mergenthaler Linotype Company
Tribune Building, New York

CHICAGO
1100 South Wabash Avenue

SAN FRANCISCO
646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: Canadian Linotype, Ltd., 35 Lombard Street.



A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Weekly at 220 West
60th Street (Near Broadway)

NEW YORK CITY

SATURDAY, JULY 21, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship," Lecture V.

PRICE 10 CENTS
TWO DOLLARS A YEAR

ESTABLISHED
1891

No. 1221

Oh, Yes, Women *Have* Habits

In Chicago, for instance, the fair sex have formed the habit of looking to the columns of The Daily News for news of department stores.

Every advertiser knows that department store advertising is a correct index of a newspaper's standing with the public.

Chicago department stores recognize this habit of the buying women of Chicago and last year used 3,060,318 agate lines of space in The Daily News, daily only, against 1,923,714 agate lines in its nearest competitor, seven days a week.

This proves many things. It proves first that the women in thousands upon thousands of families in Chicago have the time in the evening to read department store news and to make their shopping plans for the next day.

It proves these thousands upon thousands of women have complete faith in what they read in the advertising columns of The Daily News.

It proves that in this case a "habit" is a desirable thing. It gives Chicago's women the snappiest news of the world's biggest and best department stores in their favorite paper.

The Chicago Daily News

"It Covers Chicago"

NEWS PRINT PROBLEMS MULTIPLY.

TRANSPORTATION IN WAR EMERGENCY—WHEN WILL CONGRESS CONSIDER PAPER—COSTS GOING UP.

While Congress dallies and delays on the news print situation, clouds of increasing size are appearing on the newspaper publishing horizon.

"What we are going to do this fall, I am sure I don't know," was the remark made to THE FOURTH ESTATE this week by one of the best posted experts in the country, who is in close touch with the whole situation, present and prospective, in the paper-making and publishing industries.

His misgivings were inspired mainly by the problems of transportation and of labor supply, which are daily growing more complicated.

At the same time, steadily mounting costs of paper production are injecting a factor into the situation that cannot be overlooked.

An official of the Federal Trade Commission admitted to THE FOURTH ESTATE on July 19 that if the Trade Commission were today fixing a paper price, it would have to be above the 2.50 plane previously approved, at least in the case of the output of some of the mills. Moreover, he frankly admitted that prices are bound to go even higher this autumn than the quotations now obtaining, although he would not venture a prediction as to how much of a rise may be expected.

That Congress wrangles over food control while the news print dilemma and other important issues are side-tracked is not, however, the fault of those Senators who are striving to gain relief for publishers.

For a time it looked as though authorization for the Government to take control of the news print supply along the lines recommended by the Trade Commission would "slip through" as an amendment to the food bill, but, sad to relate, the prospect is not now so good as it was.

So many different interests, scenting the scheme of the publishing interests, sought to follow suit and tack on amendments calling upon Uncle Sam to exercise price control in their respective industries that many Congressmen became perplexed or disgusted and have taken the position that Government control under the pending bill must be restricted to food and fuel.

Senators who regard the hooking up of the news print proposition with the general bill covering foodstuffs and the necessities of life as the only chance of getting action at this session of Congress have told the Washington correspondent of THE FOURTH ESTATE that they will strive, right up to the last (that is through the medium of an amendment offered on the floor or any other means) to get a decision on news print along with the decision on fuel and foodstuffs.

If the news print proposition has to stand on its own bottom there is yet time for Congressional help at this session because the most optimistic prophets have moved forward the date of probable adjournment from September 1 to October 1.

If the War Revenue Bill, which can scarcely reach a vote before the last of August, contains, as is now threatened, provisions for the special taxation of publishers, via a levy on profits, a tax on advertising or a raise in postage rates, this circumstance in itself is bound to be an influence in favor of action on news print.

If Congress proposes to take extra toll from publishers it is in honor bound to protect publishers from being shaken down on the cost of paper, lest, indeed, there be nothing left for the Government to tax.

ASSOCIATION ENDORSEMENTS WELCOME

For all that, the Congressional situation is thus up in the air, there is unmistakable evidence at the Fed-

eral Trade Commission of the satisfaction that is felt in that quarter by reason of the recent endorsement by various editorial, press and newspaper associations of the Trade Commission's recommendation for Government regulation of news print prices and distribution.

At the Trade Commission there is a disposition to regard as in the same category as "spy hysteria" the alarm in the newspaper field for fear the Trade Commission scheme for news print control conceals a dream of press censorship.

Individually and collectively, the commissioners declare most emphatically that there is not the slightest foundation for any such suspicion. From their point of view, newspaper publishers will do better to entrust the safeguarding of their interests to a non-partisan Government board than to leave themselves to the tender mercies of the "Paper Trust," which, as these officials see it, is the only alternative.

Unmindful of the storm which may be approaching with the autumn, the news print market continues softer than in months gone by and most of the mills have been able to accumulate a little stock.

Water conditions at most of the plants have been ideal and fuel and raw material conditions have not yet interfered with production. For all that, the stocks that the mills have been enabled to get ahead are figuratively a drop in the bucket against annual consumption.

THE FUTURE GLOOMY.

Every day, moreover, brings fresh evidence that few paper mills will be enabled to operate to capacity this autumn and winter and some of them may be just about as useful as sources of supply as are the Harmsworth mills in New Foundland.

As one straw to indicate which way the wind is blowing take the circumstance that advises reached President Dodge of the International Paper Company the other day to the effect that the Canadian Government has found it necessary to commandeering the steamer that has been conveying Canadian pulp via the lake route to the Niagara mills of the International. It is said that no other vessel suitable for this service is available and unless some solution can speedily be found it would appear as though the plant might have to shut down.

Varied versions of the same gen-
(Continued on Thirty-first Page.)

NEWS PROTECTED BY COURT.

MATTER CAN'T BE USED BY ANOTHER UNTIL VALUE TO GATHERER IS GONE.

The order following the granting of an injunction sought by the Associated Press to prevent the International News Service from obtaining its dispatches, bulletins and proofs was entered on July 16 in the United States District Court, New York.

Although the injunction was granted and sustained by the Circuit Court of Appeals several weeks ago, the order was not entered because of the efforts of counsel for the International News Service to obtain a stay.

The International News Service is enjoined not only from purchasing news from any employee of newspapers served by the Associated Press, but from selling Associated Press dispatches which have been published in early editions of such papers.

The order restrains the International Service from the following practices which it was accused of having been guilty of:

(A) From inducing, procuring, or permitting any telegraph editors or other employees or agents of the complainant or any of its members or of any newspaper or newspapers owned or represented by them or any of them, or any such members, to communicate to defendant or to permit defendant to take or appropriate, for consideration or otherwise, any news received from or gathered for complainant, and from purchasing, receiving, selling, transmitting, or using any news so obtained.

(B) From inducing or procuring, directly or indirectly, any of complainant's members or any of the newspapers represented by them, to violate any of the agreements fixed by the charter and by-laws of the complainant.

(C) From copying, obtaining, taking, selling, transmitting, or otherwise gainfully using or from causing to be copied, obtained, taken, sold, transmitted, or otherwise gainfully used the complainant's news, either bodily or in substance, from bulletins issued by the complainant, or any of its members, or from editions of newspapers, published by any of complainant's members, until its commercial value as news to the complainant and all of its members has passed away.

The Associated Press is also subject to Paragraph C.

The court found it had not been guilty of any of the offenses enumerated in that paragraph, but the plaintiff declared its willingness to submit to the restrictions set forth.

Service of the court's order was upon Fred J. Wilson, general manager of the International News Service, and upon Melville E. Stone, general manager of the Associated Press.

The International News Service made the following statement on the case:

"On proof that the Associated Press and the International News Service each used news gathered by the other, which news appeared in newspapers and on bulletin boards, Augustus N. Hand, judge of the United States District Court for the Southern district of New York, on July 16 enjoined both the International News Service and the Associated Press from rewriting the other's news until such time as 'its commercial value as news' had passed away.

"The injunction issued by Judge Hand was upon instructions of the Circuit Court of Appeals of the United States for the Second Circuit. It is taken to be one of the most sweeping decisions ever handed down in any case involving news matter, and opens a vista which is considered

to be of the greatest interest to the newspaper world.

"The contention of the International News Service, in the case of which this injunction is a feature, has been that all proprietary right in news facts ceased when the news fact was abandoned to the public by publication in the columns of a newspaper or upon a bulletin board.

"This contention will be, the International News Service claims, the only bar to a monopoly of news, and it asserts that such a monopoly is what is sought by the Associated Press.

"Trial of the case on its merits as between the Associated Press and the International News Service will be heard in the fall, probably in October, and either then or subsequent to such hearing the whole matter will be taken to the United States Supreme Court for final adjudication.

"The I.N.S. submitted proofs to the court that it had paid the London Times upwards of \$105,000 and to the London Daily Telegraph \$111,000, for the sole rights to their war news in the United States.

"It also paid more than \$200,000 for cable tolls on this news.

"The expenditure of more than \$400,000 was partly nullified by the Associated Press, which regularly took such news from the columns of the London Times and Daily Telegraph, notwithstanding the protests of those papers."

The International News Service appealed the case to the United States Supreme Court on the ground of the dissenting opinion of Judge Ward of the Circuit Court, who expressed the belief that the I. N. S. had the right to use A. P. news as soon as it was published by an A. P. newspaper or made public on a bulletin board.

CAN PRINT PUBLIC RECORDS.

NEWSPAPER IN OHIO WINS IMPORTANT SUIT FROM A LAWYER.

Constitutionality of the Newspaper Act, passed several years ago by the Ohio legislature to permit newspapers to publish, without answering to damages, the contents of all public records, was established in a decision handed down in Columbus on July 18 by the Circuit Court of Appeals in the case of Samuel Heimlick against the Dispatch Printing Company of that city.

Heimlick, a Cleveland lawyer, sued the Dispatch for \$10,000 for publishing the fact that he had been arrested on a charge of perjury in connection with referendum petitions on the Warrens Tax Law.

A verdict was returned in favor of the Dispatch.

CHICAGO HERALD OPENS NEW YORK OFFICE.

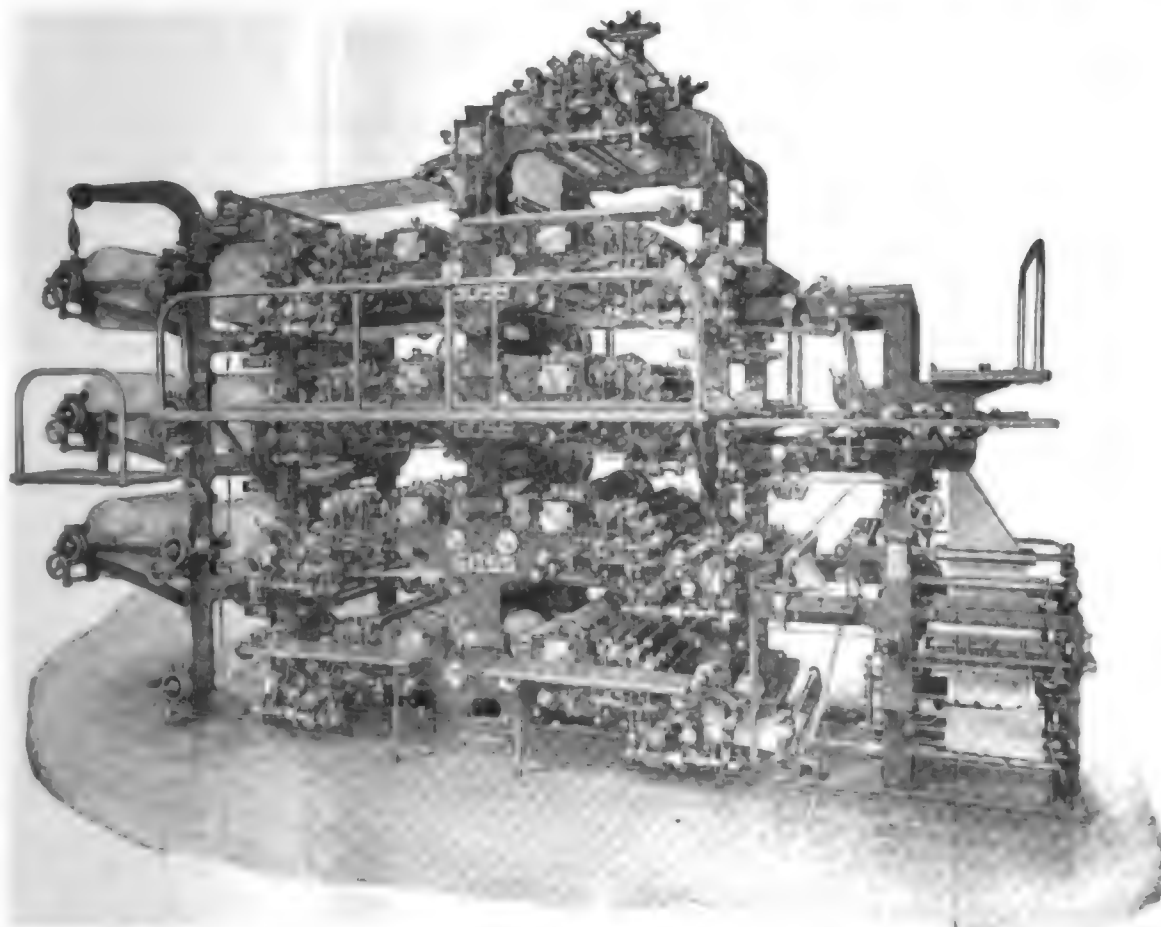
The Chicago Herald has decided to follow the example of the Chicago Tribune and maintain its own Eastern advertising office. It has taken a suite in the Times Building and placed M. A. Bergfeld in charge.

Until last March, Mr. Bergfeld had been for four years Eastern representative of the Chicago American, and for seven years previous he was with the Chicago Tribune.

Heretofore the Herald has been represented in the East by Cone, Lorenzen & Woodman. The Herald also has an exclusive representative in the West in Leo J. Abrams, in the Herald Building.

The Roseau (Minn.) Times and the Roseau Region have been merged and the new name will be the Times-Region.

Yes, Sir! It's a GOSS



THE GOSS HIGH-SPEED QUADRUPLE PRESS WITH ONE EXTRA COLOR

WE HAVE MADE TWO RECENT INSTALLATIONS OF THIS
IDENTICAL PRESS IN SOUTH AMERICA

El Mercurio, Valparaiso, Chili

La Nacion, Santiago, Chili

This Machine Embodies All of the "GOSS Efficiency Features"

Let Us Tell You More About Them!

THE GOSS PRINTING PRESS CO.

Main Office and Works:
16th Street and Ashland Avenue, Chicago, Ill.

New York Office:
220 West 42nd Street

NO MORE NEWS CAN GO TO THE ENEMY.

GOVERNMENT TO PASS ON ALL MESSAGES LEAVING COUNTRY—HOME CENSORSHIP PLANS ARE DROPPED.

The Government has decided to abandon any attempt to censor the American press, but it put into effect on July 18 a rigid cable and radio censorship between the United States and the outside world.

American newspapers have been given a vote of confidence by the leaders of the Administration and will be permitted to publish whatever they wish about the preparations for war and information from the American troops abroad.

The American press will be admonished not to print troop movements, names and clearances of ships and to refrain from mentioning specific units sent to the front and such other actual military information as might give aid to the enemy.

Official announcement of the Government plan will be made within a few days. The cable and radio censorship, it is declared, will be made so rigid that absolutely no information of value to the enemy can get out of the United States.

This is in the form of an extension of the President's order of April 28, under which the Navy Department was put in control of censorship of all cables and the War Department in control of wire censorship into Mexico.

The outgoing censorship will be under the supervision of the Navy Department, with George Creel, chairman of the committee on public information, aiding in an advisory capacity.

According to the best information the tightening up will take the form of a rigid censorship of all cables, with especial effect on the northern European neutrals, particularly Holland and Sweden.

The censorship, it is stated, while supposed to have been on all cables not leading to Great Britain or France, where they would be censored by America's allies, has really been confined principally to cables to South America, whence powerful wireless apparatus could send the information to Spain and thence to Berlin.

Incoming messages will not be censored, and the dispatches of correspondents in Europe will be received by newspapers precisely as transmitted after passing the censorship on the other side of the Atlantic.

Outgoing messages will be concentrated at New York, San Francisco, Key West, Galveston, Panama and Porto Rico.

Every message will be scrutinized, and those which appear in any way suspicious will be transposed in such fashion as to make their obvious meaning clear, but destroy the efficacy of any code dependent upon the position of the words of the original.

Censorship of the mails was under consideration, but, in view of the effective censorship in France and England, letters will be sent from the United States uncensored.

The chance of communicating with one of the Central Powers surreptitiously in this manner by way of South America and Spain or Switzerland is regarded as so remote and the method so circuitous as virtually to obviate the necessity of mail censorship here.

INCOMING AND HOME NEWS NOT AFFECTED.

Newspaper dispatches will be affected by the new censorship only in so far as correspondents of foreign publications attempt to send misleading messages.

Regulations under which the newspapers have refrained from reporting troop movements were partly suspended on July 16 so as to permit the papers to print almost unres-

tricted news about the mobilization of the National Guard for war service.

This statement was issued by the War Department:

"The only restriction that the War Department places upon the news of the mobilization of the National Guard is that of secrecy concerning train routes and train schedules."

Publication of the exact routes and times of departure, it is pointed out, might invite attempts to interfere with the trains.

The instructions to Commander Todd, chief radio officer, it is understood, will cover two classes of messages.

The first are the code messages whereby apparently innocent aliens in this country have been disclosing military movements and facts relating to preparedness.

THE HERALD'S FINDINGS.

The second class covers newspaper reports sent abroad.

The New York Herald last week announced that it had obtained exclusive information showing how the Prussians were using the uncensored cables for transmission of military secrets to headquarters. They accomplished that through press dispatches addressed to insignificant newspapers in Switzerland, spending thousands of dollars in tolls where never a cent had been spent before. The messages, in straight reading code, of course, went through without a change.

Several weeks ago the Administration's attention was called to the fact that much information which should not properly be sent to Germany was printed in its daily papers within twenty-four hours of the time that the events occurred in this country.

It was declared that Germany maintained a clearing house at Basle, Switzerland, where French and other papers were received, right from the presses and carefully culled for every item that might be twisted to cheer the German populace and soldiery.

These reports were wireless immediately from the Swiss town to Berlin and other German cities, where they were set up under Washington and New York date lines.

While the information itself was of the nature that is being printed in this country daily the contorted reproductions were believed to have an extremely bad effect upon the position of this country in the war.

The details of the manner whereby Commander Todd's assistants will check up on the senders of apparently personal and commercial messages have not been divulged.

It is known, however, that the

secret service will be used largely to ascertain the character and connection of every person, unknown to the censors, who submits messages for transmission over the cable lines.

Just at present it is believed that the worst portion of the traffic in fake messages is being carried on between this country and Spain, where the messages are received and relayed by wireless to Berlin.

Director Creel expects to put into force in the new arrangement a "follow-up" system whereby suspicious messages may be traced to their destination. American agents abroad will be asked to investigate the persons who continually receive cable messages.

LEWIS BLAMES MEXICO.

Senator James Hamilton Lewis of Illinois said:

"The Administration heads have information that much of the knowledge which Germany got of the movements of American troops and of our conduct of the war was caught on the wireless stations of Mexico and transmitted to Germany."

"We have reason to believe that the ships carrying American soldiers were betrayed to Germany through Mexico, and that the dispatches sent from the ships to this Government were caught on the wireless that was set at a Mexican port, and that because of such information they were pursued by submarines and their landing announced in Europe days before our navy was ready."

"The representatives of Carranza here say that this information did not go through the Carranza element, that some of these wireless stations are in control of those who are opposing Carranza and are opposed to the United States, and from these could have come the information. Those who are accused by the Carranza people retaliate and say that some of Carranza's forces have been betraying the United States from the beginning and have never been sincere, and profess devotion that they may be used by the enemies of the United States as sources of information."

"This Government is now investigating the whole situation, and when it has the truth the public will have it, and the United States will take such action as shall be made necessary by the disclosures."

WHITECHAPEL REUNION.

The survivors of the famous Whitechapel Club held an unusual reunion on the dunes near Miller Station, Ind., July 22, the occasion being the twenty-fifth anniversary of the cremation by the Whitechapel Club of the remains of Maurice Allen Collins, who committed suicide July 8, 1892, and bequeathed his body to the club with the request that it be cremated according to ancient Grecian funeral rites.

The club, which was composed of newspaper men, many of whom have since won renown, carried out the request under weird circumstances. A funeral pyre, after the fashion of the one on which the suicide's body was cremated, was lit at the anniversary celebration and an unusual program was carried out.

Among the original members of the Whitechapel Club were Finley Peter Dunne, Brand Whitlock, Drury Underwood, John T. McCutcheon, George Ade, John C. Eastman, Opie Read, Leigh Reilly, Colin C. H. Fyffe, Tom Thompson, Wallace Rice, F. U. Adams, Horace Taylor and many others who are well known in newspaperdom today.

I.N.S. IN BIRMINGHAM.

The International News Service on August 12 will transfer its day leased wire report from the Birmingham Ledger to the Birmingham News.

A.P.A. AND W.N.U. CAN MERGE.

U. S. COURT OF APPEALS SAYS DEAL WOULDN'T VIOLATE ANTI-TRUST LAW.

The American Press Association has been granted final right to dispose of its "boiler-plate" business to the Western Newspaper Union. The United States Court of Appeals at Chicago has ruled that such a sale is not a violation of the Sherman anti-trust law. The appellate decision was handed down after an argument on behalf of the plaintiff by Charles E. Hughes.

O'MALLEY GOING ABROAD.

Austin J. O'Malley, assistant day city editor of the Chicago Tribune, whose vacation notice was printed in THE FOURTH ESTATE last week, has lengthened his vacation itinerary to include a trip to Berlin. He has joined the navy as chief yeoman and expects to see service soon. His work on the Tribune is being assumed by "Ted" Read.

COVERING THE GROUND.

Newspapers of Kansas City, St. Louis, Omaha and Denver are represented in a press automobile tour from Kansas City to Denver and return. The tourists started July 17. The tour is for the purpose of giving the news editors first hand information regarding the territory covered.

The Scottsbluff (Neb.) Star-Herald is going to suspend publication.

*Finest
Quality*

FELT PRESS and MOULDING BLANKETS

DIRECT
*from Factory
to Newspaper*
at

ONE PROFIT

*Write for prices to
Newspaper Dept.*

**Chas. W. HOUSE
& Sons**
UNIONVILLE, CONN.

The EXPRESS-TRIBUNE Company
of LOS ANGELES, Cal., Announces

FLAT RATES

Effective August 1, 1917



The Evening EXPRESS and Morning TRIBUNE are the first Los Angeles newspapers to announce Flat Rates for National Advertising.

EVENING EXPRESS, \$.09 per line
MORNING TRIBUNE, \$.09 per line
Combination Express and Tribune) \$.15 per line

The EXPRESS is the oldest newspaper in Los Angeles and the only evening newspaper with an Associated Press franchise. For many years, including this year, the Evening Express has carried

*More Advertising than any other
Los Angeles Evening Paper*

and it regularly, year in and year out, carries considerably more Department and Dry Goods Store advertising than the two other evening newspapers combined.

The TRIBUNE is the only 1-cent morning newspaper in Los Angeles. Its circulation is largely confined to Los Angeles and the suburbs. Regularly the Tribune carries in its Daily edition several times as much Department and Dry Goods Store advertising as the two other daily morning newspapers combined.

The circulation of the Evening Express exceeds 60,000

The circulation of the Morning Tribune exceeds 55,000

The combined circulation exceeds 115,000, with less than 6% duplication, and at the flat rate offers to National Advertisers the lowest rate per line, per thousand circulation, of any Los Angeles newspaper.

National Representatives:

WM. J. MORTON CO., Fifth Avenue Building, New York WM. J. MORTON CO., Tribune Building, Chicago
BARANGER-WEAVER CO., Merchants Exchange Building, San Francisco

BRITAIN'S PAPER COMMISSION

REORGANIZED AND GIVEN
NEW AUTHORITY—WHAT
IT IS DOING.

The proposal of the United States Federal Trade Commission that the Government take control of the manufacturing and distribution of news print paper for the period of the war has given rise to an especial interest in this country in what the British Royal Commission is doing to help England's newspapers.

The latest information on this subject is gleaned from the Circulation Manager and Advertiser, of London, which tells of a new order becoming effective on June 4 forming a new commission and giving it new authority, as follows:

The new order issued on June 4, 1917, states that it has been deemed expedient that the terms of reference of the Royal Commission on Paper should be extended, and that a new commission should issue for this purpose. The Royal Warrant of February 15 is revoked and every matter and thing therein contained.

The new commission consists of: Sir Henry Birchenough (chairman), Sir Albert Spicer, Sir Walter Richard Nugent, Sir Frederick Macmillan, Sir Rowland Bailey, George Brown, Walter Howard Hazell, James Jeremiah, Ernest Parke, Albert Reed, Lewis Evans.

The commission has power to arrange for the importation of the quantity or the proportion of paper and cardboard (including strawboard, pasteboard, mill-board, and wood pulpboard) and manufactures of paper and cardboard, as also materials for the manufacture of paper (including wood pulp, esparto grass, and linen and cotton rags), which may have been directed by the board of trade, and also to regulate in accordance with orders made under the Defense of the Realm Regulations the distribution and use of paper and cardboard, manufactures of paper and cardboard, and materials for the manufacture of paper, whether imported from abroad or produced in the United Kingdom.

For the better effecting the purposes of the commission any three or more of the members have full power to call before them such persons as they shall judge likely to afford them any information upon the subject, and also to call for, have access to and examine all such books, documents, registers, and records as may afford them the fullest information on the subject, and to inquire of and concerning the premises by all other lawful ways and means whatsoever.

They are authorized and empowered to visit and personally inspect such places as they may deem expedient so to inspect for the more effectual carrying out of the purposes aforesaid.

The order of February 15, 1910, referred to was:

"As from and after the first day of March, 1916, subject as hereinafter provided, the importation into the United Kingdom of the following goods is hereby prohibited, viz.:

"All materials for the manufacture of paper, including wood pulp, esparto grass, and linen and cotton rags.

"Paper and cardboard (including strawboard, pasteboard, millboard and wood pulpboard) and manufactures of paper and cardboard.

"All periodical publications exceeding 16 pages in length, imported otherwise than in single copies through the post.

"This proclamation shall not apply to any goods of the descriptions specified which are imported under license given by or on behalf of the board of trade, and subject to the provisions and conditions of such license."

The members of the original commission were:

Rt. Hon Sir Thomas Whittaker,

Clean Advertising in the Lead

In six months of 1917 The New York Times printed 1,687,730 agate lines more advertising under the eighteen important classifications listed below than any other New York morning newspaper.

Classification.	Times Agate Lines	World Agate Lines	American Agate Lines	Herald Agate Lines	Tribune Agate Lines	Sun Agate Lines
Dry Goods and Specialty Shops.....	1,530,331	1,195,658	1,038,531	870,242	654,753	391,945
Financial.....	690,948	255,028	282,181	267,873	257,648	254,086
Real Estate and Building Material.....	654,887	477,871	228,743	513,115	62,516	125,558
Automobiles.....	537,383	277,291	356,944	292,009	109,303	395,639
Books and Magazines.....	279,954	107,088	57,320	10,631	144,819	105,663
Resorts, Hotels and Restaurants.....	249,418	206,017	115,440	189,265	140,076	101,640
Men's Furnishings.....	165,460	118,931	88,470	26,283	126,403	36,946
Miscellaneous Display.....	154,269	129,021	88,927	71,675	85,812	98,785
Musical Instruments.....	140,778	95,650	108,837	10,996	73,282	48,630
Transportation.....	119,922	66,926	58,542	80,493	94,253	75,747
Office Appliances.....	84,078	8,595	2,094	915	13,063	2,015
Foodstuffs.....	47,745	33,307	36,350	12,008	20,569	7,625
Boots and Shoes.....	46,222	33,231	39,552	13,182	10,161	9,963
Beverages.....	40,597	27,668	14,500	13,449	9,211	16,017
Public Service.....	38,339	23,930	27,208	24,216	26,798	22,625
Charity and Religion.....	37,726	28,039	20,020	24,625	30,454	16,294
Newspapers.....	37,386	6,342	8,785	4,165	14,152	980
Candies and Gum.....	24,830	576	9,191	10,911	5,034
Total Agate Lines.....	4,780,273	3,091,169	2,581,625	2,425,150	1,950,185	1,709,185
Other Classifications.....	1,356,638	3,773,492	2,024,644	1,467,390	569,201	486,536
Complete Total Agate Lines.....	6,136,911	6,864,661	4,606,269	3,892,540	2,519,386	2,195,721
Less Want Advertisements.....	295,451	2,363,502	583,015	774,436	25,767	7,532
Total Agate Lines Less Wants.....	5,841,460	4,501,159	4,023,254	3,118,104	2,493,619	2,190,189

The average daily and Sunday net paid sale of The New York Times exceeds 340,000 copies.

M.P. (chairman): Sir Rowland Bailey, C.B., I.S.O., M.V.O.; George Brown, W. Howard Hazell, James Jeremiah, Sir Frederick Macmillan, Kt.; Sir Walter Nugent, Bart., M.P.; Ernest Parke, Oswald Parington, M.P.; Albert Reed; Rt. Hon. Sir Albert Spicer, Bart., M.P.

The Newspaper World of London in its issue of June 30, said:

"The Paper Commission so far has carefully confined its energies to the curtailing of imports of raw materials and of manufactured paper. Having reduced the imports of the required tonnage, the commission has left it to the makers, merchants and users to fight out between themselves who should have the paper available.

"Of course, as a natural consequence, the man with the most capital and ready money has come out best in the end."

CHANGES IN INTEREST.

HUNTER, KAN.—The Herald, which has been printed at Tipton by C. W. Wells, has been purchased by Fred Kaplicky, who is now publishing the paper from its own office in this city.

ENSIH, KAN.—George H. Brown, until recently foreman of the Stafford Courier, has taken charge of the Gray County Record, published here.

CASSVILLE, MO.—Means Ray, who has been connected with the insurance department of the state, has re-entered the newspaper business with his father on the Cassville Democrat.

CHETOPA, KAN.—M. A. Chealey, for twenty years editor and publisher of the Chetopa Clipper, has sold that paper to R. J. Conderman.

ST. ANSGAR, IA.—Miles K. Culver has disposed of the St. Ansgar Enterprise to his son, Rushe Culver.

CENTERVILLE, IA.—Farmers here have formed a company and purchased the local newspaper plant, now called the Farmers' Advocate.

SOUTH SHORE, S. D.—John D. Burt and the publisher of the Grant County Tribune have taken over the South Shore Republican. Mr. Burt will be the editor.

MORE NEWS PRINT BEING MADE.

SHIPMENTS HAVE DECREASED
AND STORAGE STOCKS
SHOW SMALL GAIN.

In his monthly statement of production and shipments for the month of June, Secretary G. F. Steele of the News Print Manufacturers Association says:

"Because of the fact, as stated last month, that various mills have ceased the manufacture of news print paper during the past year, the number of mills reporting to this association are five less in number than they were during the same month a year ago, and production of news print paper has fallen from 5,390 tons in June, 1916, to 5,250 tons in June, 1917, but the production as compared with maximum or ideal production has increased from 95.4 per cent in June, 1916, to 98.9 per cent in June, 1917.

"Shipments have decreased slightly. The shipments in June, 1916, amounted to 99.2 per cent of maximum production, while in June, 1917, shipments amounted to 97.7 per cent of maximum production.

"Stocks have increased during the month from 42,885 tons at the end of May to 45,321 tons at the end of June, or a total increase of 2,436 tons, or less than one-half day's production.

"There has been more or less trouble on account of shut-downs caused by labor troubles and accidents in mills, and it is feared that labor disturbances may cause decreased production during the next few months."

BUSINESS TROUBLES.

The printing plant in which the Snyder (Tex.) Record and later the West Texas News and Real Estate News have been printed is in the hands of the sheriff by virtue of a sequestration writ sued out by a creditor of the concern.

ROSEWATER IS OUT OF EARLY NEWSPAPERS.

Charles C. Rosewater, formerly business manager and one of the owners of the Omaha Bee, who in February last sold his interest in the Bee and went to Los Angeles as manager of the Express and Tribune, is out and has brought suit against Edwin T. Earl, proprietor of the papers, for breach of contract.

In reply to a telegraphic inquiry just before going to press, Mr. Earl wired that Mr. Rosewater had been discharged with a number of other and the suit will be vigorously contested.

LABOR PAPER FOR SOUTH.

Papers of incorporation have been filed in the probate court by the Ca Publishing Company, a new paper to be published in Birmingham, Ala., in the interest of organized labor.

The concern has a capital stock of \$2,000. The stockholders are well known members of local labor organizations. The officers are E. J. Cheek, president; W. H. Winn, vice president; W. H. McCutcheon, secretary, and John E. Bonar, treasurer.

It is understood that Mr. Winn will be editor.

BOTH PATTERSONS GOING.

The Chicago Tribune is sending both its editors, Major R. R. McCormick and Lieutenant J. M. Patterson, to war. Major McCormick has already gone to France to be General Pershing's correspondent. His wife went with him. Lieutenant Patterson has just gone into camp with his battery. Both were in a vice on the border last year.

NEW FINANCIAL PAPER.

A new monthly called Finance Facts will be started in New York during August by Schuyler Renwick Schaff, who has been a writer of financial publications, including Magazine of Wall Street, the Financial World, Moody's Magazine. Publication offices will be at 510 Wall street, and the price of the paper will be twenty-five cents.

SIGNIFICANCE OF THE CURTIS CASE.

GOSSIP ARISES OVER TRADE BOARD'S ORDER ON METHOD OF CIRCULATION.

What is the real significance of the move by the Federal Trade Commission against the Curtis Publishing Company?

This has been the subject of no end of speculation in newspaper and magazine circles and it looks as though such conjecture would continue at least until August 23, on which date the Curtis Company must show cause why an "order" should not be issued stipulating the discontinuance of certain business practices.

As the first proceeding of the kind in our history, this case is bound to attract exceptional attention.

By and large, however, the keen curiosity that is being manifested in this proceeding against the Philadelphia concern is due in greatest measure to the circumstance that it is the ethics of certain methods of circulation building that are called in question.

Hence all newspaper publishers and circulation managers are keen for the official pronouncement that this case is likely to bring as to what is permissible and what is not permissible in street sales methods and agencies.

It is really a newspaper stunt, too, that is used by the Curtis Publishing Company and has now been the means of begetting criticism as a form of unfair competition.

The country, at large, hailed it as an innovation when the publishers of the Saturday Evening Post sprung their scheme of circulating via an army of small boys who handled the Post exclusively and canvassed office buildings and residence districts with a thoroughness unknown to the average city newsboys.

Experienced newspaper men quickly realized, however, that the Post circulation stunt was but an elaboration of a plan which, in one form or another, had already been employed by such publications as Pennsylvania Grit, Utica Saturday Globe, Illustrated Buffalo Express, Chicago Blade and other illustrated newspapers circulating in a considerable area.

If the Curtis Company has credit for developing this circulation system far beyond the conception of the pioneer users it pays the penalty of being forced to defend the plan because of that feature which obligates the distributors and, indirectly, the carrier boys or street sales agents not to handle rival publications and which restriction is looked upon by the Trade Commission as having "the intent, purpose and effect of stifling and suppressing competition."

Gossip in newspaper circles regarding the "complaint" against the Curtis Company seems to be concerning itself most intensely with the question whether the action of the Federal Trade Commission was inspired by the publishers of the Pictorial Review and whether there is any connection between the move at Washington and a recent interesting court proceeding in New York.

THE NEW YORK CASE.

In the United States District Court for the Southern District of New York the Pictorial Review Company, as complainant, some time since sought to obtain an injunction which would restrain the Curtis Publishing Company from making contracts with distributors or district agents preventing them from marketing the Pictorial Review through street boys and canvassing agents in the same

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS.



The AUXILIARY MAGAZINE

"It is a great Model 19 feature. We deem it one of the best improvements that have recently been added to the Linotype."

—Evansville (Ind.) Courier.

These newspapers likewise find the Auxiliary Magazine of the Model 19 Linotype one of its leading features:

Philadelphia Bulletin (2)
Duluth Herald (3)
Portland Oregonian (5)
Chicago Abend Post (2)
New Orleans Item
Minneapolis Tribune
Spokane Review

Detroit Free Press (7)
Brooklyn Home Talk (3)
Rochester Herald (2)
Davenport Daily Times (2)
San Antonio Express (2)
Montpelier Argus
Saginaw Evening News

"The Linotype Line" illustrates and describes all Linotype Models. Write for your copy.

Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO: Canadian Linotype, Ltd.

manner that the Curtis publications are marketed.

Judge Augustus N. Hand, sitting in the New York Court, refused the plea of the Pictorial Review Company and thus allowed the Curtis interest to score a first victory in a controversy which promises to prove long drawn and develop into a test case.

Judge Hand in his opinion intimates that there is nothing whatever to prevent a rival publication from dealing with the wholesale news dealers and distributors that handle Curtis publications but what he inferentially denounced is the practice that he apparently construes as an attempt on the part of a competitor to avail himself of the special organization of Curtis boys built up at considerable expenditure of money, time and labor.

In short Judge Hand by his decision, seemed to establish the important precedent that once a publisher has built up his own special, exclusive, circulating organization, no other publisher may without his consent break into such close corporation or share the services of the great body of sales agents and solicitors who have taken up the work as a result of the inducements held out by the first comer in the field.

What has pricked the curiosity, then, of publishers is, what connection if any exists between the case in the New York Court and the complaint filed by the Federal Trade Commission?

Is the thrust at Washington a sequel to the failure of the Pictorial Review to secure from Judge Hand sanction for its plan of circulation?

THE FOURTH ESTATE has the best of authority for stating that there is little connection between the two developments that have come to the attention of newspaper makers almost simultaneously.

In accordance with an invariable rule the Federal Trade Commission will give no information as to the identity of the person or persons who have brought an issue to its attention and consequently there is

(Continued on Thirty-first Page.)

"SCOOP" AND THE "DEAD-LINE" WILL BE PUBLISHED.

The newspaper men's magazine, Scoop, formerly the organ of the Press Club of Chicago, is not dead, as was reported. Its former editor, D. F. Cass, has, however, started a new paper named the "Dead-Line."

Mr. Cass will be managing editor of the Dead-Line, which will have offices at 189 West Madison street, Chicago, with correspondents through the United States and Canada.

The Scoop is being continued by the Scoop Publishing Company, of which Herbert M. Gimbel is business manager, with offices at 60 West Washington street, Chicago.

CHURCHMAN SHIFTS

Changes have been made in the organization publishing the Churchman, the New York Protestant Episcopal Church paper.

Rev. William Austin Smith, formerly of Springfield, Mass., becomes editor, and Rev. Guy Emery Shippler of Cincinnati will be news editor.

Rev. C. K. Gilbert continues as managing editor.

Miss Margaret Jeffreys Hobart has been placed in charge of the women's department.

JAILED FOR FIGHTING DRAFT.

Louis Galleani, editor of an Italian newspaper published at Lynn, and John Fermo, a printer, were indicted by a Federal Grand Jury on a charge of conspiracy against the Government in urging young men not to register under the Selective Draft Act.

PROTEST BAN BY P.O. DEPARTMENT

POSTMASTERS DECLARED NOT CAPABLE OF JUDGING MERITS OF PAPERS.

The Government's action in barring from the mails about fifteen newspapers held to come under the ban of the Espionage Bill was strenuously objected to by prominent New Yorkers headed by Amos Pinchot at a "denunciation" luncheon held on July 13.

Several of the speakers made it clear that they did not hold pacifist views and thought there ought to be some regulation of the mails, but they agreed that the present policy of the Post Office Department was wrong.

A motion was passed authorizing the appointment of a committee to go to Washington to take the matter up with the Postmaster General and the President.

Another motion was passed authorizing the appointment of a committee to cooperate with the Civil Liberties Committee in arranging a mass meeting of protest against the suppression of periodicals by the Post Office Department.

Among the speakers were Collector of the Port Malone, Commissioner of Immigration Howe, Max Eastman of the Masses, Abraham Cahan of the Daily Forward, Charles Erben of the Call.

Dr. Howe said that the policy by which the Post Office Department had excluded some fifteen periodicals from the mails was not in harmony with the country's motives in the war.

Collector Malone said he would not criticize a Government department. He condemned, however, a policy which permitted postmasters to pass upon the merits of magazines submitted to the mails.

"I don't think there is a postmaster in the country," said Mr. Malone, "competent to decide what magazine shall go through the mails, and I do not think that the suppression without sufficient reason of any periodical is a contribution to the country's welfare."

Mr. Malone advised those dissatisfied to meet and form their protest, and then to take it to the Postmaster General, and, if they did not obtain satisfaction, to the President himself.

Ann Herendeen, one of the editors of the issue of Four Lights, which was barred from the mails, said that the Woman's Peace Party, which publishes the magazine, had been in correspondence with Mr. Creel, who said that he deplored the action of the Post Office Department.

Among the papers barred from the mails are the Socialist News, Cleveland, O.; the American Socialist, Chicago; People's Press of Philadelphia; the St. Louis Labor, the Michigan Socialist, Detroit; the Rebel,

Hallettsville, Tex.; the Masses Magazine, New York; the International Socialist Review, Chicago; the Social Revolution, St. Louis; the Appeal to Reason, Girard, Kan.; and Watson's Jeffersonian of Georgia.

CREEL DENIES FOUR LIGHTS.

George Creel, chairman of the Committee of Public Information, denied afterwards having been enlisted in the fight against the Post Office Department; to prevent the suppression of treasonable publications.

"It is true that Mrs. Lane, managing editor of the magazine, wrote me," said Mr. Creel, "asking my assistance in behalf of Four Lights, which is an outgrowth of the Survey. I did go to see Mr. Lamar, attorney general for the Post Office Department, in regard to the publication, and found that it was clearly obnoxious to the espionage law."

"I am as firmly the friend of a free press as any man, and would fight for a free press. But publications which are trying to break down the Government are clearly treasonable, and I believe in enforcing the law against them."

"I replied to Mrs. Lane saying I could not for one moment undertake to defend a publication that was violating the law, and that she must not expect to receive any help from me in contesting the action of the Post Office Department."

THE REBEL ASKS TERMS

T. A. Hickey, editor of the Hallettsville (Tex.) Rebel, a Socialist publication, has gone to Washington to confer with Government authorities regarding a probable permission to republish the Rebel, which has been held up in the mails because of its anti-Government attitude.

THE MASSES BRINGS SUIT

United States District Judge Learned Hand in New York adjourned the hearing on the application of the Masses for an injunction to restrain the Post Office authorities from denying the use of the mails to the publication until 10:30 o'clock this morning.

Counsel for the publication, argued against the postponement, saying the delay injured the magazine at the rate of \$100 a day, which was particularly damaging because the magazine had only a small capital behind it. He also urged that the Post Office authorities be compelled to specify the alleged objectionable features of the magazine, instead of characterizing the whole issue, which was denied the mails as obnoxious to Section 3 of the Espionage act.

The representative of the postmaster said he needed the delay to study previous issues of the Masses to prove that its attitude in the past showed that the publication of matter tending to obstruct recruiting had been deliberate.

The Masses is still being circulated and sold on a few newsstands, although barred from the mails. The number of copies held from the mails is about 2,200.

In the August number of the Masses—the one barred from the mails—is a poetical "tribute" to Emma Goldman and Alexander Berkman, recently convicted and sent to prison for advising young men to disobey the registration laws. It also contained a double page cartoon showing the naked figures of two men, labelled "Youth" and "Labor," and the nude figure of a woman labelled "Democracy," lashed to a cannon, while another woman and a child are crying to high heaven for protection. Under that picture is the single word "Conscription."

In the magazine there are articles tending to give the impression that young men who have refused to register on the claim that they were

conscientious objectors must be looked upon as heroes. Then there are tirades against conscription, against all war, and demands that the conscription laws be repealed and that the United States Government act in accordance with the Workmen's and Soldiers' Council of Russia in its determination of peace terms.

CREEL CRITICISED BY SERVICE PAPER.

Under the caption "The Doctored Naval Narrative" the Army and Navy Register a Washington service paper, devoted its leading editorial last week to George Creel's description of the encounter between American troop ships under convoy and German submarines.

"It was about as fatuous a performance of 'elaboration' as it has been apologetically cited, as could well be imagined," says the editorial. "It is unpardonable upon any ground that is acceptable to the newspapers which were inclined to circulate it and then the readers of these newspapers who were thus deceived."

"The special rendition of this incident has elicited the defence that it was justified on the theory that the message fattened with embellishment in place of the lean truth would in some mysterious manner 'stimulate' interest in the war and at the same time 'gratify' the American public."

On the same principles of reasoning and incentive it would be proper and profitable to describe General Pershing and his staff as penetrating to Berlin and subjugating the enemy.

"That indeed would be gratifying and stimulating in increased proportion to the surpassing flight of fancy."

"As for the stimulation of public sentiment by the unreal so long as it is sensational there might very well be a question of that result in the present instance."

COMFORT FOR SOLDIERS.

Plans have been perfected by the management of the Philadelphia Press and the Evening Telegraph to open two soldiers' and sailors' clubs on the other side of the Atlantic for the comfort and happiness of the American boys who are either headed for or are in the European trenches, or are aboard American battleships which have sailed abroad. One of these clubs is to be situated in East London, 13-14 Pall Mall, the other at 44 des Petites Ecuries, Paris.

Arrangements have been also completed to form a strong committee of patriotic Philadelphia women who will see to it that large supplies of jam, chocolate and cigarettes are sent to these clubs to be distributed later in the trenches. The Press Evening Telegraph Demonstration Bureau, at 1024 Chestnut street, is to be the clearing house for the jam, chocolate and cigarettes.

NO PRINGLE REPORT.

Reports that the Pringle News Print Paper Commission had presented a report of its Canadian investigations is denied by Commissioner R. A. Pringle. To THE FOURTH ESTATE, he said:

"I have not made my report; and it is not likely that I will be able to make it for a month or two. In the meantime I have a staff of accountants engaged at the different mills endeavoring to get at the actual cost of news print, sulphur, etc."

LIKES COUNTRY LIFE.

Fred T. Wilshire, former advertising manager of the Springfield (Ill.) News Record, prefers the rural newspaper to the more strenuous activities of the city field. He is now running the South Sangamon Messenger at Chatham, Ill., and the Courier at Loami, Ill.

SOLDIERS OBJECTED

Several policemen were stationed around the New Orleans Item building for a day recently following the appearance at the newspaper office of about 150 Louisiana National Guardsmen from Camp Nicholls. The soldiers stated that they intended to make a peaceful demonstration and ask the Item to retract statements made in articles several days ago regarding alleged conditions in and near Camp Nicholls.

Officers at the camp learned of the soldiers' intended visit after they left camp and when the guardsmen arrived at the Item building they were confronted by their officers and a squad of soldiers with fixed bayonets and machine guns. The protesting guardsmen were placed technically under arrest, and marched peacefully back to camp. No indication of intended violence was reported.

NO OHIO SUMMER MEETING.

The annual mid-summer meeting of the Associated Ohio Dailies, which for years has been held at Cedar Point, is a thing of the past, according to Secretary Louis H. Brush.

Because of unsettled conditions due to the war, the newspaper men making up the membership voted to abandon the summer meetings and to make the midwinter meeting, usually held in Columbus, the feature of the organization.

The next meeting will be held the last Tuesday and Wednesday in January, 1918.

NEW CHICAGO PRESS PAPER.

The Scoop, former organ of the Chicago Press Club and more latterly conducted by a company under the editorship of DeLysle Ferree Cass, is to be replaced by a new publication called the Dead-Line. The new publication will contain news and views by and for newspaper men in active editorial pursuits.

Mr. Cass will be managing editor of the Dead-Line which will have offices at 189 West Madison street, Chicago, with correspondents through the United States and Canada. The Scoop, it is announced, will be discontinued.

"JOE" WARD JOINS PERSHING.

The readers of the Kansas City Post will have their representative with the American expeditionary forces in France. Josiah M. Ward, editor, globe trotter, author, is already on his way to the battle front as the special war correspondent of the Post.

Mr. Ward once was managing editor of the Kansas City Post and was for many years editor of the Denver Post.

MEETING IN WYOMING.

The annual meeting of the Wyoming State Editorial Association will be held in Cheyenne on July 21, 22 and 23.

The Acid Test

The BILLBOARD

raised its price on the newsstands from TEN to FIFTEEN cents per copy in December, 1916.

The printing order at that time was 40,000 copies.

It still remains at 40,000 copies.

Established 1893

Member A.B.C.

NEW YORK Broadway & 42d CHICAGO Monroe & Dearborn
Phone 5870 Bryant Phone Central 8480

Complete BOOKLOVER'S PICTUREGAME SUITABLE FOR NEWSPAPERS OF LARGE OR SMALL CIRCULATION \$350.00

which includes everything—2,600 Competition Booklets, complete copy service, mats of all 48 pictures, expert supervision throughout.

An original feature that will wake up every department of the newspaper and make a profit. Possible only through the organizers in this field.

The Booklovers Sales Co.

Incorporated

110 West 40th St. New York City

SEND FOR THE DETAILS.

PUTTING OVER



THE BIG CAMPAIGNS

ARTICLE V.

WHEN CORNING GLASS CO. SAW LAWS AHEAD ON AUTO HEADLIGHTS, IT ACTED AND ADVERTISED.

BY W. LIVINGSTON LARNED.

Selling automobile accessories is not without peculiarly aggravating trade difficulties.

The average garage handling accessories is *not* alert. It doesn't seem to care very much whether it sells them or not. When otherwise engaged than selling gasoline and oil and washing cars; it would really prefer to tilt a chair back and "take things easy."

Conditions around garages and large repair shops are undergoing a change just now.

Uncle Sam is dangling bait under the nose of the expert mechanic.

"Voluntarily enlist now," says the Navy, for instance, "and we'll give you an officership on a submarine chaser, wait for conscription and you'll get around forty a month as a common seaman. Come while the fat jobs are open—the Navy pays you handsomely to serve your nation's cause."

Result—a gradually stripping clean of the young, vigorous men—they are leaving the garages in droves. Indifferent mechanics and unexperienced help are filling their places. This internal confusion has militated against the heavy sale of accessories. There has been a lack of "push" behind the line.

When an automobile owner sees a certain article in a window (or hears of it) some such conversation as this takes place:

"Is that a Noise-o Horn?"

"Yep."

"How are they?"

"Oh! all right. I guess—I ain't heard anything different—they're all about the same—them horns."

"Would you recommend them?"

"Well—here's the horn I'd buy if I was gettin' one." (Business of designating an inferior article, on which there is far greater profit.)

In short, what we are endeavoring to present is the disheartening fact that the automobile business has attracted an alarming number of career pirates, who care nothing for tomorrow's good will and trade, so long as they sell today.

It must not be inferred that all are of this calibre. It must not be inferred that an overwhelming majority are careless in their business dealings. But the bad fellows "hurt" the good ones, and, with war conditions prevailing, the canker is more annoying.

REACHING THE AUTO OWNER.

The manufacturer of accessories, then, is face to face with this problem.

"I can't rely upon the dealer to sell the article. I must not depend upon the garage shop or the repair station, or the service station, or the automobile sundries depot, to put over my proposition for me."

"National advertising in standard magazines will not hold my goods in line from month to month of itself—I must so impress the automobilist first as an impractical novelty, was lax in salesmanship."

There is no question but what is direct with the worth of my line

that he will go for it; demand it, insist upon receiving it and accept no substitute."

And that's where the daily newspaper comes in.

A quick, sure impression made, with a purchase to follow before that agreeable impression has been eradicated.

The Corning Glass Company, manufacturer of "Conaphore," a patented and highly desirable automobile headlight, had been through somewhat this same experience before. The firm puts out glass cooking utensils—an innovation on the highly concentrated campaigns in newspapers everywhere were the determining factor. It was a campaign of small town education.

Prejudice and doubt were beaten down by intensive "show how" copy.

Every dealer handling "Pyro" could have as many illustrated advertisements as he desired. The goods were shown—and most alluringly. Any number of sound reasons were advanced why "Pyro" was the logical cooking-ware.

Following on the heels of the "Pyro" newspaper advertising is the educational copy for "Conaphore" headlights.

These headlights are scientifically "O.K." There is nothing "hit-or-miss" about them. Yellow in color, and expert in design, they answer every motoring need for a headlight that will not blind the other chap.

For three years the urgent need of a curb on headlights has been known to students of the automobile.

Thousands upon thousands of thoughtless motorists have not been particularly considerate "on the road." They have turned terrific streams of light into the eyes of the advancing traffic—and laughed at reprimand.

"Look out for yourself" has been the motto.

THE FIELD PREPARED.

Investigation went to show that a liberal number of the serious accidents at night were caused by "eye glare."

The man at the wheel was blinded by an oncoming machine with uncensored headlights.

Murmurings began to be heard along "Automobile Row."

"There'll be legislation," it was whispered.

And this was the opportune time for "Conaphore."

They cut down glare without decreasing light.

They minimized that intense white flash in the eyes.

They held the shaft of road light down to a level with the radiator—the radiance fell on the road—not on the tops of trees and cars.

The usual "dealer ad" is two columns in width.

"Conaphore" newspaper advertisements were made three and four columns—an unprecedented allowance for a campaign of this magnitude.

But two things had been definitely settled upon before the publicity was launched:

There was to be room enough for "Conaphore" argument.

There was to be room enough for illustration of what "Conaphore" did on the road.

You need space when you picture headlights.

Various art departments discovered this when they began the series of illustrations.

But "every picture told a story."

The reader was presented with an actual visualization of how the "Conaphore" worked. The beams of radiance were shown—the principle of the invention put in diagram form—and mixed in with it all were sure-fire flashes of human appeal.

A startled and unhappy motorist, almost "life-size," frowned at you from four-column space. He held his hand across his eyes in a desperate attempt to shut off the blinding glare of an approaching car. It was perfectly obvious that he could not see to guide his own machine. He was confused and frightened.

The text beneath this design put the problem up to the thoughtless man that he was doing a great injustice to his fellow-motorist when he used the wrong type of headlight. Was it quite fair—quite reasonable—quite on the level to blind a "road pal?"

In fact, perhaps the most significant feature of "Conaphore" advertising is its quiet, well-mannered "appeal to reason." There's no straining for effect—it's simply one man saying to another:

"Here—let's be reasonable about this thing. You know as well as I do that night driving is made many times more dangerous and difficult because of the wrong type of headlight. Suppose we get together. It's as much for your sake as it is for mine. We'll beat the law-makers to it and be rational and reasonable without waiting for legislation. Here is a headlight that holds the radiance down to the road, where it belongs—keeps it out of the other fellow's eyes. It's a mighty good light to adopt."

The great difficulty with much of the headlight advertising in the past has been an inclination to treat the subject technically and to go into long dissertation of a schoolroom character on how results are achieved. Many of the lights are worked out

on scientific principles and the transference of the how and the wherefore of glass manufacture become pretty complicated.

Unfortunately, the average man will not take the trouble to digest text matter of this character. He seems to have neither the time nor the inclination. It makes what is known as "hard reading."

"Conaphore" copy for newspaper advertising is exceedingly readable. It possesses all the flavor and interest of real "news."

And the nearer newspaper advertising approaches "news" the more apt it is to be read—the more sure of success.

A LIQUOR AD SOLUTION.

Because liquor advertising contracts are deemed of more importance than out-of-state subscriptions the Redding (Cal.) newspapers have cancelled subscriptions in Washington and Oregon.

The choice becomes necessary because liquor advertising is forbidden in Washington and Oregon. It seems likely that the step taken by the Redding papers will be followed by others operating under similar conditions.

CLARK REBUILDING.

J. E. T. Clark, editor of the Colgate (Okla.) Courier, is re-equipping and repairing his newspaper plant, which was badly damaged by a recent tornado. Mr. Clark is authority for the statement that the only thing the cyclone left him was his disposition.

He made an inspection of the Dallas (Tex.) News plant in order to gain new ideas for his rejuvenated establishment.

BACK WITH OLD FRIENDS.

Thomas Buchanan, a New York playwright, has returned to Louisville, Ky., to enlist in the First Kentucky Regiment to be among Blue Grass friends. Buchanan, formerly a reporter on the Courier-Journal, served in the Spanish-American war with the First Kentucky and now desires to tour France with the same victorious command.

RUSSIAN PAPER PRINTS AN ENGLISH EDITION.

In honor of the arrival of the Russian Commission in New York the daily Russian newspaper, Russkoye Slovo, last week published a special edition printed in Russian and English. Telegrams from Secretary of War Newton D. Baker and from Secretary of the Treasury W. G. McAdoo were published.

INTERTYPE

"The BETTER Machine"

Model A

Single Magazine

\$2100

Model B

Two Magazines

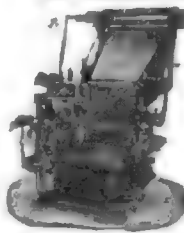
\$2600

Model C

Three Magazines

\$3000

Slide Magazine Unit, Applied Before Shipment, \$150 Extra



There are about fifty reasons why it is "the better machine." Each reason is a definite and tangible improvement which any one can understand.

Send for literature about Intertype improvements and simplifications.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

AN ENTHUSIAST ON DISTRIBUTION.

PSYCHOLOGY OF A WOMAN WHO SUCCESSFULLY SELLS ADVERTISING SPACE.

By AYLETT LAPSLEY.

Miss Jane Carroll is an optimist and couldn't be anything else. She says herself that she couldn't help being happy if she tried, and very likely this is one of the qualities which help her in selling Women's Wear distributive power; for she considers it not as advertising space, but as an opportunity for her customer to create friendships and take his share of the profits in this great problem of "distribution."

To Miss Carroll assembling, designing, manufacturing, arousing an interest in a commodity, and speeding it halfway round the earth, is just full of "human interest. To her all this process *lives*. It is a continued story, more real, more



MISS JANE CARROLL.

vital, more thrilling, and involving more human lives than the latest "best seller."

"Think what a privilege it is to talk with the men who have built or who control these businesses, many of which are of international scope. These men have worked, studied, planned and succeeded. Many of them have traveled in various parts of the world as part of their work and have a vast fund of information. To meet these men is an education in itself." This is the way she feels about her work, though she does like a game of tennis before breakfast.

The League of Advertising Women of New York City was signally fortunate in being represented recently by Miss Carroll, the first and only delegate at the Fourth National Foreign Trade Convention at Pittsburgh; also at the Fifth Convention of the United States Chamber of Commerce, at which Miss Carroll was the only woman delegate.

And if you ask her about opportunity, she answers: "As to opportunity, the sky is the limit; as to achievement, it's up to my ambition and brains."

TRAINING WOMEN.

Sharon (Pa.) newspapers complain that the war is causing a decided shortage in trained newspaper workers. Linotype operators cannot be found in Sharon and women are being trained to handle the machines in some of the offices.

Letters to Bill

number eleven



—fold it up
—take it with you
—typewrite anywhere

CORONA

The Personal Writing Machine

A PORTABLE typewriter that turns out clean copy anywhere—at the office, at home, or even on train or boat. Never in the way, for when not in use it *folds*, and may be tucked away in a desk drawer or in its own stout case. Corona weighs but six pounds, is strongly built, and possesses every modern mechanical improvement. Full width universal keyboard, two-color reversible ribbon, adjustable paper fingers and margin stops, back spacer, paper release, improved high speed escapement, visible writing.

Complete, with case, Corona costs \$50. Fully described in booklet No. 18.

CORONA TYPEWRITER CO.
GROTON, N. Y.

New York Chicago San Francisco
Agencies in all principal cities



Reprints of the "Letters to Bill" series sent free on request.

ISSUES SPECIAL NUMBERS.

Alvin J. Meyer, a former New York Tribune man, is now making a name for himself as a producer of special editions for newspapers. Mr. Meyer operates from New York and Pittsburgh and has had nine years' experience in his specialized work.

For the Tribune he handled a special numbers and pages and on leaving that paper three and a half years ago started out for himself. He scored successes on such papers as the Madison (Wis.) State Journal, Lansing (Mich.) State Journal, Zanesville (Ohio) Signal, Muskegon (Mich.) Times, Steubenville (Ohio)



ALVIN J. MEYER.

Gazette, Martin's Ferry (Ohio) Times, Marietta (Ohio) Register-Leader and the North Adams (Mass.) Herald.

For the latter publication Mr. Meyer issued a "Greater North Adams and Northern Berkshire Edition" on July 9 to the extent of forty-four pages, which is believed to be one of the biggest special editions ever issued by a paper in a town the size of North Adams. Mr. Meyer directs his editions personally, specializing on anniversary, industrial and feature numbers.

NEW MAGAZINE BODY.

The Canadian Association of Magazine Publishers has been organized with the following officers: President, D. B. Gillies, McLean Publishing Company, Toronto; vice-president, George M. Bertram, Canadian Courier, Toronto; secretary-treasurer, I. Simonski; Everywoman's World, Toronto.

The above named publications, together with the Canadian Home Journal and McLean's Magazine, compose the membership at present.

PROMOTION FOR MC GHEE.

Mark McGhee, who has been advertising manager of the Dry Goods Economist, has been made business manager of the Merchants' Service Bureau of the publication.

His successor is Arthur Sinsheimer, who has been with the organization for some time.

GOSS PRESSES TO CHILI.

The Goss Printing Press Company of Chicago has installed two of its high-speed quadruple presses, with one extra color, in the plants of El Mercurio, Valparaiso, Chili; and La Nacion, of Santiago, Chili.

NEWS OF SCHOOLS AND COLLEGES.

The first college daily of the South is the distinction that has fallen to the Texas University Daily Texan.



SILAS B. RAGDALE.

The editor-in-chief of this pioneer is Silas B. Ragdale of Brownwood, Tex., and James K. Beverley of Dahlart is managing editor.

Herbert W. Smith has been appointed to the post of instructor in advertising in the journalism faculty of the University of Missouri School of Journalism. He is doing similar duty in the current summer session. Mr.



HERBERT W. SMITH

Smith came into advertising via commercial art. He graduated from the University of Missouri journalism school in 1911 and acquired his experience with the St. Louis Star, the St. Louis Times, the Barnes-Crosby Company, Blumenstock Brothers Advertising Agency and the Hatcher & Young Agency.

Marion T. Rose, of the present senior class at the University, be-

comes assistant in the School of Journalism, succeeding Mr. Smith in charge of the courses in illustrative art.

During the nine years since the School of Journalism of the University of Missouri, has been in existence it has conferred the degree of Bachelor of Journalism upon 116 men and 28 women.

Of this number 90 per cent are engaged in journalism. About one-half of metropolitan newspapers and a half in rural journalism.

The graduates are in 23 states and five foreign countries, as follows: Alabama, Arkansas, California, Colorado, Florida, Illinois, Indiana, Iowa, Kansas, Maryland, Minnesota, Missouri, Montana, Mississippi, Nebraska, Oklahoma, Ohio, Pennsylvania, South Dakota, Texas, Utah, Virginia, Wisconsin, Canada, China, France, Hawaii, Japan.

The summer courses in journalism at the University of Missouri show an increase in enrollment over that of the summer session of 1916. This increased enrollment is despite the fact that in many summer schools the enrollment for the session is less than last year.

The journalism courses given at Missouri in the summer are: History and principles of journalism; comparative journalism; the country newspaper; the news, reporting, copy reading; the writing of advertising; advertising management; and rural newspaper management.

The officers of the Union College Press Club for the ensuing year are: President, Theodore De C. Palmer; vice-president, William Barnett; treasurer, Ed. M. Cameron; secre-



THEODORE DE C. PALMER.

tary, William Greeley. J. M. H. Potter is chairman of the general news committee of the club. Union College is in Schenectady, N. Y.

Students of the Washington University journalism department are getting out a thrice-a-week newspaper for the summer, publication being started last week. Students in the regular winter session have for years had the University of Washington Daily, but this is only the third time summer school students have undertaken to publish a paper.

News stories for the publication are selected from the work of the class in reporting, while the editorials are gleaned from the productions of the class in editorial writing.

Professor Eric W. Allen of the University of Oregon, who heads the journalism department for the summer, acts as editor.

The University Journal, edited by summer school students at the Washington State University, will carry

a department this year which will give the news of the Presidio and of the ambulance corps. Arrangements have already been made with journalism students in these two branches of Government service to correspond with the Journal and with daily reporters in other branches.

Professor Eric W. Allen, director of the school of journalism at Oregon, who has charge of the summer session work in the department, will act as editor of the paper. He will choose his staff from among the summer school students in the department.

The staff consists of Harold Hotelling, formerly of the Puyallup Herald, editor-in-chief, and Rev. Oscar Fedder, a Seattle Lutheran minister, managing editor. A. R. Terpening, superintendent of schools at Kirtland, is chief editorial writer.

With the resignation of Dr. Herman G. Brauer, chief of the bureau of municipal research of the University of Washington, the bureau's magazine, Washington Municipalities, will no longer be published by the university. The publication of the paper will be continued by the League of Washington Municipalities and will probably be edited by Howard A. Hanson of Seattle, ex-president of the league.

A correspondence course in journalism is to be instituted by the Indiana University department of journalism. The course will be taught by Professor J. W. Piercy, head of the department, and Miss Mary B. Orvis of the extension division.

R. R. Jamison, of the class of 1918, has been elected editor-in-chief of the Purdue Exponent, the official daily paper of Purdue University at Lafayette Ind. Other members of the staff chosen include: Managing editor, K. T. Nessler; business manager, H. S. Vaile; sporting editor, R. J. Krieger, and night editors, W. G. Albershardt, N. T. Crane and R. S. Ernst.

Joseph A. Wright, assistant professor of journalism at Indiana University, is undergoing training at the Officers Reserve Corps camp at Fort Benjamin Harrison, near Indianapolis. Professor J. W. Piercy, head of the department, has taken over Mr. Wright's classes and also the direction of the Daily Student the official publication of the university.

The Spectrum, the weekly collegiate publication of the Agricultural College at Fargo, N. D., has been abandoned because the six young men on the staff have gone to war.

Courses in newspaper reporting and in special feature writing, were opened by the department of journalism at the University of Wisconsin this summer, beginning June 25, and extending six weeks to August 3.

The training is intended for young newspaper workers who desire more preparation for their profession but are unable to take a regular university course. Both young men and young women are provided for in this instruction.

The work in reporting will include regular news assignments for Madison daily papers. Articles written in connection with the course in special feature writing may be submitted to Sunday newspapers and magazines for publication.

An advanced course in short story writing for those who have had some experience in writing fiction for publication will also be given.

The instruction in journalism this summer will be in charge of Professor J. Wainwright Evans, formerly of the University of Wisconsin and now of the University of Kansas, and Phil C. Bing, instructor in journal-

ism at the university, who has just been elected assistant professor of journalism at the University of Minnesota.

A shortage of men in the department of journalism furnished a logical excuse for a special co-ed edition of the University Summer Session Kansan, which was issued as the final number of the summer.

Even the advertisements were collected by a woman. The staff elected was as follows: Dorothy Cole, St. Louis, editor; Dorothy Spencer, Emporia, associate editor; Adeline DeMare, Lawrence; Mary Robert, Lawrence, news editors; Gail Hall, McPherson, business manager.

NORTHERN NEW YORKERS TO MEET AND MAKE MERRY.

The newspaper men of Northern New York will hold their semi-annual meeting and summer outing at Westminster Park on the St. Lawrence River July 20 and 21.

Members of the Northern New York Press Association and their families will assemble at Alexandria Bay on July 20 and from there they will take the ferry to Westminster, where a business meeting will be held.

Following dinner at the Hotel Westminster, the party will go to Alexandria Bay to attend the evening performance of the Community Chautauqua, which closes a five days' entertainment course that evening.

Saturday morning the ladies of the party will enjoy a motor boat trip among the islands while the newspaper men will hold a business session from 9 to 12 o'clock, when addresses upon topics of interest to the craft will be given and discussions follow. Courtland Smith, manager of the American Press Association, of New York, will be the principal speaker.

At 1 o'clock a shore dinner will be served a short distance from the hotel.

At 3 o'clock the entire party will take a trip among the islands, returning to Alexandria Bay in time to connect with the evening trains at Clayton for all points.

"Front Office Tips for Publishers" is the subject of an address to be given by C. M. Redfield, publisher of the Malone Evening Telegram and a past president of the association.

G. F. Darrow of the Ogdensburg Advance will talk on "Creating More Business for the Job Department." The necessity of collecting subscription accounts in advance, one of the problems now facing publishers, will be discussed by B. G. Seaman, publisher of the Pulaski Democrat.

The news print situation will be discussed, as also will the subject of "Newspaper Space as a War Commodity."

Ward L. Swift has purchased the Colfax (N. D.) Messenger and has made many improvements in the plant.

Coin Cards Pull Solicit—Sell—Collect

Our cards are machine made, uniform, and of the highest quality.

Write or telephone for samples and prices.

NEW YORK COIN CARD CO.

320 Broadway NEW YORK Telephone, Worth 2308.

PRICES GO UP IN DES MOINES.

PUBLISHERS IN MANY CITIES
ARE SATISFIED WITH
INCREASES.

All three afternoon newspapers in Des Moines, the Tribune, Capital and News, will increase their mail and subscription price \$1 per year beginning August 1.

Owing to the enormous increase in the cost of print paper and all other material and expenses that enter into the making of a newspaper, the Bloomington (Ill.) papers have found it necessary to advance subscription rates in Bloomington and Normal to twelve and one-half cents a week.

A slight revision of mail subscription rates has also been necessary. In making the increase announcement the Bulletin said:

"It must not be thought that in a slight change of price as noted above the Daily Bulletin is shifting its loss by reason of advanced cost of material upon subscribers. Indeed it is hardly dividing the loss, for the amount acquired by this small advance in subscription rate will far from cover the increase in cost of newspaper output.

"Hoping for a return to normal conditions the Bloomington papers have held off, although other papers had advanced prices some months ago, some to fifteen cents per week, as the Des Moines and Danville papers.

"The thrift of a town is gauged abroad by the character of its newspapers. And that consideration, if not sheer business sense, withholds us from the course of such false economy as reducing the size of the newspaper and cutting down the working force, a backward step which would find no favor we think with either our readers or business people."

The results are announced by James F. O'Donnell, manager of the Bulletin, as follows:

"We were agreeably surprised to find that we have had little or no 'stops'."

The publisher of a large Upper New York State daily reports perfect satisfaction with his increases in price. An initial loss of 18 per cent has been reduced to 4 per cent, three months being required to get back to a normal basis. Advertising has increased and agents and advertisers have approved the change.

How local conditions may affect a publisher's decision to increase his circulation rates is set forth by the manager of a Michigan newspaper, who did not wish to be quoted, as follows:

"We are satisfied with the higher price so far as it goes. While we have been unable under competition in the local field to advance our subscription rates as far as we would like to, we have had full cooperation locally so far as advertising is concerned. There has been little or no protest anywhere over the increase in the advertising rate and as far as we can see, no loss of business.

"Our circulation has not been materially affected, because the increase in circulation rates has only occurred on the mail and deliveries in the small towns. There has been some falling off, but not to a serious amount.

"As to local subscription rates, our city is practically the only Michigan city we know of where a rate increase could not be effected. We wanted to advance from 10 to 12 cents a week and are still making the effort, but our competitor, who claims a much larger circulation, evidently has no confidence in his position and hesitates to make the advance with us."

"We have found a splendid spirit prevailing among the advertisers and advertising agents that we have so far dealt with and we have no complaints to offer."

Conditions in a fair-sized Missouri city are outlined by a publisher as follows:

"We are satisfied with the results of raising our price, having lost only 5 per cent of our circulation. The

percentage of loss was immediate, a steady basis being reached after 30 days.

"Advertising has increased in the meantime and advertisers and agencies seem to be satisfied."

Hoyt F. Boylan, advertising manager of the Pittsburg (Kan.) Daily Headlight, says:

"We are just raising our rate, so we are not in a position to give you an answer at this early date. Locally, we have had no trouble, as merchants realized that white paper and increased cost of production would force a raise in rates on a newspaper in order to continue publication."

A Massachusetts publisher, who raised his price over a year ago, says he is well satisfied with the results. He says:

"The first week after going to 2 cents we lost 25 per cent of our circulation, but we have recovered all but about 10 per cent. It took about 3 months to get on a steady basis again and since then the circulation has been gradually climbing.

"Our advertising increased the first year, but we would not say it was the result of going to 2 cents. At least, it did not diminish as a result of the raise. Of course, there is not a doubt that a paper that can raise its price from 1 cent to 2 cents and retain 75 per cent of its circulation at the start has a clientele of subscribers that is valuable to the advertiser.

"Most advertisers have agreed with us on that basis, but there have been some advertising agencies which have asked for a rebate on their advertising because of lost circulation.

"We do not believe that it is to the best advantage of the publisher who intends to raise his rates to shout too much about it, but rather to go about it in a businesslike way. He should create the impression that the raise is no more than to be expected."

W. R. Ashford, business manager of the Cedar Rapids (Ia.) Republican and Evening Times, is not so certain that an increase in the price of a newspaper is universally practicable. He says:

"Previous to the increase in the price of print paper, we were charging 50 cents a month or \$5 a year for the Republican and 25 cents a month or \$3 a year for the Evening Times. On September 1, 1916, we increased the price of the evening paper to 10 cents a month or \$5 a year, delivered by carrier.

"We lost possibly 25 per cent of our city circulation with the increased price, and the building-up process is very slow. It is our honest belief that many of the poorer class of people must have a 25-cent-a-month paper if they are to have a daily newspaper."

"We later increased the price of the Times by mail from \$3 to \$4 a year and the Republican from \$2 to \$4 a year. Competitors, however, would not join us in increasing the price, and, being threatened with a serious loss in circulation, we returned to the \$3 price on the Republican, but continued the Times at \$4 a year. This means that the morning paper will gradually replace the evening paper outside of Cedar Rapids."

"There has been no appreciable difference in the attitude of local advertisers. They have not made a single complaint because of loss of circulation. We increased the local rate last February from 20 to 25 cents an inch, with no loss in space.

"National advertisers, through the agencies, have taken a different attitude. The agency demands circulation, and in case of the circulation falling below the guaranteed figure at the time the contract was made, demands either a rebate or additional advertising to make up the difference. They refuse to recognize changed conditions."

"Every newspaper must meet its competition in any advance in price, either subscription or advertising, if it expects to be successful in that increase and expects to go through it without some loss."

"Under existing conditions, no newspaper can be issued and sent out either by carrier or mail, for less than \$5 a year, with profit to the publisher. Advertising rates, to be profitable, must not be less than 20 per cent higher for the

same circulation than previous to the increased price of materials."

Recently THE FOURTH ESTATE sent out to publishers who have raised prices, the following question:

A—Are you satisfied with the higher price results?
B—By what percentage has your circulation been affected, either gain or loss?

C—What percentage of loss in circulation was the first result?
D—About how long did it require for the circulation to reach a steady basis again?

E—Has advertising increased or diminished as a result?
F—What has been the attitude of advertisers and advertising agents?

Besides the many answers already printed in THE Fourth Estate, the following were received.

Kansas City Post:

A—Yes.
B—About 7,000 more readers than when increase went into effect.
C—About 5,000 loss.
D—Very few months.
E—Advertising gain of 25 per cent.
F—No appreciable difference in attitude.

Sioux City (Ia.) Tribune:

A—Yes.
B—Only 2 per cent loss, with probable gain at end of year, all subscribers on cash in advance basis.
C—About 4 per cent.
D—Still gaining.
E—No effect on advertising.

Tampa (Fla.) Times:

A—Yes.
B—Circulation now highest in our history.
C—Less than 300 initial loss.
D—Less than 2 months.

Saskatoon (Sask.) Daily Star:

A—Yes.
B—Apparently no effect on circulation.
C—No falling off in advertising, despite increase of 1 cent a line all around.

Texas Four States Press:

A—Yes.
B—Now greater than before the increase.
C—About 1 1/2 per cent.
D—Within 2 months.
E—No change in advertising.
F—Local advertisers appear to approve of the increase, figuring that the "buck" was passed to the subscriber rather than to the advertiser.

Victoria (B. C.) Times:

A—Yes.
B—Slight increase.
C—No reduction in advertising, though rates have been increased.
F—Advertisers and agents favorable.

Norfolk (Neb.) Daily News:

A—Yes.
B—Normal gain.
C—About 5 per cent.
D—One month.
E—Increased.
F—No noticeable change.

Denver Times & Rocky Mountain News:

A—Yes.
B—Gain of 7 per cent on News; 16 per cent on Times.
C—Less than 10 per cent on either paper.
D—Within 60 days.

Little Rock (Ark.) Gazette:

A—Yes.
B—Subscription larger than before raise.
C—Very few losses.
E—Advertising not decreased.
F—Advertisers advised increase.

Fort Smith (Ark.) Southwest American:

A—Yes.
B—About 10 per cent gain.
C—A few lost, not more than 150 all told.
D—Less than 60 days.
E—Advertising increasing steadily.
F—Encouraging.

Texas (Tex.) Texarkanian:

A—Yes.
B—About 10 per cent gain.
C—About 15 per cent loss for 2 months.
D—About 8 months.

E—About normal in volume, but increased rate yields higher income.
F—Agents take it as justified.

Rushville (Ind.) Daily Republican:

A—Yes.
B—Not affected.
C—No loss.
E—Increased.
F—Agents reconciled and accept changes.

"LIBERTY BOND" STARK.

It happened that while the country was engaged with the Liberty Loan issue the Cincinnati Health Department was carrying on its "Better Babies" Show, and Jack Stark, a Cincinnati newspaper man, upon entering his son, Jack, Jr., 20 months old in the contest, announced that he was as "solid as a Liberty Bond is sound—and that is some solid."

The new phrase took with the public immediately and the many persons who know the youngster no longer call him Jack, but "Liberty Bond." In the contest he was given a 97 per cent mark.

"WILD BILL" WILL FLY

William T. Mettinn, police reporter on the Cincinnati Commercial Tribune, has sailed for France to become a member of the Lafayette Escadrille.

"Wild Bill," as he is known to his associates, was formerly an aviator before becoming a reporter, and when war was declared on Germany undertook to enter the flying corps of the United States Army, failing to be accepted.

PRINTERS AID RECRUITING.

Typographical Union No. 6 of New York, together with the "Big Six" band, enlisted a meeting of the Midday Minute Men on July 17. President Leon H. Rouse was rousing applauded as he declared it was time for New York to know where union labor stands "in this great struggle."

Again he was cheered as he asserted that printers always have played an important part in the fight for human liberty, citing such members of the trade as Benjamin Franklin and Horace Greeley.

POST EDITION REPRINTED.

The "Port of New York" Supplement, which the New York Evening Post issued on June 20, has been reprinted in miniature facsimile form, containing 116 pages, about 8 by 4 inches, four columns wide. The rotogravure cover illustration and more than 50 other pictures are reproduced. The facsimile is printed on lightweight super paper. A special edition is bound in cloth covers.

PAPER FOR MASONS.

James Thacker, a Cincinnati newspaper man and manager of the City News Bureau, who is an enthusiastic Mason, is now editing and publishing the Hamilton County Mason. The first number made its appearance recently and is exciting much favorable comment from his brother Masons.

EVERY EVENING

Delaware's LEADING Newspaper
CARRIED 22,787 LINES

more automobile advertising the first four months of the year than its next competitor.

EVERY EVENING

ALWAYS LEADS IN

WILMINGTON

DELAWARE

The wealthiest city per capita in America.

BRYANT, GRIFFITH & FREDRICKS
New York Boston Chicago

MORE EXPENSES FOR PUBLISHERS.

WAGE INCREASES GRANTED TO TYPO UNIONS IN MANY CITIES.

In Detroit the newspaper publishers and the I. T. U. have agreed to, a wage increase of 10 per cent taking effect immediately, and at the end of two years another advance of 5 per cent will be effective.

Auxiliary typesetting machine offices are also parties to the contract. The pay of proofreaders and bankmen has been placed on the same basis as that for other journeymen, and a flat scale now prevails in all composing rooms. A bonus system, which has been in vogue on typesetting machines, is continued. Proofreaders and bankmen, by the new adjustment, had their wages raised \$7 and \$8 per week.

In Goldsboro, N. C., to the minimum wage is now \$15 per week, an increase of \$3 over the wage paid under unorganized conditions. A reduction of one hour a day is made in one of the offices.

The newspaper scale at Newark, N. J., has been settled by mutual agreement after arbitration proceedings failed to compose the differences. Back pay dates from the first of last January, and the scale was placed at \$30 per week for day work and \$33 nights, to be in effect after the first of last June.

A new wage scale in Titusville, Fla., follows: Morning papers—Foremen, \$22.50; machine operators, \$21; handmen, \$18. Book and job offices—Foremen, \$18; machine operators, \$18.50; handmen, \$16.50.

An increase for Kansas City (Mo.) mailers amounts to \$1.20 per week, divided over a three-year term.

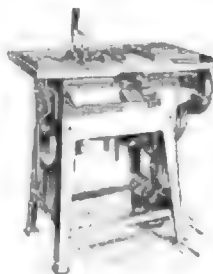
A wage increase of \$2 per week in the newspaper branch and \$1.50 for the book and job printers of Sandusky, Ohio, has been put into effect.

An increase of \$1 per week for foremen and hand compositors and

Harmonious and pleasing typography makes for readability, strengthens editorial influence, and increases the pulling power of advertising.

CONTRAST, balance and harmony in newspaper typography can be consistently maintained with the LUDLOW TYPOGRAPH, because the supply of display type is *unlimited*.

It is the *shortage* of type and the running out of sorts under the one-type-at-a-time system that necessitates mixed type faces and causes objectionable and hard-to-read print.



Study the possibilities of the Ludlow Typograph for improving the appearance of your paper. Write for Complete Descriptive Literature.

Mergenthaler Linotype Co.

Sole Selling Agents

Tribune Building, New York.

Chicago New Orleans San Francisco Toronto

\$1.50 per week for machinist-operators has been agreed to in Bartlesville, Okla.

In Fort Dodge, Iowa, a new wage agreement, operative for one year is in effect; the increase being \$2 per week all around.

Toronto mailers have been given an increase of \$2 a week.

An increase ranging from \$2 to \$5 per week, graduated over a period of two years, has been granted to compositors by publishers in Freeport, Ill.

In Huron, S. D., a year's contract has been signed by which hand compositors receive an increase of \$1 per week and floormen \$2.

Printers in Berlin, N. H., have received a wage increase of \$2 per week, the contract covering an indefinite period.

NEW A.N.P.A. MEMBERS.

The Flint (Mich.) Daily Journal and the Lynn (Mass.) Telegram have been elected to active membership in the American Newspaper Publishers Association.

The Ridgway (Pa.) Daily Record has been transferred from the associate to the active class.

The Cumberland (Md.) Evening Times has been transferred from the associate to the active class of membership in the A.N.P.A.

The Champaign (Ill.) Daily News has been elected to associate membership.

BARS "OBJECTIONABLE" ADS.

The Oakland (Cal.) Tribune has taken the position of refusing space to advertising that can in any way be objectionable to its readers in the home. In one or two instances the Tribune is under contract for advertising which it is legally bound to carry out, but which will not be renewed.

EDITOR GETS PAGE AD AS BIRTHDAY PRESENT.

More than 15,000 children, parents and friends attended the birthday party of Governor Arthur Capper, proprietor of the Capper Publications, of Topeka Kan., at Garfield Park—the largest attendance that has yet marked one of the nine consecutive anniversary celebrations which Topeka children have learned to "red letter" along with Christmas and the Fourth of July.

A group of Topeka business men took a page ad in the Topeka Capital on July 14 to express their sentiment toward Governor Capper. In part they said:

"We, the undersigned, take this method of extending to you our wishes, your fifty-second birthday anniversary. May your coming years be as rich in opportunities, as fruitful in results, as have been these fifty-two."

ATHLETIC AUTHORITY HAS THE CABINET TRAINING.

Walter Camp, noted writer on sports and football authority, is in charge of the Senior Service Corps of Washington, in which members of the President's Cabinet and many of their assistants are undergoing a course in physical training. The work of Mr. Camp recently was highly praised by Representative John O. Tilson in the House in an address that led many of the Government men to place themselves under his care.

TURNER KEPT BUSY.

C. Godwin Turner, newspaper specialist, is now giving his attention to the Efficiency Booklet of Jason Rogers, publisher of the New York Globe. He is fitting its principles to all newspapers and reports being kept very busy.

PAPER SERIOUS IN ILLINOIS.

STATE PRESS ASSOCIATION FAVORS TRADE BOARD'S CONTROL PLAN.

Military censorship, resolutions commending President Wilson's administration and a heated discussion of the news print situation were a few of the topics occupying the attention of the Illinois Press Association, which held its annual meeting at the Hotel Sherman, Chicago, on July 11-13.

The news print situation still remains serious with members of the association. The price the members now pay ranges from \$2.50 to \$8 per hundred pounds and the supply is uncertain even at the higher figures. The association passed a resolution urging legislation that will enable the Federal Trade Commission to fix the price of news print.

N. A. Huse, vice-president of the American Press Association, discussed the plan of virtual commandeering of advertising space for popularizing Liberty Bonds, Red Cross work and similar patriotic purposes. He said that such a use of advertising space served to cheapen the business side of the newspaper.

Officers were elected by the association as follows: President, H. V. Bailey, Princeton; first vice-president, S. P. Preston, Gillespie; second vice-president, L. R. Murray, Mazon; third vice-president, J. R. Crowley, Freeport; secretary, H. I. Williams, Springfield; treasurer, H. R. Marshall, Yorkville.

TRAINING NAVY MEN.

Martin A. Delaney, physical director of the Chicago Athletic Club and a special writer for the Chicago American in a department called "Keeping Fit," has been selected to direct the work of physical training at the Great Lakes Naval Training Station at Chicago.

ELKHART CHANGES.

M. M. Frink, assistant city editor, has been made city editor of the Elkhart (Ind.) Truth, succeeding Thomas H. Keene, who becomes editorial manager.

C. C. Conklin, for a number of years circulation manager, has resigned to enter the army. His duties will be taken over by C. B. Danforth, former office manager.

MORE SPACE FOR SMALL ADS.

The classified advertising department of the Chicago Tribune is branching out. A space as large as the present classified office has been taken over and will be added to the department. The remodeling is now taking place and the department will soon have occupancy of its enlarged quarters.

NASSAU QUALITY METALS

ALWAYS UNIFORM
ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSITYPE

Manufactured by the
Nassau Smelting & Refining Works
608 West 20th Street NEW YORK



IF you want more circulation—
If you are contemplating a raise in rate—

If you want circulation SUPREMACY in your field—
Send for Hollister!

In the field of newspaper circulation experts, Hollister's organization is without a peer. It stands alone. Publishers in every section of the United States know the value of Hollister service. They know they can depend on Hollister when circulation books show a decrease.

Hollister has just completed a successful campaign on the Portland (Ore.) Evening Telegram, and his organization is now at work on the Tacoma (Wash.) Ledger and Daily News.

Complete information and details of the Hollister plan can be had by addressing

C. B. HOLLISTER

General Manager,

Northeastern Circulation Company
Home Office: Davenport, Iowa

or
Care Tacoma Ledger & Daily News
Tacoma, Wash.

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE VI.

THE USE OF THE CASH BOOK—ELEVEN DEPARTMENTS OF A NEWSPAPER—WITH THE EXPENSES OF EACH.

BY EDMUND WALKER.

Chicago Herald Building, Chicago.

In this series of short articles on newspaper work Mr. Walker has created a hypothetical company and takes it through all the stages of an organization's financial existence.

Starting with the period of incorporation, he showed the opening of the accounting books. He will take the paper through a period of prosperity and finally make a mistake in financing, necessitating compulsory liquidation.

In the course of the articles he will introduce various phases of accounting, such as methods of handling depreciation, insurance, amortization plans, building funds, profit-sharing systems, etc.

The Cash Book, already described and installed in our parent company, can also be used for the new company we have just taken over, but it will be necessary to compile a suitable Invoice Synoptic, as this was not prepared for our hypothetical company.

The inflexible rule of modern accounting is that no entry be made in any ledger unless recorded first in some book of original entry and "posted" from there to the ledger.

The journal classifies all the different business transactions into debits and credits. In years gone by the custom was to post each item separately, but today this is unnecessary as far as the expense accounts are concerned by the use of a columnar journal one entry is now made where formerly perhaps twenty or thirty were necessary.

Our first thought in compiling this book will be to divide our expenses into departments, and that necessitates the dividing of the entire business into departments.

There are eleven departments to all newspapers. These are:

- Administration,
- Accounting,
- Business office,
- Collection,
- Advertising,
- Circulation and mailing,
- Editorial,
- Press,
- Stereo,
- Hand composition,
- Machine composition.

Our Invoice Synoptic must there-

fore have eleven distinct groups of columns, each group being devoted to one particular department. As it would be impossible to have a separate column for every account there must be one General Column in each department; but immediately following this column will be a space with horizontal rulings only, so that the name of the account to which this item must be posted may be inscribed.

Reading from left to right the Invoice Synoptic will have the following headings:

- Date,
- Specification,
- Invoice Number,
- Creditors' Ledger (debit, folio, credit),
- Debtors' Ledger (A-M, debit, folio, credit), (N-Z, debit, folio, credit),
- Administration Expense,
- Details—Account, Department Expense,
- Details, Business Office Expense,
- Details, and so on, for each department.

Where there will be a sufficient number of items each month to justify a special column in any departmental group the same can be inserted.

At the close of the month each of these columns will be analyzed and the details of the analysis posted to the General Ledger. The total of the analysis will of course agree with the total of the column analyzed.

What is the routine of the invoice?

As soon as goods are to be ordered, an order form is filled up and signed by the department manager.

The order form is then mailed to the company handling the goods required.

The goods having been delivered, the order form is checked with the invoice and the extensions and additions of the invoice having been agreed the invoice is presented to the party ordering the goods to ascertain if the goods were received in proper condition.

Assuming that no claim is to be made, the invoice is filed "numerically" and entered in the Invoice Synoptic.

Assuming that this invoice was for repair work to a Linotype or an Intertype machine, the entry would be made by crediting the creditor in the Creditors' Ledger and debiting

composing room machine department and recording next to the debit item the nature of the charge—in this case "Repairs."

During the month there might be twenty different items for repairs in this department and instead of posting each one individually the grand total would be debited to composing room machine repair account in the General Ledger.

During the month certain fixed charges have to be taken care of, for example, Insurance.

On January 1 insurance was taken out for one year on the entire plant, equipment, and furniture. Each department will have to be debited each month with the expired amount. You will debit each department with its pro rata amount, the calculation being based on the capital investment in each department.

The total of these departmental debits will be credited in one amount in the General Ledger Column and posted to the credit of the Insurance account. The balance on this insurance account at the end of any month will represent the then unexpired value of the insurance policies.

Once invoices are placed on the file in numerical order, you will be careful never to take them off that file, no matter what the excuse.

Payments will be made on the creditors' statements after they have been checked with the ledger record. When entering a credit in the creditors' ledger the item should be recorded in this manner:

January 1, By Invoice No. 172, Folio 55, \$405.60.

When entering the check paying for this item the record should appear:

January 15, To Check No. 18779, Folio 42, \$405.60.

This allows reference to be made at any time direct from the ledger account to either the original check or the original invoice without turning to the Synoptics at all.

Assuming that the work is done correctly, the total debits in the Invoice Synoptic will equal the total credits.

At the end of the month all columns will be ruled off and posted to the General Ledger just as the Cash Journal was handled.

As the total debits agree with the total credits it follows of necessity that the General Ledger, if correctly posted, will also balance.

I shall be glad to send a sample printed sheet of the Invoice Journal described in this article on request.

Of course, it is understood that the Debtors' and Creditors' Ledgers may be divided up as many times as your business may demand, each section having a Synoptic Account in the general ledger with which it will articulate each and every month.

Next week we will take up the question of introducing an efficient Profit Sharing System into the business.

PAPER FOR ALMSHOUSE.

A news bulletin will hereafter be issued by the Westchester County (N. Y.) Almshouse every succeeding month, beginning in July.

The bulletin will summarize the activities of the almshouse, the new penitentiary, child welfare and the psychiatric departments.

This will supplement the annual report of Commissioner Macy. John R. Shillady, director of department of prevention, will be editor.

OUT OF BUSINESS.

Advancing costs of publication have caused the Covington (Okla.) Record to put up the shutters. The suspended publication was edited by Nat K. Fisk.

THE AD CLUBS' OPPORTUNITY.

EDITOR THE FOURTH ESTATE.

SIR: When war was declared between England and Germany I was located in Canada and my work kept me there during the greater part of the first year of the war. This period enabled me to fully realize the great depth of the love held by the Canadians for their mother country.

The spirit of patriotism was manifested not only from the viewpoint of enlistment but from every viewpoint of business energy calculated to be a help, not only to the "call of the country," but the daily requirements, the living necessities, of those dependent upon the enlisted soldiers.

Newspapers, merchants, manufacturers, bankers and advertising men throughout the entire Dominion gave not only their personal financial aid but their energy to the establishing of the spirit of patriotism that cannot fail. The work was impressive—it left an indelible mental picture.

I believe the work of stimulating "patriotic spirit" can be very materially helped along by the advertising clubs of the United States. Promotion work of large proportions has been successfully carried on by our many advertising clubs, and they are, I am sure, fully equal to the task of successfully promoting this much more imposing and important task, the spirit of patriotism that, in its universal magnitude, is capable of meeting every emergency.

Newspapers, merchants, manufacturers and bankers can all be formed into harmonious concerted working action, each can fill a part, the combined results of which will insure a perfect systematic working organization.

Every advertiser local or national, can afford to devote a small amount of his regular space to help stamp indelibly upon the minds of the people of the United States the great responsibility resting upon them, the great necessity of standing fast together.

No organization is so well adapted to render the promotion work necessary to the universal standardizing of mutual welfare as the advertising clubs of the United States. They represent progress, energy and an intelligent and convincing method of operation most essential to the full development of big undertakings—the full developing of every detail attached to the carrying out of the great demands of war emergencies.

EDWIN T. JONES.

CHARGED WITH SWINDLING.

Smiley S Baird, a "publicity agent for a number of Illinois newspapers," was arrested last week in Chicago on a warrant sworn out by William H. Sexton, who charges that Baird swindled him out of \$2,500 in a "Publishers' Cooperative Society" which failed to materialize.

The Faribault (Minn.) Journal office has been damaged by fire.

**Detroit
Saturday
Night**

—now in
its
11th year.

has built up its valuable clientele—valuable to the advertiser because it is a responsive clientele—by keeping

Every Column Clean

Our advertising columns are edited with a view to eliminating whatever is unworthy. Represented by G. LOGAN PAYNE CO., New York, Chicago, Boston, Detroit.

White Rock



Unsurpassed Mineral Water

BOOKS USEFUL TO EDITORS AND ADVERTISERS.

"THE DICTIONARY OF GRAMMAR," by James A. Hennessy; Funk & Wagnalls Company, publisher.

This is a vest-pocket hand book with rules, diagrams and helpful hints, aiming to present the essentials of English grammar in a concise, readable form for the use of busy people.

"WIT AND HUMOR FOR PUBLIC SPEAKERS" by Will H. Brown; the Standard Press, publisher.

For the ready and convenient use of all speakers, as well as for those who love good, wholesome humor, has this collection of more than a thousand stories, covering a wide range of subjects, been prepared. In addition to an index of the themes under which the many incidents are grouped, there is a cross reference index as nearly every story is applicable to more than one subject. This volume is just as fresh, original and useful as "Illustrative Incidents for Public Speakers," written by the same author.

"SURNAME," by Ernest Weekly; E. P. Dutton & Co., publishers.

The index contains some 6,000 existing surnames, including a certain proportion of French and German names and a sprinkling from other countries. In the body of the book appear probably almost an equal number of names which are presumably extinct, though as a matter of fact, it is never safe to assume this even in the case of the most fantastic name. This volume is an offshoot of the "Dictionary of English Surnames" by the same author, but it differs in several ways from the former book.

"MOSES IN PARAGRAPHS," by Bert Moses; published by the author.

This is not a religious work, as first glance at its title might indicate. Instead it is to be blamed on Bert Moses, advertising manager of the Omega Chemical Company, New York, whose pithy writings are familiar to practically every newspaper and advertising person. The book is composed entirely of paragraphic comments on life, business and their problems, the philosophy serving to throw a cheerful light on many things that people are worrying their heads about. Every newspaper and advertising worker particularly should have this book.

"THE AMERICAN YEAR BOOK," by Francis G. Wickware; D. Appleton & Co., publishers.

This annual publication, now in its seventh edition, follows the lines of the 1915 issue, with the organization of departments changed only slightly and the scope as defined in the first issue. It is intended for the needs of writers and searchers of every kind.

"MONEY CHANGING," by Hartley Withers; E. P. Dutton & Co., publishers.

This is a book on foreign exchange, based on the experience of the president of the Institute of Bankers and others. It is divided into chapters such as: Money at home and abroad; rates of exchange; trade and services; international payments; commercial bills; finance bills; discount and exchange; bullion and exchange, etc.

"SELLING LATIN-AMERICAN" by W. E. Aughinbaugh; Small, Maynard & Co., publishers. A careful reading of this book is not a difficult matter—for unlike most books on commerce, it is full of

NEXT WEEK!

THE FOURTH ESTATE will on July 28th publish a special section to comprise complete lists of the Special Daily Newspaper Representatives in New York, Chicago, Detroit, Boston, Philadelphia, St. Louis, San Francisco and other cities, and a complete list of newspapers of the country having representatives, with the names of those representatives against each, both East and West. It will be up to the minute and as complete and comprehensive as the large organization and exceptional facilities of THE FOURTH ESTATE can make it.

This New Special Representatives National Directory

will be thoroughly national in its character and in its scope, and will be a genuine Space Buyer's Manual of daily usefulness to national advertisers, advertising agents and agencies, supplying information nowhere else obtainable in one publication.

A Genuine Space Buyers' Manual

Advertising will be accepted for this special edition at regular rates.

lively interest—and it will be profitable to every business man interested in the subject of Latin-America. It will valuable to those who are equipped or willing to prepare themselves to cope with conditions as they really are, and just as valuable to those who are not for it may save them from costly mistakes in experimentation in foreign fields. The book tells what to sell and how to sell it.

"VIA PACIS" by Harold F. McCormick; A. C. McClurg Company, publisher.

The author outlines a plan of how he believes peace can be automatically prepared while the war is going on. The suggestion is to have the belligerents enunciate and place their peace terms in precise and concrete form in the hands of selected neutral countries, to be changed periodically in accordance with the varying fortunes of the war, the resulting benefit being that each side could know at a given moment precisely what the other was demanding and could examine his own assets, chances and hopes accordingly. In other words there would be obtained the quotation of the "cash value" of ultimate peace terms. It is contended that this would result in: Minimum duration of the war with maxi-

mum useful effort, thus avoiding all the superfluous loss of human life and economic waste.

"EAT AND GROW FAT," by R. Johnson; the Sherwood Company, publisher.

This book is designed to be a handy and efficient guide to the most approved methods of restoring flesh, including menus potent and palatable.

"OPERATIVE OWNERSHIP," by James J. Finn; Langdon & Co., publishers.

The author's idea is to enforce a just division between capital and labor of the wealth which they jointly produce. He purposes to enable industrial tool-users to become, wholly or partly, tool-owners, thereby effecting a more general diffusion of wealth among the people.

"THE VEGETARIAN," by Harry Leslie Stroupe; published by the author.

The desire of the author is to help people secure good health by living according to nature's laws, and help to preserve the higher standard of health, strength and energy. "The whole secret of good health, the author says," is to not make a graveyard out of your stomach (partaking of flesh); learn to control your appe-

tite by leaving the table with a pleasant rather than a distressed feeling.

"HOW TO GET AHEAD" by Albert W. Atwood; Bobbs-Merrill Company, publisher.

The object of this book is to help young men and women of moderate earning capacity to save and invest money—incidentally showing the advantages of thrift. The book tells how in various ways.

"THE DRAGON AND THE JUGGERNAUT OF SPECULATION," by James Hamilton Howe; the Dragon Publishing Company, publisher.

The lessons of this work are exemplified by the author in gambling in prices of our food products. The book is written especially for the education and protection of young men and women about to enter the business or the professional world, and as a warning to produce growers and provision packers. Tricks of the manipulator are exposed and it is explained how speculators are also buncoed and fleeced.

"PRINCIPLES OF MONEY AND BANKING," by Harold G. Moulton; University of Chicago Press, publisher.

In this volume there are assembled several hundred short, carefully condensed and edited selections bearing on the problems in hand. Not only by means of careful arrangement of the material selected, but by the explanatory introductions, the author has linked together the various sections and has supplied the necessary thread of continuity to the subject as a whole. This method has the advantage of combining in one volume the virtues of the usual text and the collateral book of reading, thus giving a vitality to the subject-matter not afforded by the ordinary text and a richness of content that cannot be attained by any single writer.

"THE BOOKLOVER AND HIS BOOKS," by H. L. Koopman; Boston Book Company, publisher.

The author is the librarian of Brown University and gives an intimate and practical presentation of his subject—under such chapters as: Fitness in book design; print as an interpreter of meaning; favorite book book sizes; value of reading; books of today and tomorrow; book criticism; as a librarian would have books; the book beautiful, etc.

"LIFE SINGS A SONG," by Samuel Hoffenstein; Wilmarth Publishing Company, publisher.

This is a collection of some of the best poetry that has been written or published in recent years.

"CONSTITUTION OF THE UNITED NATIONS OF THE EARTH," by Edgar D. Brinkerhoff; Pamphlet Publishing Company, publisher.

This "Constitution has been regarded by some people as a mere copy of the Constitution of the United States of America; others have criticized it for its deviations from the American model; and still others have seen in the document an attempt to mould the entire world into one nation. In the hope of inducing a more careful reading the author has prepared this preface.

"IN CANADA'S WONDERFUL NORTHLAND," by W. Teas Curran and H. A. Calkins; G. P. Putnam's Sons, publishers.

This is a story of eight months of travel by canoe, motorboat, and dog team on the northern rivers and along the New Quebec coast of Hudson Bay. It has sixty maps and illustrations.



MEMBERS OF THE SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION

LOUIS WILEY ON CENSORSHIP.

THE NEWSPAPERS CAN BE TRUSTED TO WATCH INTERESTS OF NATION.

Before the Philadelphia Chamber of Commerce on July 19, Louis Wiley, business manager of the New York Times, gave an excellent address on censorship. He declared that recent events justify the assumption that the Government has decided to abandon any attempt to censor the American press, but will put into effect immediately a rigid censorship of cables, wireless messages, and telegrams as the most effective way to prevent information from reaching the enemy. Such a censorship should prevent the enemy from reaping much advantage from his elaborate spy system.

"Newspapers are engines of publicity," declared Mr. Wiley. "Their widespread circulation gives them so prominent a public position that almost invariably when there is trouble somebody makes targets of them."

"In times of public excitement the newspapers stand high above everything else as disseminators of information to an anxious people."

"So many poorly informed officials and narrow-minded persons overlook or belittle the peril in the quiet, underground channels through which designing persons pass along important information."

"Established means of communication, ordinarily regarded as private, are always used by an enemy for the transmission of secret messages—the mails, not only to countries across the sea, but to those south of the United States; the telegraph, the wireless, cables—are a surer and quicker means of communication than the newspapers."

"Serious results are sure to follow any effort to suspend the constitutional guarantee of a free press and of free speech. The liberty of the press within existing laws governing treason is the nation's greatest asset, and never so much as at a time like this, when it stands as the one great security of the people."

"Soon after the declaration of war a voluntary censorship on the part of the newspapers was suggested by the Government. This suggestion has been wholeheartedly accepted and observed by the newspapers of the Uni-

ted States. No loyal newspaper has or will print that which will give aid to the enemy."

"With every newspaper office teeming with news the publication of which would greatly increase circulation, editors have refrained from giving out the least detail which might have been useful to the enemy."

"Newspapers of the United States in an intimate and yet broad sense, represent the people. As far as the people are patriotic, the newspapers will be found patriotic."

"The greater the peril the more care will be exercised in the publication of news and stricter will be the voluntary censorship."

So long as the standard of education and intelligence in the United States remains on its present high plane so long will an official censorship be unnecessary and uncalled for.

"There are laws on the statute books against treason. Newspapers have been suspended under these laws, and any newspaper today that willfully publishes information of military value to the enemy can and should be prosecuted."

"If statesmen would but consider that 'truth crushed to earth will rise again' and confound them, that an enraged populace, deprived of knowledge which is their right, will demand satisfaction, aye and take it, from those who have blinded them and hoodwinked them, they would hesitate before committing themselves to a policy unworthy of the Dark Ages—of ages before the dawn of liberty shed its radiance on humanity."

Regarding German printed papers, Mr. Wiley said:

"If there is disloyalty, the laws against treason, should be promptly invoked. Perhaps parallel columns in the English language should be required by law, especially in time of war."

BARBOUR IN BANKING.

P. T. Barbour, formerly with the New York Tribune and the Chicago Tribune, has been appointed manager of the new New York office of Olin Finney & Co., Inc., Philadelphia, handling the Finney System of Automobile Banking.

ARCHITECTURE SOLD.

The publishers of Scribner's Magazine have purchased Architecture, which they will continue.

WEDDING BELLS.

Glenn S. Williamson, mechanical superintendent of the New York World, and Miss Pauline Charlotte Rothel, have just announced their marriage, which took place on May 17.

Cecil Chesterton, editor of the New Witness, a London (England) weekly, and Alice M. Jones, a novelist and journalist, were recently married in London. Mr. Chesterton is now in the British army. His wife's pen name is "John K. Prothero."

Robert W. Veitsch, business manager of the Pottsville (Pa.) Journal, and Viola Wilson Carnes of Mount Carmel have been married.

Einer Graff, a reporter on the Chicago Herald, and Miss Louise Lindner of Chicago were married on July 10. Mr. Graff was sent to interview Colonel E. H. R. Green, son of the late Hetty Green, regarding rumors of the capitalist's marriage and was able to secure the story by confessing to Colonel Green that he, too, was about to be married.

Carl F. Reidmiller, foreman of the engraving department of the Dayton (Ohio) Journal, was married recently to Miss Minnie A. Dean of Dayton.

Albert Berlin, formerly of the Bonner Springs (Kan.) Chieftain and now managing editor of a paper at Melstone, Mont., and Miss Ada May Clayton were married recently.

Russell Phelps, of the Omaha Bee editorial staff, and Miss Mae Morrison of Council Bluffs were recently married.

STOCK SALE IN LINCOLN.

The stock of the late Amos H. Mendenhall in the Lincoln (Neb.) State Journal has been purchased by the other three owners of the paper—C. D. Traphagen, J. C. Seacrest and the Estate of C. H. Gere.

OWNER TAKES CHARGE.

Lee Maynard, formerly of Sioux City, has purchased an interest in the LeMars (Ia.) Globe-Post and will have active charge of the business and editorial departments.

AN ILLINOIS DEAL.

Paul A. Atz has sold the Elizabeth (Ill.) News to Louis E. Egle and Frank I. Foster of Titonka, Ia.

THE SOUTH'S BIGGEST

THE FOURTH ESTATE did not believe Southern Newspaper Publishers Association gave due credit to the prominent newspaper.

It is with pleasure, therefore, the page. The larger size cut shows clearly newspapers in the South, besides many of the country. Those in the picture are

Anderson (S. C.) Mail—G. P. Brown.
Atlanta Georgian and American—W. G. Bryan.
Asheville Citizen—R. S. Jones, J. H. Caine.
Asheville Times—T. W. Chambliss.
Birmingham (Ala.) Ledger—James J. Smith.
Birmingham News—Victor F. Hanson.
Bristol (Va.) Courier Herald—P. M. Burdette.
Charleston News and Courier—Robert Latham.
Columbia (S. C.) State—F. C. Withers.
Charlotte (N. C.) Observer—W. B. Sullivan.
Chattanooga (Tenn.) News—W. C. Johnson.
Concord (N. C.) Tribune—J. B. Sherrill.
Fort Worth Star-Telegram—A. G. Carter, L. Wortham.
Gadsden (Ala.) Times-News—A. W. McCall.
Greensboro (N. C.) News—E. B. Jeffress.
Greenville (S. C.) News—B. H. Peace.
High Point (N. C.) Enterprise—J. P. Rawley.
Houston (Tex.) Post—A. W. Clarkson.
Jacksonville (Fla.) Times-Union—A. W. Ellis.
Jackson (Tenn.) Sun—J. C. Long.
Knoxville Journal and Tribune—A. F. Sanford.
Knoxville Sentinel—C. B. Johnson.
Lexington (Ky.) Leader—Harry Giovannoli.
Lexington Herald—C. I. Stewart.
Louisville (Ky.) Post—W. W. Stouffer.
Macon (Ga.) Telegraph—W. T. Anderson.
Montgomery (Ala.) Advertiser—Charles Allen.
Montgomery Journal—F. H. Miller.
Nashville Banner—Edgar M. Foster.

And in connection with again b FOURTH ESTATE desires to pay a deserving secretary-treasurer—Walter C. Johnson, m

Mr. Johnson has had a great deal excellent condition it is in today. T services by making him a present of \$300

"Our association has been most treasurer. Walter C. Johnson has performed most favorable comment from ev

"His office has been the source of have contained a surprising amount of great help. Too much cannot be said around usefulness to the S.N.P.A. and

During the year 1916-17, in addition established the bulletin form of keeping from January 2 to June 30 twenty bu mailed to members, prospective members A form of binder was adopted and sol

The secretary began work on a as far back as 1913, when the present record of previous years will be further

As secretary of the convention, M and won the hearty thanks of the trade



IN ASHEVILLE, N. C., WHERE THEIR 1917 CONVENTION WAS HELD.

NEWSPAPER PUBLISHERS.

the small cut of the members of the convention at Asheville, used last week, and advertising men represented therein. reproduces the photograph again on this page of the leading publishers of daily news and supply men from various parts

- Tennessean & American—J. H. Allison.
- Orleans Item—A. G. Newmyer.
- Orleans Times-Picayune—A. G. Phelps.
- Orleans Journal—Mrs. Louis K. Mayes.
- N. C. Times—John Park.
- Mount (N. C.) Telegram—J. L. Horne.
- News—F. G. Bell.
- Herald & Journal—W. W. Holland.
- Record—Harry Brown.
- Post—J. F. Hurley.
- Sentinel—R. A. Shore.
- Salem Journal—N. L. Cranford.
- Dispatch—W. E. Lawson.
- Massengale, Atlanta, Ga.
- Thomas, Jacksonville, Fla.
- Johnson, Atlanta.
- Richmond, Va.
- Richmond, Va.
- Basham, Louisville, Ky.
- Chambers Agency, Atlanta.
- Richmond.
- Alden, Southern Agency, Atlanta.
- Atlanta.
- H. Eddy, New York.
- Gardner, the United Press, New York.
- Johnson, International Film Service, N. Y.
- Savory, E. Curry and H. Bott, of the
- Mergenthaler Linotype Company.
- Leib and H. D. Best of the Monotype Co.

the subject of the S. N. P. A. The ment to the association's efficient sec- the Chattanooga (Tenn.) News. with building up the S.N.P.A. to the them took special cognizance of his his annual report President Jones said: in its selection of a secretary and e duties of his office in a manner to es. tion along all lines and his bulletins ets and figures which have been of of Mr. Johnson's efficiency and all- rkers." is many routine duties, Mr. Johnson s in touch with news of interest, and gregating 108 pages, were issued and papers, etc., to the number of 1,941. ers who desired to keep bulletin files. d of the association and completed it v and by-laws were adopted. The e the future. handled the information end ideally entatives.



WALTER C. JOHNSON
SECRETARY OF THE S.N.P.A.

BRUCE HALDEMAN WINS CASE.

COURT ENJOINS RELATIVES AND EDITOR WATTERSON FROM OUSTING HIM.

An injunction was granted in Louisville on July 14 in the Chancery Court to Bruce Haldeman, president of the Louisville Courier-Journal and Louisville Times Companies, restraining W. B. Haldeman, Isabel Haldeman and Bennett H. Young, directors of the corporation, from taking steps to remove him from his post as business manager of the two papers.

Henry Watterson, editor, who appealed in the case as an intervening petitioner on the side of the defendants, denied acquiescence in an agreement entered into by members of the Haldeman family vesting management of the two papers in Bruce Haldeman as president and business manager, and assigning to W. B. Haldeman the place as vice-president or as director.

Colonel Watterson contended the agreement prejudiced his interests as holder of seventy-five shares in the corporation. The court denied his claim and said doubt existed that he had not acquiesced in the agreement, adding its conviction that Colonel Watterson in the pressure of business had forgotten all about it.

The legality of the agreement was upheld.

The defendants announced that they would ask the Court of Appeals to dissolve the injunction.

TENNESSEE'S RESOURCES.

A special number devoted to "Middle Tennessee and Its Resources," just issued by the Nashville Tennessean and American, sets forth the many advantages of the territory and its many industries.

Writing to THE FOURTH ESTATE, J. H. Allison, manager of the newspaper, says: "The Creator has been lavish in the advantages He has bestowed upon us, and you can be sure with the extraordinary demand for raw materials and agricultural products we are prospering now as never before."

NEW KANSAS MANAGER.

W. C. Wolfe is at present in charge of the Smith Center (Kan.) Journal, following the recent death of Ben T. Baker.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company. Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary, 239 West 59th Street, New York City.

Subscription: TWO DOLLARS a year Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 53c; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS.
Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
239 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7749 Columbus.

ERNEST F. BIRMINGHAM, Publisher

No. 1221.

FOR THE WEEK ENDING JULY 21, 1917

THE A.N.P.A. STANDS FOR NO EXTRA NEWSPAPER TAX.

Some publishers have the mistaken idea that in passing resolutions favoring the zone rates on second class mail or otherwise compromising the war tax on newspapers, they are working in harmony with the American Newspaper Publishers Association.

This is an error that needs immediate correction.

The A.N.P.A. is unalterably opposed to the levying of any tax on newspapers that is not placed on all other industries, as is shown by the resolution it passed at its recent meeting in Washington. It follows:

"The American Newspaper Publishers Association in meeting June 21 earnestly and emphatically protests against a special discriminating war tax in any form levied upon the newspaper business.

"The business is not a war industry. It is at this time bearing a very onerous and special burden of expense due entirely to the war and it is making no profits directly or indirectly out of war.

"On the contrary the government itself is relying upon the newspapers as shown in the organization of publicity in connection with the recent National Registration Law, the Liberty Loan and the Red Cross Fund for that cordial and unreserved cooperation without which the issue of the war loan and the national military registration could not have been successfully achieved.

"Such cooperation with the government the newspaper reader always cheerfully and promptly and at their own expense, and they expect and desire in addition to bear their just share of taxation.

"The newspapers recognize the need of special war taxes and they will pay any rate of taxes that Congress finds it necessary to impose upon all other legitimate and necessary businesses.

"As for the postal rates, they have been based for generations upon a public policy that the diffusion of knowledge and information in newspapers and periodicals is necessary to the unity and welfare of the nation and, therefore, ought to be encouraged by moderate postage rates. If this policy is now after more than half a century to be reversed it should be done only after full consideration and investigation; it should be done only in the public interest and not in the guise of a war tax upon a business which is neither a war profiteer, a luxury or one properly subject to punitive taxation."

The misunderstanding is undoubtedly due to the publicity that has been given to expressions of opinions by certain prominent individual members of the A.N.P.A.

Unfortunately THE FOURTH ESTATE aided this wrong impression in saying last week that the action of the Southern Newspaper Publishers As-

sociation, asking for zone rates on second class, was in accordance with the stand of the A.N.P.A.

The A.N.P.A. still stands by its resolution. This should be clearly understood by associations desiring to work in harmony with that organization.

CHICAGO DAILY NEWS FARM LABOR RECRUITING.

An illustration of what one newspaper can do to help the nation in a great crisis is revealed in a report of the Chicago Daily News Farm Labor Recruiting Station.

Last April, when the price of foods was soaring and a cry was sent up for greater production, the Daily News established its farm labor recruiting station to send men in the cities back to the soil.

From April 23 to June 30, inclusive, 11,213 persons, men, women and children, found places on farms through the Daily News. So far as can be learned this mark has never been reached in any similar emergency activity in the history of the country.

A great majority of the 11,213 persons enlisted are men of farm experience, most of them past the age for the military draft. Most of them were reared on farms and know the work thoroughly. They had been drawn to the city by its attractions of various kinds, but now with the double desire to get back to the farms and to serve their country, they are of double value in the national crisis.

According to the best information at least 90 per cent of the applicants have been placed in positions in thirty-three different states, and letters received from employers on both large and small farms indicate that they are giving almost universal satisfaction.

Hundreds have been sent to Illinois, Indiana, Wisconsin and Michigan farms. Other hundreds have been sent to the Dakotas, Nebraska, Montana and Wyoming. Hundreds of boys have been sent out to work in the truck garden districts of Michigan. Many women have been given places in the country.

But the thing that experts rate above all is the large number of men with families, eager to get a start on a farm, who have been placed in good paying positions, on large farms, with opportunities of support-

ing their families and still getting ahead. About 1,000 such families have been placed, with scarcely a single complaint from employer or worker.

People numbering 2,612 have been referred to positions in Illinois, 961 in Michigan, 594 in Minnesota, 553 in North Dakota, and 376 in Montana.

Men have been sent to positions from New York to California.

The system used in cooperating with farm papers, state defense councils, United States agencies, state employment bureaus and private concerns in finding positions for men has resulted in such a flood of offers of good jobs that the office can scarcely begin to fill them. Aside from 42,000 harvest positions open, hundreds of permanent jobs are awaiting men to come and fill them.

Recruits for the agricultural army are still coming in at the rate of over 100 a day.

The men are of high grade and their farm labor will show results next winter in the fight against food shortage.

RIGHTS TO PEN NAMES.

The suit over the pen name "Girard" won by Herman L. Collins from the Philadelphia Ledger, is one involving important principles in similar relations between many other writers and publishers of newspapers. The litigation was caused by the Ledger continuing to run the "Girard" column, founded by the plaintiff, after he had left the paper.

The findings of Judge Barratt are worth while studying. "The articles," explains Judge Barratt, were signed; as unsigned editorials are the views of the newspaper and not those of an individual, and this was to be an individual column.

"The articles so written by the plaintiff and signed 'Girard' were favorably received by the public, and plaintiff maintained and increased interest in them. It became known to the public and many readers that these articles were contributed by the plaintiff and the name 'Girard' was associated in the public mind with articles written by the plaintiff.

"The proofs show the existence of two 'Girards.' 'Girard' of the Evening Telegraph and 'Girard' of the Public Ledger, and plaintiff's allegation is that he is the genuine 'Girard,' and that his pseudonym should be protected."

As a rule, the object of a pseudonym is to conceal the identity of the writer but here the defendant made no secret of the identity of the plaintiff as 'Girard' as it not only introduced him as Mr. 'Girard,' but advertised him widely under the signature of Cyrus H. K. Curtis, the owner of the Public Ledger, as one of the best men and brains of defendant's newspaper, including William C. Bullitt and Lincoln Colcord, but the portrait of plaintiff is the top one, and opposite it Mr. Curtis says:

"Girard' of the Public Ledger's editorial page. His 'Topics of the Town' is the most distinctive 'column' of its kind in American journalism today."

"Plaintiff's portrait also appears in another publication offered in evidence, and underneath it is the inscription:

"This is Herman L. Collins of the Public Ledger, better known, perhaps, as 'Girard'."

"So plaintiff's contention that the name 'Girard' meant Herman L. Collins as a contributor and editor to newspapers and other publications seemed fully sustained by the proofs, which show the name was identified with the person of Collins by defendant.

"The important question here is, was the name 'Girard' a personal

pseudonym of the author and his property, or was it simply the name for a column or department of defendant's newspaper?

"If it was his pseudonym, plaintiff is entitled to relief; if it was not, but 'Girard' was the name of the department—a thing and not a person—this application must be denied.

"Upon the facts found by the court is plaintiff under the law entitled to an injunction?

"The general rule is well stated in the Mark Twain case, as follows: 'Undoubtedly an author has the right to restrain the publication of any of his literary work which he never has published or given to the public—so, too, an author of acquired reputation and perhaps a person who has not obtained any standing before the public as a writer, may restrain another from the publication of literary matter purporting to have been written by him, but which in fact, was never so written.'"

Writers and newspapers should carefully consider this point of law on entering contracts covering similar cases.

Providing for it may save them needless loss in time, expense and money in litigation.

NOTE AND COMMENT.

Manufacturers of cakes and crackers could double their business all over the country if instead of advertising a single brand they pointed out merits of the wares from the standpoints that appeal most to the consumer—"convenience, economy, food value."

So thinks J. E. Schumaker of Philadelphia. He advised cooperative advertising at the convention of the Biscuit and Cracker Manufacturers' Association in Chicago.

Newspaper interviewers frequently send letters of request to the person to be interviewed asking for an appointment and indicating the character of the information they are seeking.

In replying to such a request, Lord Northcliffe said: "I am very sorry, but I must ask you to excuse me from acceding to your request. I am like the little boy at the school treat, who, when the squire's wife came around and asked him if he would like some strawberry jam, promptly replied, 'No, thank you, Marm. I works at a place where they make it.'"

Charles F. Miller of the Hamilton Watch Company, Lancaster, Pa., says:

"I am glad to say that our business is very satisfactory, and we are oversold on our daily product; but inasmuch as our advertising has always been in the nature of business insurance for the future we plan to keep it up."

F. L. Hillman, advertising manager for the Jones Store, Kansas City, in a recent address before the classes in advertising and journalism at the University of Kansas said:

"The daily newspaper is the only safe medium. I do not say that because my company is a heavy user of the daily press, but because about 85 per cent of the money spent by successful retail stores is put into the daily papers."

Following the action of the New York State Allied Printing Trades Council in adopting resolutions vigorously opposing any form of war taxation on the public press that might tend to curtail its effectiveness, it has been clearly indicated in the last few days that other printing organizations with union affiliations are contemplating similar action. The New York resolution was presented

at the Syracuse convention of that body, which was held last week. The resolution approved just taxation, which would leave the press free in its war attitude.

Newspaper usefulness is not ended nowadays with mere reading. Copies of newspapers are being used by Kansas City war relief workers as material for bed pads for war hospitals. Copies of the New York Sun, Times, Post and Tribune are said to be the right size and bulk for this work and are being extensively used.

The Cleveland Plain Dealer lays claim to record ability for holding its subscribers. Its claim is based upon the fact that Mrs. John Christy of Akron has been a steady subscriber for the Plain Dealer for sixty-seven years. More than that, she has kept a file of the paper throughout the years.

Pete H. McKechnie, editor of the Pawnee Rock (Kan.) Herald, waxes ironic following receipt of a complaint against the matter appearing in the Herald. Says Mr. McKechnie:

"If this newspaper should some day print the contents of its waste basket there would probably be a riot. There would certainly be trouble in many homes, arrests in many directions, shotguns in another and trouble all around. But the patron never sees the waste basket, he only glances at the beautifully printed page and complains if one letter is upside down, grows if one name happens to be wrong and kicks because his communication signed 'Taxpayer' has been condensed into respectable English."

"He knows his share in the waste basket, but if he could look at the contributions to that receptacle he would be thankful for the existence of a man with intelligence and courage enough not to print all he knows and to temper that which he does print."

The Los Angeles Examiner claims the classified record for the week because one of its advertisements—two lines in the classified columns—sold a million objects. The million objects were the inhabitants of eleven hives of bees, which were transferred as a result of the advertising.

The Zanesville (Ohio) Times-Recorder also lays claim to want-ad honors on the strength of a single day's results. On that day the Times-Recorder, through its classified columns, located a pet cat, sold a baby carriage and disposed of a Ford car.

The smallest newspaper printed, from the standpoint of circulation, is a new one—the Daily Idea Exchange, which circulates among the managers of the twelve Federal land banks. Herbert Quick is the managing editor and the paper is intended to make possible an interchange of banking ideas among the managers.

VACATION NOTES.

Lincoln McMillan, assistant managing editor of the Chicago Herald, is touring the West on his vacation. Harry Lytle of the Herald reporting staff is also on vacation.

William N. Callender, Eastern national advertising manager of the New York Evening Journal, is spending his vacation at Westport, N. Y.

Robert B. McClean, business manager of the New York Evening Post, is at Fayetteville, Pa., until the first of August.

J. P. Madison, a special news correspondent at Richmond, is spending his vacation at Charlie Hope, Va., his native town. Incidentally he is recovering from a severely sprained ankle, sustained when he took a tumble from a bicycle in avoiding a collision with an automobile.

PURELY PERSONAL.

Henry J. Allen, editor of the Wichita (Kan.) Beacon, has declared he will be a candidate for the Republican nomination for Governor of Kansas in 1918.

Ben T. Baker, editor of the Smith Center (Kan.) Journal, is recovering from an operation.

George E. M. Stengle, a member of the news staff of the Wilmington (Del.) Morning News, fell from a ladder at his home in Wilmington, a few days ago, and injured himself badly. He is now able to be about again.

John Mahoney is the hustling publicity representative of the Red Cross propaganda in Boston.

T. Percy Harrison of Boston is still at Machias with the Naval Reserve and has been promoted to a lieutenancy.

Dr. Isaac M. Agard, president of Tillotson College at Austin, Tex., and editor of the Tillotson Tidings, is passing his vacation at his summer home at Amherst, Mass.

Walter R. Agard, formerly editor-in-chief of the Amherst (Mass.) College Monthly and for the past year instructor in Greek at that institution, is engaged in the building of ships at Camden, Me. Later he plans a post graduate course in English at the University of Chicago.

Eugene Clerkin, sporting editor of the New Britain (Conn.) Herald, was official starter and otherwise in charge of a program of sports recently held in that city.

Victor Hutcheson of the Portsmouth (Va.) Star was recently elected high constable by the Portsmouth city council. He will continue his connection with the Star.

Major and Mrs. Edward J. Gallagher of Concord, N. H., have returned home from a two weeks' visit with Mrs. Gallagher's parents in Logansport, Ind. The Major is editor and publisher of the Concord Patriot. During his absence the Patriot's editorial page was in charge of George H. Sargent of the Boston Transcript.

Ewing Herbert, editor of the St. Joseph (Mo.) Stockyards Journal, is being mentioned as a nominee for the Republican nomination for mayor of St. Joseph.

Herbert Morton Sloops of the Chicago Tribune art staff has supplied the illustrations for "The Cruise of the Dry Dock," a book written by T. S. Stribling of Illinois and published by Reilly & Britton.

Miss Marguerite Drennen of Martins Ferry, Ohio, leaves for France soon to write of the war. She has been a student at the Pulitzer School of Journalism, Columbia University.

Frank E. Wiley, editor of the Suffern (N. Y.) Independent, has been elected president of the Hudson Valley Volunteer Firemen's Association.

BOOM FOR HEMENWAY.

Because of his record as one of the few Democratic Senators in the last state legislative session, admirers have inaugurated a boom to bring higher political honors to Managing Editor C. C. Hemenway of the Hartford (Conn.) Post at the next election. It is reported the launching of the boom is to be made soon.

WILL WRITE HUMOR SOLELY.

George Bingham, known as "Dunk Batts," of Hogwallow fame, has disposed of his interest in the Mayfield (Ky.) Twice-a-Week Times to his partner, E. A. Johnston, and will devote his time to writing "Hogwallow" syndicated matter besides being a regular contributor to Judge.

STAFF CHANGES.

Miss Ione Fales, formerly with the Lewiston (Me.) Evening Journal, is now with the Springfield (Mass.) Union. Miss Fales specialty is side-lights and she will continue this work to a large extent with the Union.

L. Emmett Baldwin, formerly with Queen's Work, a monthly, has succeeded William H. Maas in the advertising department of the St. Louis Post-Dispatch. Mr. Maas has become advertising manager of the new Patience Worth Magazine, St. Louis.

W. R. Sinclair, formerly of St. Louis, is now night editor of the Houston (Tex.) Post. W. E. Green, assistant telegraph editor in charge of state news, is now Houston correspondent for the Galveston News.

Culver Sherrill, who recently left the Bakersfield Californian to become editor of the National Recruiter, has been succeeded by Frederick Tredway of Bakersfield, who has had four years' experience on the Californian editorial staff. Mr. Tredway took up his duties on returning from the University of California, where he has studied for two years.

Erle Heath, reporter for the Bakersfield Californian, has just enlisted in the Navy and his place is taken by Willis Grandy, a lively local boy, who is just beginning newspaper work.

M. D. Myers, former head of the New Britain (Conn.) Herald's proof desk, has been added to the city staff to fill the vacancy due to the enlistment of Irving E. Ellis in the coast patrol.

Winder Harris, telegraph and city editor of the Newport News (Va.) Times Herald for the past three years, is now city editor of the Norfolk Virginian Pilot.

Charles McDevitt of Kinston, N. C., has joined the staff of the Norfolk (Va.) Virginian Pilot.

Douglas Gordon, former dramatic critic of the Times-Dispatch Richmond, has been made editorial writer of the Norfolk (Va.) Ledger-Dispatch.

J. B. Sproule has succeeded W. A. Glass as an advertising solicitor on the Anaconda (Mont.) Standard.

H. Sherman Mitchell is with the Anchorage (Alaska) Daily Times for the summer. He expects to return to the University of Washington in the fall and resume his senior year studies.

Clarence James Briant, formerly with the Metro Pictures Corporation, has become motion picture editor of the New Orleans Item, succeeding Gaston J. Dureau, who has become booking manager of the Saenger Amusement Company New Orleans.

Curtis M. Bell, who has been Associated Press telegrapher in the office of the Council Bluffs (Ia.) Nonpareil, has resigned.

Harvey Evans, a reporter for the Joplin (Mo.) News Herald, has resigned.

Frank Smay, who has been connected editorially with the Bolivar (Mo.) Herald, has resigned.

Miss Mildred N. Bennett is now doing news and features for the Pittsfield (Mass.) News, having given up her position on the Showhegan (Me.) Independent-Reporter. She was formerly on the Portland (Me.) Argus and the Telegraph.

Archie Van Horn, former associate editor of the Cavalryman, a military publication issued along the Texas border last summer, is a new member of the Chicago Tribune reporting staff. W. H. Anderson is also a late addition to the Tribune list of reporters.

BUELL OF LUNA PARK

The current season, his second as publicity director at Luna Park, Coney Island, N. Y., finds Frank T. Buell—young, capable and very well liked—rendering exceptional service.

Mr. Buell has confined his publicity and advertising efforts to the theatrical and amusement field almost exclusively.

Born in Hornell, N. Y., he received some little newspaper experience while serving as a "cub" on various newspapers "upstate." However, ambition soon pointed New Yorkward and thither Mr. Buell journeyed. He be-



FRANK T. BUELL.

came associated with the Henry W. Savage forces in a minor capacity, gradually pushing his way into the ranks of recognized press agents.

His next association was with the Werba & Luescher enterprises; piloting "The Spring Maid" Company, of which Mitai Hajos was the "star," on a Western Coast tour to a height of success from a financial standpoint seldom attained by a musical production in that particular territory.

The following season, Werba & Luescher, appreciating Mr. Buell's efforts, contracted for a coast tour of "The Rose Maid" and he was immediately re-engaged and again succeeded in paving the way for the registration of another "hit" in the Western cities. Again his managers took notice and he was appointed manager of Christie MacDonald's "Sweethearts" Company, in which capacity he served for two seasons.

The dissolution of the Werba & Luescher partnership found Buell associated with the Perry J. Kelly attractions as general manager, which position he has just resigned. For the coming season Mr. Buell has contracted to serve again under the Henry W. Savage banner.

Ernest Wolden, a reporter on a Cleveland (Ohio) German daily, was arrested July 7 as an alien enemy. The arrest followed instructions from the Department of Justice at Washington.

Order Flags Now

FOR CHURCHES, SCHOOLS, SHOPS
AND YOUR OWN OFFICE
The best buy today is our 5x8 feet
Mohair Flag, embroidered stars, beautifully
tailed stripes. Will outlast any other flag.

Price \$12.50 each

Same style flag 4x6 feet, at \$9.50 each.
Write for particulars on other flag offers.

S. BLAKE WILLSDEN

Headquarters for Flags.

20 East Madison St. CHICAGO

HANDLING BULKY NEWSPAPERS.

PRINTING IN SECTIONS SO 2, 3
OR 4 OF A FAMILY CAN
READ AT ONE TIME.

By JOSEPH F. BARRY,
Circulation Manager, Providence
Journal and the Evening Bulletin.

The Providence Evening Bulletin is one of the largest, if not the largest, daily newspapers in North America. We averaged twenty-six pages per issue for the year 1916. Of course, this bulk is caused by the very large volume of advertising carried by the Bulletin.

The wonderful news value of advertising has come to be fully appreciated in recent years. But its greatest value in my opinion is in getting the paper into the homes. If you select a list of papers which carry the largest volume of advertising you will find that they are real home newspapers.

In the average household I have found that the man reads the news, while his wife and daughters read the ads.

If the wife sees any ad which she thinks will interest her lord and master she points it out to him. In this way the paper is read thoroughly.

As we print our papers in sections it is possible for two, three or four members of the family to read it at the same time. This has helped considerably in making the Providence Journal and the Evening Bulletin the extraordinary advertising media which they are today.

The public likes good value for its money and I find that it likes a bulky paper. It has an air of prosperity about it which is irresistible.

About a year ago we requested all our independent carriers to turn in to us lists showing names and addresses of the customers whom they supplied at their homes. To date we have on file over 50,000 names and addresses of readers. These lists are very valuable to us as they enable us to canvass those sections where we are weak.

Sworn Circulation of the TERRE HAUTE TRIBUNE

for April, 1917, DAILY, 23,715
SUNDAY, 19,688; CITY, 11,220

The Tribune led the second paper
by over 30,000 lines of advertising
March and April.

In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

The True News FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK

As our wholesale rates to carriers are less than those to dealers and as lists of readers have to be on file with us in order to get the benefit of the carriers' rate, we do not experience any great difficulty in getting in the lists.

Advertising helps us to get into the home and getting into the homes helps us to get advertising, so it is apparent that if a publisher turns out a paper which can command the home circulation, the advertising and "so facto" the bulk will come his way and in turn help him to get more home circulation.

Making the deliveries of a bulky newspaper is by no means an easy job, particularly in these war days when boys are getting as scarce as hyphenated-Americans.

We frequently run as high as 40 pages of the Bulletin and in order to complete our deliveries on time we run half the paper in the form of a supplement, starting at noon we get all the supplements delivered by 2:30 p. m., when we get the main section of the first edition. A separate delivery is then made to the news-dealers of this section, so it is necessary to make two deliveries whenever we have a supplement.

During the past year the high cost of paper has compelled publishers to concentrate the news into the smallest possible space, and this has been accomplished without detracting in any way from the value of the newspapers. On the contrary this policy has tended to make the average paper more readable. No matter to what low figure news print should sink in the future it will never be handled so prodigally as in the old days—in fact we might say the "good" old days—when news print manufacturers stumbled over each other in their efforts to sell their products at 2 cents a pound.

Many publishers have made sweeping cuts in the size of their Sunday issues, for which the long-suffering public should be extremely grateful, as most Sunday papers were becoming so unreasonably large and unwieldy that it was necessary to employ grown men with trucks to deliver them from house to house.

If good judgment is used in cutting the size of a paper by boiling down the news, there is no reason why the circulation should suffer in any way.

WESTERN VETERAN ILL.

Sam Davis, a veteran journalist and a member of that group of famous Western writers which included Bret Harte, Mark Twain and Bill Nye, is seriously ill at a hospital in San Jose, Cal., as a result of an attack of paralysis. His home is at Carson City, Nev.

NEW OHIO OWNERS.

The Wooster (Ohio) Daily News has been purchased by Frank J. Daubel and W. A. Weygandt. The former has been business manager of the Fostoria Daily Times and his partner used to be editor of the Akron Times.

KEEN PUBLISHERS Everywhere Are Buying Electric Bulletin Machines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

**National Electric Bulletin
Corporation**

NEW LONDON, CONN.

NEWS NOTES OF CIRCULATORS.

The Pittsburg Press recently gave a theater party to the Boy Scouts of Pittsburg. The attraction was the motion picture "The Little Boy Scout."

The Joplin (Mo.) News Herald is holding a subscription contest with four automobiles as the chief prizes.

James Hamilton, a seventeen-year-old carrier for the Omaha Bee, has successfully passed the entrance examinations to Annapolis Naval Academy and will report for the beginning of his studies soon.

The Central Point (Ore.) Herald is conducting an unusual campaign for new subscribers. It is running two inch advertising copy in some of the Chicago dailies urging Chicagoans to subscribe on the ground that the West will be the only remaining ground of adventure after the war ends and that the Herald is making special plans to picture the romantic life of the West in the future.

A party of lady prize winners in the Memphis News-Scimitar's "Travel Club" will arrive in New York City on July 30, where they will be the guests of the Winter Garden, Palace Theater, Luna Park, Steeplechase Park and Palisades Park. The party will be in charge of Joseph Lackey, circulation manager of the News-Scimitar. Other points to be visited on the tour will be Chicago, Buffalo, Niagara Falls, Washington and Norfolk.

MORE WEEKLY PAPERS WILL GO TO \$1.50.

The weekly papers of the Bay of Quinte District, Ontario, will sell at \$1.50 a year beginning September 1. Their publishers so voted at the annual meeting just held in Belleville.

The Bay of Quinte Press Association elected the following officers: Honorary president, Hon. Sir Mackenzie Bowell; president, A. E. Calnan, Picton Gazette; vice-president, C. G. Young, Trenton Courier; secretary-treasurer, O. Herity, Belleville Daily Ontario; executive committee, E. J. Pollard, Napanee Express; O. M. Alger, Tweed News; E. S. Bennett, Stirling Leader.

A. R. Alloway, assistant manager of the Canadian Press Association, made an address on increasing the price of weekly newspapers that led to the passage of a resolution to take the step.

The next meeting will be in Picton. In the absence of President Pollard, Vice-President Calnan presided at the meeting.

BARS LIQUOR ADS.

The New Britain (Ct.) Herald has taken a stand against further acceptance of liquor advertisements.

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)

Specimen Copy Sent Free

Address: 14 Cross Street
FINSBURY, LONDON, ENG.

Children's Page

One of the most popular weekly features, with its interesting fiction, puzzle corner and catchy verses, all attractively illustrated.

The International Syndicate
Established 1899. BALTIMORE, MD.

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK



I Get the Money!

J. A. McAVOY

Special Editions
Weekly Review Pages
Cartoon Books

Nat'l Esch. Bk. Bldg.
PROVIDENCE, R. I.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

AD BUILDING IDEAS.

The Paterson (N. J.) Press-Guardian and Sunday Chronicle offers \$30 in cash and other prizes to winners of a special want-ad contest. One line of verse will be found each day in the want-ad pages and the problem for the contestant is to use it to construct the verse as it was originally written in the Press-Guardian and Sunday Chronicle office. The first prize is \$10 in gold, the second is \$5 and there are five other nickel percolator prizes.

The Braddock (Pa.) Daily News-Herald is conducting a "Mysterious Check" advertising campaign, which, it reports, has secured for it thirty-four new accounts. The campaign is in charge of the Henry Saville Advertising Company.

THE NEWHALLS ARE GOING.

Robert Newhall, sporting editor of the Cincinnati Commercial Tribune, has enlisted in the American Ambulance section and expects to sail for France the first of August. Mrs. Newhall, eager to be by his side at the front, is leaving for St. Louis to take a short course in Red Cross nursing, when she will also be sent to do Red Cross duties at the front.

PRINTING DRAFT LISTS.

PAPERS IN SEVERAL CITIES PRINT COMPLETE ROLLS OF REGISTRATION.

The Atlanta Journal has pulled off one of the most ambitious newspaper stunts since the war began—that of printing the names and serial numbers of the 25,000 men registered in the city of Atlanta proper and the county of Fulton outside the city of Atlanta.

Bearing in mind the request of the government that these names be given the widest possible publicity, and realizing the keen interest every registered man felt in finding out his serial number, the Journal secured the complete lists of names as soon as they were finished by the seven exemption boards in the city and county.

The names were printed in three installments, one or two division lists not being ready when the Journal sprang the first list.

On Wednesday of the week 3,000 names were printed in the regular news columns of the paper; on Thursday 19,000 names were printed in a 14-page supplement to the regular edition; and on Friday the final installment of 3,000 names was carried in the news section.

The serial number of each man and his full name and address, as given on the lists, were paragraphed separately.

Although a big battery of Linotype machines, operated day and night for two days and nights, was required to set the names, the Journal carried its average quota of news and advertising on all three days. The popularity of the feature was evidenced by the fact that the supply of home editions was exhausted on all three days.

The Atlanta Constitution also performed a similar patriotic service by borrowing Journal matrices, in addition to names set by its own Linotypers, and running these on the days following the Journal's publication of lists.

In order to give the people of Wilmington, Del., the fullest information concerning the military registration in that city, the Every Evening last Saturday printed a complete list of the city registration, being the only paper to do so.

It contained all of the 13,000 names, with the serial number opposite each. Ten pages of the paper were required to give the information, it being printed in eight-point, so as to make a clear showing that could be read by everybody.

There are four registration divisions in the city, comprising the 117 election precincts in which the registration was made, and the list was printed by divisions.

FOSTER WINS HONORS.

Captain W. Garland Foster, who prior to enlistment was editor and manager of the Nelson (B. C.) Daily News, has been mentioned in dispatches by General Sir Douglas Haig for meritorious work on the battlefield.

Captain Foster was at one time a member of the editorial staffs of the Victoria Colonist and the Victoria Times, and was well known among British Columbia newspaper men. He is now serving as quartermaster of the 54th Battalion, "Kootenai Cougars."

CIRCULARS STOPPED.

Imitation newspaper advertisements issued by the American Stores Company, Philadelphia, have been discontinued after causing much bother to housewives and the city street cleaning department.

AMERICANIZATION WORK BY FOREIGN LANGUAGE PRESS.

EDITOR THE FOURTH ESTATE.

SIR: There seems to exist among a small section of the American public a certain amount of entirely unfounded prejudice against the foreign language press, and voices have not been lacking proposing the total suppression of this valuable asset of the United States of America, and generally of any country possessing a large alien immigrant population.

Opponents of the foreign language press obviously do not appreciate how indispensable such an institution



W. A. MAZUR.

is to the government of a country in time of war.

Taking as an example one of the most influential foreign language papers—the Polish Daily Telegram of New York City, one who understands the remarkable work done by the paper during the past few months would grasp the possibilities and the need of the continuation of its work.

It is sufficient to mention that such vital, national workers as the mayor's committee on national defense, the Liberty Bond committee, the directors of the state military census and the bureau of municipal research, the Federal recruiting authorities and such local Americanization institutions as the Gramercy Neighborhood Association, could all testify to the real patriotic work and purpose accomplished by the publisher of this paper, W. A. Mazur, and his assistants.

Mr. Mazur gave an enormous amount of space in his paper free of all charges, for the purpose of publicity in every one of the war mobilization measures undertaken by the authorities of this country. The Federal army recruiting committees have established a special recruiting station at his offices at 90 East 10th street, and during the period of the state registration Mr. Mazur gave his offices, together with his whole staff as registrars, facilitating the taking of the census.

W. A. Mazur has addressed many meetings in New York and the provinces, in the endeavor of consolidating the Poles in this country for the support of the Government.

The cooperation of the foreign language press in such national movements has been called indispensable as the one agency which can reach the enormous alien population of this country. It should be borne in mind that this section of the inhabitants of the United States rarely if ever read the English language press.

The Polish Daily Telegram publishes articles mostly in Polish, publishes many in English; and its general effect is one of enlightenment, loyalty to this country, Americanization and the fostering of mutual good will and understanding between the United States citizens and those

intending to take out citizen papers. It reaches Polish emigration as no other English language paper can; and the state and Federal authorities, recognizing the fact, have been taking full advantage of the existence and work of this newspaper, which, working quietly but steadily, performs more faithfully American work than many an English language publication, in the face of great difficulties and hindrances, inseparable from the publication of such a newspaper.

AN AMERICAN.

MILLER ENLARGES.

William J. Barrett, for thirty years with the editorial and business departments of the Brooklyn (N. Y.) Times, and for the past three years connected with the Hearst organization, joins forces on July 23 with Charles D. Miller, publishers' representative with offices at 225 Fifth avenue, New York.

Mr. Barrett brings to the Miller organization the benefit of mature years and ripe experience in all phases of newspaper work that should be of no small value in assisting Mr. Miller to establish himself more solidly in the special agency field. For a great part of his service with the Brooklyn Times, Mr. Barrett was sporting editor.

FOR FRUIT FARMERS.

Barry Murphy, editor of the Medina (N. Y.) News, is to be editor of a new monthly magazine to be issued in Medina. The new publication will have to do with the fruit and farming interests of the fruit belt of its section of the state.

A BRANHAM TRANSFER

J. M. Riddle, Jr., has been transferred from the Chicago to the New York office of the John M. Branham Company.

MCADOO PRAISES AD CLUBS.

Herbert S. Houston, chairman of the National Advertising Advisory Board, has received the following communication from Secretary of the Treasury McAdoo:

"The National Advertising Advisory Board and the advertising clubs contributed immeasurably to the splendid results of the liberty loan."

"I am grateful to you all for the patient service you have rendered and to the business men who contributed so liberally in the matter of advertising space. If you will let me know their names, I shall write each of them a personal letter of thanks."

"You have done badly work. Nothing gives me more pleasure than to cooperate with a live bunch like the advertising men of America."

New York, Boston, Philadelphia and other large cities; in fact, all cities throughout the United States, used the Chicago plan, which was originated for the Red Cross and Liberty Loan, sold full pages to patriotic business men to advertise the Liberty Loan and Red Cross. Nearly 1,000 pages were used to help raise the \$100,000,000 requested by President Wilson.

New York alone sold 54 full pages: Philadelphia 40; Indianapolis 36; Des Moines 25; San Francisco 15; Minneapolis 10; Joplin, Mo., 15. The government secured advertising that would have cost over one million dollars.

WITH HARPER'S BAZAR

Joseph Gooria, from the Boston American, is now with Harper's Bazar, in New York.

NEW MEDICAL PAPER.

A new medical journal called M. D. has been started in New York.

UNION PRESS MOVES

The Union Press Association has moved from 104 Hanover street to 112 Water street, Boston.

To Leisureland

where woods are cool, streams alluring,
vacations ideal. Between New York
City (with Albany and Troy the gateways)

and LAKE GEORGE

THE ADIRONDACKS

LAKE CHAMPLAIN

THE NORTH and WEST

The logical route is "The Luxurious Way"

Largest and most magnificent
river steamships in the world

All Rail Tickets Accepted

DAILY SERVICE

Send for free copy of Beautiful "Searchlight Magazine"

**HUDSON NAVIGATION
COMPANY**

Pier 32, North River

New York

"The Searchlight Route"

BUSINESS OPPORTUNITIES.

\$1,000 cash, balance deferred, buys Ohio weekly newspaper property. Owner reports annual volume over \$3,000 and that property has returned practical printer-editor over \$2,000 per year. *Proposition P. D.*

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

THERE NEVER HAS BEEN

a time within the past decade when the opportunities for big profits in the newspaper business were as prolific as at the present. And the conditions for prosperity are constantly improving. Information concerning good opportunities is available at this office, and at its Eastern and Western branches.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

I have \$50,000

and wish to invest same in a going daily newspaper where I could hold the position of advertising manager, business manager or director of circulation. Am now in the East. Prefer investment in the West. Can give references covering a period of years in which I was able to develop the business end of a newspaper. Desires investment where the chance is offered to expand the business. Would expect salary in harmony with the one now being received. Address Box 823, care The Fourth Estate.

BOOST YOUR SUBSCRIPTION LIST Use original subscription getting campaigns, prepared by circulation expert and adapted especially for your publication. No contests. Subscriptions come on merits and "stick." Write George F. Bucknam, Box 2792, Boston, Mass.

OWNERSHIP OF PEN NAMES.

Judge Barratt, in Court of Common Pleas No. 2, has granted an injunction to Herman L. Collins, editor and president of the Philadelphia Evening Telegraph, against the Public Ledger, which will prevent that newspaper's using the pen name "Girard."

In January, 1913, a week or two after Cyrus H. K. Curtis purchased the Public Ledger, Mr. Collins joined the editorial staff of that newspaper and inaugurated a column on the editorial page over the pseudonym "Girard." He continued to write it continuously for four and a half years, or up until June 23 last, after he had resigned to become editor of the Evening Telegraph.

Only on two occasions in that period of four and a half years, once in 1914 and again in 1915, when Mr. Collins was absent on his vacation did anybody write the "Girard" column. On those two occasions he designated another editor to write it for him.

When Mr. Collins retired from the Ledger, that newspaper continued to use the name "Girard" over an article or series of articles appearing on its editorial page. That be-

BUSINESS OPPORTUNITIES.

Big Weekly

Dominant weekly newspaper in Eastern state, exclusive field, wide influence and large circulation, exceptionally well equipped and earning 17 per cent on purchase price; \$15,000 cash required, terms on balance.

AUBREY HARWELL HENRY F. CANNON

Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

EXPERT IN NEWSPAPER Publishing Methods

ADVERTISING
MECHANICAL
CIRCULATION
DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor Advertising News.

CHAS. S. PATTESON
Prince George Hotel, N. Y. City

Newspaper Men Attention!

If you want to come South, I can put you in touch with two good newspaper propositions; one of our customers wants to sell an interest in afternoon daily to man capable of taking editorial management. Paper now making money; located in fast growing city of 40,000; also have weekly newspaper and job office in west Texas city of 15,000. Is now making money, but can be developed into daily. Address R. C. Dyer, manager Harhart Brothers & Spindler, Dallas, Texas.

A New York newspaper wants lively features and special articles of the war, stories of personal experiences, letters from the front, etc. Manuscripts will be returned if not used. Address Editor, Box 500, Penn. Terminal, New York City.

gan on June 25 and has continued every week-day since.

Mr. Collins immediately brought suit to prevent the Ledger from using his pseudonym, and the court now upholds his contention.

At the hearing in the case a number of widely known men volunteered to testify to the fact that it was a matter of public knowledge that Mr. Collins was "Girard"—thus establishing the point that "Girard" is an individual, and not, as the Public Ledger tried to prove, merely a department of the paper to which any editor might be assigned.

IRISH PAPER SEIZED.

The Dublin newspaper Kilkenny People was seized and suppressed on July 18 by the police and military authorities. This paper is an important local weekly conducted by Edward T. Keane, an active politician since the days of Parnell and now chairman of the local Sinn Feiners.

BARRED FROM CANADA.

The Amerikan Tyomies, a newspaper printed in the Finnish language at Superior, Wis., has been refused admission to the Canadian mails and circulation otherwise in Canada.

MACHINERY FOR SALE.

For Sale
Stereotype Equipment
At a Bargain

One Hoe Metal Pot, 3600 lbs. capacity, in excellent condition; used only a few years.

One Curved Goss Casting Box; 8 columns—13-em column.

One Flat Wesel Casting Box; 8 columns core—13-em column; automatic lock.

One Goss Curved Shaver: 8 columns.

All above in good condition.

For detailed description and prices, write Business Manager, Pittsburg Press, Pittsburg, Pa.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. \$1,24, 26, 28, 30 and 32 page papers at \$2,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

FOR SALE—1 double-deck Potter Press, with Kohler starting system, prints up to 16 pages, has extra folder for magazine size, pump furnace and four curved pieces, eight tables and chases, Hor double steam table, matrix roller, two Connorsville blowers, motor driven saw and trimmer; two No. 5 Mergenthaler Linotypes with motors. Newspaper Supply Company, United Bank Building, Cincinnati, Ohio.

FOR SALE—Monotype equipment, consisting of two keyboards and two casters. Will sell separately if desired. Bargain prices. Walker, Evans & Cogswell, Charleston, S. C.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 3, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

MODEL 8 LINOTYPE—Three magazine machine. Complete with three magazines and molds and Lee Feeder. First-class condition. Without matrices, \$2,000.00. Bargain to quick buyer. Address Box 880 care of Fourth Estate.

NOW LIEUTENANT SHELTON.

Horace H. Shelton, formerly a newspaper man in Austin and San Antonio, Tex., has been made first lieutenant in Troop G, First Texas Cavalry, at Dallas. Shelton was press agent for President Madero of Mexico when the latter was assassinated.

ADDING MORE WOMEN.

The publishing industry in Lawrence, Kan., is feeling a shortage of male help due to the war. Already the University of Kansas journalism press and the Lawrence Journal-World have taken on more women in their offices.

HELP WANTED.

DESK MAN AND REPORTER for \$25 job on evening paper within easy distance of New York City. Must have a thirst for facts and a mania for accuracy. Tell it all in first letter.

ADVERTISING SOLICITOR competent to take charge of a growing department on a prosperous New England daily. What have you accomplished as a proof of your fitness? What is your figure?

IF YOU ARE SEEKING advancement in any department of the publishing-advertising-printing business, now is the time to get in touch with new opportunities. Registration free.

Fernald's Exchange, Inc.
Third National Bank Building
SPRINGFIELD, MASS.

Young man wanted on a trade paper who can get news and write it in condensed form. He must also know something about circulation, advertising and general office work. Small salary to start, but good prospects. Address Box 828, care The Fourth Estate.

A young man to solicit advertisements and to write advertising copy. Salary and commission. Call at 89 Broadway, Room 505.

Experienced Copy editor and re-write man wanted at once. L. L. S., care The Fourth Estate.

Business Manager Wanted

Monthly trade paper (non-technical) with a growing national circulation wants experienced man to take charge of its advertising and circulation.

This publication is only one year old and has already won leadership in its field through editorial excellence. Is now published in Ohio city but may move to Chicago.

A favorable contract will be given to right man. Preference given applicants who can invest \$500 or more.

State age experience and other qualifications. Address Owner, Box 828, care The Fourth Estate.

Advertising Man Wanted

A high class advertising medium located in the Northwest wants a high power salesman for New York and vicinity. Man should know agency space buyers and be well acquainted with territory. To man who can qualify liberal permanent contract will be made. This job is too big for the ordinary solicitor and big enough for a high class business producer. Address in confidence E. E. Troxell, University Station, Seattle, Washington.

Advertising solicitor wanted for a New York City Fashion Magazine. Preference will be given to applicants now working on New York City Fashion Magazine and whose work is confined to local stores and shops. Put all particulars in first letter. Address Fashion, care The Fourth Estate.

Wanted, by a leading morning newspaper, in a city of 400,000 population, a live wire who can direct, plan, write and solicit advertising. Only those with executive ability need apply. State salary desired and present or past employment. All communications treated confidentially. Address Box 888, care The Fourth Estate.

ADVERTISING MAN WANTED on afternoon paper. Good opening for good man. Wire or write Times-Record, Ft. Smith, Arkansas.

WANTED TO PURCHASE.

Wanted to purchase a daily newspaper situated in Middle Western state and having a circulation of not less than 5,000. Reply confidentially to Box 828, care The Fourth Estate.

WAITING ORDERS.

William Reeves, of the Associated Press, intends entering the Officers Reserve Corps training camp at Fort Benjamin Harrison. He successfully passed the first examination and is awaiting orders to report.

SITUATIONS WANTED.

BUSINESS MANAGEMENT of good live daily wanted by experienced man who could invest two or three thousand dollars, and also work on part cash, part stock basis, if desired. Address Box 800, care The Fourth Estate.

If conception has caused a vacancy on your

EDITORIAL STAFF, an experienced woman reporter and feature writer (34) is ready to fill it. Address Box 834, care The Fourth Estate.

Do you need a competent editor or reporter? I can deliver the goods, as employers for last 15 years will testify; will be glad to give full details; why not write me at Box 798, care The Fourth Estate.

Circulation man with clean record desired change from present employment. Western office preferred. Address Western, Box 814, care The Fourth Estate.

Newspaper man, young, energetic, executive ability, live wire, original ideas, wants responsible position as business, advertising or circulation manager. New York City, Western city and country experience. Can replace the publisher. At liberty August 1. Address Box 839, care The Fourth Estate.

Financial Editor

With Columbus Daily Monitor during its year of life. Had one of most complete afternoon pages in middle west, and accurate. I can make your page readable with newsy facts and figures that are vital. Wm. J. Nolle, 17 Fifteenth avenue, Columbus, O.

HOUSE WANTS WAR INFORMATION.

SUGGESTION TRICK NEWS IS BEING GIVEN OUT TO FOOL THE ENEMY!

When the Aviation Bill was brought into the House on July 14, there arose mild criticism of the Military Affairs Committee for not furnishing more details regarding the aviation program and the expenditure of so large a sum of money.

Representative Kahn dramatically exclaimed:

"Let me call your attention to one fact. England has been at war with Germany for three years. England does not know today how many submarines Germany is turning out each week. It is kept a profound secret, and it has had a deterrent effect on England."

"Why cannot this country keep its aviation program secret? If you tell the enemy what you are going to do he will prepare to meet you. If he knows that so many airplanes are going to Europe he will meet those airplanes. This House should trust its Committee on Military Affairs and the War Department."

Representative Fitzgerald and Representative Campbell interjected that in the Official Bulletin, published by the Committee on Public Information, there had been from time to time voluminous statements regarding the big aviation program.

"If the Secretary of War wants secrecy," suggested Mr. Campbell, "why cannot he control the Council of National Defense, of which he is chairman, and see that no more statements are issued about this?"

"Yes, why should discussion be had everywhere but in the House of Representatives," asked Mr. Fitzgerald.

"Because it has been done this does not make it right," said Mr. Kahn.

"The attention of the Secretary of War has been called to this and he has promised secrecy in the future. It is time now for us to begin to clamp down the lid."

"If we are going to spend \$640,000,000 on aviation hasn't Germany a pretty good idea of how many machines we will send over?" asked Representative Cooper of Wisconsin.

SITUATIONS WANTED.

I seek connection as assistant to the publisher on a large daily or publisher or business manager on a smaller paper. Have just concluded year as publisher of new daily and Sunday paper in Middle West city of 250,000, suddenly suspended recently when rival political faction forced back to quit. While plant was not making money by long shot when suspended, the books, covering the 11 months' operation of the property, showed over 32,000 net daily (A.B.C. audit was shortly to be released) and over 20,000 Sunday. In excess of \$50,000 in advertising contracts written. While \$200,000 was put in property, analysis of situation will show that this was intelligently expended and that plant was operated economically. In addition to this and other business office experience, I have behind me an excellent record as an editorial executive covering a number of years. Am 33 and married. Some of biggest men in newspaper business will vouch for me. Address Box 827, care The Fourth Estate.

PRACTICAL PRINTER

with four years' good all-around experience, now taking a course to become a

MACHINIST-OPERATOR.

will be at liberty after August 4. Wants to connect with some publication or a private plant where attention to business is appreciated and advancement made accordingly. Best of references from former employers Address Machop, care The Fourth Estate.

Newspaper Man—Successful experience all editorial desks in cities 12,000 to 40,000, desires position on either large or small daily; good reporter and editorial writer; unmarried; perfect health; 25 years of age; university graduate; knows good English. Address Box 426, Lynchburg, Virginia.

Editor—Extensive experience daily, weekly, monthly; writer, reviewer; familiar with make-up; engaged, desires change; references. Address Box 833, care The Fourth Estate.

WANTED—Position on first class daily as business or advertising manager, by a high-class man of unusual character, ability and experience. Best of references. Address Box 888, care The Fourth Estate.

"No," said Mr. Kahn, "because airplanes are of different kinds and prices cost all the way from \$10,000 to \$75,000."

Representative Kahn gave the Secretary of War as authority for the statement that there would be no such publications on the aviation subject in the future. He said:

"I have protested against giving out such information. I pointed out the necessity of keeping it secret. War is not ping pong. Thousands of men are giving their lives in this war and you must protect them. You have to protect the interests of the country, and when you give out this information officially, as it would be through a full discussion in the House of Representatives you would supply the enemy with information."

FOOLING THE ENEMY.

Representative Temple of Pennsylvania advanced the idea that perhaps the Council of National Defense was engaged in giving out trick information to deceive the enemy.

Representative Kahn agreed this might be possible, but Representative Fitzgerald leaped on this suggestion, saying:

"The gentlemen does not mean the Council of National Defense, whose official bulletins are published for the information of the public and the members of Congress, has been publishing erroneous information in order to fool somebody while instructing us?"

Representative Kahn started to reply, but Representative Fitzgerald continued:

"However, one report from the Bureau of Information bears out the statement of the gentlemen."

Representative Kahn said also he believed in the utmost secrecy concerning the contracts for naval vessels.

SITUATIONS WANTED.

Experienced Newspaper Man with successful record on desk and street of metropolitan dailies

Immediately Available

in Eastern field or for publicity promotion work. Above draft age. References furnished of the best. Director publicity several leading campaigns during past year. Close of campaign makes me available. Address Box 831, care The Fourth Estate.

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for

A. B. Coddington	G. S. Myers
S. Chivers-Wilson	Griffith Bonner
Anna B. Corrahan	H. H. Patterson
Geo. W. Craig	Publicity Bureau
L. D. Curtright	Glenn C. Wilson
Thos. B. Donnelly	O. Wog
Arthur T. Egan	Chas. H. Forman
W. Burton Ellis	A. W. Seaborn
A. Finley	J. H. Musgat Co.
A. Flaher	A. P. Robyn
R. Herts Service	Richard Neville
Sam'l M. Evans	Clinton E. Woods
George S. Teall	C. S. Persons
J. W. Glenister	V. H. Austin
W. A. Fayer	R. D. Van Alstin
Theodore Bisenz	E. D. Van Alstin
Ray E. Willcox	C. S. Kendall
J. G. Disher	G. Grosvenor Dawe

SITUATIONS WANTED.

A YOUNG MAN

eighteen years old, who graduated from high school last February, now employed, desires a position in either a

TRADE, or DAILY NEWSPAPER, ADVERTISING AGENCY, or a PRINTING OFFICE.

Is ambitious enough not to want the position unless there is a chance to advance himself. Willing to demonstrate his worth. Address J. A. S., care The Fourth Estate.

Man of character, experience and ability would correspond with manager wishing to develop economy and efficiency in his mechanical department. Address Box 805, care The Fourth Estate.

The problem of covering the Canadian field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 30,000 of them in a year for ten dollars. Send for samples and display rates 710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION General Offices, 373 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU

184 W. Washington Street, CHICAGO

We can Increase Your Business. You want it Increased, don't you?

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED A QUARTER OF A CENTURY.

60 and 62 Warren Street NEW YORK

HEMSTREET PRESS CLIPPINGS

Tenth Avenue at 45th Street NEW YORK CITY

NEWS OF THE AD AGENCIES.

Walker A. Allen, secretary of the Manternach Company, the Hartford (Ct.) advertising agency, and a well-known member of the International Association of Manufacturing Photo-Engravers, has been appointed chairman of the publicity committee of the engravers' association.

Mr. Allen has been identified with the Manternach Company for a number of years and also with the Charter Oak Ad. Club, in which he has been a moving spirit. He has lately returned from a long business trip through the Middle West and reports the crop conditions, especially in Michigan, as exceptionally good and promising. He never saw better wheat than is to be seen there now and the bean crop is to be enormous.

A number of the leading Boston advertising agencies are reported to be short-handed owing to so many of the men being at Plattsburg undergoing training for reserve officers.

Newmarks Advertising Agency, Inc. was chartered in New York State on July 13 with \$10,000 capital stock. The directors are A. and F. H. Newmark and P. Jaffe of 126 West 112th street, New York.

Patton-Wierengo, Inc. is the name of a new advertising agency in the Book Building, Detroit.

F. C. Patton has been associated for several years with the Dickinson

advertising manager of the Continental Motor Company, and also represents Michigan, with headquarters in De-



JOHN L. WIERENGO.

troit. Recently he was general manager of the Detroit Truck Company.

Maxton R. Davies, manager of the Detroit office of the Dunlap-Ward Advertising Company, has been elected vice-president and secretary of that firm and will continue in charge of its Detroit headquarters. He has been in the advertising business about fifteen years, most of that time in connection with Detroit automobile accounts.

He has served two years as commercial editor of the Motor World and has been with the J. Walter Thompson Company for four years, a similar period with the Brownwell-Humphrey Advertising Agency and has also been advertising manager of the Peninsular Stove Company.

Richard S. Wood, formerly with the Metropolitan Magazine, Current Opinion and the Street Railways Advertising Company, has joined the staff of the John O. Powers Company, New York.

M. R. Herman, late with the Goulston Agency, has gone with Albert Frank Co., New York.

E. M. Davidson, formerly with Ewing & Miles, is now with the Redfield Agency, New York.

Albert M. Orme has been added to the George Batten Company's forces after service with the Scientific American.

J. W. Morgan has taken a partner in the advertising agency business he has conducted alone for years in New York. The new member of the firm is Francis De Witte, formerly of the Batten, Ayer, Lord & Thomas and the Taylor-Critchfield-Clague Agencies.

The Tuholski Advertising Service has been established in the Gas & Electric Building, Denver, by D. A. Tuholski and A. Paul Porter. They report placing the accounts of the Tolver Tube & Wire Company, Ellis Camp Red Company, Stall Manufacturing Company and Jonas Brothers, all of Denver.

NEW SPECIAL AGENCY APPOINTMENT.

The Greensboro (N. C.) Daily News has appointed Lorenzen, Green & Kohn, New York, and Chicago, to represent it in the national advertising field.

INTRODUCING AD FOLKS.

P. J. Holmberg, secretary and advertising manager of E. J. Lander & Co., of Grand Forks, N. D., was largely responsible for the production of the booklet "We're Right on



P. J. HOLMBERG.

the Ground," that carried off the prize at the Financial Advertising Exhibit of the recent convention of the A.A.C.W.

In recently announcing to the Columbia Graphophone organization



GEORGE W. HOPKINS.

the appointment of George W. Hopkins to the position of general sales

manager, President Whitten said:

"George W. Hopkins, vice-president and general sales manager of the American Chicle Company and for years vice-president and sales manager of the Loose-Wiles Biscuit Company, is recognized as an authority on matters of sales management and occupies a premier position among the leading sales managers of the United States.

"In introducing Mr. Hopkins, it will be interesting to know that he was the first president of the New York Sales Managers' Club, which is composed of twenty-five of the leading sales managers of New York City, representing many of the largest and best-known industries in the country. He is at the present time vice-president of the New York Advertising Club, which is the largest advertising club in the world.

"We anticipate, under Mr. Hopkins' leadership, the building of a selling force which will stand out pre-eminent in efficiency and organization, with an unprecedented sales result as a consequence.

"Mr. Hopkins is already assured of the loyalty and ability of our present sales force, and his aim will be to co-ordinate the efforts of his department with other departments of the business in a manner that will give us 100 per cent results from our combined efforts."

James G. Lewis, the new advertising manager of A. P. de Sanno & Son, dental specialists, of Philadelphia, received a collegiate training in mechanical engineering, but preferred to do newspaper work. He has been connected with the morning and afternoon newspapers of Wilmington, Del., and the Philadelphia Press and Philadelphia Evening Telegraph.

He entered advertising work in

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets
155 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
250 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
40 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., St. LOUIS

JAMES ZOBAN CO.

GENERAL ADVERTISING
225 Fifth Avenue NEW YORK



F. C. PATTON.

Real Estate Exchange as advertising manager, and has had wide experience in the publishing of booklets and house organs, as well as general advertising.

John L. Wierengo was sales and edited the Cosmopolitan Magazine in

Putting Your Ad In the Homes!

That's what you do when you use the columns of the St. Paul Dispatch and St. Paul Pioneer Press to cover the St. Paul field.

Average Carrier Circulation June
St. Paul Dispatch (daily) 41,735
St. Paul Pioneer Press (Daily) 41,991
Sunday Pioneer Press (Sun.) 42,167

And There Are But 46,000 English Reading Homes in St. Paul!

Average Total Circulation June
St. Paul Dispatch (daily) 81,413
St. Paul Pioneer Press (daily) 64,000
Sunday Pioneer Press (Sun.) 77,194

They Cover the Field!

August, 1915, as assistant advertising manager of the J. G. Brill Com-



JAMES G. LEWIS.

pany Philadelphia, resigning recently to join the de Sanno organization.

AD FOLKS' NEWS.

C. W. Stokes has been appointed assistant general publicity agent of the Canadian Pacific Railway Company, with offices at Montreal, Que.

An advertising club has been launched in Vancouver, B. C., with the following officers: President, Frank Parsons of Wood, Vallance & Leggat; vice-presidents, M. M. Carson of H. Birks & Sons, Ltd., and S. Toombs of the B. C. Telephone directory; secretary, Frank Harris of the Crawford Harris Publicity Bureau; treasurer, S. Read of the Sun. This list will be supplemented by the election of six directors.

Harry S. Saunders has been elected president of the Baltimore Advertising Club, succeeding E. Lyell Gunts, who declined reelection. Norman M. Parrott succeeded himself as secretary-treasurer.

The Buffalo (N. Y.) Advertising Club held its annual outing on July 11 at the Automobile Club's country home, Clarence.

Roland Cole, former advertising manager of the Yawman & Erbe Company, Rochester, N. Y., has been appointed executive secretary of the Monroe County Home Defense Committee.

Several representatives of the film industry have joined the Kansas (Mo.) City Advertising Club and will for the first time provide in that club a source of direct information on their business. Among the new members are Richard Robertson, World; C. S. Edwards, Jr., Pathe, and O. R. Gookin, Vitagraph, representing the exchanges, and W. B. Tuteur, exhibitor.

H. Prescott Simpson, well known with the Fowler-Simpson Advertising Agency, Cleveland, is now president of the United Service Selling Company, of the same city, organized to render service to the advertiser or the dealer through the use of an imported transparent window poster called "Duralite." Mr. Simpson says: "We are working with the advertiser—in conjunction with newspapers—with a medium that makes publicity of more value."

Master Chase Joerns, two days old has just been elected an honorary member of the Junior Advertising Association of Chicago, according to Jerome Finlay, president of the organization.

"The baby's father," said Mr. Finlay, "is also the daddy of the Junior Ad Club idea. He helped us organize our association. Arnold Joerns is one of the biggest advertising men in

the country, so we just naturally are going to make an advertising man out of the baby boy who will beat his dad.

"The Junior Advertising Association is an organization of young men and women who are studying the science of advertising under the direction of the Advertising Association of Chicago. It is affiliated with the Associated Advertising Clubs of the World. It may be some time before Master Chase Joerns can attend a meeting of the club and hear his 'dad' lecture, but nevertheless he has gone on record as the world's youngest member of the Associated Advertising Clubs."

Don Martin, manager of the Columbus (Ohio) Advertising Club of the Chamber of Commerce, has returned from Indianapolis, where he has been since the opening of the reserve officers' training camp in May. He attained a high grade of efficiency in his work and had been assigned to the cavalry. At the final physical examination he was found a few pounds under weight and under the application of the rigid army rules there he was released from further duties in the camp.

E. G. Hirsch, secretary of the Chicago Advertising Association, is spending his vacation setting new fishing records at Ogeema, Wis.

When the Cincinnati Advertising Club recently elected the "Red Ticket" officers for 1917-18, it did so by reason of a platform that boded an active year for the organization. The platform planks consisted of:

"Addresses by prominent speakers solely upon advertising or allied professions or business;

"An entertainment stunt at every meeting;

"The encouragement of reciprocal trading amongst all members;

"The club's funds to be judiciously used for educational purposes along advertising lines;

"A 'glad hand' committee and personal introduction of all members at each meeting;

"Tables seating eight or ten under a captain;

"Establishing an advertising course in the public schools;

"Postal card notices of every meeting;

"The best luncheon our money can buy."

The new officers who are making good their promises are: Jesse M.



JESSE M. JOSEPH.

Joseph of the Joseph Advertising Agency; first vice-president, Frederic H. Weiss of the Mabley & Carow Company Annex; second vice-president, Ned Hastings, manager of Keith's Theater; secretary, Robert A. Crockett, the Proctor & Collier Company; treasurer, Charles A. Culbertson, Standard Optical Company;

financial secretary, Joseph A. Tomlin; board of governors, L. K. Oppenheimer, Oppenheimer Printing Company; Bruce Reynolds, of the Reynolds Advertising Agency.

G. M. Prentiss, advertising manager of the Standard Oil Cloth Company, New York, donated the prize cup for the company's annual outing golf tournament held on July 10.

T. E. Ward has become advertising manager of the House of Hobblerlin, Toronto. He was formerly with the McLean Publishing Company.

The National Bank of Commerce, in New York, has appointed James I. Clarke to be its advertising manager. Mr. Clarke was formerly with the New York Sun.

WITH BOSTON'S PILGRIMS.

It is learned from the indefatigable chairman of the Boston's Pilgrim Publicity Association house committee, George D. Moulton, that his persistent efforts to secure new camping grounds for the P. P. A. have finally been crowned with success.

"What we've been looking for," says the genial Commodore, "is rooms with club privileges—where the members can have more sociability—correctly spelled e-a-t-s. And at last we've got it—fine, large, central, improved location, high above Washington street—plenty of elbow room where we can revive the Eight Bells with luncheon at the same time, served by Automat Company which occupies first floor. Nothing we've done for several years has so much promise for the social side of the organization as this new move."

But by no means all the service which the country requires is confined to those within the draft age limits. For examples the older Pilgrims of Boston are actively engaged in doing their bit on prominent war committees.

P. F. O'Keefe is chairman of the recruiting sub-committee of the Boston Public Safety Committee.

P. A. O'Connell is chairman of the sub-committee on recruiting of the Massachusetts Public Safety Committee, of which general committee Thomas J. Feeney and John F. O'Connell are also members.

When it comes to L. E. Kirstein or L. A. Coolidge or E. A. Filene, it is virtually impossible to keep track of their activities, all three spending most of their time in Government work at Washington.

Up in Westfield, nearer home, Joseph D. Bates is busily engaged with Professor Allyn in developing dehydrating and other processes looking to the proper conservation of food on a large scale.

A. A. C. W. SERVICE FOR CHURCH ADVERTISERS.

The Church Advertising Department of the A. A. C. W. is planning an advertising service for clergymen and laymen interested in more efficient church work. The department will act as a clearing house for successful church advertising plans, and will publish these plans in a monthly bulletin that will be sent to the subscribers to the service, which also includes the right to each subscriber to propound each year, three individual church problems which advertising can help solve.

During the summer months, the newly elected executive secretary, William L. Roberts, with headquarters at the New York Advertising Club, is busily engaged collecting data and getting things in shape for the issue of the first Bulletin on September 1, when the actual service will begin.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO ENGRAVING COMPANY

154 Nassau Street, NEW YORK

Telephone 4200 Beekman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO ENGRAVING CO.

251-253 William Street NEW YORK

Phone, Worth 1657-8

The high price of raw ingredients has not affected the quality of our type metals

STANLEY PROCESS

TYPE METALS

ARE MADE UP TO A QUALITY, NOT DOWN TO A PRICE.

SYRACUSE SMELTING WORKS BROOKLYN, N. Y.

For Particular Printing come to the

ALLIANCE PRESS

110-114 West 82d Street NEW YORK

N. Y. AD CLUB NOTES.

J. Wright Sutcliffe, advertisement consultant of Johannesburg, Africa, was a recent visitor at the New York Advertising Club. He came over to America to attend the convention of the Associated Advertising Clubs in St. Louis, but his boat arrived a week late, so he missed the convention. As business is a little dull at home, he is spending a few weeks in New York studying American advertising methods.

George W. Hopkins met with the Greater New York committee, of which he is chairman, last week to discuss plans for a "safety first" campaign along somewhat different lines than the campaign of last year.

The meeting was called at the request of Police Commissioner Woods. Mr. Hopkins said, after the meeting: "We are going to inaugurate a new campaign for the pedestrian. The man who walks needs to be more careful to avoid accident."

DROVERS DAILY SOLD.

Ward A. Neff and Geo. N. Neff of the Daily Drovers-Telegram and A. C. Davenport of Omaha, publishers of the Corn Belt Farm Dailies, have purchased the Chicago Farmers' and Drovers' Journal and the Chicago Live Stock World.

The two papers will be consolidated as the Chicago Daily Drovers' Journal.

Ward A. Neff will be located in Chicago directing the policy of the paper.

Knill Chamberlain, Inc., New York will represent the Daily Drovers' Journal in the Eastern territory.

THE PITTSBURG PRESS

HAS
THE **Largest**
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.
The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

W. M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

NEWS FROM JAPAN.

The Jiji Shimpo, a leading semi-daily of Tokio, has offered prizes totaling \$225 for the three persons who take the least time to ascend Mt. Fuji, the "peerless mountain of the Orient." The contest will be held July 28 and twenty participants will be selected from physical tests made by the Jiji's special staff of physicians.

As an international affair, efforts are being made to interest American English, French and other nationals to make the climb. Since 1707, the sometime volcano has been at peace. Its slopes are covered with land dust, shoe-top deep, which makes the ascent of the 12,000-foot sacred mountain a rather slow task. Mt. Fuji, is 60 miles from Tokio. All the expenses of the twenty contestants will be met by the Jiji.

Richard Washburn Child is spending the summer in Tokio, writing articles on the leading lines of industry in Japan for "Asia" of New York and also writing for Collier's Weekly.

Frederick McCormick of California is in Russian on a two months' journalistic mission.

The news at Karuizawa, Japan, the most popular summer resort in the Far East in point of attendance, is being handled for the Japan Advertiser, Tokio, by its American staff members working in three-week shifts.

FRIARS' OUTING.

The Friars, of New York, will hold their annual outing at Freehold, L. I., on July 26.

**THE
NEW YORK
WORLD**
(Morning Edition)
**Prints MORE
ADVERTISING
than any other
newspaper prints.**

The Remarkable Advertising
Pulling Qualities of the
**WASHINGTON
TIMES**
are built on the
Foundation Stones of
**Size of Circulation
Confidence of Its Readers
A Right Rate**

In Washington, D. C.,
The Times is Preferred.

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending April 1, 1917,
showing net paid circulation

34,567

Member A. B. C.
Publisher
Arthur Capper TOPEKA, KAN.

aiding MISSOURI AUTHORS.

The encouragement of Missouri authors by some sort of state recognition for the best yearly achievements in the different branches of letters—for instance, the best poem of the year, the best book or the best magazine piece of fiction, and so on, is the aim of the new administration of



J. B. ELLIS

the Missouri Writers Guild, led by President J. Breckenridge Ellis of Plattsburg, Mo. The plan has not yet been fully mapped out.

The Guild also publishes the Missouri Writers Guild News, which goes free to every member and contains a resume of the literary activities of the members. This has been published quarterly and Lee Shippey of Higginsville has been retained as its editor during 1917-18.

The Guild year begins in May with the annual election of officers during "Journalism Week" at the University of Missouri. It was founded in 1915. Up to his recent election to the presidency, Mr. Ellis was vice-president.

The fall meeting and outing will be held October 1-10 and the Guild members are hoping to have Augustus Thomas and Winston Churchill, both of whom are Missourians, as guests and speakers.

BOSTON POST

CIRCULATION, JUNE, 1917
"NO RETURNS"

The Daily Post 514,715
The Sunday Post 356,738

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK.
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid  For Every
Guaranteed Issue

GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

COMPOSING ROOM TALK.

EDITOR THE FOURTH ESTATE:

SIR: After traveling among the many large newspaper offices of the United States, and visiting their composing rooms, I have found a subject that is well worth careful study.

In composing rooms of newspapers publishing from 12 to 24 pages daily, and carrying from 40 to 100 columns of ads, I have seen as high as 30 floor men, while in others of the same size only from 4 to 10 floor men.

Some managers or superintendents say local conditions of business make the difference, but such is not altogether the case. The greatest secret lies in the art of getting the greatest production from your plant at the least possible cost.

In studying this subject I have put special attention to the good features of each plant, and taken note of what caused the bad features, or conditions, and what procedure could be taken to rectify the apparent inefficiency.

I find that many papers do not take advantage of the possibilities of cheapening their cost of production that their composing machines possess. Are they properly equipped to meet your own requirements to the best advantage? Very rarely do I find them so.

It is also rare that the ad room is properly arranged to get the ads to press expeditiously and cheaply. And the working material is seldom supplied with such system as to allow their men to be on productive work all of the time.

The arrangement of type cabinets should be such that each alley is a complete unit, that lead and slug racks are always sufficiently full to meet the demands of the day's business.

The subject of non-distribution has become a live issue and some superintendents say that were the distribution to be eliminated their men would have nothing to do at certain hours of the day, but these men are in their own light, for while it may appear so, there is not a progressive manager who could not make it possible to utilize their time more profitably.

But the greatest attention must be given to getting the ads to the forms early. It is an easy matter to close up pages after the ads are all in, and a few moments saved in the ad room make catching the mail and getting the paper on the street early more of a certainty.

Superintendents have the control of many thousands of dollars worth

1916 Broke All Records
of the
Toledo BLADE
9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Kresge Building, DETROIT

YOU MUST USE THE LOS ANGELES EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than **150,000**

of machinery and other equipment, as well as spending many thousands of dollars for labor, and therefore much thought must be given to equipping machines and supplying working material that the nearest to 100 per cent production will be realized, and without taxing the nerves and strength of the employees.

E. FISHER.

BANK MANAGER ENTERS THE PAPER MAKING FIELD.

George S. Harrison, for the past twelve years manager of the Merchants Bank of Canada in Vancouver, B. C., has joined the Whalen Pulp & Paper Mills Limited as comptroller.

This large concern is a merger of the pulp and paper manufacturing properties at Quatsino, Swanson Bay and Mill Creek, with a capital stock of ten millions and bonds of over three millions of dollars.

ARRIES IN CHICAGO.

C. R. Arries is now advertising manager of the Chicago Daily Drovers Journal and Live Stock World, succeeding J. C. St. John, who recently went with the Argimotor as advertising manager.

Mr. Arries has been connected with the Kansas City Journal publications in the national field for the past eleven years and previously was with the Leavenworth Times.

KILLED BY AUTO.

Edward J. Roake of Melrose, Mass., and J. F. Kennedy of Boston were fatally injured in an automobile accident in Melrose on Sunday night. The car skidded at a curve and hit a pole, throwing the occupants out. Both the injured men died after removal to the hospital. They were employed on Boston newspapers. Mr. Kennedy formerly was editor of the Woonsocket (R. I.) Reporter.

Your advertising campaign is not complete if it does not include the large national dailies and weeklies published in the various

FOREIGN LANGUAGES

For rates, information and particulars apply to the
Charles SIMONE
Advertising Agency
205-308 Curry Bldg., PITTSBURG, PA.
Branch Office: 500 Kanawha Nat'l Bank Building, Charleston, West Virginia

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

SHIFTS IN TACOMA.

Richard Hayes, who was for some years marine reporter on the Tacoma (Wash.) Ledger, recently joined the editorial staff of the Seattle Times where he is doing assignment work, chiefly features.

He was succeeded on the Ledger by A. B. St. John who has been connected with Seattle and Everett newspapers and who worked for some time on the Saturday Sunset of Vancouver, B. C. and the Daily Bulletin of that city. Mr. St. John has had a good deal of experience in editing annual editions of newspapers of the Pacific Northwest.

Miss Louise Allen, who graduated a few weeks ago from the University of Oregon, is now a reporter on the Tacoma Ledger doing a "regular run."

Edward Lounsbury, formerly a copy reader on the Seattle Post-Intelligencer, is the new telegraph editor of the Tacoma Ledger.

When Oscar Thompson, night editor of the Ledger joined the office's reserve corps training camp at San Francisco, Harry Kelso, telegraph editor, was made night editor.

PRINTERS ENDORSE CONTROL OF PAPER DURING WAR.

Delegates to the N. Y. Allied Printing Trades Council endorsed Federal control of the price of newsprint paper until the close of the war.

A protest was entered which will be carried to Mayor Mitchell, of New York, against the appointment of A. C. Wesaman as commissioner of education in New York City to succeed the late Thomas J. Carroll, who was also president of the Allied Printing Trades Council.

NEW NORFOLK EDITOR.

H. P. Moore, state editor, has been promoted to managing editor of the Norfolk (Va.) Virginian-Pilot. T. H. Lamm, night managing editor, has entered the Naval Reserve.

INLAND PRESS MEETING.

The next meeting of the Inland Daily Press Association is scheduled for August 15 in Chicago, but it may be postponed.

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburgh

CONE, LORENZEN & WOODMAN,
Special Representatives,
New York, Detroit, Kansas City, Chicago



Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This 'food atmosphere' and 'housewife interest' will increase your sales.

KELLY-SMITH CO.

220 5th Av., N. Y. Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 91,734
MAY, 1917,

GAIN over MAY, 1916, 19,793

Special Representatives

DAN A. CARROLL
New York

J. E. LUTZ
Chicago

DR. BOWER LEADS MICHIGAN NEWSPAPER WOMEN.

The Michigan Women's Press Association is laying plans for a lively year's work under the leadership of Dr. Emma E. Bower of Port Huron, Mich. The new president comes from a newspaper family. Her brother was B. Frank Bower, who was for many years connected with the Detroit News-Tribune, the Cleveland World and the Cleveland News, being proprietor of the latter paper at one



DR. EMMA E. BOWER.

time. Another brother was editor of the Ann Arbor (Mich.) Democrat.

Dr. Bower herself was actively in newspaper work for about 15 years. She succeeded her brother as editor and publisher of the Ann Arbor Democrat on his death. In 1893 she was elected secretary of the Ladies of the Modern Maccabees and in 1898 she sold her newspaper. At present she is editor of the official organ, the Lady Maccabee.

The working policy of the Michigan Woman's Press Association is: "Let us women learn to put down self and work for a cause."

President Bower's officer associates are: Mrs. Gracewood Brown of Ann Arbor and formerly of a Harbor Beach newspaper; Miss Florence Brooks of the Jackson Patriot; Miss Edith Lennon of Hillsdale; Miss Mable Louise Grissom of the Lansing Republican; Miss Jennie Starkey of the Detroit Free Press; Mrs. Prudence Janet Sherman of the Detroit Tribune; Mrs. Roy K. Moulton of Grand Rapids; and Miss Marie B. Ferry, curator of the State Pioneer of Michigan.

IN TRADE ASSOCIATION.

The Manufacturers Record, of Baltimore, has been admitted to membership in the Associated Business Papers, Inc.

St. Louis Globe-Democrat

dominates the morning field.

A. B. C. Statement March 31, 1916 140,970

Net Paid Circulation June 4, 1917 138,135

Between March 31, 1916, and June 4, 1917, daily price was raised to 2c.

The clean home-going family newspaper.

PATERSON New Jersey's Famous Manufacturing City

PRESS GUARDIAN Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

N. Y. AND BOSTON PRINTERS TO PLAY FOR RED CROSS.

The Boston and New York teams of the Union Printers' National Baseball League, will play a game for the benefit of the Red Cross Fund at Ebbets Field Brooklyn, N. Y., on Monday, August 6.

The following Monday, these teams will play in Boston for the benefit of the Boston branch of the Red Cross.

The New York association will bear all the expenses of the game in Brooklyn, including music at the park, and turn over the gross receipts to the Red Cross Fund.

Charles H. Ebbets heartily co-operated with the printers and donated the use of Ebbets Field for the function.

KNOWS HOW TO DO IT.

A. J. Philpott, art editor of the Boston Globe and one of the star reporters of New England, has been the publicity director for the 5,000 performers production of "Caliban" at the Harvard Stadium. Philpott has secured an immense amount of high-grade publicity for the enterprise, as he knew how to suggest news-angles and special-article subjects that had the real meat in them. Result: Attendance average between 7,000 and 12,000 persons at a single performance.

TOURING ALASKA.

M. J. Brown editor of the Corvallis (Ore.) Courier, is on a trip through the interior of Alaska. He will go over the White Horse pass from Skagway to the headwaters of the Yukon, which he will follow to its mouth, then to Nome, with side trips to the Indian villages, mining camps and other out of the way places.

Mr. Brown is representing an Eastern and middle west syndicate of 200 newspapers for which he will write stories.

BOYD SOLE OWNER.

The Dallas (Ore.) Itemizer is now under the sole management of H. L. Boyd. His partner, J. E. Bloom, has disposed of his interest to give all of his attention to mining property in the Cascade mountains.

STEINMAN'S SUCCESSORS.

C. S. Fultz and John F. Steinman, partners of J. Hale Steinman, publisher of the Lancaster (Pa.) Intelligencer and News-Journal, have taken over his duties.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press "MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN Foreign Reps.
NEW YORK CHICAGO DETROIT

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,984 lines more local business than its only competitor.

With the Springfield News (the two at .055 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO DAYTON, OHIO.

I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

CHANGES IN EVERETT.

Karl Hultman of the circulation department: Ed Badger, city editor; and David Erwin, advertising solicitor, have left the Everett (Wash.) Tribune.

Louis Frazier and Max Miller have been added to the local staff, Frazier taking the place of Howard Perry, who has gone with the Tacoma Tribune.

WRITES ON WOOD CARVERS.

Livingston Wright, magazine writer of Revere, Mass., has an article in the July number of the Art World on the work of "the greatest of American woodcarvers"—I. Kirschmayer, who has long been a figure among the veterans of the Boston Press Club.

GERMAN DAILY FOR SALE.

The radical Weser Zeitung, an old newspaper of Bremen, which it was reported was to be bought by the Krupp interests, which were to make it a Pan-German and an annexationist organ, is on the market.

The owners say they will never agree to sell it to the Krupps.

UPJOHN IN THE CHAIR.

Stephen A. Stone, managing editor of the Salem (Ore.) Statesman, is on a vacation in eastern Oregon, at Bingham springs, a Blue Mountain resort. During his absence, his place will be filled by Donald H. Upjohn, Salem correspondent for the Portland Oregonian.

WOLVERINES TO MEET.

The publishers of Michigan will hold their annual meeting at Ludington on August 2, 3 and 4.

The Evening Post published more book advertising during the month of June than all other New York evening newspapers combined.

New York Evening Post

More Than a Newspaper
—A National Institution

BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
220 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES

DIRECT—Punderford, Haddon & Francis, "Baltimore Butter," 176 Chambers st., N. Y., are reported to be planning an extensive newspaper campaign to begin in September. No agency has been chosen.

Swift, Specific Co., "S.S.S.," At Lima, Ga.—Placing Cuban and South American business through the Morse International Agency, N. Y., but possibly no American publication will be handled except direct from home office.

DAUCHY, 9 Murray st., N. Y.—Renewing some newspaper contracts for Hiscot Chemical Co. "Parker's Hair Balsam," Patchogue, N. Y.

DYER, 42 Broadway, N. Y.—Placing orders with some newspapers in New West for Remington Arms Co., "I.M.C." Cartridges, Bridgeport, Ct.

ELLIOTT, 508 St. Paul st., Rochester, N. Y.—Reported will arrange for a new appropriation during August for Shinola Co., "Shinola Shoe Polish," Rochester, N. Y.

FINCH, 1361 Broadway, N. Y.—Placing orders with newspapers in selected sections for Clawson & Wilson Co., furs, 38 W. 32d st., N. Y.

HALLER & SMITH, Guardian Bldg., Cleveland—Again making contracts with some Western newspapers for American Mithograph Sales Co., "Mithograph," East 40th and Kelleys av., Chicago.

MORSE, 4th av. and 30th st., N. Y.—Placing advertising with newspapers in N. Y. City and vicinity for Toko-Zol Co., C. O. Biglow Co., 100 6th av., N. Y.

GARDNER, 315 N. Tenth st., St. Louis—Placing orders with Western newspapers for Chittenden Business College, Chittenden, Ohio.

HANFMEIER, 95 Madison av., N. Y.—Again making contracts with newspapers in selected sections for Columbia Graphophone Co., 233 Broadway, N. Y.

HUMPHREY, 581 Boston st., Boston—Placing 1-time orders with

Times Plaza

The Center of Brooklyn, where constant bulletins tell of stirring events, is the Home of Brooklyn and Long Island's fastest growing daily newspaper.

THE BROOKLYN TIMES

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
301 Devonshire Street, BOSTON.
Kresge Building, DETROIT.

THE Philadelphia Bulletin HAS THE Largest TWO-Cent Circulation in the East.

Net Daily Paid Average for June
358,191 Copies
WILLIAM L. McLEAN, Publisher.

a selected list of newspapers for Geo. F. Frost Co., "Boston Garters" and "Velvet Grip Garters," Boston

IRONMONGER, 95 Madison av., N. Y.—Placing advertising for Heart Bell Carbon Remover, 809 Times Bldg., N. Y.

JONES Binghamton, N. Y.—Placing orders with newspapers for Arrow Chemical Co., Binghamton, N. Y.

KIRTLAND-ENGEL, 14 E. Jackson Blvd., Chicago—Placing orders with some Western newspapers for F. M. Lawrence Electric Works

McLOY, 642 Liberty av., Pittsburg—Reported starting to advertise a new foot remedy in newspapers for Kaler Laboratories, "Frissfoot," foot remedy, 2nd av., Pittsburg

MALORY MITCHELL & FAUST, Security Bldg., Chicago—Reported will place part of newspaper advertising for the I. P. Smith Shoe Co., "Dr. Reed's Men's Cushion Shoes," Chicago, in cities having stores, after August 1.

OSLENDER, 168 N. Michigan av., Chicago—Placing contracts with Chicago newspapers for the "Tim Ford" truck introduced by the Detroit Sales Corporation

Placing contracts for the Metropolitan Business College

PAGE, American Bank Bldg., Richmond—Reported will extend advertising to newspapers in large cities for Franklin Caro Mfg. Co., "Franklin" and "Honey Fruit" chewing gum, Richmond, Va.

REMPINGTON, 1280 Main st., Buffalo, N. Y.—Reported to be making up a list for a newspaper campaign for Kordon Mfg. Co., "Kordon Catarrh Jelly," 2008 Nicollet av., Minneapolis, Minn.

SCHUCK, 9 Clinton st., Newark, N. J.—Placing 112-line 1-time orders with newspapers that have Ruggerville sections for Unbreakable Mirror Co., 103 Oliver st., Newark, N. J.

SEEDS, 330 University Square, Indianapolis—Again placing orders with newspapers for Pines Co., "Pines Cough Remedy," Fort Wayne, Ind.

SHUMWAY, 453 Washington st., Boston—Placing orders with newspapers for F. E. Howes, "Non Lingle Flag Lister," 311 Atlantic av., Boston

WOOD, PUTNAM & WOOD, 111 Devonshire st., Boston—Placing 9-line 3 cols. 9-line orders on contracts to run in fall for the Royal Worcester Casket Co., "Royal Worcester" and "Bon Ton" corsets," Worcester, Mass.

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail in Greater Montreal is larger than that of any other Montreal morning newspaper, English or French.
Verree & Conklin, Inc., 325 6th Av. N.Y.
I.S. Wallis & Son, 1st Nat Bk. Bg., Chicago

erster" and "Bon Ton" corsets," Worcester, Mass.

SMITH, 161 Devonshire st., Boston—Reported will consider an increased appropriation before September for William A. Varney, "Varney-Sis" medicine, Lynn, Mass.

SHUMWAY, 453 Washington st., Boston—Sending out 9-inch, 12-time renewal orders to leading city dailies and 9-inch, 3-month orders in groups of agricultural papers for the Glastonbury Knitting Co.

Advertising Jager Marine Engine Company's products in a group of trade and daily papers

Renewing orders for the Boston Y.M.C.A. Evening Schools through the fall months in Boston and New England dailies

Placing 200-line advertisements in New England Sunday papers for the Jewel Tractor & Truck Co., Boston.

Advertising trips in 35-line advertisements in New England dailies for the Beekman Tourist

Placing business for Massachusetts Nautical School, 35-line ad 21 insertions, in Boston dailies.

Using 28-line advertisements in group of home monthlies for W. H. Bullard Thread Co.

Placing 42 lines in a large number of leading dailies throughout the country for F. E. Howes, Boston.

SERVICE CORNER.

569—"Can you give me the address of W. N. Maddox?"

570—"I am in the market for a big fiction story, which will justify an extensive advertising campaign in the autumn."

571—"Can you give me the address of the Charles Emu Johnson Ink Company?"

572—"In these days of forced economy there are found many instances of decided improvement in practices in the business of producing daily newspapers, resulting in savings from small amounts up to many thousands of dollars annually."

At the meeting of the S.N.P.A., recently held at Asheville, N. C., interesting statements were made with reference to various phases of savings, great and small, especially to new methods of making wet mats out of material at hand. Details of these methods appeared in THE FOURTH ESTATE's report of this meeting on page 10 of the issue of July 14, 1917. The necessities for economies have awakened an interest in all departments of newspaper making and an example of this has recently oc-

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

CIRCULATION 55,498
Daily (Net Paid)

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
301 Devonshire St., BOSTON.
Kresge Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
People's Gas Building, CHICAGO.

curated in the printing office of one of the metropolitan dailies in New York City. One ambitious and progressive steeptyper has produced mats out of old newspapers; also out of paper that comes off the rolls before printing, doing away with the red rag and blotter, using only tissue paper for the face.

The sample mat and a copy of the newspaper were submitted to Superintendent Glen Williamson, of the New York World, with a request for an opinion as to the feasibility of the plan. Mr. Williamson was of the opinion that the idea is entirely feasible, always providing that the news print sheets are clear of wood pulp splinters and run even in thickness.

If there is much undigested wood pulp in the paper, or if the paper does not run uniform in thickness, it may interfere with the success of the plan, otherwise it is entirely within the reach of any publisher to adopt the method.

The steeptyper above referred to prefers that his name be not mentioned nor the steeptyping room in which he works. He will be glad to take his method up with any publisher seeking to economize. To promote the publishing interests THE FOURTH ESTATE will forward and communications addressed Stereotype, in care of THE FOURTH ESTATE.

573—"Could you furnish us information concerning some reliable firm, which publishes a comic supplement?"

FIRE IN MOUNTAINS.

The plant of the Morehead (Ky.) Mountaineer was destroyed by fire on July 7. The loss is estimated at \$3,500.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation:
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations

Joliet, Ill. (The PITTSBURGH)
of the West

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News

ALCORN-HENKEL, Representative
New York Chicago

A BUSY THIRTY-THREE YEARS.

Surveyor, power salesman, manager of wholesale fruit house, manager of telephone exchange, legislative officer, real estate salesman, newspaper man—and always an advertiser.

These are only a few of the occupations that Thomas Sweet Garlow,



THOMAS S. GARLOW.

manager of the Jerome (Ariz.) News, has followed in his short life of thirty-three years, and the probabilities are that all the inter-

PHILADELPHIA

America's Greatest
Industrial City

The PRESS

Philadelphia's Greatest
Industrial Paper

Foreign Representative
LOUIS GILMAN

World Bldg., New York Tribune Bldg., Chicago

BRIDGEPORT

CONNECTICUT
(The Essex of America)

The Prosperity Center of the United States and the Industrial Center of New England.

THE

Post & Telegram

(Evening) (Morning)

Cover This Field Absolutely.

Members of the A. B. C.

JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL Published by
A. H. Belo & Co.

Covers the afternoon field as completely as does the Dallas News in the morning
37,659 NET PAID average during 6 months period ending April 1, 1917. P. O. Report.

LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
723 Tribune Building, NEW YORK

esting things have happened to him yet, for he is right in the middle of a rapidly growing mining district directing the affairs of a live weekly paper and its daily edition, the Verde Copper News, established on May 1 this year.

Garlow slipped from under the parental roof in Montana at the age of sixteen years and J. D. Scanlan, proprietor of the Miles City Daily Star, gave him his first newspaper training about six years ago and made him advertising manager of his paper, which position he held until he resigned on December 31, 1916.

When the Fifteenth Legislative Assembly met on January 1 this year Garlow was nominated by the Republican caucus for assistant secretary of the Senate—and he got the

THE MCGRAW CASE NOT YET FINISHED.

The hearing of the controversy between Manager McGraw of the New York Baseball Club and the Baseball Writers' Association over an alleged interview which McGraw repudiated was resumed by the directors of the National League before John Conway Terle on July 13. Urban T. McInerney, a friend of the New York manager, who was present at the time McGraw was interviewed in Pittsburgh, substantiated the former testimony about the interview given by McGraw.

The other witness who was present at the Pittsburgh meeting, Dr. Frank Finley, will be heard next.

The testimony will be submitted to the league directors and they will give their decision by mail. McGraw's witness was put through a cross-examination by Martin W. Littleton, who represented the baseball writers.

EDITOR GRAY'S WILL.

The will of the late James R. Gray, president and editor of the Atlanta Journal, showed an estate consisting in the main of stock in the Atlanta Journal and life insurance.

In his will he directed that his wife and children should share alike. The beneficiaries are Mrs. James R. Gray, Mrs. Earle D'Arcy Pearce, Mrs. Thomas M. Brumby, Jr., Inman Gray, Mrs. James Gallogly and James Richard Gray, Jr. Inman Gray and James R. Gray, Jr., sons of Mr. Gray, were named as executors and have qualified as such.

The will relieves them from giving bond, making returns and filling an inventory and appraisal. Mrs. Gray will be chairman of the Journal executive committee.

THE
DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle

NEW JERSEY'S
LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

job.

Along about the time the legislature adjourned the proprietors of the Jerome News, one of whom was an old friend of Garlow, offered him the management of the establishment. They wanted to start a daily and he gave them the Verde Copper News.

Garlow says he has just one rule for success in any walk of life: "Tell 'em what you have to sell, and tell 'em in the easiest way—through the newspapers."

HEARST BUYS PUCK.

Puck, a humorous periodical, has been sold to the International Magazine Company, owned by William Randolph Hearst.

About three years ago, when Nathan Straus, Jr., bought the magazine, its style and makeup were considerably changed. The publication was sold, early in May, by Mr. Straus to George von Utassy, publisher of the Horseless Age, and a former official of the Hearst magazine interests.

The offices of Puck are at 119 West 40th st., New York. Joseph Arthur Moore of the Hearst interests will have supervision of the magazine, with Foster Gilroy continuing as general manager.

MOVIE MAGAZINE CHANGES.

Alfred A. Cohn of Los Angeles has been appointed Western managing editor of Photoplay Magazine; Frederick James Smith of New York has been appointed Eastern managing editor, and James R. Quirk, publisher, will assume the duties of editor.

Mr. Cohn has been with the magazine for about a year and formerly was city editor of the Los Angeles Examiner.

Mr. Smith was formerly editor of the Motion Picture Mail of New York.

The new appointments follow the resignation of Julian Johnson, who has joined the Selznick organization as editor-in-chief of productions.

ANOTHER DAILY PAPER FOR NEW BRITAIN?

Establishment of a morning daily at New Britain, Ct., by a group of professional and business men in that city is contemplated in the near future, according to seemingly authentic rumors.

The political attitude of the proposed publication is not indicated, but there is reason to believe it will not be a solely political organ.

While the city has two afternoon papers, the morning field is only covered by papers of nearby cities.

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 150,000 Daily. Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGGES, CHICAGO.
VERREE & CONKLIN, Inc., New York

THOMAS IS PRESIDENT.

New officers of the Florida Press Association are: President, Wayne Thomas, Plant City Courier; vice-president, R. W. Storrs, De Funiak Springs Breeze; secretary, T. J. Appleyard, state printer, Tallahassee; corresponding secretary, Gilbert D. Leach, Leesburg Commercial; treasurer, Mrs. C. V. S. Wilson, Sarasota Times.

The next annual meeting will be held at De Land. Three other meetings will be held during the next year, at Jacksonville, Sarasota and Daytona.

CANNERS' PUBLICISTS.

The Western Cannery Association, the oldest organization of canners in this country, has appointed the following publicity committee: John A. Lee, Chicago, chairman; Mrs. D. G. Trench, Oak Park, Ill.; Mrs. Marie D. Peter, Milwaukee, Wis.; John M. Skillman, Chicago; Carey Emerson, Minneapolis, Minn.

The committee will have charge of the publicity work of the Western Cannery Association, which includes the management of the lecture bureau.

NEW PICTURE ADVERTISING.

The Bluebird Photoplays Corporation has started an advertising campaign, spending from \$250 to \$300 a week in the Kansas City Star and the Kansas City Post.

This advertising contains some pictures with a list of the first run exhibitors in and about Kansas City. It also gives notes of the Bluebird players and news of the latest release.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star 83,194
Evening Times 35,569
Washington Post 34,293
Washington Herald 30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING
EXCEPT Union Star
SUNDAY.

AUDITED CIRCULATION 20,643
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

OBITUARY NOTES.

ARCHIBALD McLELLAN, editor of Christian Science periodicals and a member of the Christian Science board of directors, died on July 18 in Brookline, Mass. He was born in Moncton, New Brunswick, November 10, 1857, and was for several years in Chicago with the R. G. Dun Company.

After becoming interested in Mrs. Eddy's work in Boston he went to Chicago and was active in the development of Christian Science in that city, and was a member of the Christian Science Committee on Publication for Illinois.

In 1902 Mr. McLellan was appointed editor of the three Christian Science periodicals and retained the position until his death. He was a thirty-second degree Mason and was a member of the National Press Club of Washington and the City, Canadian and Press Clubs in Boston.

ALEXANDER MONIHAN, owner of the Fort Wayne (Ind.) Gazette, died in Long Branch, Cal., on July 12.

MAITLAND DAVIES, dramatic critic of the Los Angeles Tribune, died on July 12 following an operation. He was forty-two years old and a brother of the late Acton Davies of New York.

EDMUND C. BOOTH, lately of the staff of the Bridgeport (Ct.) Evening Farmer, is dead of tuberculosis after a long illness. A wife survives him.

L. B. CUNNINGHAM, senior editor of the Glenwood (la.) Opinion, is dead.

PERCY CHASE LEVAR, for many years and until a few months

If this territory presents a
sales problem to you, the
Merchandising Service
Department

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

W. D. BOYCE CO.

500-514 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS

THE FARMING BUSINESS

High-class farm weekly, magazine form.

BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT Only morning newspaper in Peoria. Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representative.
NEW YORK BOSTON CHICAGO

ago editor of the Coquille (Ore.) Herald, died recently aboard the steamer Breakwater while en route to San Francisco. Mr. Levar was a victim of tuberculosis and was en route to southern California for his health. He was a native of Maine, aged fifty-seven years.

FRANK BRANT, formerly secretary and circulation manager of the Philadelphia North American, died recently in Trooper, Pa.

As circulation manager of the North American he was known from one end of the state to the other. He was born near Pottstown on a farm and went to Philadelphia when a young man, starting on a newspaper as driver of a wagon. He became later a circulation solicitor and finally was placed in entire charge of the circulation of the Press throughout the state. He later served on the Public Ledger, the Times, and went to the North American about 1901, being the first to fill the position of circulation manager.

He left the North American in 1910 to become president of the Chadwick Engineering Company, manufacturer of Chadwick automobiles, at Pottstown. He was also affiliated with the Light Manufacturing Company, maker of motorcycles, in the same town. He was president of the General Lawton Building & Loan Association, Philadelphia, and a director of the Trooper Building & Loan Association. He was a member of his township school board, and took active interest in all educational enterprises in Montgomery County. A widow and seven children survive him.

JOHN L. SHERIDAN, a reporter for the New York Commercial, died last week.

JOHN C. SNEEL, editor of the Farmer's Advocate, London, Ont., is dead in his seventy-seventh year.

CLARENCE J. CAYNE, formerly connected with Motography, the publicity department of the Selig Company and the Pictureplay Magazine, died recently in Los Angeles of tuberculosis.

HENRY J. TALFORD, formerly an Albany (N. Y.) newspaper man and later editor of the Whitehall Town Topics, died a few days ago in Whitehall.

JAMES R. OLIVER, newspaper man and Confederate war veteran, died recently in Baltimore, aged seventy-seven years.

PAUL CARON, formerly on the staff of Le Devoir, Montreal, is re-

The BEST Advertising BUY in CLEVELAND THE LEADER

Morning and Sunday, and

THE NEWS

Quality Evening Newspaper

With Quantity Circulation

Represented by PAUL BLOCK, Inc.,
160 Fifth Ave., NEW YORK
Mallory Building, CHICAGO
301 Devonshire St., BOSTON
Krease Building, DETROIT

THE NEW ORLEANS ITEM

Largest Afternoon Circulation in the
entire South.

(April A.B.C. Net Paid Statement)

Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

ported killed while fighting in France with the Foreign Legion.

CHARLES S. BEARDSLEY, newspaper man, lawyer and banker, died in Fanwood, N. J., on July 10. When a young man, Mr. Beardsley worked on the New York World.

WILLIAM R. MURPHY, a newspaper artist, died in Brooklyn on July 11.

THOMAS W. MULFORD, formerly with the Buffalo (N. Y.) Morning Record, the Rome Tri-Weekly Republican and the Rome Sentinel, is dead in Rome, N. Y., aged sixty-four years.

MRS. EDWIN J. KEST, wife of the owner and publisher of the Dallas (Tex.) Times-Herald, died last week in a sanitarium at Baltimore. She was sixty years of age.

PAT H. TANSEY, a Texas newspaper man, died recently in Corpus Christi, Tex.

MOTT AYERS, publisher of the Larrel (Miss.) Leader, died in Laurel last week. Major Ayres was formerly prominent in Kentucky politics. He was well known among the newspaper men of the Gulf Coast States and was president of the Mississippi League of Daily Newspapers. He was a major on the staff of Governor Bilbo.

MRS. CHARLES M. WALKER, wife of Charles M. Walker of the editorial staff of the Indianapolis News and herself a writer of note, died on July 7 at her home in Indianapolis. She was seventy-four years old.

DEWITT C. JONES, a newspaper man, lawyer and former postmaster at Columbus, Ohio, died a few days ago. At one time he was an editorial writer on the old Columbus Press-Post.

LINSLEY F. BUSH, formerly on the Chicago Daily News and Record, died last week in Chicago, aged forty-seven years.

BEN T. BAKER, owner and editor of the Smith Center (Kan.) Journal for twenty-five years, died on July 9.

JOSEPH QUINN, for twenty years connected with the Canadian Sporting World, died in Toronto on July 11.

FRANCIS J. ALEXANDER, newspaper man and author, died July 13 in a hospital at Detroit. He had written widely of India and Hindu customs.

THE PITTSBURGH DISPATCH

possesses a clientele of its own, representing incomes above the average. It reaches the actual buying power, therefore BEST FOR ADVERTISERS.

H. C. Reek, Real Est. Trust Bldg., Phila.
W. G. Brooke, 325 Fifth Ave., New York
Ford-Pearson Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond has 15,309 qualified voters

THE TIMES-DISPATCH RICHMOND

is delivered 12,000 of the city's
daily into best homes.

In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

WARRANTS BY WHOLESALE.

After Sam C. Owens, editor of the Gridiron, of Louisville, Ky., was held for jury on forty-nine warrants of attempted blackmail, publication of obscene matter and slander, sworn out by W. E. Chess, Barbara Biller, Clem Huggins and Robert J. Hagan, he went into the business of swearing out warrants himself.

He swore out three against Chess, one against Huggins, one against Hagan, one against Joseph Hofigsang, a former employee, and one against Anne Present. He accuses Chess of false swearing, subornation of perjury and obstructing public justice. He charges Hofigsang and Anne Present with false swearing and accuses Huggins and Hagan with obstructing public justice.

All of the cases grew out of publication by Owens in his paper of alleged escapades of Chess.

WINS EDITORIAL PRIZE.

The silver cup offered for the best editorial discussion of the duty of every citizen to subscribe for the Liberty Loan has been awarded to A. H. Hasbrook, managing editor of the Du Bois (Pa.) Daily Express, by the committee of public safety.

CUBAN EDITOR DEAD.

Don Antonio Herrera, widely known Havana newspaper publisher and one of the heroes of the Cuban war of independence, died in Havana on July 16 of heart disease. He was forty-three years old and captain in the army of "Cuba Libre."

STARTS FLAT RATE.

The Los Angeles Express Tribune Company will inaugurate a flat advertising rate on August 1.

The Circulation of the NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION
 Germania Herald36,989
 Only German Morning daily in Milwaukee
 Sonntag Post37,000
 Only German Sunday daily in Milwaukee
 Weekly Germania107,413
 (German Farm Journal) Weekly, 103,333
 Die Rundschau, Weekly.....25,002
 Eastern Representative
 LOUIS KLEBAHN
 1 West 84th Street NEW YORK
 Telephone 915 Greeley

PAPER PROBLEMS MULTIPLY.

(Continued from Second Page.)
 eral tale of woe come from production managers at mills that cannot get fuel or cannot get cars to ship in needed material nor take out the finished product. At the same time the situation is rapidly developing where the paper manufacturers will, in effect, be bidding against Uncle Sam for labor and, to make matters even worse, the state of affairs that has come about in Canada with regard to conscription is anything but reassuring.

THE TRADE BOARD'S SUPPLY.
 The Federal Trade Commission continues, without variation of program, the distribution of such news print as is placed at its disposal. There is not enough of this paper to go around, but the 500 tons per month available are pretty well scattered and there are no tales of urgent needs unsatisfied, as was the case a while back.

Information coming to Washington is that exports of news print continue at low ebb despite certain rumors to the contrary. There is no doubt that if ships were available, Latin-American and Australian publishers would sweep the board clean so far as surplus paper in the American market is concerned, but the inability of most interests to get ocean tonnage for love or money prevents this foreign demand from making much impress upon the market.

INSTALLING EQUIPMENT.
 DALLAS, TEX.—The Dallas News has ordered eight Model B Inter-types.

PAWNEE ROCK, KAN.—The Pawnee Rock Herald, in the future, will be published on Wednesdays instead of Thursdays.

PINE BLUFFS, WYO.—George C. Reed, editor of the Post, has traded his press to Charles Stevens of the Bushnell Record for a larger machine.

JEFFERSON CITY, MO.—The Missouri School Journal, which is the off-

The Open Door to the workshop of the world The Philadelphia Record

Special Representatives
 STORV, BROOKS & FINLEY,
 Fifth Ave. Bldg., NEW YORK
 Peoples Gas Bldg., CHICAGO

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN reading and speaking population of St. Louis as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND

Kuryer Bostonski

27 Beverly st., BOSTON, MASS.
 reaches 600,000 Poles in New England. They want to buy your goods

Use Kuryer Bostonski.

cial organ of the state department of education, has been moved to its new headquarters on the fifth floor of the Trust Company Building. T. J. Walker is editor and John A. Harris is business manager.

EL DORADO, KAN.—C. C. Shelden has sold the Walnut Valley Times, daily and weekly, which is published here, to J. B. Adams, who has formed the Times Publishing Company with Russell Fisher as editor. The paper will have a new plant and building.

GALVESTON, TEX.—The Galveston News has placed an order for two Model B and 1 Model C-m. Inter-types.

ASHLAND, KAN.—Ross E. Busenbark, formerly owner of the Ashland Clipper, recently consolidated with the Ashland Record, has gone to Dodge City to put in a job printing office.

WINCHESTER, KAN.—J. W. Byron, the new editor and owner of the Star, has changed it to an 8-page paper.

ANADARKO, OKLA.—The Tribune is now moving into its new headquarters here, at 123 East Broadway.

NEW ENTERPRISES.

DENVER, COLO.—Mining American Publishing Company; capital, \$5,000; incorporators, W. G. Edwards, C. A. Ferguson, E. Hamilton.

KANSAS CITY, MO.—The Western Coal Journal is the name of a new local weekly coal paper. C. J. Siebens is president, H. C. Davidson is editor and W. H. Baldwin is associate editor.

ST. LOUIS, MO.—The Salesman Publishing Company has been incorporated here by Karl L. Schnell, 120 shares common; George J. Rohr Moser and Lon T. Madden, 90 shares each of common stock. Each also owns 20 shares preferred stock. The capital stock, three-fifths subscribed and paid in, is given as \$30,000.

LESLIE, ARK.—The Trail Blazer is the name of a new 4-column 16-page weekly with 12-page magazine edition, which made its first appearance here recently. W. N. Lucy is editor and publisher.

FORT WORTH, TEX.—The Garner Paper Company has been incorporated with \$250,000 capital stock by Charles Garner, J. W. Mitchell, F. H. Tuscany and Charles Joseph Garner, Jr., all of Fort Worth. Its purposes are printing, publishing and dealing in paper and material.

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 140,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000; and of which 70 per cent is French Canadian element. Get particulars.

WM. J. MORTON CO., Special Reps.
 NEW YORK, Fifth Ave. Building.
 CHICAGO, Tribune Building.
 LONDON, ENG., 19 Sicilian Avenue
 Southampton Row.
 PARIS, 6 rue du Rocher.

THE JEWISH MORNING JOURNAL carries more advertising than any other Jewish newspaper in NEW YORK CITY

SIGNIFICANCE OF THE CURTIS CASE.

(Continued from Seventh Page.)
 nothing more than mere conjecture or circumstantial evidence to connect the Pictorial Review with the Trade Commission action.

Most emphatically may it be denied that the action by the Trade Commission is a sequel to the outcome of the court action in the New York District.

The Trade Commission was, to be sure, conversant with the fact that a case was pending in court and to a certain extent kept tab on its progress, but the preliminary investigation which resulted in the issuance of the complaint against the Curtis Company had been in progress for weeks before Judge Hand gave his opinion and it was no more than coincidence that the Trade Commission served notice on the Curtis Company so promptly after the decision was made public in New York.

"PREPOSTEROUS" REPORT.

"Too preposterous to justify a denial" was one comment made to THE FOURTH ESTATE among the veiled intimations in gossip Washington—and there is no such hotbed of irresponsible gossip as Washington in war time—that maybe the Trade Commission was the more ready to proceed against the Curtis interests because a certain element in the administration is supposed to be ambitious to "get" the Curtis crowd.

The Curtis Company won a notable victory at the Patent Office a few years ago when it sought to register the name of its house organ as a trade-mark and the Ladies Home Journal has cooperated most effectively in the circulation of Government publications via its Readers' Bureau.

CONSOLIDATIONS.

PECOS, TEX.—John Hibdon, editor of the Enterprise, has purchased the plant, subscription list and good will of the Pecos Times and will consolidate the two papers.

ASHLAND, KAN.—Carl O. Headrick of the Record has purchased the Clipper and consolidated the two papers under the name of the Ashland Clipper.

The Pulaski (Wis.) Times has discontinued.

The Richville (Minn.) Progress has suspended publication.

The South Shore (N. D.) Republican has discontinued publication.

NEW YORK THE DAY

America's Greatest Jewish Community
 America's Foremost Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America.
CIRCULATION OVER 70,000
 Despite advance in price from one to two cents.

THE DAY The National Jewish Daily.

Member A. B. C.
 Main Publication Office:
 183 East Broadway, NEW YORK

NARODNI List

Established 1898.
 An American newspaper published every day in the year in the Croatian Language.
 Sworn Circulation as required by law, OCTOBER, 1, 1916: 25,066
 Ideal Newspaper for National Advertisers
 Phone 2980 Beckman.
 61 Park Row, NEW YORK

RECENT INCORPORATIONS.

WILMINGTON, DEL.—Nyando Pulp & Paper Corporation, manufacture and production of wood pulp and paper; capital, \$7,000,000.

HORNELL, N. Y.—Street & Smith Corp., printing and publishing; capital, \$100,000; incorporators, G. C. Smith, O. G. Smith, 79 7th avenue; F. W. Garvin, 46 Cedar street. New York.

CLEVELAND, OHIO.—Graphic News Bulletin Co.; capital, \$100,000; incorporators, Francis A. Wagner and others.

NEW YORK.—Charles I. Ferguson O. Ferguson, 45 West 11th street.

B. C. Forbes Publishing Co., publishing and printing; capital, \$50,000; incorporators, B. C. Forbes, W. Drey, A. Colvin, 280 Broadway.

Printing Ink Compound Company; manufacture printing and lithographing inks; capital, \$5,000; incorporators, C. Rackle, C. Steidinger, P. S. Byrne, 153 Waverly avenue, Brooklyn.

Pileleftheros Printing & Publishing Association; newspaper and general printing; capital, \$50,000; incorporators, J. Panagouloupoulos, M. Theodoropoulos, H. C. Gloré, 1035 Madison street, Brooklyn.

Nyando Pulp and Paper Corp., manufacture and produce pulp paper, etc.; capital \$7,000,000; incorporators, F. D. Buck, D. E. Longfield, M. L. Harty.

Progressive Paper Mill Supplies Co., paper and pulp; capital \$3,500; incorporators, Abraham Libien, Solomon Zuckerman, Harry Zuckerman.

Aerial News, publishing and printing; capital, \$5,000; incorporators, F. N. Smith, Thomas Daly, H. O. Demmer.

When you mention the National Capital you KNOW its Leading Newspaper, the

Washington POST

DAILY 2c—SUNDAY 5c
 Always Reliable

Represented by PAUL BLOCK, Inc.
 New York Chicago Boston Detroit

THE CAR OF PROGRESS is running on high gear in these days. The pressure of great events is likewise forcing us closer together. This will give us opportunity to catch up with some men of other days—Patrick Henry for example, who, though five times Governor of his native state, declared: "I am not a Virginian; I am an American!"

Let each American who has waked up give elbow room to any neighbor whose Big Ben may not yet have gone off. Neighbor doubtless will wake up soon and find his place in the effort that is to make the world safe for democracy by the advance of freedom, brotherhood and goodwill.

As the National idea spreads through business we shall hear less of the "Made in Workville" idea and the "Keep your money in Smallville" slogan. They will be lost in the recognition of the general fact that goods are made everywhere, are wanted everywhere, and should be advertised everywhere.

For ourselves, we expect from now on to hear less of the criticism that our advertising is too general—has too little of Ayer & Son in it. It has ever been our aim to draw attention to the fact that advertising is the most common-sense way to obtain and maintain business. If we could not get a business man to that point, knowledge of our record or our facilities would likely be wasted on the desert air of his indifference.

Our Annual and Directory will also be less likely to be criticized as being too big. What has made it big has been the bigness of our country, the great number of its publications, and our idea that every legitimate publication is entitled to its place in the industry of which it is a part. For this reason a Vest Pocket or Thumb Nail Directory has never appealed to us.

Some Advertising Agents and some Publishers have been good enough to say that the information we furnish in the Annual and Directory is a distinct contribution to the business of Advertising Agents and direct Advertisers, to the business of Publishing and to the business of the country. We are glad to be of service to all.

It is great to be living in Nineteen Seventeen—heir of Seventy-Six and Sixty-One. We hope to bear and do a larger part in the world's march to better things.

N. W. AYER & SON

Advertising Headquarters

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Weekly at 222 West
59th Street (Near Broadway)

NEW YORK CITY

SATURDAY, JULY 28, 1917

THE FOURTH ESTATE

Copyright, 1917, by The Fourth Estate Publishing Company

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."

—Carlyle's "Heroes and
Hero Worship," Lecture V.

PRICE 25 CENTS
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1222

Two Million Lines—in six months From One Advertiser!

Cleveland's Biggest Advertiser, the Public-At-Large, placed 1,979,558 lines of advertising in the Plain Dealer's classified columns during the past six months—more than 42% of all the Classified Advertising in all Cleveland English newspapers combined and a gain of 240,940 lines over the same months one year ago.

EXCEEDING Cleveland's second newspaper (evening)
by 689,136 lines.

EXCEEDING Cleveland's third newspaper (evening)
by 1,417,094 lines.

EXCEEDING Cleveland's fourth newspaper (morning
and Sunday) by 1,191,344 lines.

There is but one reason for any newspaper's supremacy in Classified Advertising—immediate, definitely known results.

When you have a message for Cleveland's Public-At-Large, follow that Public's example and tell your message where they tell theirs.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Advertising Representative:	Western Advertising Representative:
JOHN B. WOODWARD	JOHN GLASS
Times Building, NEW YORK	CHICAGO, Peoples Gas Building

LITTLE CHANCE FOR PAPER LEGISLATION

AT THIS SPECIAL SESSION OF CONGRESS
—SUMMER REDUCTION IN USAGE
BRIGHTENS SITUATION.

Chances are not improving, to be unpleasantly frank, that there will be special legislation at this session of Congress for the purpose of authorizing the Federal Trade Commission or any other Governmental agency to take hold of the news print situation in the capacity of administrator.

If any newspaper publishers seriously expected a news print remedy to be administered via the Food Control Bills their hopes have gone glimmering and there is no more likelihood that the proposition can be hitched on to the War Revenue Bill, the last big general measure on the Administration program for this session of Congress.

Bluntly, it is to be special legislation or nothing, and, not to be too pessimistic, the outlook for special enactment (presuming that to be desirable) is none too rosy unless Congress should decide to remain continuously in session, merging the extra session into the regular session due to open in December.

Among the newspaper men who are in Washington regularly or intermittently in order to keep tab on this particular situation, the general feeling is that the hesitancy of Congress to invest the Trade Commission with autocratic powers over news print supply is not due so much to opposition on the part of unconvinced publishers—although that is yet a factor—as to the circumstance that publishers in general have eased up in their agitation for Governmental relief.

There is no doubt about it that publishers in general are not, as one Government official expressed it, "howling nearly so loudly" as they did last winter and Congress, always ready to dodge such a task, has taken this to indicate that its first aid services are no longer required.

The slowing down of the push against Congress by the "mass formation" of newspaper publishers has been due almost solely to the softening of the news print market. Now it is well recognized that the news print market is due to ease off with the slackened consumption in summer. As a matter of fact the drop in demand this year has not been nearly so pronounced as the normal slump in the off season of the average year before the war, but because the dip in the consumption curve went considerably below that last summer (when there was almost no seasonal falling off) publishers seem to have taken heart and cuddled the hope that maybe the status is permanent. At any event they have ceased, to a marked degree, nagging Congress.

Far-sighted publishers who are in touch with the whole situation can only hope that the coming winter will bring no disillusionment in the form of conditions such as prevailed at the most acute period in 1916.

If Congress is in continuous session it will, of course, be possible for publishers, once they scent the return of their old troubles, to rush to the national legislature with a demand for quick and definite action.

Such action, better late than never, might curb any temptation on the part of paper producers or jobbers to indulge in sheer price manipulation, but it is not so certain that any Congressional or Governmental action will prove a cure for the complication of complaints that may develop next winter as a result of the labor situation, freight situation, coal situation, etc.

COAL SITUATION BRIGHTENS.

The past week has brought a ray of hope with regard to the coal situation in the Northwest, already referred to in THE FOURTH ESTATE as imperiling the operation next winter of the M. & O. plant and several other big mills.

Thoroughly aroused at last to the gravity of the situation which finds no surplus fuel going into storage during the summer at the head of the Great Lakes, the War Board of the American Railway Association has addressed an appeal to the railroads to persuade all coal operators having contracts to supply coal to the Northwest to load during the remainder of the season at least 30 per cent of their daily supply of cars for lake ports whence trans-shipment can be made to the Northwest.

It is admitted by the railroad officials that there is uncertainty whether the Northwest will have sufficient coal to meet requirements next winter, hence this drastic action.

Paper consumers dependent on Northwestern mills may be moved to "put in their oar" to help matters along. Coal embargoes, such as have threatened to temporarily put some Canadian paper mills out of commission, are bad enough, but it is infinitely worse to face a contingency that may take big capacity plants out of the market for weeks or months on end.

The present summer slump in news print consumption, restricted though it has been, has nevertheless sufficed to enable paper manufacturers to accumulate some stock and, better yet, to make sorely-needed repairs to machinery that in many instances had been driven at high speed for a considerable length of time with no opportunity last year for the usual annual overhaul.

It is not a formidable surplus of news print that has gone into storage this summer and there is reason to suspect that if the Australian and South American buyers who are in the market could command unlimited tonnage for export shipments it might be wiped out in the twinkling of an eye; but, as matters rest, is a margin to intervene between paper consumers and disquieting hand-to-mouth conditions.

Paper manufacturers should credit for one thing in this connection—and that is their foresight in not retaining the surplus stock at the mills but shipping it out for storage at points central to the territory they serve.

This precautionary distribution may tend to save the day for many a publisher this autumn, for, as has been repeatedly warned in THE FOURTH ESTATE, there is a possibility that the freight situation this autumn will be a serious one.

(Continued on Thirty-first Page.)

PLAN FOR INLAND PAPER MILL.

PUBLISHERS OF SIX STATES
CONSIDER PROPOSAL
FOR 2.50 PAPER.

D. Binkhorst & Co., brokers at Kalamazoo, Mich., have interested themselves in collecting data for building a print paper mill in the Kalamazoo district, on the shore of Lake Michigan or elsewhere on the lake, as determined by the publishers who may be interested.

Mr. Binkhorst has called together from twenty to forty, mostly small paper publishers, at three or four different meetings in Chicago during the past sixty days to discuss the matter. The most recent meeting was held last Friday at the Congress Hotel, when somewhere between fifty and sixty newspapers were represented.

The papers are located in Ohio, Indiana, Illinois, Iowa, Wisconsin and Michigan. The last meeting held over all day, and seemed to be of great interest to those present. A printed plan of organization was presented to each publisher to study and a committee of five publishers was appointed to look into the matter from the newspapers' standpoint and make recommendations.

The committee desires to ascertain the attitude of responsible newspapers in the six states named toward buying stock in the proposed print paper mill, and agreeing to buy their tonnage at that mill.

This committee consists of Thomas Rees of the Springfield (Ill.) Register; Joseph S. Morgan, the Dubuque (Ia.) Times-Journal; D. E. Town, Chicago Evening Post; J. F. Drennan, Decatur (Ill.) Review; and A. W. Peterson of the Waterloo (Ia.) Courier.

The committee gave THE FOURTH ESTATE the following statement and explanation of the plan:

"Any publisher taking stock in the mill, who already has an unexpired print paper contract, will, of course, carry out his contract, and the tonnage made by the new mill which would be coming to him would be disposed of elsewhere, at \$2.50 per 100. There would be no difficulty in disposing of this stock until such time as the share-holding publisher may be ready to begin taking tonnage.

"Mr. Binkhorst's plan is to have each publisher using, for instance, 500 tons, take stock to the amount of \$20,000, paying 25 per cent down and 25 per cent each thirty days thereafter. More or less tonnage required would require the payment for stock in same proportion.

"The capital stock proposed is \$1,500,000—mill to be supplying paper by January next. Well known, experienced men state that the profit the mill would make would be 24 per cent on the capital stock.

"It is proposed to furnish paper at \$2.50 a hundred to the stockholder. The mill is to have a capacity of 36,000 tons of paper per year.

"It is thought that sixty or more publishers from the above six states could easily subscribe for the stock and thus insure themselves tonnage at a reasonable price. Mr. Binkhorst has written options for all machinery and building material, so that full equipment is assured.

"Mr. Binkhorst's plans include the building of a structure which will cost \$150,000 to house the plant. He has a written option on two of the best paper making machines that can be built. These machines are 80 per cent finished.

"A. G. McIntyre, print paper expert, in the employ of the American Newspaper Publishers' Association, came on from New York especially to attend the meeting last Friday.

He made a long talk endorsing the project and commended the plan as worked out by Mr. Binkhorst.

"Mr. McIntyre being the successful print paper mill man that he is, and thoroughly posted in the manufacture of print paper in all its phases, was asked by the committee of five publishers to cooperate with us and, in fact, go so far as to employ an expert man whom he knew was competent to assist him, and to go into the details of the proposed Binkhorst plan.

"Mr. McIntyre employed A. A. McDarmid, and he is now at work with Mr. McIntyre and Mr. Binkhorst in perfecting the Binkhorst plan, so that it should be entirely acceptable to publishers who wished to build a mill. Mr. McIntyre states that Mr. McDarmid is competent to manage the mill and may be obtained at a reasonable price to do so.

"Frank P. Glass, publisher of the Birmingham (Ala.) News, made the trip from that city solely to attend the meeting in Chicago, and tell the newspaper men of the work that the

(Continued on Thirty-first Page.)

MUCH INTEREST IN THE SUIT OF ROSEWATER VS. EARL.

Los Angeles journalism has been boiling over during the past week as a result of the suit by Charles C. Rosewater against the Los Angeles Express and Tribune, referred to briefly in last week's issue of THE FOURTH ESTATE.

Residents of that city have been accustomed for years to the attacks of the Los Angeles Times, owned by General Harrison Grey Otis, and the Tribune, owned by Edwin T. Earl, upon one another, but never has there been such a furious onslaught as the present one.

Mr. Rosewater furnished an official copy of his complaint to the Times and Examiner, which printed it in full on the front page, the claim, briefly stated, being that he had been employed as general manager under false representations, so far as the circulation of the papers was concerned, and that a system of rebates has been given to large advertisers in order to deceive other advertisers into paying a larger rate.

The Rosewater complaint printed various figures as to profit and loss and claimed that he had been employed at a salary of \$200 a week and 20 per cent of the net profits in each year for four years from March 1, 1917.

Mr. Earl, in reply to a telegraphic request for his answer to the Rosewater charges, wired as follows:

"Mr. Rosewater signed and swore to the affidavit of Express and Tribune circulation in April last, covering the six months ending March 31, 1917. During his employment from March to July he never intimated one word about the alleged circulation padding until the recent suit.

"Evidently Rosewater perjured himself either in April or when he filed the present suit.

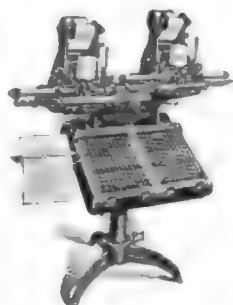
"The facts are that there was no circulation padding, but there were loose methods and irregularities, which Rosewater had emphatic instructions to remedy, beginning with February and repeated by me many times during March, April, May and June. His gross neglect and failure to do this led to his dismissal.

"The Chicago Audit Bureau's auditor, who has been working on our circulation since June 1, has repeatedly stated that Rosewater's charges of padded circulation were grossly exaggerated. The auditor's examination is about finished and we hope to have definite figures soon."

Naturally the advertisers of Los Angeles are looking forward with interest to the forthcoming report of the auditors.

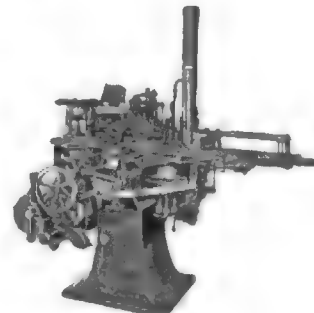
Why Not Adopt the Easy Way?

Economy, Efficiency, Elimination



*Economy of Cost
Efficiency of Results
Elimination of Lost Time*

FOLLOW THE
Entrance of the Monotype
Into the Ad Room



The Foremen of the Composing Rooms are
the Men Who Must Make Good;
Hear What They Say:

"The Monotype Non-Distribution System makes it possible for the compositor, under more likable conditions, to devote 97 per cent of his time to constructive work, while only 3 per cent is spent in distribution—certainly a most beneficial change."—J. E. MARTIN, Superintendent *New York Sun*.

"I fail to see how any progressive newspaper can afford to run a plant without this latest aid to the printer any more than it could afford to install case-type in place of composing machines for news composition."—HENRY D. ASHBY, Superintendent *Cleveland Plain Dealer*.

"I believe the Monotype has done and will continue to do more for the efficiency of newspaper composing rooms than any machine now in existence in the printing business."—MILKY S. MONTAGUE, Foreman *New Haven Union*.

"No time is lost in distribution or hunting for sorts, and our make-up men clean out dead pages in a fraction of the time formerly required. With our own complete type foundry we publish the *Star* each day with a brand new dress."—F. L. STERN-ROD, Foreman *St. Louis Star*.

"Recently we issued a 120-page edition without any appreciable call on our supply of type—never lost a minute for picking sorts. I consider that alone should recommend the Monotype to every newspaper publisher in the land."—T. E. BILLINGS, Foreman *Macon Telegraph*.

"The use of the Monotype Type-and-Rule Caster spells efficiency and economy at every turn in production; there is no waste of time or lost labor."—HENRY J. THREIS, foreman *Telegraph-Herald*, Dubuque, Ia.

"What we are doing is to can or preserve idle time by converting it into tools for the hand compositor. When we have copy all day we simply open a few cans instead of putting on extras or working overtime."—J. H. S. KELLER, Superintendent *Times-Dispatch*, Richmond, Va.

"In our opinion, the Monotype is one of the greatest time and labor saving machines on the market and under no circumstances could we be induced to go back to the old way of distribution and the continual picking, pulling, and searching for sorts, leads, slugs and rules."—R. E. L. BROWN, Superintendent *Daily Oklahoman*, Oklahoma City, Okla.

"There is no waste time in distribution, no sorting of leads or slugs, no unsightly mounds of brass or galleys of pi; but all is

productive."—JAMES STIRLING, Superintendent *Pittsburg Post-Sun*.
"I am a great believer in the Monotype; especially the Non-Distribution System. It is a great time and labor saver for the printer and money maker for the office."—C. E. KING, Foreman *Arkansas Gazette*, Little Rock, Ark.

"In three months' time we produced 10,000 inches of ads in excess of the preceding year with the same number of men. We hardly believe it would have been possible to do this without the Monotype System."—CLIFFORD EMMONS FALES, Superintendent *Evening Gazette*, Worcester, Mass.

"We find the Monotype Non-Distribution System makes the composing room a constant producer, where formerly we used much valuable time for distribution. The Monotype with its Non-Distribution System is certainly a time saver and a success."—ARTHUR HEATH, Foreman *Cincinnati Enquirer*.

"I consider the Monotype a labor saver, time saver and all-around utility as a newspaper equipment—a crowning achievement in the matter of producing a daily newspaper."—ARTHUR COOPER, Foreman *Quebec Daily Telegraph*.

"We are operating Monotype Non-Distribution successfully in our composing room, and the time does not seem far off when every newspaper in the country will stop distributing, because Monotype Non-Distribution is so obviously practical, efficient and economical."—J. C. SHEPPARD, *Knickerbocker Press*, Albany, N. Y.

"I do not see how we could get along without the Monotype Non-Distribution System. It is a mighty good thing for any newspaper plant, no matter how large or how small it is."—J. P. McCULLOUGH, *Harrisburg Telegraph*, Harrisburg, Pa.

"We produce the greatest volume in a given time with continuous type-setting, and no stoppages at any time to distribute or reclaim material."—W. V. GOWHILL, Superintendent *Cleveland Leader and News*.

"A feature of the system as important as Non-Distribution is the increased efficiency of the compositors, resulting from abundant material—efficiency which, when necessary, makes time 100 per cent productive."—W. C. AKERS, *Sioux City Tribune*.

"The newspaper foreman is the fellow who must keep down costs in the composing room. We have found that the Monotype Non-Distribution System solves the problem of costs."—W. S. HANCOCK, *Flint Daily Journal*, Flint, Mich.

Why Not Get in Line With the Progressives?

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA, PA.

NEW YORK

BOSTON

CHICAGO

TORONTO

CANADIAN PUBLISHERS' NEWS PRINT FIGHT.

THE EXPORT COMPANY'S RELATIONS WITH THE INDUSTRY—EVIDENCE PRINGLE WOULDN'T HEAR.

Following the ruling in the Canadian newsprint paper investigation by Commissioner Pringle that questions as to the nature of the business of the Canadian Export Paper Company, Ltd., of Montreal, were not relevant, the Canadian Press Association has issued a report illustrating the relation between that company and the Canadian news print paper industry.

A table shows that there are fifteen news print paper manufacturing companies in Canada, with an aggregate annual production of 640,789 tons. Only five companies supplying the general market are not included in either the George H. Mead & Company or the Canadian Export Paper Company, Ltd. groups. The combined annual production of these five companies is only 161,075 tons, or one-quarter of the total Canadian production.

The George H. Mead & Co. and the Canadian Export Paper Company, Ltd., groups represent between them an annual production of 403,222 tons, or 62.81 per cent of the total Canadian production.

The Canadian Press Association reviews the entire Dominion controversy between the publishers and the paper makers, as follows:

For some time prior to 1910 the contract prices for news print paper bought direct from the manufacturer were as follows:

In Eastern Canada: Roll news from \$1.50 to \$2.10 per 100 pounds, f. o. b. mill; sheet news to rural weekly newspapers from \$2.35 to \$2.85 per 100 lbs. f. o. b. mill.

In Western Canada: Roll news from \$2.10 to \$2.45 per 100 lbs. f. o. b. mill; sheet news bought mostly through jobbing houses. (The Western mills on their establishment fixed prices that absorbed most of the difference in freight rates from Eastern mills.)

Early in 1910 there began an upward trend in prices. By the summer of 1910 there had been a substantial increase in current market prices, and travellers for paper houses were informing customers that the prices on January 1, 1917, would be 3 cents a pound, or more, for roll news and about 4 cents a pound for sheet news.

In September, 1910, it developed that the contracts of most of the newspapers had a common expiry date of December 31, 1910. Many newspapers whose contracts expired at an earlier date, were able to arrange only for their requirements up to the end of the year.

On October 7 the daily and weekly newspapers requested the Finance Minister to investigate the news print situation.

On October 9 the newspapers' representatives and the paper manufacturers met in Ottawa, at the call of the Finance Minister. The paper manufacturers stated their price for roll news for 1917 was \$3.00 per 100 lbs. f. o. b. mill, an increase of 71.42 per cent as compared with the existing minimum contract price of \$1.75 per 100 lbs. f. o. b. mill. That price and a proportionate price for sheet news would have imposed on Canadian newspapers a new burden of nearly \$3,000,000 a year. The newspapers' representatives said the price proposed was unwarranted and prohibitive, and renewed their request for an investigation by the Government.

INVESTIGATION BY GOVERNMENT.

During the rest of 1910 the Government conducted an investigation through the finance department. Returns as to cost were secured from the paper manufacturers.

On January 5, 1917, the finance minister announced his conclusion that the prices for news print paper should be not more than \$40 per ton (50 cents per 100 lbs.) above the

prices paid by the respective publishers on January 1, 1910, and that in case of newspapers that had been without contracts the conclusion reached should be made retroactive to November 1, 1916.

This meant an increase in the minimum price of roll news from \$1.75 per 100 lbs. f. o. b. mill, to \$2.25 per 100 lbs. f. o. b. mill—this as compared with the demand of the mills for a minimum price of \$3 per 100 lbs. f. o. b. mill.

The Finance Minister intimated that the War Measures Act, 1914, gave the Governor-General in Council plenary powers to regulate and control the exportation of any article, and suggested that the manufacturers and publishers should compose their differences on the basis of his conclusion and render unnecessary any action by the Government.

The Finance Minister's conclusion continued the existing differential in price against the daily newspapers of Western Canada, but this point was afterward met by an understanding that the price to those newspapers should not exceed \$2.50 per 100 lbs. f. o. b. mill.

On January 10, 1917, the newspapers' special paper committee met the paper manufacturers in Montreal, at their request. The manufacturers' proposals were that the publishers should endorse the idea that all existing contracts for news print paper should be cancelled, and that the publishers and the manufacturers should endeavor to reach an agreement as to price, without reference to the conclusion of the Finance Minister. The newspapers' committee refused to accept either proposal.

During February two Orders in Council were passed, providing that the exportation of news print paper should be only by license, under regulations by the Minister of Customs, and authorizing the Minister of Customs to fix the quantity and price of news print paper to Canadian publishers. Both Orders in Council were to become effective only from and after publication in the Canada Gazette, but neither Order in Council was published.

During March some of the paper manufacturers put into effect the following prices for news print paper: Roll news, \$2.50 per 100 lbs. f. o. b. mill in car lots; sheet news, \$3.25 per 100 lbs. f. o. b. mill in car lots, and \$3.50 per 100 lbs. f. o. b. mill in two-ton lots. These prices were made retroactive to March 1, and it

was intimated that they would continue only until June 1.

The paper manufacturers practically defied the findings of the Finance Minister, conceding neither the prices fixed by his conclusion nor the idea that those prices should date back to November 1, 1916.

COMMISSIONER PRINGLE APPOINTED TO INVESTIGATE.

On April 16 the Finance Minister informed the special paper committee that R. A. Pringle, K. C., had been appointed a commissioner for the purpose of investigating the cost of production, manufacture and sale of news print paper, and intimated that if the press desired to be represented by counsel at the hearings there would be no objection on the part of the Government.

On April 21 the Finance Minister's special paper committee informed the Finance Minister that, in view of the previous investigation by the Government and the fact that the conclusions following that investigation had not been enforced, the committee felt unable to assume the responsibility of taking part in the proposed renewed inquiry.

On May 8 the first session of the inquiry under Commissioner Pringle was held at Ottawa. The principal business of the session was an agreement upon a questionnaire that would be sent by Commissioner Pringle to the paper manufacturers. It was announced that an Order in Council had been passed on April 16 giving the Minister of Customs power to fix the quantity and price of news print paper to Canadian publishers during the period from March 1, 1917, to June 1, 1917.

On May 8 the Minister of Customs passed a regulation fixing the price for the 3 months ending June 1. The prices fixed were the same as had been put into effect by certain of the manufacturers during March, as reported above.

The second hearing in the investigation under Commissioner Pringle was held at Ottawa on May 21. The manufacturers submitted their written replies to Commissioner Pringle's questionnaire as to costs of production, selling prices, profits, existence or otherwise of agreements as to selling prices, etc.

The newspapers' special paper committee was not represented, either directly or by counsel, at either of the two hearings referred to above.

PUBLISHERS' PARTICIPATION IN THE INQUIRY.

In the meantime the Order in Council authorizing the inquiry by Commissioner Pringle had been made public. The inquiry was defined as "an inquiry into and concerning the manufacture, sale, price and supply of news print paper within the Dominion of Canada," and it seemed to the newspapers' special paper committee that this definition gave promise of a full and complete inquiry with a view to getting at all the facts in connection with the Canadian news print paper situation.

In view of this, and in response to repeated representations of Commissioner Pringle and H. A. Stewart, K. C., counsel for the Government, that the participation of the newspapers in the inquiry would facilitate the bringing out of the facts, the newspapers' special paper committee reversed its former decision and decided to take part officially in the inquiry. W. N. Tilley, K. C., was retained as counsel.

On May 25 there was passed a new Order in Council authorizing the Minister of Customs to fix the quantity and price of news print paper to Canadian publishers during the period from June 1 to September 1, 1917. Under the authority of this Order in Council the Minister of Customs renewed for one month the prices that

had been fixed for the three months ending June 1.

On May 30 Commissioner Pringle held a hearing at Calgary. The newspapers' special paper committee took part officially at this hearing, being represented by John M. Imrie, manager of the Canadian Press Association, Inc. It was brought out that the Fort Frances Pulp & Paper Company, Ltd., had been charging \$4 per 100 lbs. f. o. b. mill, for roll news, notwithstanding the regulation of the Minister of Customs. Most of the hearing was devoted to a charge of the manufacturers that the newspapers were wasting news print paper.

On June 5 Commissioner Pringle held a hearing in Vancouver for the purpose of examining the Powell River Company, Ltd.

PUBLISHERS WITHDRAW DUE TO LIMITING OF INQUIRY.

On June 19 to 21, the manufacturers were under cross examination at a hearing in Ottawa in regard to their written replies to Commissioner Pringle's questionnaire.

It was established that many of the manufacturers had used arbitrary figures of \$50 a ton for sulphate and \$25 a ton for ground wood, instead of the actual cost of production. Several witnesses admitted there had been an understanding among the manufacturers to use these arbitrary figures.

It was brought out, also, that two manufacturers, producing one third of the total Canadian production, pooled their entire product through a firm in Dayton, Ohio, that was practically controlled by the president of one of the companies, and that the allowance to that firm, as a commission, was included in the cost of production shown by the two companies.

Mr. Tilley endeavored to probe the affairs of the Canadian Export Paper Company Ltd., Montreal, a Canadian company.

(Continued on Tenth Page.)



If you want more circulation—
If you are contemplating a raise in rate—

If you want circulation **SUPREMACY** in your field—

Send for Hollister!

In the field of newspaper circulation experts, Hollister's organization is without a peer. It stands alone. Publishers in every section of the United States know the value of Hollister service. They know they can depend on Hollister when circulation books show a decrease.

Hollister has just completed a successful campaign on the Portland (Ore.) Evening Telegram, and his organization is now at work on the Tacoma (Wash.) Ledger and Daily News.

Complete information and details of the Hollister plan can be had by addressing

C. B. HOLLISTER

General Manager,

Northeastern Circulation Company

Home Office: Davenport, Iowa.

or

Care Tacoma Ledger & Daily News
Tacoma, Wash.

INTERTYPE

"The *Better* Machine"

By H. R. SWARTZ, President, Intertype Corporation

(Reprinted from "INTERTYPE NEWS")

IN THIS first issue of Intertype News, and as my first word to the trade since assuming the presidency of this corporation, I would like to emphasize the fact that our Intertype slogan—"the *better* machine"—is not merely an advertising phrase. I wish that all publishers and printers could realize how much that phrase means to every member of the Intertype organization. We have all worked hard to produce a machine worthy of such a slogan; and we all believe and *know* that we have succeeded.

When this corporation commenced business it was with the understanding, approved by the men who were heavily interested financially, that no expense should be spared in building the best composing machine that money and brains could produce. The first step toward that end was the preparation of a complete list of all criticisms regarding Intertype design, construction, and operation; such criticisms being gathered from competitors, Intertype users, operators, machinists, and members of our own organization. Each criticism was then carefully considered, absolutely on its merits and regardless of its source, by a committee of experts. In every instance where a criticism proved to be justified, no expense was spared in correcting the fault, however insignificant, by improvements in design, material, or construction.

During the past twelve months more than \$100,000 has been invested in new equipment for the manufacture of Intertypes of a quality higher than ever before, with the determination that every machine which leaves the Intertype factory shall, when compared with similar models of other manufacture, be recognized by operators, machinists and purchasers alike as "the *better* machine."

H. R. Swartz

INTERTYPE CORPORATION

General Offices, TERMINAL BUILDING, BROOKLYN, N. Y.

NEW YORK
1007 World Building

CHICAGO
Old Colony Building

NEW ORLEANS
539 Carondelet Street

SAN FRANCISCO
80 Third Street

GREAT BRITAIN'S PAPER REGULATIONS.

ROYAL COMMISSION HAS NOT SET PRICE, BUT WILL ARBITRATE DISPUTES—NO MORE LICENSE TRAFFIC.

The British Royal Commission on Paper, appointed on June 4 as explained in *THE FOURTH ESTATE* last week, has issued revised regulations on the importation and distribution of paper and paper making materials. Contrary to rumors that have been circulating in the United States, the British commission has not set any price on news print paper. On this point the new regulations provide, in section No. 23:

"Should any complaint be received that an excessive or unreasonable price is being demanded for paper which has to be supplied under these regulations, or that unreasonable requests for a paper of a given quality or weight are being refused, the commission will investigate such complaint and if satisfied that the complaint is substantiated will take such action with regard thereto as may seem desirable."

Another interesting point is the clause covering the disposal of licenses. These may not now be bought and sold and can only be transferred with the consent of the commission. Thus, to a very large extent the traffic in licenses, which had sprung up during the past twelve months, is abolished. Last summer those who had license concessions in excess of their requirements were willing to sell these at \$12 to \$15 per ton, but as import restrictions became more stringent these licenses gradually grew in value until recently \$100 to \$125 per ton was being paid.

On July 2 the following Regulations were made and issued under and by virtue of a Proclamation dated June 4, 1917:

IMPORTATIONS.

1. *Printed Matter, Coated Paper, Paper Hangings, etc.*—The importation of printed forms, writing paper with printed headings, calendars, show cards, labels, posters, and color or lithographic printing, and other printed and coated paper and paper hangings will not be permitted.

The importation of such printed matter as newspapers, magazines, periodicals, catalogs, price lists, and books, other than single copies sent through the post, will not be permitted, except in special cases for which a license may be granted in exceptional circumstances.

2. *Wrapping and Packing Paper, Straw and Other Boards, Boxes and Cartons.*—Licenses may be granted to importers of wrapping and packing paper, strawboard, millboard, wood-pulpboard, cardboard, pasteboard, and boxes and cartons of paper, cardboard, etc., to import during the 12 months commencing March 1, 1917, one-fourth of the weight which they imported in the previous year on other than Special Extra Licenses.

3. *Other Paper.*—Licenses may be granted to importers of paper other than that which is included in Regulations 1 and 2 to import during the 12 months commencing March 1, 1917, one-half of the weight of such paper which they imported in the previous year, on other than Special Extra Licenses.

4. *Paper-Making Materials.*—Licenses may be granted to paper-makers to import during the 12 months commencing March 1, 1917, one-half of the weight of paper-making materials which they imported in the previous year on other than Special Extra Licenses.

GENERAL.

5. Licenses will be granted subject to the condition that the licensee comply with the regulations and requirements of the commission as to the distribution of the materials and paper imported and of the paper made from the imported materials. They can be transferred only with the consent of the commission and may not be bought and sold.

6. The licenses issued will be subject to withdrawal by the commission at any time.

7. Applications must be made to the commission for a license to import paper or paper-making materials before the desired imports reach this country. Risk of inconvenience and loss will be avoided if the applications are made before the

goods are ordered. The application for the first license desired by any person must be accompanied by a statutory declaration made on a form which will be supplied on application to the commission.

8. The importer is the person who has bought or ordered the paper or paper-making materials which it is desired to import, directly from a person out of the United Kingdom, or through an agent here of such person.

9. Licenses will not be granted to agents unless the paper or paper-making materials they desire to import are to be imported by them on their own account as dealers.

10. The "previous year" is the 12 months March 1, 1916, to February 28, 1917.

DISTRIBUTION.

PRIORITY.

11. Until further notice Priority Certificates will be issued in order to secure supplies under the Regulations in respect of:

1. Any contract or order placed by the Admiralty, the War Office, or the Ministry of Munitions.

2. Any contract or order which the Admiralty, the War Office, or the Ministry of Munitions certifies in writing to be war or munitions work.

3. Any contract for naval or military equipment placed by an Allied Government by or with the consent in writing of the Admiralty, the War Office, or the Ministry of Munitions.

4. Any contract or order placed by the Stationery Office or any other Government Department which the Department certifies in writing to be necessary for the efficient conduct of the war, or to be essential and urgent in the national interest.

5. Any contract or order placed by public authorities or public utility companies, and certified by them in writing to be for the minimum quantity that will enable them to carry on so much of their work as is necessary in the national interest.

6. Any contract or order which the Paper Commission directs to be treated as on an equality with war work.

It must be clearly understood that the Priority Certificate will give no claim to supplies in excess of the amount to be granted under the Regulations.

12. All contracts and orders for which certificates are issued shall take precedence of all other contracts and orders irrespective of the date when the orders were received and of any contractual obligations to the contrary. If in consequence of the issue of a priority certificate any importer, maker, or dealer shall be unable wholly or partially to execute any contract or order, he shall forthwith give notice thereof in writing to his customer, who shall thereupon have the option to give a counter notice in writing to cancel such contract or order.

13. In the case of contracts and orders placed or certified by Government Departments, if more than one certificate has been issued to any one person, the order of precedence in which those contracts or orders shall be executed will, if necessary, be determined by the Gov-

ernment Departments concerned. In all other cases it will be determined, where necessary, by the Paper Commission.

14. These priority regulations do not increase the quantity of paper or paper-making materials which an importer, maker, dealer, or consumer may obtain. They only determine the order in which, in relation to the supplies of other persons, particular contracts or orders shall be executed.

15. Where, for purposes connected with or arising out of the war, the Government requires supplies of goods which involve the importation of paper or paper-making materials by any person in excess of his allowance under these regulations, the Commission may license the importation of such additional quantities as appear to them to be necessary. When application is made for a license for the importation of such an extra supply, the commission will require to be satisfied (1) that the extra supply asked for is no more than is required for Government orders after the supplies available under these regulations have been used for those orders; and (2) that it is impossible to obtain the requisite supply unless a special license is granted for an extra importation.

16. Any maker or user of or dealer in paper may be required by the Paper Commission to accept orders for priority certificate purposes. In default, the supplies of paper or paper-making material which he would otherwise receive or be entitled to claim for such purposes may be transferred to persons who can execute such orders. The terms on which such orders shall be executed or such transfers made will be determined by the commission.

17. No priority certificates other than those given on the form issued by the Paper Commission and sent out in the schedule hereto, are valid as authority for giving priority to any contract or order for paper. The commission may cancel such certificates at any time.

GENERAL.

18. Importers of or dealers in paper or paper-making materials shall, if required, supply such paper and the paper made from such materials to those persons whom they supplied with paper in the previous year to the extent of the same proportion of the weight of paper so supplied to them in that year, as the importer is allowed under Clauses 2, 3 and 4. If an importer, manufacturer, or dealer, after meeting the claims under regulations of holders of priority certificates, is unable to meet all other claims under the regulations, the balance available shall be distributed *pro rata*.

19. Importers or dealers shall stipulate as a condition of giving supplies as required in the preceding regulation that, subject also to the priority certificates the persons to whom they give them shall in turn, if required, supply to their trade customers the corresponding proportion of the weight of the paper supplied to them in the previous year under similar conditions. The persons thus supplied shall receive their supply only on condition that they again supply their trade customers in the same proportion.

20. Reasonable notice must be given by claimants under the regulations to their suppliers. Such notice should relate to each four-monthly period of the year.

21. Subject to these regulations and to priority certificates, the notice referred to in the previous clause is binding upon both parties. If the price be not mutually agreed upon when notice is given, or subsequently, it shall be determined by the commission. Supplies must be continued pending settlement of price.

22. If any person fails, in the opinion of the commission, to meet claims under these regulations or the priority certificates, the commission may take steps to withhold his supplies.

Should any complaint be received that an excessive or unreasonable price is being demanded for paper which has to be supplied under these regulations, or that unreasonable requests for paper of a given quality or weight are being refused, the commission will investigate such complaint, and if satisfied that the complaint is substantiated will take such action with regard thereto as may seem desirable.

24. Where a supplier cannot supply a customer as required by these regulations, or where for any other adequate reason, such a customer is obtaining or desires to obtain his supply of paper in whole or in part from another person than the one from whom he received his supply in the previous year, the commission may (1) increase the license of the person from whom the customer is obtaining or desires to obtain his sup-

ply; or (2) issue to the purchaser a license to import. In either case the commission may, if satisfied that it will be equitable to do so, correspondingly reduce the license of the person who supplied the customer in the previous year.

25. No allowance of extra weight of paper or materials can be made for new businesses, new newspapers, increased business, or increased circulation, since March 1, 1916. No allowance of extra weight will be made after March 1, 1917, for wet pulp.

26. Licenses may be exchanged on the basis of ton for ton if the change is to be from paper to material, and of one ton of paper for 30 cwt. of material if the change is to be made from materials to paper.

27. It is hoped and expected that all parties to existing contracts made before March 1, 1917, will be willing, where necessary, to adjust them reasonably to the altered conditions which these regulations involve. A customer will not necessarily be regarded as being entitled to his supplies under the regulations of the commission if he has already obtained or is obtaining similar supplies under other arrangements from the same or other sources. To the extent to which a customer has obtained or is obtaining such other supplies his supplies under these regulations, from those persons who supplied him in the previous year, may be reduced.

28. *It must be clearly understood that any license which the commission may issue will not override, but will be subject to the granting of, a Board of Trade license in the case of any importation of paper or paper-making material from Belgium.*

29. The word "person" includes any firm, company or corporation.

30. The classification of the Commission of Customs and Excise shall be adopted for all paper or paper-making materials affected by these regulations.

SCHEDULE REFERRED TO.

CERTIFICATE.

This certificate is issued to secure priority for supplies hereinafter related to, in accordance with the regulations issued by the Royal Commission on Paper, and gives no claim to supplies in excess of the amount to be granted under such regulations.

Full Name of Firm.....

Business of Firm.....

Address of Firm.....

Reference No.....

Date.....1917.

To Messrs.....

Government Contract No.....(if any)

Quantity and Description.....

.....

I (We) hereby certify that such order is entitled to priority under the regulation printed on the back hereof and that all the materials specified above are required for the following and for no other purposes:

.....

I (We) hereby declare the above to be a true and accurate statement.

Signed on behalf of.....

By.....

A false declaration on this Certificate is an offence under the Regulations made in pursuance of the Defence of the Realm Act.

This certificate must be forwarded as soon as the order is accepted to the Secretary, Royal Commission on Paper, Central House, Kingsway, London, W. C. 2.

Forms of application for import licenses and for priority certificates may be obtained from the Secretary of the Commission.

HENRY BIRCHENROUGH, Chairman.

A TIME SAVER.

EDITOR THE FOURTH ESTATE:

SIR: I want to extend to *THE FOURTH ESTATE* my appreciation of the very complete reports of the white paper investigation in the United States and Canada. These are summarized in a manner that gives all the facts, which certainly save us busy newspaper men waiting through voluminous reports. J. W. LANG, Toronto (Ont.) World.

A Day's News

Its Making and Its Printing



"Nae man can tether time or tide"—Burns

But the evening newspaper comes in with the flood tide of the news. They are the hours of action, verification and presentation. Take time by the forelock. Ask your newsdealer tonight for

The New York Evening Post

More Than a Newspaper—A National Institution

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1896.
Issued every Saturday by The Fourth Estate Publishing Company.
Ernest P. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 222 West 59th Street, New York City.

Subscription: TWO DOLLARS a year
Postage free in the United States,
Hawaii, Porto Rico, the Philippines and
Mexico. Postage extra to Canada, 50c;
to other countries in Postal Union, \$1.00.

Subscribers should have their copies of
THE FOURTH ESTATE addressed to their
homes, so as to avoid chance of loss in
the most of exchanges (second and third
class matter) which goes to all offices.

Single copies, TEN CENTS. (Except
Special Editions, TWENTY FIVE
CENTS.)

Back Numbers—Less than 3 months old,
25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
222 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus.

ERNEST P. BIRMINGHAM, Publisher

No. 1222.

FOR THE WEEK ENDING JULY 28, 1917

HOW WILL THE GOVERNMENT SHOW ITS APPRECIATION?

The question—How will the Government show its appreciation of the services rendered to the nation by the newspapers in disseminating the draft information—is now topmost in the minds of newspaper publishers.

The Paterson Press-Guardian very appropriately broaches the subject as follows:

The newspapers of the country never tackled so big a job as the one that was thrown upon them on July 20 by the army draft, and they never measured up to a big task so admirably as they did in carrying the news of the drawings to every corner of the land in the night's editions.

It was not until late the night before that the entire method of drawing the numbers was entirely changed.

Every newspaper in the country had arranged its system on the basis of the original plan only to be called upon early Friday morning to change the whole system of setting up the numbers, and securing the names of those drawn.

And almost before the new arrangement could be properly fixed between editorial room and composing room the numbers began to fly over the telegraph wires like snowflakes in a swirling storm.

Out of that mass of figures order had to be brought out of chaos.

The numbers had to be set up in sequence, while busy workers in municipal buildings matched up the names of the men drawn.

Although the first number was not picked until nearly 10 o'clock, noon extras began to unfold in an awaiting public the early returns of the draft.

Thinking men are asking the question today—what would the government of the United States do without the daily newspapers?

The big draft task was undertaken as a matter of course and it was "put over" without any fuss or feathers.

Incidentally, it might be stated that the job cost the newspapers and the telegraph press associations vast sums of money and an expenditure of nervous energy that can never be computed.

Thousands of newspaper men all over the length and breadth of this big land tumbled exhausted into early beds at night after the biggest day's

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 500 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions:
One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

work of their lives and on the hottest day of the year, but as sleep stole over them they smiled at the achievements of the day.

But all that is merely incidental. The question is—How would the government of the United States have disseminated the news of the draft to 100,000,000 people without the agency of the newspapers?

How much money would it have cost the government to have undertaken the job, or rather would it have been possible at all for the government to have done the work at any expenditure of money imaginable?

The answer is simply that the thing could not have been done without the paraphernalia of the newspapers and the channels of distribution which they control.

We trust the government thoroughly understands its debt to the newspapers and that it is duly appreciative of the obligation.

It would be impossible for THE FOURTH ESTATE to tell what every newspaper did—so far that reason no names are mentioned.

Certain it is though that every newspaper in the land did its best to spread the draft information for the Government.

WINNING OVER THE PEOPLE FOR A FARE INCREASE.

Another case of a public service corporation using newspaper advertising to successfully win over the people to its side in a case such as usually results in much bad feeling is told by the Pilgrim Publicity News, of Boston.

The Bay State Street Railway began on July 15 to operate for a six months' trial period on a straight six cent unit fare and a reduced transfer privilege, but even few advertising men appreciate the part which modern publicity played in bringing this larger income to the Bay State Company.

The original cause of many of the Bay State Company's troubles was the helter-skelter system which it absorbed.

There are too many street railways in Massachusetts from a traffic standpoint. Roads were built years ago with apparent utter disregard for even the possible traffic that those lines could get.

The result is that even today it

costs the Bay State Company several times the fare to maintain service and transport each passenger on some of these lines. But the people will not consent to the closing of such lines, and so the profitable lines have had to "carry" the unprofitable ones.

With fast increasing costs for materials and labor and steadily decreasing profits, which have tended in later years to disappear altogether, the need for a larger income became imperative.

Fortunately for the road, President Sullivan decided to throw the old-time customary corporation secrecy out the window and to go to the people with the facts.

He delivered eleven talks in eleven cities all of which were fully reported in the newspapers, and he bought advertising space in the newspapers.

Of course such a policy got results—it couldn't help but get them.

As the President's assistant, Thomas Dreier, in a letter to the editor, put it: "You will note that we got this increase without bloodshed, riots, murder and sudden death. This increase will give us (estimated) \$720,000—about half of what we actually need."

But when you remember that the representatives of the communities and the representatives of the company did this amicably in conferences—well, doesn't it show that folks who are supposed to be antagonistic can get together and get results?

And if that can be done now, think of the wonderful work that can be done in the future. Capital and labor can settle things in the same way.

Who says there isn't a field for friendly publicity?

HOW PUBLISHERS PROTECT MANUFACTURERS.

Striking instances of how newspapers always stand ready to protect their home industries are provided in the state of Connecticut. Frank Kiernan & Co., advertising agents of New York, within the past few days offered several advertisements to secure ironworkers and helpers for a large dry dock company to newspapers of New London and Bridgeport. The publishers declined to print these advertisements and in returning the orders wrote as follows:

New London (Ct.) Evening Day

"We regret that we must decline to publish the enclosed advertisement inasmuch as there is such a demand for skilled workers of all kinds in New London that we feel it our civic duty to refrain from publishing advertisements that would draw them away from this city and we therefore have been declining all advertisements of this nature."

Bridgeport (Ct.) Post and Telegram

"The labor market in Bridgeport is difficult for our manufacturers to handle and we have deemed it policy to discontinue the insertion of advertisements which would take labor away from the Bridgeport shops. In this we are endeavoring to work with our local manufacturers and this is the only reason that the advertisement is not acceptable."

NOTE AND COMMENT.

THE FOURTH ESTATE is represented in most complete detail in a newspaper memorial volume of the late Joseph H. Choate, which has just been completed. The work includes 1129 columns of news matter, editorials and lectures as printed by more than 1700 newspapers, and was prepared at the suggestion of the family of Mr. Choate by the Hemstreet press clipping concern in New York. The big volume is considered somewhat remarkable because of the clipping bureau's report that the press devoted more space to the demise of

Mr. Choate than to any prominent man of the past decade.

"Business will be what we make it. We are hoping that there will be enough optimists to offset the pessimists. We believe it is time enough to lay down when you are knocked down, and we are going to push our business more than usual. We see evidence of a rapidly increasing disposition on the part of all business men along the same line."—The Mailpost Company, Rochester, N. Y.

Earl Leedy of the Clearwater (Kan.) Courier defines the editor of a weekly newspaper thus: "A fellow who works like thunder on Wednesday and Thursday and can't find anything to do the rest of the week."

Rev. W. F. McElroy, pastor of a prominent Louisville church and religious editor of the Louisville Courier-Journal, at a recent meeting of religious workers in Jackson, Ky., emphasized the importance of newspaper publicity and advertising in church work.

"Newspaper publicity stimulates the church to greater endeavor and consequently increases its efficiency. Why let soup and breakfast foods and theaters and automobiles fill up the columns of the daily press and the church never get a look in except by accident? The way to build up a big business or a big church is to let the world know about it."

The Omaha (Nebr.) World Herald has been awarded the contract for city advertising.

P. A. Revelt of the Wilkes-Overland Automobile Company, Toronto.

"We intend to maintain the present size of our advertising appropriation in the newspapers."

"Newspapers can best assist the national advertiser in selling his product during war time by being optimistic in their attitude. It is the fear that is more dangerous than the actual occurrence."

"Conditions were never healthier for buying than they are now and all indications point to even greater prosperity during war time than we have experienced thus far."

"In our opinion the best policy for advertisers to follow in order to keep business at its best state of efficiency is to continue to carry out the development of their plans as laid down before the war."

Advertising campaigns for the Southern Pacific lines were discussed in outline at a meeting of the general passenger agents, traffic managers and L. S. Spence, director of traffic, held recently in San Francisco.

War conditions will not be permitted to interfere with the advertising program of the company.

EVER THE WIDE WORLD OVER.

EDITOR THE FOURTH ESTATE.

Sir: Very recently I received a letter of inquiry from Manila, which makes the third letter in as many years that I have received from that one place. Last summer I received one from New Zealand. This would seem to indicate that THE FOURTH ESTATE reaches over the entire world. Some time ago I heard from one of the great London papers, also in reply to the advertisements run in your valuable paper.

WILLIAM L. BETTS,
President W. L. Betts Co., Newspaper Content Specialist, New York

A RED LETTER DAY.

TO THE EDITOR.

Sir: THE FOURTH ESTATE not only reaches me regularly, but makes Saturday a distinctive day on the calendar. Not only is it a privilege to read THE FOURTH ESTATE, but every copy is of value and is carefully filed away. ROBERT RICHMOND.

PURELY PERSONAL.

Major Robert Ewing, publisher of the New Orleans States, was in New York this week.

Eric C. Palmer, who recently returned from the presidency, has been made chairman of the entertainment committee of the Brooklyn (N. Y.) Press Club. He is now at work on plans for the summer outing.

William M. Hyde, editor of the Post Washington (N. Y.) News, is mourning the loss of his mother, who died last week in her eighty-first year.

Frank Dilnot, New York correspondent for the London Chronicle and biographer for Premier Lloyd George, was a speaker before the Side Y. M. C. A. in New York this week on "Lloyd George, Christian Statesman."

William F. Metten, business manager of the Wilmington (Del.) Every Evening, and Thomas F. Dunn, publisher of the Dover Index, representing the Delmarva Press Association, are aiding the military registration boards in Delaware in their efforts to disseminate information through the state.

Roland F. Andrews, managing editor of the Hartford (Ct.) Times, who is a captain in the Connecticut State Militia, has been ordered to Washington, D. C.

William Wolfe, advertising manager of the Johnson (Pa.) Leader, has been visiting New York City.

Raymond G. Fuller, former Philadelphia newspaper man, has been appointed director of the school of secretarial studies of the Russell Sage College of Practical Arts at Troy, N. Y.

John L. Hartness of the Troy (N. Y.) Times has been re-elected to a fourth term as secretary treasurer of the New York State Allied Printing Trades Council.

Jack Lait, feature writer for the Chicago Herald, is making a tour of the West. Lait recently covered the Canadian training camps for a series of special military articles for the Herald.

S. J. Duncan Clark, the Chicago Post's war expert, addressed a community meeting at Waukegan last week on the war situation.

R. S. Vance, an Associated Press man in Tampa, Fla., is spending his vacation in Chicago.

W. H. Hagley, publisher of the Fort Worth (Tex.) Record, was one of the week's visitors in New York City.

J. K. Fraser, vice-president of the Blackman-Ross Company, New York, is spending his vacation at Matane, Que., Can.

Charles B. Cory Jr., formerly special writer on athletics for Philadelphia, Norfolk and other Eastern newspapers, and now assistant advertising manager for Inland Storekeeper with offices in Chicago is the father of a brand new boy, Charles B. Cory.

Harold R. Jones, city hall reporter for the New Britain (Ct.) Herald, has been named by Mayor George A. Hugley as member of that city's Food Conservation Commission to have charge of the publicity. He was also one of the official observers recently in the endurance test of the Savon automobiles.

Eddie Doherty, rewrite man on the Chicago American staff, is the proud father of an eight-pound son, Eddie.

PUBLISHERS WERE HOSTS.

Employees of the Houston Post's mechanical department were the guests of the Post management at an enjoyable outing last week to Galveston.

WEDDING BELLS.

Miss Anna Mealey of Richmond, a reporter on the Marion (Ohio) Daily Star and the Marysville Tribune, and George Nelson Hinds, telegraph editor of the Marion Daily Star, were married at the home of the bride's brother.

Harry A. Rollins, city editor of the Carthage (Mo.) Democrat, and Miss Marie Haughwout were recently married in Springfield.

Orrick Johns, a writer of note and son of George S. Johns of the St. Louis Post-Dispatch was married recently in St. Louis to Miss Grace Wilson of that city.

Miss Anna Phillips, an East Liverpool (Ohio) newspaper woman, and Alfred Cartwright have been married. Sigmond A. Lee, editor of the Journal of Labor, Louisville, Ky., and Miss Effie McDonald have been married.

Henry L. Remick of the Associated Press office in Chicago, who has been detailed to duty at Petrograd, was married on July 27 in Springfield to Miss Marie Goulet, society editor of the Illinois State Register. Mrs. Remick will remain in Springfield for six months, after which she will join her husband in Petrograd. Mr. Remick was formerly city editor of the Springfield (Ill.) Record. During the last session of the Illinois legislature he was assistant to Thornton Smith, manager of the Associated Press legislative bureau in Springfield.

FOOTE MOVES UP.

Robert O. Foote has been made managing editor of the Richmond (Va.) Evening Journal, of which paper he formerly was news editor and dramatic critic.

Mr. Foote, who is thirty-three years old, is a native of Iowa but is more closely identified with Pacific coast newspaper circles, having worked on Los Angeles, San Francisco and Pasadena newspapers for a dozen years.

Before going to Virginia a year ago he was in charge of the Los Angeles Graphic, of which publication he was associate editor and dramatic critic. Foote is widely known, at least by reputation, to the dramatic reviewers of the country through a satirical article of his on "Small Town Critics," which appeared in the last annual number of the Dramatic Mirror and brought down upon the author's head the maledictions of half his conferees in the United States.

OFF FOR EUROPE.

Karl Walter, a Western writer who was lately with the Kansas City Star and head of the recently organized Reciprocal News Service of Kansas City, has sailed for London, accompanied by George T. Bye, formerly connected with the Thanhouser Film Corporation.

Mr. Walter and Mr. Bye, who intend to be located in Paris, where a new office is being planned, will act as correspondents.

Mrs. Margaret Walter has resigned as women's editor of the Kansas City Star in order to accompany her husband abroad.

HEADS CITY EDITORS.

The Indiana City Editors' Association has elected C. T. Jewett of the Terre Haute (Ind.) Star president for the ensuing year.

Some of the city editors present at the annual meeting in Alexandria were: Edward C. Toner, Anderson Herald; Dale J. Crittenberger, Anderson Bulletin; George Lockwood, Muncie Press; C. T. Jewett, Terre Haute Star; W. F. Baum, Alexandria Times-Tribune.

STAFF CHANGES.

Don S. Day has resigned from the sporting staff of the New York Morning Telegraph.

Harold C. Brooker, formerly with the Spartanburg (S. C.) Journal and the Greenville Piedmont, has joined the staff of the Charleston News and Courier after recovering from a month's illness in the Columbia Hospital.

Samuel D. Fuson, night editor of the Columbus (Ohio) bureau of the Associated Press, has resigned. Walter J. Reek, who was assistant night editor, succeeds him. Dave M. Auch of Chillicothe, Ohio, is now assistant night editor.

Philip A. Steinbach, a member of the news staff of the Wilmington (Del.) Every Evening, has resigned.

Harlan Thompson has assumed the duties of dramatic editor of the Kansas City Star in addition to those of assistant city editor, which position he has held for the past two years. As dramatic editor, Mr. Thompson succeeds Ralph J. Block, who is now with the New York Tribune.

Robert Hartley, Parliamentary reporter for the Victoria (B. C.) Times, has been appointed secretary to the minister of finance.

George F. Keener of New York has joined the news staff of the Wilmington (Del.) Every Evening.

Deon G. Burton, formerly with the Springfield (Ill.) News-Record, has joined the staff of the Springfield State Register.

D. Arnold has been added to the editorial department staff of the New York Sun.

James Edward Leslie is acting as Sunday editor of the Pittsburg Dispatch during the absence, on furlough, of A. Howard Carroll. The latter will likely resume his regular duties next week.

Joseph W. Zorn, who has been connected with Lorenzen, Green & Kohn, publishers' representatives, in their New York office. Is now a member of Co. 26, 8th Coast Artillery.

Donald Goss, formerly a student at Indiana University, recently joined the news staff of the Indianapolis News.

Charles A. Perrin has returned to the editorship of the Glens Falls (N. Y.) Post-Star. He resigned about eight weeks ago to join the regular army, but was in service only a short time when his arches gave way and he received an honorable discharge.

W. G. Garvin has succeeded E. W. Davidson as legislative reporter for the Springfield (Mass.) Republican. He will also continue to cover the state house for the Boston Herald and Traveler.

L. M. Davis is the new editor of the Joplin (Mo.) Herald, succeeding J. F. Williams.

Carl T. Bixby is now a member of the Raleigh News and Observer advertising staff, having been discharged from the famous Richmond Light Infantry Blues on account of physical defects that developed while in service. He was formerly with the Dapprich Advertising Agency of Richmond, Va., and the George A. Deatal Agency of Baltimore. With the News and Observer, Mr. Bixby will have charge of the copy and production department.

Claude Callan, who has conducted an editorial feature for the Fort Worth Star-Telegram for several years has gone to the Kansas City Star to run a column called "Folks and Foibles." No success to Mr. Callan has been appointed on the Star-Telegram.

Harry Crichtlow and V. F. Burnett are new additions to the Chicago

American staff. Crichtlow has worked on various papers in the West; Burnett is from Madison, Wis.

Martin Broderick of the St. Paul Daily News' reporting staff has enlisted in a little known department of military service—a regiment of foresters. He expects to leave for France by August.

C. D. Alderman, in the editorial department of the Cleveland Plain Dealer, has resigned to become sales manager of the S. H. Kleinman Realty Company in Cleveland.

Ernest Frederickson of the Mining, Oil and Industrial Record, at Salt Lake, Utah, has resigned to assume an executive railway position.

John W. Falconer has been promoted from state news editor to telegraph editor of the Knoxville (Tenn.) Sentinel, succeeding Richard Fitzgerald, who has gone to France with the field hospital service.

James A. Durkin of the Chicago Tribune is back from a motor vacation spent in and around Cleveland, Ohio.

C. P. Johnson, copy writer for William H. Rankin Advertising Agency, is on his vacation.

William Sullivan, of the Chicago office of the United Press, is in Springfield on vacation relief during the absence of H. J. Riefler of the Springfield bureau.

C. F. King, former advertising manager of the Chicago Herald and later connected with the Louisville Herald, has joined the advertising staff of the Chicago Evening Post.

N. D. Cotham has succeeded E. F. Cotham as editor of the Monticello (Ark.) Monticellonian. The latter has gone to war.

E. G. Harburg has resumed his old run in the Federal building for the Chicago Tribune.

Miss Alice Doane is a new reporter on the staff of the Chicago Tribune.

C. L. Chope of Ft. Bayard, N. M., is now on the telegraph desk of the Amarillo (Tex.) Daily News.

Johnstone Vance, managing editor of the New Britain (Ct.) Herald, has resigned.

William W. T. Squire, formerly police reporter for the Hartford (Ct.) Courant, is a recent addition to the city staff of the New Britain (Ct.) Herald.

WANTS NAME OF OAKES.

George W. Ochs, formerly publisher of the Philadelphia Public Ledger and now editor of the New York Times Current History Magazine and the Midwest Pictorial, has filed a petition in the Court of Common Pleas in Philadelphia for permission to Americanize the spelling of his name.

Mr. Ochs recited that his parents were born in Germany, but, upon coming to this country before they were of age, became Americans. His father serving as a Union officer in the Civil War. Mr. Ochs stated he did not wish his two sons to grow up with a German name.

Mr. Ochs proposes to call himself George W. Ochs Oakes, but the surname for his sons is to be Oakes.

NORTHCLIFFE'S SECRETARY.

W. F. Bullock, formerly New York correspondent of the London Daily Mail and the Times, is now secretary of the British War Commission in America, of which Lord Northcliffe is chairman.

MOVIE MAN WAS HOST.

Sidney Abel of the Vitagraph Company gave a supper to members of the Chicago press at the College Inn last week.

CANADA'S PAPER CONTROVERSY.

(Continued from Fourth Page.)

pany, composed of Canadian paper manufacturers.

It was shown that the five companies connected with the Canadian Export Paper Company, Ltd., produced over one-half of the remaining two-thirds of the total Canadian production.

There was produced a letter from one of those companies to a Canadian publisher referring the latter to the Canadian Export Paper Company, Ltd., for a supply of paper.

Commissioner Pringle repeated a combination among the manufacturers. He ruled that Mr. Tilley's statement he had made time before, that he was not interested in the question as to whether there was any question as to the nature of the business in which the Canadian Export Paper Company, Ltd., was engaged was not relevant to the inquiry and refused to allow that question to be answered. Mr. Tilley then withdrew from the case.

At the hearing on June 19 Commissioner Pringle announced that G. T. Clarkson, of Toronto, would make an independent audit of the books of the manufacturers, with a view to arriving at the actual cost of production.

Another hearing on June 27 was confined almost entirely to an examination of statements submitted by Ontario Paper Company, Ltd.

On June 30 the Minister of Customs passed a new regulation continuing for August the prices that had been fixed for the three months ending June 1, and had been continued for July. This latest regulation was made subject to revision as to price in the event of it being decided at a later date that the price fixed by it was either too high or too low.

FINDINGS OF FEDERAL TRADE COMMISSION.

On July 9 the findings of the U. S. Federal Trade Commission as to Canadian costs, etc., were made public. These findings compared with the replies of the manufacturers to Commissioner Pringle's questionnaire as follows:

See Table A—Page 12.

The Federal Trade Commission also declared that competition in the selling of news print paper in Canada as well as in the "United States had been prevented by the manufacturers; that the power of the News Print Manufacturers' Association, of which most Canadian manufacturers were members, had been used entirely to suppress the threatened competition of three new Canadian mills, and that the organization of the Canadian Export Paper Company, Ltd., Montreal, had resulted in the entire suppression of competition in bidding for trade in the United States between the five Canadian manufacturers interested in it.

The latest hearing on July 10 and 11 was devoted almost entirely to sulphite costs. Statements as to the cost of production of sulphite were submitted by many manufacturers, and they were examined in regard to them. It was proven again that in most cases the arbitrary figures for sulphite used in the statements of cost furnished in response to Commissioner Pringle's questionnaire were considerably above the actual cost of production.

SUMMARY OF PRESENT PRODUCTION CONDITIONS.

The returns of the manufacturers to Commissioner Pringle and the evidence taken before him, showed that Canada's total production of news print paper in 1916 amounted to 584,789 tons.*

Since the beginning of 1917 the

St. Maurice Paper Co., Ltd., of Cap Madeleine, Que., has commenced operations and the annual production of its present plant will be about 30,000 tons.

There have been also increases of about 15,000 tons in the annual capacity of the Ontario Paper Company, Ltd., and of about 11,000 tons in the annual capacity of the Spanish River Pulp & Paper Mills, Ltd.

These two additions make the present annual production of the news print paper mills of Canada 640,789 tons.* This production is distributed as follows:

See Table B—Page 12.

Further admissions of the use of arbitrary figures and of collusion among manufacturers to use those figures characterized the hearings of the news print paper investigation under Commissioner Pringle subsequent to the withdrawal of the daily and weekly newspapers and their Counsel, W. N. Tilley, K. C.

DEPRECIATION ALLOWED FOR FIRST TIME

J. A. Bothwell, general manager of Brompton Pulp & Paper Company, Ltd., said that in the returns of that company to Commissioner Pringle depreciation had been allowed for the first time. The allowance was at the rate of \$2.95 per ton. The average amount allowed by the United States Federal Trade Commission in its table of cost in Canadian mills in the first six months of 1916 is \$1.72 per ton.

SUDDEN INCREASE IN COST LARGELY DUE TO ARBITRARY FIGURES.

The statement of the Donnasconna Paper Company, Ltd., showed a sudden jump in the cost of news print paper from \$29.21 per ton in 1915 to \$45.39 per ton in 1916 and \$50.30 per ton during the first four months of 1917.

George M. McKee, general manager of the company, admitted that the returns for 1916 and the first four months of 1917 were based on arbitrary figures of \$50 per ton for sulphite and \$25 per ton for ground wood, instead of the actual cost of production. Mr. McKee afterward gave the actual cost of news print paper in 1917 at \$42.24 per ton (\$2.11 per 100 lbs.) and the actual cost of sulphite in 1917 at \$42.63 per ton.

ARBITRARY FIGURES AGREED ON BY MANUFACTURERS.

George Chahoon, Jr., president of Laurentide Co., Ltd., admitted to H. A. Stewart, K. C., counsel for the Government, that after the first session of the present investigation some of the manufacturers who make their own sulphite had discussed among themselves the prices at which sulphite and ground wood should be entered in the replies to Commissioner Pringle's questionnaire, and had decided upon \$50 per ton for sulphite and \$25 per ton for ground wood.

George F. Henderson, K. C., counsel for two of the manufacturers, wished to make it clear that there was no compulsion on any manufacturers, to adopt these figures, and that while some had adopted them others had not. Mr. Chahoon agreed that this was the case. He said he and J. A. Bothwell, general manager of the Brompton Pulp & Paper Company, Ltd. (also vice-president of Canadian Export Paper Company, Ltd.) had "decided that the only way to keep this thing from an investigation that was going to drag out interminably was to put ground wood and sulphite in at a fair price that it could reasonably be sold at, although not at a market price." On his return home, Mr. Chahoon telegraphed each one of the manufacturers his "personal opinion that it would be satisfactory to the commissioner if these statements were made out along these lines."

In a later examination in regard to the sulphite costs of Laurentide Company, Ltd., it was admitted that in

computing the cost for 1916 the war taxes for that year, amounting to \$120,000, had been taken into account.

ONE MILL GIVES 1917 AVERAGE COST AT \$44.00 PER TON.

Frank Powell, manager News Pulp & Paper Company, Ltd., said the average cost of news print paper in the mill of that company during the first three months of 1917 was \$44.00. This average was notwithstanding a cost of \$54 per ton during March, due in part to the necessity of having to purchase some ground wood from another mill and pay for same at the rate of \$40 per ton.

Mr. Powell said there had been a steady increase in cost since the beginning of the year, due to the gradual using up of supplies bought under old contracts at less than present prices.

J. M. McCarthy, vice-president of Price Brothers & Co., Ltd., (also president of Canadian Export Paper Co., Ltd.), answered in the affirmative a question of the counsel for the manufacturers as to whether "generally speaking," the statement of his company was correct.

Mr. McCarthy claimed that there had been increases of about one-third in the cost of labor and of about \$5 per ton in the cost of coal. He said he was unable to answer Mr. Stewart's questions in regard to the cost of sulphite and other items.

Mr. Stewart asked whether there was anyone present who would know. Mr. McCarthy said the company's auditor was present. Mr. Stewart said he would have to ask him some questions. Commissioner Pringle suggested that it would be better to let Mr. Clarkson (the auditor appointed by the Government) go into the business of all the companies and delay the examination of the auditor for Price Bros. & Co., Ltd., until that had been done. Mr. Stewart said the auditor was present, and insisted upon examining him.

AUDITOR DISAVOWS STATEMENT.

Ronald Amy, the auditor referred to by Mr. McCarthy, said he had helped to prepare the statement that was put in by Price Bros. & Co., Ltd. In answer to Mr. Stewart's question, he said the cost of wood during the season of 1916, delivered at the company's mill, was \$8 per cord, and that he thought it had been put in at that large figure in the statement furnished. Mr. Stewart handed the statement to Mr. Amy, and asked him to see if he was right. Mr. Amy said the statement shown to him was not the one he had helped to prepare.

He said: "I must say I had nothing to do with this statement. I did not prepare that one. We have been preparing one which I thought was before the Commission." He said he thought the statement shown to him was prepared on the basis of \$9 per cord of wood.

Mr. Stewart proceeded to examine the witness further as to the cost delivered in 1917. Mr. McCarthy interrupted to state that it was an impossible question to answer. Mr. Stewart reminded Mr. McCarthy that he had said his accountant could give those figures. Mr. McCarthy said the accountant was there to refresh his memory. Commissioner Pringle closed the incident by stating that he would have Mr. Clarkson go to the company's mill and see what he could make out of the books.

ARBITRARY FIGURES INCREASED COST BY \$16.00 PER TON.

George H. Millen, president and general manager of E. B. Eddy Company, Ltd., admitted that in the statement of that company for the first four months of 1917 sulphite had been entered at \$40 per ton and ground wood had been entered at \$30 per ton, although the actual costs

of production during that period were \$45.00 per ton for sulphite and \$18.84 per ton for ground wood.

With the use of these arbitrary figures there was shown in the statement to Commissioner Pringle a cost for roll news in 1917 of \$61.91 per ton. The use of the figures of actual cost given by Mr. Millen would reduce the cost in 1917 to \$45.13 per ton, even that figure would include \$1.10 per ton as interest on investment and \$3.08 per ton for administration expense. The latter allowance is \$2.43 per ton in excess of the allowance of the Federal Trade Commission for average administration expense in Canadian mills during the first six months of 1916.

At a later hearing in regard to sulphite costs, A. H. Bowness, superintendent of the news print paper mill of E. B. Eddy Company, Ltd., said the cost of sulphite in 1917 was \$52.57 per ton, and the cost of ground wood in 1917 was \$21.22 per ton. These figures are considerably higher than the figures of actual cost given two weeks previous by the president and general manager of the company, as stated above. Mr. Bowness figure for ground wood cost in 1916 was \$17.47 per ton, and he admitted that in computing the 1917 cost the allowance for administration expense had been figured at 10 per cent of the sales, instead of the firm's usual allowance of 7 per cent.

MISTAKE IN ONTARIO PAPER COMPANY'S STATEMENT.

Stuart G. Shepard, counsel for Ontario Paper Company, Ltd., Thorold, said a mistake had been made in the statement submitted by that company, and that an amended statement would be furnished.

Warren Curtis, president and manager of the company, gave amended figures as to cost of production of news print paper that were in each case less than the figures shown in the original statement. The cost of news print paper for the first four months of 1917 was given in the original statement as \$68.96 per ton.

Mr. Curtis said the actual cost was \$58.21 per ton. He admitted that even this figure was increased slightly by the averaging of the costs of news print paper and rotogravure paper, which he said costs about \$2.50 per ton less than news print paper. He admitted that this figure also included an allowance of about \$3.50 per ton for interest on borrowed money, the plant being operated on a capital stock of \$10,000.

It was shown also that during a portion of the term prior to the completion of the company's sulphite mill, it had been paying from \$90 to \$95 per ton for sulphite, and that

White Rock



Unsurpassed Mineral Water

this had increased the cost very considerably.

Mr. Curtis admitted that the company was at a further disadvantage through being at a great distance from supplies of raw material and the necessity of bringing in those supplies by freight. He said the costs of production in the Laurentide, Abitibi and other mills that can bring in most of their raw material down stream should be less than in the plant of his company.

Mr. Curtis gave new figures of cost of sulphite and ground wood in place of the figures shown in the original statement. The first figures given were \$44.53 per ton for sulphite and \$16.40 per ton for ground wood. Mr. Curtis claimed that the actual costs were \$47.50 per ton for sulphite and \$23.60 per ton for ground wood.

HALF TONE NEWS COSTS LESS THAN ORDINARY NEWS.

One of the surprises of the hearings was the statement of Mr. Curtis that the cost of making half tone news is from 10 cents to 15 cents less per ton than the cost of making ordinary news. He said this was due to the fact that as the stock is a little heavier the production on the machine in a given time is greater. Half tone news is used by a number of rural weekly newspapers and other publications, and the selling price has been higher than the selling price of ordinary news.

SULPHITE AND GROUND WOOD COSTS.

Several other manufacturers gave figures as to the actual cost of sulphite and ground wood that were much below the arbitrary figures for these items used by many of the manufacturers in their return to Commissioner Pringle.

Even in connection with the revised figures two witnesses admitted that their respective companies had used new methods of arriving at the cost of certain items that had made the cost in the revised figures higher than it would have appeared but for the adoption of those new methods.

VARIATIONS FROM U. S. COMMISSION.

Commissioner Pringle said he could not understand why there was such a large difference between the figures arrived at by the accountants of the Federal Trade Commission after examining the books of the Canadian manufacturers, and the figures submitted by the manufacturers themselves in the present investigation.

The commissioner described the difference as very striking. H. A. Stewart, K. C., counsel for the Government, agreed with Commissioner Pringle on this point, and said he would be surprised very much if the accountants of the Federal Trade Commission were not able to uphold their findings. Mr. Stewart suggested to Commissioner Pringle that an effort be made to have those accountants come to Ottawa to testify in the present investigation. Commissioner Pringle said he would like to have them come.

Several witnesses admitted that the accountants of the Federal Trade Commission had had every opportunity to arrive at accurate cost figures in their respective plants. They had been given access to all the books and in some cases had remained as long as three days at one plant.

BEST SUPPLY CANADIAN NEWSPAPERS.

When W. H. Bierman, general manager of the Belgo-Canadian Pulp & Paper Company, Ltd., was on the stand, Commissioner Pringle taxed him with refusing to supply paper to certain Canadian newspapers. It was stated that two Belgo-Canadian papers had been buying of its selling agent through one of its selling agents and that on taking up the mat-

ter with the company direct, with a view to securing the rates fixed by the Minister of Customs, the company had refused to supply them.

Mr. Bierman said the company's objection to supplying these papers was because of the small quantities required. At least one of the orders was for a carload. Commissioner Pringle informed Mr. Bierman that the newspapers were entitled to be supplied, and Mr. Bierman agreed to supply them.

SATISFIED WITH RULING.

At the hearing on July 10, counsel for the manufacturers protested against the articles that were appearing in the Canadian newspapers in regard to the proceedings of the investigation. They said these reports were distorted.

Commissioner Pringle said it wouldn't do to be too thin-skinned about the matter—the publishers were vitally interested in the investigation.

He said he had not read any of the articles except one in regard to Mr. Tilley's withdrawal as counsel for the publishers, and in regard to that article he stated that he did not think it fair for the press to state that the publishers had withdrawn because the commissioner's ruling had balked a complete investigation of the cost and supply of news print paper. Commissioner Pringle said that the more he considered the matter the more satisfied he was with his ruling.

FINDINGS OF U. S. FEDERAL TRADE COMMISSION AS TO CANADIAN COSTS.

Further evidence of the inflation of costs in the replies of the Canadian paper manufacturers to Commissioner Pringle's questionnaire has been provided through the publication of the complete report of the Federal Trade Commission on the news print paper industry. This report makes public the detailed findings of the commission as to costs in Canadian news print paper mills. These findings are based on an examination of the books of the Canadian manufacturers by the commission's accountants.

NEWS PRINT COSTS \$27.43 PER TON IN FIRST HALF OF 1916.

The report shows that in ten Canadian mills that produced about 75 per cent of the total Canadian production, the average cost of news print paper during the first six months of 1916 was \$27.43 per ton. The detailed figures for that period and the three previous years are as follows:

See Table C—Page 12.

The commission reports that while the average cost in ten Canadian mills during the first half of 1916 was \$27.43 per ton, the cost in four of those mills was less than \$27 per ton, and the cost in one mill was \$25.68 per ton.

It will be noted that the commission's allowance for depreciation during the period covered by the above table ranges from \$1.09 to \$1.72 a ton. The allowances for depreciation in the returns of the Canadian manufacturers to Commissioner Pringle ranged up to \$4.65 a ton.

COSTS FOR SECOND HALF OF 1916.

No figures are given as to the cost in Canadian mills during the second half of 1916, but it is stated that returns for that period from the principal mills of United States showed an average increase of \$1.50 per ton over the cost in the first half of 1916. If there was a similar increase in cost in Canada, the average cost of news print paper in the principal Canadian mills during the second half of 1916, according to the Federal Trade Commission's figures, would be \$28.93 per ton. The costs for 1916 shown by the Ca-

nadian manufacturers in their original returns to Commissioner Pringle ranged from \$42.39 to \$52.48 per ton.

SULPHITE COSTS ABOUT HALF MANUFACTURERS' FIGURES.

The detailed finding of the commission as to sulphite costs in Canadian mills are as follows:

See Table F—Page 12.

The cost of sulphite in Canadian mills during the second half of 1916 is not shown in the report, but it is stated that returns for that period from a number of mills in United States showed an increase in cost of \$1.75 per ton. If there was a similar increase in cost in Canada, the average cost in eight Canadian mills during the second six months of 1916, according to the figures of the Federal Trade Commission, would be \$28.60 per ton. An arbitrary figure of \$50 per ton was used by most of the Canadian manufacturers in their replies to Commissioner Pringle's questionnaire.

MANUFACTURERS' FIGURES OF GROUND WOOD COSTS CUT IN TWO.

Most of the Canadian manufacturers in their returns to Commissioner Pringle for 1916 put in ground wood at an arbitrary figure of \$25 per ton. The Federal Commission places the cost in ten Canadian mills during the first six months of 1916 at \$10.54 per ton. The Commission's detailed statement for that period and the three previous years is as follows:

See Table D—Page 12.

SELLING PRICES AND PROFITS OF CANADIAN MILLS.

That ten Canadian mills, producing 75 per cent of the total Canadian production, earned during the first six months of 1916 profits of \$9.54 per ton, is one of the findings of the Commission. How this figure is reached is shown by the following table:

See Table E—Page 12.

The net cost in Canadian mills during the first six months of 1916 was \$4.60 per ton, or 23 cents per 100 lbs., less than the net cost in the mills of the United States.

The average selling expense of the Canadian mills, as shown by the Commission's report, is over 5 per cent higher than the average selling expense of the mills in United States. In view of the discussion before Commissioner Pringle in regard to the inclusion in the returns of Abitibi Power & Paper Co., Ltd., of an allowance of \$1.50 per ton to Geo. H. Mead & Company, Dayton, Ohio, it is interesting to note that the average selling expense of the mills in United States during the first six months of 1916 was 50 cents per ton.

EXISTENCE OF A COMBINE IN CANADA CHARGED BY COMMISSION.

The commission finds that competition in the selling of news print paper both in Canada and United States has been prevented by the allotment of customers or by the non-interference by members of the News Print Manufacturers' Association with the customers of any other member. It is stated that this organization includes practically all of the Canadian manufacturers, and that its executive committee of five includes George H. Mead, president of Spanish River Pulp & Paper Mills, Ltd., and of George H. Mead & Company, of Dayton, Ohio (which sells the entire product of both the Spanish River and the Abitibi Companies); J. H. A. Acer, sales manager of Laurentide Company, Ltd., E. W. Backus, president of Fort Frances Pulp & Paper Company, Ltd., and G. H. P. Gould, of Donnacona Paper Company, Ltd.

These five Canadian companies that are directly represented on the

executive committee are shown to have produced over 5 per cent of the total Canadian production in 1916. The meetings of the executive committee of the association, it is stated, are held alternately in New York, Montreal, and Chicago.

It is charged by the commission that the power of the News Print Manufacturers' Association entirely to suppress the threatened competition of new mills, has been exercised in the case of three new Canadian mills. It is stated that the customers required by two of these companies in order to keep their production off the competitive market were surrendered to them pro rata by members of the association.

The commission states that "The increase in price has been due in part to the fact that free competition has been seriously restricted in the news print paper industry. Important manufacturers in the United States and Canada were banded together to secure unreasonable profits."

HOW CANADIAN EXPORT PAPER CO., LTD., SUPPRESSED COMPETITION.

Under the heading of "Evidence of violations of anti-trust laws," some interesting information is given in the report in regard to the Canadian Export Paper Company, Ltd., of Montreal, whose business W. N. Tilley, K. C., representing the daily and weekly newspapers in the investigation under Commissioner Pringle, wished to probe.

It was the refusal of Commissioner Pringle to permit that probing that led to the withdrawal of the daily and weekly newspapers from the investigation.

The Federal Trade Commission states that the organization of the Canadian Export Paper Company, Ltd., was urged by the secretary of the News Print Paper Manufacturers' Association; that the tonnage placed at its disposal by the Canadian manufacturers who compose it is sold as though it were the product of one concern; that the proceeds of the sale are prorated among the interested manufacturers, and that it has resulted in the entire suppression of competition for trade in United States between the five companies interested in it.

INFLATION OF COST FIGURES URGED BY SECRETARY OF ASSOCIATION.

The commission reports that "two campaigns among the news print manufacturers were prosecuted through the secretary of the News Print Manufacturers' Association, urging that such manufacturers take steps to show general and large increase in costs as a justification for proposed sharp advance in prices."

The first campaign was in the winter of 1915-1916, and apparently failed to make the desired showing. The report states that "a number of mills answered that there had been no particular increase in costs, or that if slight increases had occurred,

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they had been offset by certain savings."

The second campaign was in May and June, 1916, and the report states that "it was then emphatically impressed upon the mills that in their cost statements all materials used should, regardless of actual costs, be

figured as though bought in the current open market, when such was not the case." The similarity between these alleged instructions and the methods used by many of the Canadian manufacturers in preparing their returns to Commissioner Pringle is striking.

TABLE A.

COSTS—U. S. FEDERAL TRADE COMMISSION'S FINDINGS COMPARED WITH MANUFACTURERS' STATEMENTS TO COMMISSIONER PRINGLE.

	Canadian Manufacturers' Claims for year 1916.	Commission's Findings as to average Canadian costs for 1st 6 months of 1916.
News print, costs, per ton.....	\$42.39 to \$52.48	\$27.43
Sulphite costs, per ton.....	50.00 to 70.00	24.88
Ground wood costs, per ton.....	25.00	10.84
Profit, per ton		9.84
Loss, per ton	1.43 to 14.80*	

TABLE B.

CANADIAN PRODUCTION AND DISTRIBUTION OF NEWS PRINT.

	Number of Tons.	Group of Tons.	Percent. of Total Production
Group No. 1—Companies selling their entire product through George H. Mead & Co., of Dayton, Ohio, which is practically controlled by George H. Mead, president of Spanish River Pulp & Paper Mills, Ltd.			
Abitibi Power & Paper Co., Ltd.....	61,787		
Spanish River Pulp & Paper Mills, Ltd.....	131,474	193,261	30.15
Group No. 2—Companies comprising the Canadian Export Paper Co., Ltd., at Montreal.			
Belgo Canadian Pulp & Paper Co., Ltd.....	50,517		
Brompton Pulp & Paper Co., Ltd.....	16,669		
Laurentide Co., Ltd.....	63,807		
Price Bros. & Co., Ltd.....	49,168		
Plus the St. Maurice Paper Co., Ltd., which its entire output through Canadian Export Paper Co., Ltd.....	89,000		
		209,961	32.76
Group No. 3—Companies supplying only one or two newspapers.			
Donnacona Paper Co., Ltd. (supplying only New York Times)	18,130		
News Pulp & Paper Co., Ltd. (in which Baron Graham is largely interested and which supplies only Montreal Star and Montreal Herald).....	9,330		
Ontario Paper Co., Ltd. (owned by Chicago Tribune and supplying only that paper).....	49,631		
		76,491	11.93
Group No. 4—Other companies.			
Booth, J. R.....	37,931		
Canada Paper Co., Ltd.....	11,811		
Eddy, E. S., Co., Ltd.....	15,534		
Fort Frances Pulp & Paper Co., Ltd.....	39,410		
Powell River Co., Ltd.....	57,000		
		161,076	25.13

*These figures do not include the production of the Crabbree mill, which is being changed to a book paper mill and by August will not be producing any news print paper.

Only 11 per cent of the total present production of news print paper in Canada is used in Canada. The remaining 89 per cent is exported.

TABLE C.

AVERAGE COST OF MANUFACTURE PER TON OF NEWS PRINT PAPER IN CANADIAN MILLS.

Item.	1913.	1914.	1915.	First Half 1916.
Number of mills.....	7	9	11	10
Tons produced	226,539	247,808	329,406	319,511
Stock:				
Sulphite	\$7.97	\$7.88	\$7.01	\$6.74
Ground wood	8.54	9.06	6.65	6.47
Fillers29	.34	.35	.30
Alum25	.33	.32	.26
Sizing16	.18	.07	.06
Miscellaneous47	.45	.63	.61
Total	\$17.88	\$17.29	\$16.98	\$16.84
Conversion:				
Labor	\$3.75	\$3.60	\$3.54	\$3.86
Felts	1.08	.96	.88	.95
Wires39	.34	.42	.40
Belting10	.09	.08	.07
Lubricants12	.10	.08	.07
Repairs	1.09	1.04	.94	.94
Fuel	2.35	2.13	1.90	2.18
Power and water rentals.....	.36	.36	.35	.33
Miscellaneous	1.64	1.63	1.38	1.33
Total	\$9.83	\$9.25	\$8.58	\$8.53
General Expenses:				
Taxes and insurance.....	\$.26	\$.26	\$.21	\$.19
Administrative86	.70	.69	.65
Total	\$1.19	\$1.09	\$.87	\$.84
Cost, not including depreciation....	\$28.68	\$28.16	\$26.43	\$26.71
Depreciation	1.69	1.72	1.73	1.72
Total cost	\$30.32	\$29.88	\$28.11	\$28.43

TABLE D.

AVERAGE COST OF MANUFACTURE PER TON OF GROUND WOOD IN CANADIAN MILLS.

Item:	1913.	1914.	1915.	First half 1916.
Number of mills.....	7	10	11	10
Tons produced	216,151	228,460	406,860	197,707
Stock:				
Wood:	\$7.03	\$7.20	\$7.34	\$7.45
Conversion:				
Labor	\$1.66	\$1.71	\$1.55	\$1.20
Stones11	.09	.08	.13
Felts08	.07	.05	.04
Wires02	.02	.02	.02
Belting05	.08	.04	.03
Lubricants08	.03	.03	.02
Repairs44	.45	.43	.34
Power and water rentals.....	.49	.53	.52	.40
Miscellaneous31	.29	.33	.26
Total	\$3.19	\$3.25	\$3.06	\$2.58
General expense:				
Taxes and insurance.....	\$.12	\$.13	\$.12	\$.10
Administrative44	.37	.37	.41
Total	\$.56	\$.50	\$.49	\$.51
Total cost*	\$10.74	\$11.05	\$10.89	\$10.54

*Exclusive of any allowance for depreciation, which is covered by the allowance in the cost of news print paper. If that allowance were distributed over news print paper, sulphite and ground wood, a fair allowance for ground wood would be 35 cents per ton of ground wood.

TABLE E.

AVERAGE SALES, COSTS AND PROFITS PER TON OF NEWS PRINT PAPER IN CANADIAN MILLS.

Item:	1913.	1914.	1915.	First half 1916.
Number of mills.....	7	9	11	10
Tons sold	215,930	248,926	431,763	221,704
Gross sales	\$42.46	\$42.46	\$41.65	\$42.24
Deductions for discount, cartage, freight, etc.	5.82	4.75	4.31	4.28
Net sales	36.14	37.71	37.34	37.96
Cost of sales	30.43	30.13	29.19	27.45
Selling expenses86	.96	1.02	.97
Total	\$31.69	\$31.09	\$29.21	\$28.42
Profits	6.45	6.62	8.13	9.54
Per cent of profits on net sales.....	16.91	17.55	21.77	25.15

TABLE F.

AVERAGE COST OF MANUFACTURE PER TON OF SULPHITE IN CANADIAN MILLS.

Item:	1913.	1914.	1915.	First Half 1916.
Number of mills.....	5	7	9	8
Tons produced	63,849	111,980	142,959	77,219
Stock:				
Sulphur	\$3.38	\$3.09	\$3.04	\$2.97
Lime and Limestone.....	.39	.39	.45	.38
Wood	14.27	15.07	14.32	13.82
Total	\$18.04	\$18.55	\$17.81	\$17.17
Conversion:				
Labor	\$2.40	\$2.49	\$2.44	\$2.00
Felts09	.09	.11	.13
Wires01	.01	.01	.02
Belting07	.05	.04	.04
Lubricants02	.02	.02	.01
Repairs	1.41	1.22	1.12	.94
Fuel	2.25	2.97	2.22	2.22
Power and water rentals.....	.60	.66	.59	.63
Miscellaneous92	.68	.79	.75
Total	\$9.76	\$9.29	\$7.44	\$6.74
General Expenses:				
Taxes and insurance.....	\$.25	\$.21	\$.21	\$.21
Administrative85	.64	.75	.72
Total	\$1.13	\$.85	\$.96	\$.94
Total cost*	\$27.03	\$27.69	\$26.21	\$24.85

*Exclusive of any allowance for depreciation, which is covered by the allowance in cost of news print paper. If that allowance were distributed over news print paper, sulphite and ground wood, a fair allowance for sulphite would be \$1.17 per ton of sulphite.

PAPER TROUBLES IN PARIS; PRICES GOING UP.

Senator Humbert, editor and owner of the Paris (France) Journal, has a new war cry. His old one was "Cannon and Munitions;" his new one is "Paper." He is clamoring for the development of the paper industry in order to obviate the disappearance of newspapers through lack of raw material. The Senator asserts that the available supplies will be exhausted within three months.

Various palliatives have been tried with no decisive result. Some Paris newspapers have appeared as a single sheet four days a week. The further effort to reduce consumption under-

lies a movement to increase the price of the one cent newspapers to two cents.

The latest born of Paris newspapers, Le Pays, a journal which makes a specialty of pacifism of the Germano-socialistic brand, refers to this movement. It says:

"The French dailies are now studying the question of raising their price on August 1 to 2 cents and increasing their subscription rates in proportion. If the project is adopted unanimously by our contemporaries we will conform to their decision. Nevertheless, we notify our readers that those subscribing before August 1 will not be asked later to pay any increase."

BOOKS USEFUL TO EDITORS AND ADVERTISERS.

"BUSINESS FINANCE," by William H. Lough, former professor of finance, New York University School of Commerce Accounts and Finance; Ronald Press Company, publisher.

As its name indicates, this book deals with the every day financial problems of the private business concern. The previous literature on the subject is scanty and the book to a considerable extent breaks fresh ground. The chapter on "Financial Standards" is especially interesting and we hope that Mr. Lough and others will further the work of investigation in this particular field.

"SOME LEGAL PHASES OF CORPORATE FINANCING, REORGANIZATION AND REGULATION" by Francis Lynde Steison, James Byrne, Paul D. Cravath, George W. Wickersham, Gilbert H. Montague, George S. Coleman, William D. Guthrie; the Macmillan Company, publisher.

This volume is a compilation of addresses delivered in 1916 before the Association of the Bar of the City of New York. Lawyers of wide experience in dealing with the organization and reorganization and matters connected with the regulation of corporations are the contributors. The general public is fortunate in being able to have at its disposal the results of the long contact of these men with important corporate affairs.

"PRINCIPLES OF ACCOUNTING," by Stephen Gilman; La Salle University, publisher.

The purpose of this book is to present the basic principles of the science of accounting in a graphic and comprehensible manner. The graphic form is effectively used in diagrams, charts and concrete examples. Although intended primarily for those having bookkeeping training, the volume is clearly written and should considerably interest the layman.

"CONDITIONS OF LABOR IN AMERICAN INDUSTRY," by W. Jett Lauck and Edgar Sydenstricker; Funk & Wagnalls, publishers.

No American who wishes to know the exact conditions of American industry with regard to labor at the present critical moment in our nation's history can afford to neglect this really important report and summary of many recent investigations of facts concerning wages and working conditions. The data is intelligently presented and the general or editorial writer will find in this book a helpful up-to-date source book on labor.

"AMERICAN WORLD POLICIES," by Walter E. Weyl, Ph. D.; Macmillan Company, publisher.

"American World Policies" is hardly equal to the author's last book, "The New Democracy." It does not bring the same sense of conviction nor carry the same weight of authority. But it is nevertheless a real contribution to the literature of "economic internationalism." The reader will not want for satisfaction for his attention. He will be repaid in profit and in pleasure.

The Greene (La.) Press has been sold at auction to Mr. Aborn of Sheffield.

The Temple (Tex.) Telegram announces itself as: "The Greatest Bush-League News-paper."

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NEW ENTERPRISES.

VICKERY, TEX.—The first copy of the Weekly Review has just been issued. Jack R. Berry is editor and publisher.

ROLLA, KAN.—Albert B. Edson will start a new paper here next week. The paper will be known as the Rolla News and will be a 5-column sheet.

WICHITA, KAN.—The Petroleum Journal, a new local oil weekly, has made its appearance. It is a 32-page magazine and is edited and managed by Harry Van Ness.

TRURO, IA.—The Times has made its first appearance with E. T. Talbott as editor.

ROCK RAPIDS, IA.—A company has been organized to start a third newspaper here. It has purchased a site for a new building in which new machinery will be installed. F. R.

Creglow will have charge of the publication, the name of which has not yet been announced.

SANTA FE, N. M.—The first issue of the Forward, a 4-page monthly published by the prisoners of New Mexico penitentiary under Superintendent Tom Hughes, has appeared.

TEXARKANA, TEX.—The Labor Leader and Farmer is the name of a new weekly journal here. It is published by the Rev. Jesse Mitchell.

BOWMAN, N. D.—The Farmers' Publishing Company has been incorporated with \$12,000 capital, and is composed of farmers of this section, who intend to launch a new paper here within the next two months.

ARKADELPHIA, ARK.—Vol. 1, No. 1, of the Henderson-Brown Alumnus has appeared here. It is edited by Rev. Moffett Rhodes of Crossett,

secretary of the Henderson-Brown Alumni Association.

PRAIRIE VIEW, KAN.—H. G. Vines, late of the Cedar Enterprise, plans to start a new paper here.

MANHATTAN, KAN.—The Shamrock Leaf is the first fraternity paper to be issued here. It is issued by the Shamrock Club, a college organization with headquarters at 411 Houston street. The editor of the paper is A. C. Hancock, assisted by Robert Burns and Loyal Saum.

SANTA FE, N. M.—The council of state defense will issue a weekly paper, to be known as the New Mexico War News. Guthrie Smith, well known newspaper man, will be editor.

LAMONT, OKLA.—Dan E. Smith has established a local church paper called the Reminder.

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NEWS NOTES OF CIRCULATORS.

Through what is considered a remarkable newspaper feat, the Brooklyn Eagle was able to notify the Brooklyn and Long Island public of the result of the army draft by printing the actual names and addresses of the young men who are called.

As soon as the numbers were drawn at Washington, the Eagle was able to identify the Brooklyn and Long Island men to whom they applied, and by a remarkable system of tabulation involving the employment of a big extra force of tabulators and typewriters, the names of those drawn were printed in the Eagle's columns in addition to the call number and their red ink numbers.

On Saturday morning in an eight page extra, the Eagle published all the names drawn that will be called within ten days for examination.

Long before the extra was off the press the publication office of the Eagle was crowded to the doors by young men and fathers wanting to buy copies of it.

In the regular edition of Saturday afternoon the Eagle published the names of those drawn later in the draft. Before the draft, the Eagle published in its columns, and also in booklet form the boundaries of all exemption board districts, their location etc., giving complete instructions on just what to do and how to do it.

J. H. Scales has become circulation manager of the Reading (Pa.) Telegram & News-Times. He is late of the Louisville (Ky.) Herald and Charleston (S. C.) American.

The Frankfort (Ky.) Farmers' Home Journal is conducting a voting contest, offering \$7,027.50 worth of prizes. At the head of the list of awards are five automobiles.

The Syracuse (N. Y.) Post-Standard gave its 250 carrier boys a 20-mile trolley outing to Lakeside Park, on Owasco Lake, at Auburn, one day last week where they had a royal good time. They started at 9.30 in

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the morning and were all back safe and sound in the city at 6.30 p. m. The outing was held under the personal supervision of Circulation Manager W. C. Huson.

The start was an auspicious one. engaged and they played nearly all The Fourth and Fifteenth Artillery bands from the military camp were the way over and gave a concert every ten minutes while the boys were enjoying the delights of Lakeside Park. A parade was formed in front of the Post-Standard building in Warren street and the line of march led through Onondaga, Salina, around the monument and then en-trained for Auburn.

Lewis A. Grass has succeeded John M. Laing as circulation manager of the Lawrence (Mass.) Telegram. He has been with the Telegram for many years and was at one time connected with the circulation department, so the duties will not be altogether new to him. Mr. Laing has been obliged to relinquish his post on being called into service with Battery C, Massachusetts Field Artillery.

Viereck's Weekly, of New York, is conducting a grand prize distribution campaign under the direction of Otto B. De Haas. Among the prizes are nine automobiles.

The subscription price of the Plumbers Trade Journal, of New York, will be advanced to \$2 a year on January 1, 1918.

Victor Ryberg, circulation manager of the New York Morning Telegraph, is on a business trip to Sacramento, Cal.

Chicago dailies all had booths at the Movie Exposition at the Coliseum, last week where they entertained their friends and showed them some of the film celebrities.

Clifford Norene, a carrier for the Omaha Bee, is said to have established a Western record for attendance and promptness at school. During the nine years he has attended public schools he has never been absent or tardy. As a carrier for the Bee, he has never been late for his papers and no complaint has ever been made against him by his customers.

Otto W. Muenster, circulation manager of the La Crosse (Wis.) Tribune, has resigned to become district manager for an insurance company with headquarters in La Crosse.

Miss Rose Edington has resigned as circulation manager of the Wellington (Kan.) Journal-Press to do special work on the Emporia (Kan.) Gazette. She is at present in Manhattan, Kan. No successor has been appointed in Wellington.

The Houston (Tex.) Post in a recent Sunday issue contained a page feature called "The Men Who Work While You Sleep—The Post's Route Carriers." The story was illustrated

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with pictures of the leading carriers and told how they work.

J. J. Staley, state circulator of the Detroit Free Press for the past two years, has been granted leave of absence, and circulation manager, E. R. Hutton has promoted C. C. Nancy to fill the position. Mr. Nancy has been with the Detroit Free Press for three years as traveling representative and had newspaper experience in Illinois before going to Detroit.

HELD AS A FRAUD.

C. E. Lamberston, who says he is general manager of the Chase Advertising Agency, Chicago, and "business agent" for various and sundry philanthropic movements, is in the toils in Chicago. Police are holding him there on charge of fraud in connection with a solicitation "for the blind" and are seeking a young woman solicitor.

A MANLESS PICNIC.

The young women employed in various departments of the Kansas City Journal held a "manless" picnic recently. Afterwards they were guests of special honor at a summer garden performance, where the chief comedian sang the following in their honor:

"Those who do not read the Journal
May expect a life infernal."

MISSISSIPPIANS PLAN.

Plans for the year were mapped out by the board of governors of the Mississippi Press Association at a meeting held in Jackson.

The board of governors includes Walker Wood, Winona, chairman; V. B. Jmes, Columbus, secretary; Guy P. Clarke, Clarksdale; C. N. Harris, Canton; W. A. Bean, Amory; J. L. Gillespie, Greenwood.

A PRIZE WINNER.

William B. McCormick, the Chicago American's city hall man, won the prize bonus for the year for his good work in finding a method by which the Chicago city council could revoke its vote affirming Mayor Thompson's school board appointees. McCormick was given a \$50 prize and a boost in salary for showing how the trick could be turned.

"FUZZY" BACK IN CHICAGO.

L. F. ("Fuzzy") Woodruff, newspaper man-at-large, is back on the telegraph desk of the Chicago Examiner after a considerable absence, during which he served on the Georgian and other Atlanta newspapers. "Fuzzy" has about as wide a newspaper acquaintance as any man in Chicago.

SERVICE CORNER

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LOUISVILLE CHANGES.

Louis McNeely is covering the "Main Street" financial and commercial, assignment for the Louisville Courier-Journal and the Times, succeeding Ulric J. Bell.

Dan Walsh, Jr., is covering general assignments for the Times in the place of McNeely. J. H. Jenkins goes on the Courier-Journal copy desk in the place of N. W. Baxter, who is to handle the sporting desk and the News Bureau of the Courier-Journal during the absence at the war of Capt. John T. Sallee, and Samuel H. McMeekin.

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The current bulletin of the A. N. P. A. paper committee says:

"The recent tendencies of the print paper and pulp market have been decidedly interesting and satisfactory."

Pulp is very soft and very little moving.

"Prices on print continue to show a marked drop, very much more than can be accounted for by the usual summer slump. Curtailment of consumption has been of great additional benefit, which apparently to date has more than offset the tendency of some of the smaller mills to shut down for summer repairs.

"The present market is in such shape that it would apparently take a very elaborate shut-down to bring about again a starved condition. If consumption can be maintained at its present point until about November, we may hope for substantially no higher prices than exists today.

"Mills throughout the country are reported to be urging publishers to take in more stock.

"Practically all mills appear to have stock to offer, though it is usually done in as diplomatic a way as possible to avoid the impression that a surplus exists.

"Large spot orders are reported to have been placed during the week at 3 1/10 and a number of contract renewals at 3 cents f. o. b. mill. On the other hand, contract renewals are reported, particularly for smaller consumers, at 3 1/4, and spot quantities at 3.75, which has been the highest price reported asked during the last two weeks. This is an enormous cut over old prices under similar conditions. While nothing yet is reported over 3 cents, publishers should feel greatly relieved that the present very acute conditions make prices no worse than they were at the end of 1916.

"The paper committee particularly urges all publishers to avoid stocking up and buy only for immediate requirements, in order to hold the price at its present point or better. There is no very large danger immediately of sufficient mills shutting down to meet such a contingency, although without doubt a number of them would shut down.

"The possibility of a general strike is reported in some quarters to be serious, and in others as pure fancy. It is always, however, a possibility, in spite of the fact that paper makers have a year's agreement with the unions.

"We now know for a certainty that about 80,000 tons of new paper will be brought into this market under the auspices of the A. N. P. A. and carefully distributed.

"The prime necessity at the present time is careful buying and continued insistence on economies in our own consumption, as well as urging similar economies on the users of wrapping paper, book and other grades.

SHEET STOCK AVAILABLE.

"The paper committee will have available within three or four weeks a very large tonnage of sheet news in any size desired. It may be bought in either ton or carload lots f. o. b. New York at a price substantially under the market. Terms are cash with order.

Applications for this may be addressed to the Paper Committee of the A. N. P. A., World Building, New York, immediately.

WATER POWERS AND MILLS.

"The paper committee would again urge all members to use all efforts to aid in securing the immediate passage

of the water power legislation at this session of Congress.

"The passage of this legislation will have a most important effect upon the future source of newspaper supply and is of definite and specific interest to every publisher. Aside from this, the development of the water powers in the country, is imperatively needed for the general welfare of the entire nation."

"Unless this legislation is passed it will be impossible to finance paper mill undertakings that have their power sources in the public domain. We consider this one of the most important factors affecting future prices of paper.

"The committee now has before it propositions which are being held in abeyance awaiting the result of this legislation and which promise to further add to the news paper tonnage, but which cannot be financed under the existing laws.

"The time is short; therefore we would urge that you give this matter your immediate attention both in your editorial columns and directly with your representatives in Congress."

SYRACUSE HOUSEWARMING.

Happy speeches by men of the newspaper profession, good songs and music, many good things to eat and a spirit of good fellowship that kept all in a happy frame of mind marked the "housewarming" at the new home of the Syracuse (N. Y.) Journal on the night of July 17.

The management of the Journal had as guests at a sumptuous banquet laid in the composing room, the employees and their wives and invited friends to the number of 230, and from 6.30 o'clock until nearly midnight all strove to outdo the other in having a good time. Following a reception and inspection of the building in which each of the employees located his her future space in the new home, all gathered at the banquet tables.

There was not a dull moment during the entire evening from the time H. D. Burrill, publisher of the Journal, seated the assemblage until the strains of the last dance died away and the tired but happy crowd departed for home.

High tribute to the management of the newspaper was paid by Roy Howard, president of the United Press; John Budd, national advertising representative, and other speakers. Mr. Burrill praised the men and women of his "family" who strive each day to make of the Journal a newspaper that is even more interesting.

FLORIDA PUBLISHERS WILL PAY \$4.50 FOR PAPER.

The Florida Press Association, working through a special paper committee, has made an arrangement for a paper supply through the Virginia Paper Company by which the publishers of the state will save from \$100,000 to \$150,000 annually, according to an announcement just made.

The rate made by the paper company on news print is \$4.50 per hundred, against \$6.25, the price some of the publishers are now paying. The Florida Press Association includes 204 newspaper publishers and 385 job printers.

A FINANCIAL AD GUIDE.

The Investment Bankers' Association's board of governors, at a meeting in Chicago on July 20, planned to get out a guide on fraudulent financial advertising to send to newspapers, magazines and brokers.

FORD CHANGES ACTION.

Henry Ford has dismissed his million-dollar libel suit in the Federal Court, Chicago, against the Chicago Tribune and has begun a new suit in a Detroit court in its place.

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS.

The AUXILIARY MAGAZINE

"We carry 18 and 24 point figures in the auxiliary magazine with 8, 10 and 14 point in standard magazines. We set 95% of all our ads on the Model 14."

—Battle Creek Enquirer-News.



These newspapers likewise find the Auxiliary Magazine of the Model 14 Linotype one of its leading features:

Memphis Commercial (2)	Bronx Home News (3)
Lynn Item (4)	Sunbury (Pa.) Daily (2)
Philadelphia Bulletin (2)	Erie (Pa.) Dispatch (2)
San Diego Sun (2)	Asbury Park Press (3)
Amsterdam Sentinel (2)	Lynn Telegram (2)
Los Angeles Express-Tribune (3)	Olean (N. Y.) Herald (2)
	Savannah News

"The Linotype Line" illustrates and describes all Linotype Models. Write for your copy.

Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO: Canadian Linotype, Ltd.

ANOTHER SMASHING BEAT FOR

*Beats
Nearly
Every
Day*

From Lima (O.) Times-Democrat,

It is pleasing to report we were not only getting our numbers out on the bulletin board FIRST, but in twenty minutes after we hung out "258" the opposition (served by United Press) had a reporter copying our numbers and a girl carrying them to their own board two blocks away.

HOWARD BURBA,
Editor.

From Harrisburg (Pa.) Evening News.

On behalf of my associates I want to send to you this note, simply as evidence of our admiration for the speed with which the I.N.S. delivered to us the draft numbers. The service was so rapid that the only way we could measure it was by checking up the gaps between it and its rivals.

DEAN HOFFMAN,
Managing Editor.

From Evanston (Ill.) Index.

Through your service we were able to print more names and numbers of Evanston men drawn, giving the order in which they will be examined, in our edition of Friday night than did the Chicago Tribune Saturday morning. If all newspaper editors liked the International as well as we do, there would be no other news services.

JAMES L. LEE,
City Editor.

THANKED BY THE UNITED

MANAGER INTERNATIONAL NEWS SERVICE

Washington, D. C.

Dear Sir:

I feel it my duty, and it certainly is my pleasure, to thank your service for the problem of the transmission and publication.

This task was performed with remarkable expedition. The home in the land was affected by the draft, I consider not that you have performed a patriotic duty of no small moment.

On Friday, July 20, the drawing in Washington of the numbers in the papers had printed since the Civil War. These numbers interested a great many people.

The three big news services of America, International News Service, United Press, and Associated Press, were the BEST test of their comparative merits that could be devised. All three did this story to the best of their ability. IT WAS THE SUPREME TEST!

IN NEW YORK

The Evening Journal—(I.N.S. only)—was on the street at 6.00 p. m.

The Evening Globe—(A.P. only)—was on the street at 6.15 p. m.

The Evening Mail—(U.P. and A.P.)—was on the street at 6.30 p. m.

IN BOSTON

The American—(I.N.S. only)—was on the street at 2.30 p. m.

The Evening Traveler—(U.P. and A.P.)—was on the street at 3.00 p. m., later than the American, with 500 fewer numbers.

The American—(I.N.S. only)—followed this edition of the Traveler at 3.30, with 2800 numbers.

The Globe—(A.P. only)—was on the street at 3.20 p. m. with 1000 numbers.

(The Globe eliminated all numbers above 3400, but with only the A.P. numbers.)

IN CHICAGO

The American—(I.N.S. only)—was on the street at 5.55 p. m.

The News—(A.P. only)—was on the street at 5.57 p. m. with 1000 numbers.

The Post—(U.P. and A.P.)—was on the street at 5.56 p. m. with 1000 numbers.

Consider the above figures, and then give one guess as to which service was the best. The answer is obvious. It was the International News Service, gazing for its poor service on the ground that it had to move slowly to avoid the draft.

HOW WAS IT DONE?

It was done because the I.N.S. has mastered the science of gathering news.

It was done because the I.N.S. gets and keeps the best men available.

It was done because the I.N.S. telegraph operators, the highest paid in the world, work these numbers and worked so fast, and yet without errors, that competing services were out of the game.

It was done because the word SERVICE in the title International News Service is not a mere boast.

THE TRUE NEWS FIRST

INTERNATIONAL NEWS SERVICE

THE FOURTH ESTATE

No. 1222

New York, Saturday, July 28, 1917

Second Section.

*Leading Representatives in Class and Total Circulation of
Papers Represented, Volume of Advertising
Secured, Offices Maintained and
Active Solicitors Employed.*

Cone, Lorenzen & Woodman

NEW YORK

225 Fifth Avenue—Phone Madison Square 4713

KANSAS CITY, Gimbel Building

ATLANTA, Candler Building

CHICAGO

Advertising Building—Phone Randolph 258

American Building, DETROIT

Representing:

ST. LOUIS REPUBLIC
DENVER POST
SALT LAKE HERALD-
REPUBLICAN
KANSAS CITY POST
SOUTH BEND NEWSTIMES
RACINE TIMESCALL

BUFFALO COURIER
BUFFALO ENQUIRER
PITTSBURG POST
PITTSBURG SUN
NEW ORLEANS TIMES-
PICAYUNE
FORT WORTH RECORD

PENSACOLA JOURNAL
NEW YORK HERALD
NEW YORK EVE. TELEGRAM
ATLANTA CONSTITUTION
(Western Offices)
HAVANA (CUBA) MARISA
(Morning, Eve. and Sunday)

LEE NEWSPAPER SYNDICATE
DAVENPORT TIMES
OTTUMWA COURIER
MUSCATINE JOURNAL
LA CROSSE TRIBUNE
LA CROSSE LEADER-PRESS
HANNIBAL COURIER POST

Every member of our organization and every one of our solicitors has had general advertising agency experience. With our five offices we completely cover the country and have seventeen active solicitors continually securing business for our papers.

We do not bill or collect. We spend all our time in *getting business* for the papers we represent.

The class of papers we represent and the volume of business they carry prove conclusively we lead as representatives of newspapers in the national advertising field.

THE WHY AND WHEREFORE OF THE "SPECIAL."

HOW THE BUSINESS STARTED—WHAT IT HAS DONE AND IS DOING FOR NEWSPAPER ADVERTISING.

In gathering its Directory information THE FOURTH ESTATE found that there are many publishers of newspapers, advertising agents and national advertisers who have anything but a clear conception of what a "special representative" of a newspaper is and the service he renders.

Many publishers in smaller cities, when asked if they had a representative, replied: "Certainly, Advertising Agency in New York or Chicago is our representative. We pay it commission for getting business for us."

Many others had only a vague idea.

So THE FOURTH ESTATE coupled with its directory compilation the gathering together, from all possible angles, information on the "special representative," his origin and development; the service he renders the publisher, the national

advertiser, and the advertising agent.

This information, like the Directory it accompanies, has never appeared in any publication before. THE FOURTH ESTATE takes pleasure in dedicating it to the cause of more and better newspaper advertising through bringing about a complete understanding of the "special representative" from all sides.

A short historical sketch of the "special representative" business seems appropriate to lead into the broader details of the subject.

In a way, the uncertain knowledge of the "special" is explained by the comparatively short time that "specials" have been a recognized part of the newspaper business and by the fact that their offices are located only in the larger cities, where the national advertising accounts "grow."

L. H. Crall is generally believed to have been the first "real" special representative, locating in New York in 1875 and laying down many principles which have guided the business during the forty-two years that have intervened.

Crall was originally an advertising solicitor in Cincinnati and was accustomed to make periodical trips to New York to develop new accounts and to handle the renewal of old contracts. In the course of his travels he came into contact with E. B. Mack and F. T. McFadden, who were also advertising men from the banks of the Ohio River.

As time passed, their business increased and more and more of their days were passed in New York.

Then the "big idea" occurred to Mr. Crall—why not have a man in New York all the time looking after the advertising interests of one or more newspapers on a commission basis?

With the outline of his idea firmly fixed in his mind, he called upon several publishers of important newspapers and as he was to pay all expenses out of a 15 per cent. commission on whatever "foreign" business he secured, the plan was accepted by enough prospects to make Mr. Crall's proposition worth while.

Then he moved permanently to New York, taking offices in the Bennett Building, at the corner of Nassau and Fulton streets, as representative of the Cincinnati Times, Chicago Inter Ocean, Milwaukee Sentinel and Cincinnati Enquirer.

He was not long alone in the field, for his old friend, Mr. Mack, jumped in a month later, as did Mr. McFadden, who came a few weeks later.

TIMES HAVE CHANGED.

The pioneer trio found conditions prevailing that have since passed into history. The general agent had a grip of steel both on the newspaper publisher and the national advertiser, who was but a distant cousin of the present members of his class.

Because of their strength, the general agencies of the seventies cut the newspapers' rates as deeply as they

could and took as large commissions as the publisher could be bulldozed into paying.

"Checking copies," with their attendant blessings and evils, were unknown to that day, the advertiser taking the agent's word that the copy was run according to specifications.

Weekly editions of several large dailies dominated the field, by cutting their rates far more than their daily contemporaries.

What national advertising there was—and financially it was large—was limited to comparatively few fields, with lottery and medicine accounts far in the lead. Neither class was guided by "truth-in-advertising" standards, either.

Newspaper circulation statements were rather vague and subject to liberal discounts at the hands of the space-buyer—if he regarded them at all.

That was the state of affairs which confronted the early "specials" and they realized that some reforms had to be effected if they were to start a permanent institution.

They began by introducing bona-fide circulation statements and showed the advertiser that he could not afford to "pass up" a medium of boundless possibilities, simply because the weeklies suffered their rates to be cut.

That attended to, they turned their attention to collections. Settlement previously had been on a semi-annual basis and certain advertisers took advantage of that fact to run up large bills with newspapers, developing nomadic habits when the collector visited the address which was given on their letter-heads.

Mesars Crall, Mack and McFadden put collections on a monthly basis and when one gentleman who had used large space decided to go out of business without paying his debts, they formed a cordon around his office from dawn to dark and caught him, collecting every cent that was due their newspapers.

The trio developed proprietary medicine advertising to the limit, then went after other business, little by

little forcing the medicine man from the top rung of the advertising ladder.

With the introduction of so many unaccustomed lines of national business, publishers woke up to the fact that, while they were making more money than before, they were not making as much as the new fields permitted.

Rate-cards, whose primary function seemed to be to conceal rates, were issued. But despite their nebulous information, rates were doubled. The advertising agent applied his usual process of downward revision but met more determined opposition, with the result that the publisher received far better rates than before.

BRAIN WORK.

In getting new business, Mr. Crall made excellent use of a fertile imagination, which was well displayed at the time of the Centennial Exposition at Philadelphia in 1876. On that occasion he carried the battle into the bailiwick of the general agencies and came away victorious by capitalizing the rivalry of several piano manufacturers for exposition awards.

With no agency intervening to cut rates and exact practical commissions, he induced one of the piano firms to advertise its claims in his list of papers. Naturally its competitors saw the point and followed suit.

Then Mr. Crall played his "ace." He telegraphed the copy of his client to the dailies he represented, beating all competitive houses by one day to a week, and it wasn't very long before the other rivals fell into line, giving him complete control of their advertising and allowing him to telegraph their copy every night.

He followed up this triumph over the general agent by securing the account of the B. T. Babbitt Company, the soap manufacturer, and placing it to the general satisfaction of all concerned.

Another achievement of the first "special" was the settling of the Eastern territory, which he insisted covered the Atlantic seaboard from Maine to Key West and extended west to Buffalo and Pittsburg. That settlement is still in force.

THE FIELD WIDENS.

The next "special" to join their ranks of the pioneer trio was S. C. Beckwith, who brought the interests of the Omaha Bee and the Leadville (Colo.) Chronicle to New York shortly after 1880. Others soon followed and the special agency business took on the form that it holds to the present time.

The dual interests of the first "specials" were separated and the representation of the advertiser was returned to the general agent, leaving the "specials" free to fight for more business at higher and firmer rates for the newspapers.

SOME PRESENT-DAY FIGURES.

There are now about 175 general agencies in New York and more than 1,000 national advertisers. Approximately 1,600 American and Canadian dailies are represented in New York by about 75 special agents, with about the same number in Chicago, Boston, Philadelphia, St. Louis, Detroit, Kansas City, St. Paul, Cleveland, San Francisco and Atlanta have either main or branch offices of the successors to the pioneers of 1875.

NO COMPARISON.

Jefferson Thomas, the Jacksonville advertising agent, says:

"THE FOURTH ESTATE report of the Southern Newspaper Publishers Association meeting was excellent—those of other trade papers did not compare with it."

MORE AND BETTER ADVERTISING.

SECURED FOR NEWSPAPERS BY COOPERATION OF "SPECIAL" AND AGENTS.

By E. S. Cox,
of Cone, Lorenzen & Woodman.

Twenty-three years in the special agency business have proved to me three things are necessary to make a success of the special agency business.

One is, always tell the truth about circulation and conditions.

Second, to have the same rate on a paper for everybody, and

Third, to represent your own papers intelligently and to know all about those papers and have the data and details and conditions of each paper ready for immediate presentation to every advertiser and agent when he wants it.

Thirty-six years ago, that is in October, 1881, I started in the advertising business with my father. I have been in the business continually ever since. I can remember as a boy when we would get business with the agent's commission 25 per cent., the bills payable quarterly, and most of the business we got was patent medicine advertising.

The advertising agent had a very hard time to make any money and a great deal of business was placed direct because the papers did not protect the agent and did not have uniform rates.

In those days there were only two or three special agents. The whole business was run on the system of getting business, without regard to rate cards or any fixed business methods.

During the past thirty-six years I have seen the business change, until today it is absolutely run on a clean, straight, legitimate basis, where the rates are uniform, the circulation is known and proved, whereas in the old days it was simply a matter of guess work—and every man had his own guess.

The advertising agents today create new business. With the help of and through the work done by the special representative, they buy advertising space in the different papers at the best price. Work done by the wise special agent with his paper and by the paper itself makes advertising pay the advertiser. Consequently through the combined forces of the advertising agent and the advertiser and the intelligent publisher the business is constantly increasing and will continue to do so.

I believe the special agents have had more to do with legitimizing and putting on a sound business basis the newspaper advertising business than any other one department of the business. Without their work the general agents could not do as they are doing, and the newspapers could not be in touch with the situation and know how to handle the advertising which they receive.

I believe that the present splendid condition of the advertising business is solely the result of the work done by the special representative, as the representative of the newspaper, working for the interests of the newspaper, and by the advertising agencies.

Through the working together of these forces, rates have been made fair and uniform and are today absolutely maintained. No one who knows anything about the business ever thinks of cutting a rate any more.

The advertising agent has recognized this fact and because of the protection given him by the repre-

representatives in refusing to allow agent's commission direct to advertisers, the advertising agent has been enabled to spend more money and to create millions of dollars' worth of new business of all kinds.

I helped to form in Chicago years ago the first special representatives' association, and was president of that body for several years. I helped to form the first association here in New York.

The sole object of both associations, after all, was to get business for the newspapers, but it was the consensus of opinion then as it is now that the newspaper, to succeed, to carry a profitable amount of national advertising, to get paid for it promptly and, beyond all else, to have it pay the advertiser, must protect the general advertising agent by giving him absolutely uniform rates, by refusing to allow the agent's commission direct and by co-operating with him through the special representatives, the promotion department and all the other lines that a newspaper can use to make advertising pay.

I have known the publisher of THE FOURTH ESTATE, Ernest Birmingham, for a great many years. I believe that the work done by THE FOURTH ESTATE has been a great help in making the newspaper business and the advertising business the success it is today, and I want to congratulate you on the splendid paper you are publishing and to wish you every success and happiness in the future.

ADVERTISING IN THE SEVENTIES.

"MAY THE BEST MAN WIN"
WAS THE CRY IN EARLY
SPACE-BUYING BATTLES.

By F. St. JOHN RICHARDS,
Of the St. Louis Globe-Democrat.

A generation or so ago newspaper space was bought by, rather than sold to, the "foreign" advertiser. Advertising managers devoted their energies to increasing their local advertising, but gave very little consideration to the out-of-town purchaser of space. They sat in their offices and waited for the buyer to come to them.

The larger part of the "foreign" advertising was made up of proprietary medicine copy and traveling salesmen often combined the making of newspaper contracts with selling their wares to the trade, in the cities and towns they visited.

Rates were flexible, circulation stated in very general terms, and making a contract usually meant a dicker, and may the best man win.

One buyer had a reputation for always offering half the asking price of the publication. Sellers soon learned to double their usual rates in dealing with him.

It was the occasional custom for a general advertising agent to be commissioned by several advertisers whose aggregate copy would make large bulk. This gentleman would travel all over the country and make contracts with newspapers for all of his clients, demanding such concession in price and location as the large copy displayed before the eyes of the newspaper publisher would seem to justify him in expecting.

There has always been some difference of opinion as to which of the three was the original "special agent" in New York, but it seems to be a fact that F. T. McFadden, L. H. Crall and E. B. Mack were the pioneers in a business that has grown to be one of the most important newspapers are without space selling representatives in New York, Chicago and other cities and a large number of smaller papers enjoy co-operatively similar advantages.

The three pioneer special agents soon had a number of companions who realized the sound business principle involved and a few years found such men as N. M. Sheffield, A. Frank Richardson, H. D. Hanover, C. J. Bills, J. D. Lorentz, S. C. Beckwith, Henry Bright, Wallace G. Brooke, C. H. Eddy, T. B. Eiker, and others making contracts in New York for newspapers all over the country and not only giving satisfaction to the publishers and making money for themselves, but obtaining for the advertisers better service than they had ever been able to secure under the old arrangements.

Of the men who were in the business in New York during the life of the three pioneers, there remain at the present time actively engaged: Wallace G. Brooke, Charles H. Eddy, R. J. Kenworthy, H. E. Crall, H. D. La Coste, J. T. Beckwith, J. D. Lorentz and the writer.

ONE OF THE FIRST "SPECIALS."

SIEGFRIED STOOD SQUARELY
FOR TRUTH AND HIGH
STANDARDS.

By FREDERICK H. SIEGFRIED.

When THE FOURTH ESTATE asked the writer for a brief sketch for its "Special Representative Number," I replied that I was afraid that this time the editor was "in the right church but the wrong pew," as such experience as I have had in the agency field—following some years of hard work hugely enjoyed—has been as a general agent, not as a "special." Then the editor, possibly under the impression that I had previously been associated in business with my revered father, the late A. H. Siegfried, flatteringly repeated the request which I am happy to honor by a reminiscence, as I can recall nothing with greater pride than my father's business career, so much of which was spent in this vital department of our now gigantic publishing industry.

A. H. Siegfried, at the time of his passing, in 1895, was general manager of the Curtis Publishing Company, the closing years of his life having been devoted to the business re-organization and broad constructive planning for that paragon of magazine-makers.

But he was probably best known among those who have made printers' ink the prime factor in American development as a special representative.

Following distinguished advertising service under Colonel Henry Watterson and Mr. Haldeman, on the Louisville Courier-Journal and the old Commercial of the same city, then as an executive of the St. Paul Pioneer Press, in the halcyon Driscoll days, he came to New York in 1882 as eastern manager of the Chicago Daily News and Record. Soon afterward he made Montclair, N. J., the home town for his family, which it has been ever since.

An important local historical work said regarding him, about the time of his removal to Philadelphia:

"The sound integrity and high principle of the ideas and methods of the Chicago Record and Daily News and the Ladies' Home Journal are well adapted to him and he to them."

Mr. Siegfried has always been known as a one-rate, definite and open-minded newspaper man—positive, decisive,

square-cut, and with a high sense of business honor. He believes that newspaper circulation should be measured as accurately as dry goods or land, and that advertising has, and always should have, a definite and relatively inflexible basis of value and sale.

"As an evidence that this is not mere theory with him, it is a fact that he once squarely declined an order which ran up into five figures, because the advertiser wished to 'cut' it by twenty cents, simply that he might be able to say that he had 'cut' the published rates of the Chicago Daily News. Afterward, Mr. Siegfried secured the order at his own price, the 20 cents included.

"Nothing more quickly irritates him than assault upon right newspaper methods. But while unconquerably resolute where a sense of duty is concerned, those who come oftenest in contact with him know best the warm gentility of his nature and disposition, and his frank readiness to aid those who ask the benefit of his influence or advice. His sound judgment and good common sense, taken in connection with his wide knowledge of men and affairs, have brought him much into demand for counsel and information by young men generally.

"It not infrequently happens that he is consulted by representatives of newspapers as to facts which concern their own publications. The confidence he thus unconsciously invites from his contemporaries and competitors indicates not only the extensiveness of his information and soundness of advice given, but reveals the broad sympathies of his nature, as well as its entire freedom from petty and narrow prejudices."

From earliest youth, A. H. Siegfried had vision almost prophetic in its accuracy as to the vast development of publishing—the business and the profession—which has been so abundantly vindicated since his untimely death 22 years ago. Representing the third generation of an unbroken family line of devotion to publishing as a vocation, maintained today in its fourth cycle by his younger son, Laurence B. Siegfried, of Boston, and now in Naval Reserve, and by the writer, which has continued since almost the beginning of the last century, he exemplified by his own career his own cardinal principles by starting all things at their true beginnings and then working systematically upward—basing each step upon actual experience; by unswerving fidelity to an ever lofty but always sane ideal, by unalterable adherence to truth and by doing anything which he felt worthy of doing at all with all of his might.

It was not my intention to make use of the opportunity courteously afforded by THE FOURTH ESTATE, of which my father was a charter subscriber, as a means of recording a panegyric; but publishing men of the latter's generation, who may chance to see this statement, will ungrudgingly admit its justification.

WORTH FEW HUNDRED TIMES THE COST.

Charles S. Patterson, efficiency specialist, writes:

"In my traveling constantly, coming in contact with the heads of business departments of daily newspapers everywhere, it is quite the rule to find that the business manager or manager of advertising or circulation who is wanting in efficiency is also not a subscriber to THE FOURTH ESTATE or any other craft paper.

"These men could make themselves worth to their employers a few hundred times as much each year as a subscription to THE FOURTH ESTATE would cost."

SPECIAL'S SERVICE TO PUBLISHERS.

AN INTERMEDIARY BETWEEN
AGENT, ADVERTISER AND
NEWSPAPER.

By DAN A. CARROLL.

The function of the special representative in the national advertising field has broadened and become definitely fixed. He renders the newspaper publisher a definite and economic service as important in its way as is the service which the general advertising agency delivers the national advertiser.

The well-equipped special representative maintains an organization in close touch at all times with the development of national advertising, and it is this type of service that is generally recognized by astute publishers to be indispensable.

The rapid development in national advertising in recent years, both in the class of business and number of accounts, has wrought a considerable change in the work of the aggressive special representative.

Time is not far distant when certain publishers had an idea that national advertising in itself was not of sufficient importance to warrant a well-worked-out organization in the field, developing new business and working with advertisers and general advertising agents, as a part of the service between the newspaper and the advertiser.

Today, however, it is pretty generally recognized that the special representative lends a certain speeding up process in the transaction of business between the publisher, advertiser and general advertising agent. His suggestions relative to the important part which the newspaper plays in a campaign are welcome, and generally received with courtesy because the average special representative who knows his field intimately can often render worth-while service in a way that makes his work in the field invaluable.

Every national campaign in the newspapers is merely the sum and total of many local campaigns, and the possibilities of the success of each local campaign is more manifest when the newspaper through its special representative is working in close cooperation with the advertiser or his agents in the carrying out of all the details pertaining to the matter of service.

The personnel of the special newspaper representative's office is made up to a greater degree of men who are first of all good business men and solicitors afterwards, therefore, their advice and suggestions in the development of newspaper accounts is often helpful.

HOW THE PLAN WORKS

It is estimated that some 90 per cent. of the national advertising accounts are placed through general advertising agencies. This emphasizes particularly the necessity of close contact between the representatives of the newspapers operating in the national field and the general advertising agencies for the very best results.

The special representative in the national field occupies somewhat the same position as the advertising manager of the newspaper in the local field. He must be alert, in close touch with all prominent accounts as well as the personnel of the leading advertising agencies who handle the principal accounts.

He must have at his finger ends at all times correct and impartial information regarding the fields which his

newspaper covers and be prepared to consult with the advertiser and his agent relative to local marketing conditions.

In total, the special representative renders to the publisher by accelerating the work in the development of the business in the national advertising a definite and important service.

He acts as an intermediary between the publisher, the seller, and the advertising agent or his client, the buyer of white space. He eliminates lost motion and reduces the possibility of friction between publishers and agent by means of personal contact. In no other way could the newspaper publisher get service of this character.

PUBLISHER'S VIEW OF "SPECIALS."

CREDITED WITH THE GROWTH OF NATIONAL BUSINESS IN THE NEWSPAPERS.

By JEROME D. BARNUM,
Publisher Syracuse Post-Standard.

The rapid growth of national advertising in newspapers during the past five years has certainly been due, mainly, to the creative influence of special newspaper representatives.

Newspaper publishers, enjoying prosperity today, upon observation of their books, will generally find that this prosperity is measured by the receipts from their national advertising.

It was the special newspaper representative, who had everything to gain by his persistent salesmanship that turned the tide from the magazines to the newspapers.

Continuous solicitation on his part, in all parts of the country, awakened a realization on the part of manufacturers, even when advertising agencies themselves would not admit that the newspaper was the proper medium for their accounts.

Without such intensified preliminary work the newspaper publishers, spread far apart—operating with limited advertising knowledge—with few men at their home office capable of meeting representatives of advertising agencies and manufacturers, or capable of spreading correct knowledge, would never have brought about the confidence in the newspapers that is manifest today by national manufacturers.

Since the organization headed by Paul Block became affiliated with the Post-Standard, its suggestions have influenced and standardized business methods in our office, circulation, and advertising, and even in many cases brought about expansion in news policies. The influence of that organization has also helped materially in guiding the solicitation efforts of our local advertising staff.

Now, through an organization such as Paul Block, Inc., with offices in four different cities, a newspaper can, at much less expense, and at a great saving of time and without inconvenience, present data in its own behalf (as shown by the Post-Standard's influence) to manufacturers East, West, North and South.

Cooperating, as we are, with other newspapers in this strong special representative's hands, we have many more high-salaried men out working for us than we could afford individually.

It remains only for special representatives to add to their organizations a creative demand for new advertising for all newspapers.

I believe the special representative in the next five years will be one of the biggest factors in the development of high-class advertising, and large quantities of it, for all newspapers.

UNIQUE SERVICE TO AD AGENTS.

INFORMATION OF ALL KINDS FURNISHED—HOW RUSH ORDERS ARE EXECUTED.

By HERMAN G. HALSTED,
Vice-President of Paul Block, Inc.,
and President of the Six-Point
League of New York.

It seems to be that the representative who tells the truth and is sincere in his efforts to give his papers proper representation can be of great assistance to the advertising agent.

In the first place, he is obviously a source of great economy. The fact that the representative as a rule concentrates in one office information regarding a number of different papers is a saving to the agent in time and clerical work.

The office of the representative is a handy source of information regarding all the various publications which he represents. He knows the rules and regulations of each different publication. Inquiry of him saves a vast amount of correspondence and enables the agent to get in a few moments information which might take weeks to accumulate. If taken up with individual publications in distant parts of the country.

The representative's intimate knowledge of local conditions in each different city, both in an advertising and merchandising way, enables him to be of great assistance to the agent, not only in placing advertising copy, but in sales problems as well.

The representative is able to furnish statistics not only regarding circulations both in and outside of the city, but as to the character of the population number of homes in each city, average income of their inhabitants, the number and character of local stores in various lines, together with their locations, and the attitude of the dealers toward new products. Wholesale and jobbing conditions and data of all kinds are thus available.

Recently our office was asked by an agent to secure a desirable jobber in several different cities for a certain brand of automobile tire.

Another agent asked us if we could induce our publishers to try to stock local drug stores with a certain preparation.

Another agency asked us how a certain paper which we represent compares in volume of specialty shop advertising with other papers in its city. In this instance the agent wanted the information the same day. We secured it by telegraph and this of course saved the agent considerable expense.

A similar case was that of a general agent who wanted to know how different papers compared with the other papers in their respective cities in the matter of local department store advertising.

Another means of help is the time and trouble which the representative saves the agent in the matter of correcting orders. Every week many orders are received by the representative which have to be corrected either because of wrong rate, incorrect position, or some other error.

If these orders went direct to the papers, they would have to be returned for correction before insertion, and the agents would thus lose valuable time in starting schedules. All these means of assistance are more or less obvious.

I am wondering, however, if the general agent really appreciates the co-operation and assistance which the representative renders in other ways.

For instance, we are sometimes

asked to send plates and orders to cities for quick insertion. In order to catch the desired issue this often involves placing the matter in the hands of train porters, paying them a bonus for delivery at the publication office or to a messenger from the publication office whom we have in the meantime wired to meet the train at the station.

Our office was recently asked to furnish a messenger to take a page plate to a city some 200 miles distant for publication the following morning. The plate could be put in the hands of the papers no other way, and the advertisement had to start in two papers the next morning.

We furnished the messenger and he not only took the plate to our paper, but personally saw to it that the three other papers in the city received the plate for their own use after our paper had made the necessary matrices.

It is true that the agency paid the expenses of the trip, but the fact that we could furnish the messenger who would be familiar with the city upon his arrival, thereby facilitating the necessarily rapid handling of the matter was, I believe, of material assistance.

I could recite innumerable different situations where the representative is asked for assistance of one kind or another, but I have already exceeded the space you allotted me.

I feel that I have outlined enough, however, to satisfy you that the representative, if he is the right kind of a representative, is of real assistance.

THE AD AGENT AND THE "SPECIAL."

REPRESENTATIVE SHOULD KNOW ALL ABOUT HIS PAPER.

At the recent meeting of the Southern Newspaper Publishers Association one of the publishers asked St. Elmo Massengale, president of the Association of Southern Advertising Agents, whether he preferred to do business with the "special representative" of a newspaper, or direct with the paper itself.

Mr. Massengale came out flatly and said that advertising agencies preferred to have relations with "special representatives" and told why. He said agents preferred the "special" for economical reasons. The "special" represents a large number of papers—sometimes as many as 10 or 20—with which it is possible, through him, to do all their business in one settlement each month. The special representative is in most cases a very intelligent man able to discuss various conditions in a way that is valuable to the agent.

And other leading advertising agents are just as strongly in favor of the "special" as Mr. Massengale, as is evidenced by the following statements made to THE FOURTH ESTATE, in which they also tell why:

Frank J. Hermes, secretary Blackman-Ross Company, says:

"The special representative of a publisher is the publisher's ambassador. It is impossible for the publisher to issue his newspaper if he has to travel all over the country interviewing advertisers.

"The special representative should have all the necessary information regarding the publisher's field and he should also be so thoroughly conversant with the policies of the publication he represents that he can give the advertiser or agent an immediate answer on any question that may arise affecting the publication's policy.

"Somebody must represent a publication to get much business. If the

publisher is building and expanding, all of his time and attention are needed right at home. By hiring a representative he is not only saving money, but he is adopting the most efficient method, because no matter how good a publisher he is, he can't be as good a solicitor as a good representative.

"In other words a man ought to specialize on the job that he is best suited for."

F. M. Lawrence, secretary of the George Batten Company, says:

"We are a great believer in the 'real' special representative, and we doubt that a day goes by that he does not demonstrate to us his worth not only to the publisher but to the agent and advertiser as well.

"I have in mind an instance that occurred a day or two ago where a special representative secured a contract for his paper that probably would never have been made otherwise than through this 'special's' efforts.

"This representative studies his business and was keen enough to see a situation which would enable a certain advertiser to advertise to advantage. The publisher never thought of it and we could not know it unless it was brought to our attention. This special came to us; we took it up with the advertiser and a nice contract resulted.

"It is such service as this on the part of the real 'specials' that makes them more than worth while. Besides, a 'special' who is on the job studies his towns and his papers as well as those of his competitors and is in a position on a moment's notice to give an advertiser or an agent any information which they may require about anything in his territory."

William H. Rankin of Chicago, president of the Western Advertising Agents Association, says:

"In the national advertising field, the special representative is the point-of-contact between agency and publisher. His work aids much to the effectiveness of agency service and helps materially in keeping the machinery of modern advertising well oiled and in good working order.

"As advertising more closely approximates an exact science, the scope of agency service broadens constantly.

"A thousand and one questions quite outside of the data given in circulation statements and rate cards, must receive consideration and here is where the special representative can make himself useful to the agency.

"Intensive study of local conditions, distribution channels, trade tendencies and many other factors that have a direct bearing on the advertising program, precedes the placing of contracts.

"The special representative who would render the best possible service both to the publisher and the agency must be a veritable walking encyclopedia of specialized knowledge with regard to his paper and its field.

"Naturally every publisher wants all of the business in sight."

Permit me, on behalf of the special representative, to enter a protest against the short-sighted policy of the publisher who arbitrarily demands that this or that line of business be secured for his paper. Why don't we get — business? The Times is carrying it—go get it for the Record!

"The publisher should realize that the relative merits of the Record and the Times have been carefully weighed, and the paper best qualified to carry that particular line of advertising has, in most cases, been selected.

"We do not regard ourselves as exclusive representatives of publish-

A Directory of Daily Newspapers having Special Representatives in the National Advertising Field.

(Copyright, 1917, by The Fourth Estate Publishing Company.)

THE FOURTH ESTATE presents herewith its first National Directory of Newspapers having Representatives in the National Advertising Field. Incidentally this is the first list of its kind ever published.

The aim has been to compile a handy record for those who buy space in newspapers—one that will show them at a single glance who represents any daily newspaper in the United States or Canada, giving all in one the name of the representative, his address, branches and telephone number.

This publication in THE FOURTH ESTATE is preliminary to the publication of the Directory in booklet form.

The size has been arranged with the special aim in view of providing a list that will slip into the pigeon-hole of any standard desk, where it can be at the instant call of the busy advertising space buyer.

The Directory contains:

First: An index to the Representatives of Newspapers in the United States and Canada, with names, addresses and telephone numbers.

Second: A list of Newspapers and their National Advertising Representatives.

In order to keep within the desk "pigeon-hole" size, the lists are condensed to the utmost degree.

This condensation, in order to be completely intelligible, has been worked out in "key" form, the name of each Representative requiring condensation being "keyed."

The arrangement by column explains this "key" automatically.

The list of the Newspapers and their Representatives may give, for instance, the St. Louis Republic as being represented by Cone, L. & W. (or CL&W). This is the "key" for Cone, Lorenzen & Woodman; or another paper by Benj. & Kent (or Benj. & K.), which means the Benjamin & Kentnor Company; or another by Verree & Conk (or V&C in some cases), which refers to Verree & Conklin.

In the list there are some cases where suffixes are attached to the names of Representatives. Their meanings are:

At—Atlanta. Cl—Cleveland. Mun—Minneapolis. St L—St. Louis.
Aur—Aurora. Den—Denver. Mon—Montreal. St P—St. Paul.
Bos—Boston. Det—Detroit. OkC—Oklahoma City. S F—San Francisco.
Brant—Brantford. K C—Kansas City. Om—Omaha. Tol—Toledo.
Can—Canada. L A—Los Angeles. Ph—Philadelphia. Tor—Toronto.

When a Representative is given without one of the above suffixes, it means, in the East, his office is in New York; or, in the Western column, that his office is in Chicago.

Reference to the Index in any of the cities he is listed in will give his full name, addresses and telephone numbers.

Column 1 shows the "Key" letters, which appear alongside the newspaper in the List.

Column 2 gives the full name of the Special Representative.

Column 3 gives his home address and branch offices.

Column 4 gives his telephone numbers.

As this Directory is originally compiled by THE FOURTH ESTATE, and is its first attempt, there are undoubtedly errors of record and omission. If readers finding any will kindly notify THE FOURTH ESTATE, at once, they will be corrected.

The intention is to hold the Booklet Directory for a short time before publication, so that errors made in this printing can be corrected and the permanent directory made absolutely correct.

Another point that readers of the list may wonder about is the omission of many of the foreign language newspapers. This is done intentionally, for the reason that none, with the exception of the few in the list, have exclusive representatives. They pay a commission to anyone sending them business and therefore it would be impossible to include them in the list.

INDEX TO THE SPECIAL REPRESENTATIVES. NEW YORK.

KEY	Name and Branches.	TELEPHONE
Alcorn H.	Alcorn Hunkel 47 W 34th.	Greenley 4332
	Chicago Gas Bg.	Wabash 8005
Arkenberg	Arkenberg Sp Agcy. World Bg.	Beckman 2252
	Toledo 400 Mad av.	Main 3893
G Alcorn	George H Alcorn 28 W 31st.	Madison 3140
All Shaw	Alston Adams Tribune Bg.	Beckman 2325
Am Press As.	Am Press Association. 225 W 39th.	Bryant 8000
	Chicago Gas Bg.	Harrison 1400
	St Paul 114 E 3rd.	Cedar 1400
	San Francisco 22 Clay.	Kearney 585
	Atlanta 114 Garnett.	Main 1871
Howland	A W Howland 303 5th av.	Mad Sq 422
A Rep Co.	Ass'd Represent'n Co. 31 Nassau.	Cort 4947
For Lang.	Ass'n For Lang. P'prs. W'worth Bg.	Barclay 5992
Beckwith	S C Beckwith Agcy. Tribune Bg.	Beckman 3000
	Chicago Tribune Bg.	Central 3134.5
	Detroit Ford Bg.	Cherry 2066
	St Louis 3d Nat'l Bg.	Olive 43
	Kansas City Journal Bg.	M'd'n 8824.5
Benj Kent	Benjamin & Kentnor. 225 5th av.	Harrison 1408
	Chicago Gas Bg.	Bryant 3616
Bergfeld	M A Bergfeld Times Bg.	Madison 418
Berdan	E A Berdan 225 5th av.	Madison 6840
Block	Paul Block, Inc. 250 9th av.	Mallers Bg.
	Chicago 201 D'shire.	Fort Hill 1491
	Boston Kresge Bg.	Cherry 1087
Brant	John M Brantham Co. 225 5th av.	M'd'n 8260.1
	Chicago 201 D'shire.	R'd'ph 6914.5
	St Louis Chemical Bg.	Olive 3214
	Detroit Kresge Bg.	Cadillac 2617
	Atlanta Candler Bg.	Ivy 4851
Brooke	Wallace G Brooke 225 5th av.	Madison 4955
Bryant G&F	Bryant, Grif'n Fred'ks. 225 5th av.	Madison 9729
	Chicago Gas Bg.	Harrison 3058
	Boston 201 D'shire.	Fort Hill 309
Bodd	John Bodd Co. 121 M'd'n av.	Mur Hill 7842
	Chicago Tribune Bg.	Central 4165
	St Louis Chemical Bg.	Olive 1920
Burke	Hugh Burke 1 Mad'n av.	Gram'ry 4140
Callender	W N Callender, Jr. 2 Col Circle.	Columb'a 5400
Carp Scher	Carpenter Scherer Co. 300 5th av.	Gram'ry 1195
	Chicago (hdqrs). Gas Bg.	Harrison 2808
Carroll	Dan A Carroll Tribune Bg.	Beck'n 2830.1
Cayden	A E Cayden 447 5th av.	V'd'ph 2270
	Chicago 5 S Wab	Central 6194
Collegiate	Collegiate Sp Ad Agcy. 503 5th av.	Mur Hill 1429
Cone L & W	Cone, Lorenzen, Woodman. 225 5th av.	Madison 4112
	Chicago Adv'g Bg.	Randolph 316
	Detroit American Bg.	Main 4981
	Atlanta Candler Bg.	Ivy 4161
Kansas City	Victor Bg.	Main 1023
Conk	R W Conk 154 Nassau.	Beckman 3076
	Chicago Gas Bg.	Harrison 9981
Congrove	I M Congrove Co. 225 W 42d.	Bryant 8202
Crall	L H Crall Co. 225 5th av.	Madison 5022
	Chicago Tribune Bg.	Central 5005

ADVERTISEMENT.

J.P. McKINNEY & SON

Newspaper Representatives

334 Fifth Avenue
New York

122 So. Michigan Avenue
Chicago

Representing the following papers:

Buffalo (N. Y.) Commercial	Butte (Mont.) Post	Colorado Springs (Colo.) Telegraph	Columbus (O.) Ohio State Journal	Elmira (N. Y.) Star-Gazette	Eureka (Cal.) Times	Gloversville (N. Y.) Herald	Helena (Mont.) Daily Record-Herald	Ithaca (N. Y.) Journal	Phoenix (Ariz.) Gazette	Pueblo (Colo.) Star-Journal	Rochester (N. Y.) Union & Advertiser	Salt Lake City (Utah) Desert News	Springfield (Mass.) Union	Springfield (Mo.) Republican	St. Joseph (Mo.) Gazette	Toronto (Can.) Mail & Empire	Watertown (N. Y.) Standard	Williamsport (Pa.) Sun	Wilmington (Del.) Journal	Youngstown (O.) Telegram
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David	Geo B David Co. 171 Mad av.	Mur Hill 4394
	Chicago Hartford Bg.	Rand'ph 6065
Eddy	Chas H Eddy Co. 200 5th av.	Gram'ry 4211
	Chicago Gas Bg.	Wabash 8039
	Boston Old South Bg.	Main 2120
Fletcher	R A Fletcher (Mun's'y). 150 Nassau.	Beckman 2200
	Chicago 225 S. Salle.	Wabash 6136
Gilman N	Gilman & Nicoll 63 Park Row.	Beckman 3772
	Chicago McC'm'k Bg.	Central 2449
Gude	Gustav Gude 1789 W'way.	Columb'a 1034
Hammond W.	Hammond Walcott. 360 5th av.	Greenley 1029
	Chicago (hdqrs). 30 N Dearbn.	Central 481
	Kansas City Victor Bg.	Main 1023
Hollis	Roy C Hollis 251 5th av.	Madison 1152
Howland	A W Howland 303 5th av.	Madison 422
Hunt	M D Hunt 1834 B'way.	Columb'a 5342
Huntman	R F R Huntman 233 B'way.	Harley 7292.3
Katz	E Katz Sp Ad Agcy. 15 E 30th.	Madison 2434
	Chicago Harris Tr Bg.	Central 4280
	Kansas City Waldb'm Bg.	Main 7592 Hom
Kelly Smith	Kelly Smith Co. 220 5th av.	Madison 3259
	Chicago Lytton Bg.	Harrison 7653
Kiehn	Louis Kiehn 1 W 34th.	Greenley 215
	Chicago S Wab av.	Central 6754
Klein	I A Klein 1 Mad av.	Gram'ry 3265
W C Klein	W C Klein (CrSc.M). 9 E 40th.	Mur Hill 777
	Chicago Gas Bg.	Wabash 8999
	San Francisco 1st NBBg.	Sutter 5631
Knill-Cham	Knill-Chamberlain 39 E 28th.	Madison 4951
	Chicago Gas Bg.	Harrison 3010
La Coste	H D LaCoste 45 W 31th.	Greenley 5689
	Chicago Marjette Bg.	Central 5234
Laing	Wm T Laing (Capper). Flatiron Bg.	Gram'ry 2936
	Chicago Mallers Bg.	Central 583
	St Louis Chem Bg.	Olive 386
	Omaha Barnham Bg.	Harney 4112
	Kansas City Gra Arts Bg.	Main 4700
	Oklahoma City Colcord Bg.	Walnut 6682
Lindenstein	S G Lindenstein 115 E 24th.	Madison 6756
Long	W F Long Co. 1478 B'way.	Bryant 3798
	Chicago S Dearbn	Randolph 861
Lorentz	I D Lorentz Tribune Bg.	Beckman 991
Lor G & K	Lor'zen, Green, Kohn. 225 5th av.	Madison 9143
	Chicago Adv'g Bg.	Mayestic 7808
	Atlanta Candler Bg.	Ivy 4461
McKinney	J P McKinney & Son. 334 5th av.	Madison 295
	Chicago 122 S Mich av.	Harrison 1239
MacQuoid M.	MacQuoid-Miller Co. 103 Park av.	Vand'ph 3050
	Chicago Hartford Bg.	Central 1881
Mathews	Julius Mathews Sp Ag. 171 Mad av.	Mur Hill 6557
	Boston (hdqrs). Bracm.	Hav'n't 3006.2
	Chicago Hartford Bg.	Rand'ph 6065
Menet	Charles A Menet 23 W 31st.	Madison 3140
Miller	Charles F Miller 225 5th av.	Madison 7978
	Chicago Gas Bg.	Harrison 2601
Modell	Modell Agency 150 Nassau.	Beckman 7645
Morton	William J Morton Co. 200 5th av.	Gram'ry 2940
	Chicago Tribune Bg.	Central 1000
Mulligan	Ralph R Mulligan 30 E 42d.	Mur Hill 1130
	Chicago McQuette Bg.	Central 1112
Northrup	Frank R Northrup. 303 5th av.	Madison 9942
	Chicago Assoc'n Bg.	Central 4461
O'Flaherty	James O'Flaherty. 225 W 39th.	Bryant 6755
O'Mara-O	O'Mara & Ormsbee. 225 5th av.	Madison 9550
	Chicago Gas Bg.	R'd'ph 6330.7

ers. We can do more for publishers by help making advertising more profitable to the advertiser; by working in close cooperation with all branches of the advertisers' business.

"We develop business for publishers by devoting all of our energies to the service of our customers, which the broad-minded publisher recognizes as the greatest service we can possibly render to him.

"He must rely upon his own representative to foster the special interests of his medium.

"The special representative smoothes out misunderstandings between publishers and agencies, assists in getting distribution, cooperates with agencies in various ways to insure the success of advertising campaigns.

"I believe that publishers in the interest of efficiency should clothe their representatives with authority, not—merely to solicit business and handle the routine relations with agencies, but to act upon many questions which today must be referred to the home office.

"I sometimes wonder if special representatives realize how great is the pressure upon the time of agency space buyers. Blessed be the 'special' who makes his interview brief, clear, concise.

"Because of his intimate knowledge of the paper, the special representative is often able to make suggestions whereby the agency can give copy a special 'slant' that will make it more effective. Such help is always welcome.

"The special agency plays an important part in co-ordinating the forces of advertising and co-operating with advertising agencies to insure the success of national campaigns.

"Some of the ablest men in the advertising field, are to be found in this branch of the service. The 'sight drafts' drawn by advertising agencies upon the special representative's fund of information are invariably honored promptly and in full."

SERVICE TO THE AD AGENT.

HOW "SPECIALS" CO-OPERATE IN HANDLING ADS FOR NEWSPAPERS.

By CHARLES H. EDDY.

What the "special" gives to the general advertising agent is co-operation. He owes no allegiance to the agent and his service is rendered to the newspaper which he represents and from which he receives his compensation.

The general advertising agent and the special representative are both parts of the force maintained by the publishers in the national field for the development of newspaper advertising.

The general advertising agent is responsible to the advertiser alone, not withstanding that he receives his compensation from the newspaper.

The "special" is practically a part of the advertising staff of the newspaper which he represents.

The "specials" travel the country in all directions planting the seed of newspaper advertising in the minds of prospective advertisers.

This co-operation is of material assistance to the general agent in closing new accounts and sometimes the "special" is called on by the agent to lend his assistance in helping to close such account.

When the agent has landed a new account and secured his appropriation the plan of campaign must be decided. In framing up such campaigns

the "special" is sometimes called into consultation by the general agent either as to the general plan or in relation to special points on which the special has detailed knowledge.

Then comes the placing of the business by the space buyer of the agency.

The "special" is prepared to furnish complete information in regard to the paper he represents. He must also be prepared to furnish information in regard to the trade conditions in his particular city as it relates to the advertising to be placed. He is also expected to secure the co-operation of his paper in making the advertiser's campaign in his city successful by advising the dealers that the campaign is on and in other ways to forward the interests of the agent's client.

After the agent has placed his order the further co-operation of the "special" is expected to make sure that the order is correctly executed by the newspaper; that the proper vouchers and bills are furnished; and that the transaction is carried through to a finish as planned.

The "special" is the publishers' direct representative.

Perhaps his chief usefulness to the agency is in keeping the lines of communication open between his newspaper and the agency. Without the "special" as a connecting link the wires would frequently cross and misunderstandings arise between the agent and the newspaper.

The service of the "special" tends to eliminate friction and to facilitate the operations of the agency.

The average standard of service rendered by the special representative is high.

Newspaper publishers understand that to give the co-operation to the general advertising agent outlined above requires high grade men who can command the respect and confidence of the general agent.

The closer this co-operation becomes between the general advertising agent and the special representative the more national advertising will be developed for the newspapers.

"SPECIALS" I HAVE KNOWN.

HOW NATIONAL ADVERTISER MAY BE MADE TO "SIT UP AND TAKE NOTICE."

By FLOYD Y. KERLER,

Chairman Executive Committee Association of National Advertisers.

Special representatives I have met seldom, if ever, can tell me anything that interests me about local conditions in the city where the paper they represent circulates.

They glibly reel off figures that mean next to nothing because they show comparative values with things that do not interest me.

For instance, they tell me that they have 5,000 more circulation than any other morning paper, in spite of what any directory shows.

They are the only evening papers. They carry more lines of department store advertising than both of the other papers.

Their editor is paid almost as much as Brisbane.

Their paper is on the right side of politics—the owner belongs to the best church in the city.

Their (patent) woman's page is unique.

"Our rate is a bit higher than the other evening paper, but we dominate the field; therefore, use our paper exclusively and save money. Now! Aren't we entitled to the business?"

This is a fair sample of a usual solicitation.

A REAL SOLICITATION.

Why doesn't this same man, after a little study, say:

"I realize that any 25-cent article must have a large volume of sale to make a profit for you; consequently, you are interested in the number of local outlets, rather than their size.

"The three department stores cut your price, so I don't suppose you are particularly interested in them. There are, however, fifty-six drug stores, forty of whom are live wires.

"Here is a report from one of our detail men. (Pulls out map of city.) On this map you can see:

- "1. Location of stores.
- "2. Whether they have 1, 2 or 3 windows.
- "3. What their credit rating is.
- "4. Class of people they serve.
- "5. Dentifrices selling best.
- (a) (b) (c)
- "6. Their attitude on displays.
- "7. Stores marked * are our agents.

"I am really interested, and begin to go over the city map carefully, and in doing so, get a pretty accurate idea of the city, the stores and the people, because the man explaining the map has spent a week there (at least) getting the facts he is presenting to me—he really knows.

The representative then produces an A.B.C. report on circulation and proceeds to briefly go through it, pointing out significant features here and there.

Then he might close the interview by saying:

"We control (or own) a window washing company which washes and dresses nearly all the windows you would be interested in.

"It is a separate money-making organization, dressing windows for any one—but one of our advertisers will have special attention. This company furnishes a signed receipt for all material you send them; a signed receipt from each druggist, including a photograph of your display, showing his name on the window. This work will cost you a flat price of \$2 per window, or less, according to the locations you choose on the location map sent you when a plan is submitted."

A solicitation like this always gets attention, because it gives real information. You know the representative has been there (how many representatives are there who have never been in the city where their paper circulates?) besides, you know the paper is really alive.

SIX-POINT LEAGUE FORCE FOR GOOD.

ALL NEWSPAPER ADVERTISING AIDED BY WORK OF NEW YORK "SPECIALS."

By J. P. MCKINNEY

The Six Point League is an association of newspaper advertising representatives whose activities are exerted in the territory east of Buffalo and Pittsburgh and, with one exception, all maintain offices in New York City.

The League was founded in June, 1907, with the sole aim of extending knowledge of the pre-eminent value of newspaper advertising. Some years previously an attempt to establish a similar organization was made and for a few months it managed to exist, until it was wrecked over a difference of opinion as to unity of action of its members.

The Six Point League has avoided all the shoals that destroyed its predecessor and made its cardinal prin-

ciple freedom of action of all members on all subject save value of newspaper advertising.

For several years the League's activities lagged, until opportunity came knocking at its door, and the publishers of America were interested by the publication of a series of large display advertisements, prepared by a committee of which F. St. John Richards was chairman.

The advertisements were addressed to local and foreign advertisers and embodied forceful arguments and facts in favor of the superior advantages of newspaper advertising.

They were given free insertion in hundreds of the most prominent newspapers of America whose representatives were members of the League and requests were also made upon the League for permission to reproduce them by numerous newspaper publishers, whose representatives were not at the time members of the League.

The publicity thus obtained could not have been purchased for a sum under several hundred thousand dollars, and its effort was almost instantaneous in producing inquiries from advertisers from all parts of America.

This enterprise on the part of the League also brought the organization into the lime-light of the trade in a manner most complimentary, and from that date the Six Point League has been recognized as a force in the advertising trade, both powerful and efficient.

About this time the League members made a proposition to newspaper publishers they represented, to contribute a fund to pay the salaries and expenses of an able solicitor to interview prospective advertisers in the interest of all newspapers, and a considerable sum was immediately subscribed.

Later, the Daily Club proposed that the Six Point League handle its subscription, which it was deemed wise to decline, and the outcome was the organization of the Bureau of Advertising of the A.N.P.A., the scope of whose activities being nation-wide, better served the purpose.

MISSIONARY WORK.

The work of the Six Point League was early recognized as of great value by the trade in general, and upon the organization of the New York Advertising Agents' Association a resolution was transmitted to the League inviting the appointment of a standing committee to meet a similar committee of the general agents to discuss all matters of mutual interest.

These two committees of the respective associations are regularly in charge of all matters relating to newspaper advertising, and their meetings have resulted in a complete and friendly understanding of the requirements of each that has been of great benefit to themselves and the publishers of the country.

A number of reforms have been put in effect and the relations between all concerned are upon the most equitable basis.

The Bureau of Advertising of the A.N.P.A., soon after its organization in 1915, invited the Six Point League to elect a permanent member of its Advisory Committee, which recognition of the standing of the League in the field is further testimony of the dignified and successful labors of the organization.

In October, 1915, the Six Point League published a pamphlet of 32 pages and cover, containing a very complete list of newspaper advertisers and their addresses, a list of general advertising agencies with names of space buyers, and a list of blind medical and proprietary articles, in the territory east of Buffalo and Pittsburgh.

(Continued on Page XVI.)

Payne G Logan Payne Co., 300 5th av. Gram'y 1640-1
Chicago (bdqrs) Marg'te Bg. Central 4242
Boston 8 Winter Beach 943
Detroit Kresge Bg. Cherry 977-R
St Paul 2420 Univ av.
Minneapolis Lumber Ex Bg

G. L. Payne, See G Logan Payne Co.
Photo N S. Photo News Syndicate, 18 E 40th. Vand't 2280
Putnam & R. Putnam & Randall, 341 5th av. Mur Hill 684
C I Putnam, 1789 B'way. Columbus 1024
Richards F St John Richards, Tribune Bg. Beekman 2921
Ready Martin C Ready, 347 5th av. Mur Hill 893
Reichard Geo H Reichard (Scr), 171 Mad av. Mur Hill 8273
Chicago 1st N Bk Bg. Central 1628
Cleveland Un N Bk Bg. Main 4567

Scharton Alex R Scharton, 182 William. Beekman 4300
Sera & McD. Seraphine & McDevitt, 347 5th av. Mur Hill 2422
Sheffield N M Sheffield Sp Ag, Tribune Bg. Beekman 2923
Chicago 28 E Mad. Central 4472

Shirk D M Shirk, Flatiron Bg. Gram'cy 4497
Slav Slavonic Amer. Agcy, Tribune Bg. Beekman 2425
Stevens & K. Stevens & King, 296 5th av. Madison 5804
Chicago Gas Bg. Harrison 686

Stockwell Stockwell Spec Agcy, Tribune Bg. Beekman 2921
Chicago Gas Bg. Harrison 6931

H C Story H C Story Co., 200 5th av. Gram'cy 3697
Phila (bdqrs) 924 Arch. Filbert 2122
Chicago Gas Bg. Harrison 2744

Story B & F. Story, Brooks & Finley, 200 5th av. Gram'y 3697-8
Philadelphia Mut Life Bg. Filbert 2122
Chicago Gas Bg. Harrison 2744

Tomes Robert Tomes, 116 Nassau. Beekman 4954
Trowbridge E C Trowbridge, 347 5th av. Mur Hill 3990
Chicago Marg'te Bg. Central 4242

Verree & C. Verree & Conklin, 295 5th av. Mad'n 6847-8
Chicago 28 E Jack Bld. Harrison 4613
Detroit 11 La'te Bld. Cherry 2050

Ward Robert E Ward, 225 5th av. Madison 2154
Chicago 5 S Wab av. Rand'ph 4977

Ward & L. Ward & Lewis, Tribune Bg. Beekman 3104
Watson M C Watson, 286 5th av. Madison 3180
Chicago 122 S Mch av. Harrison 257

Wilberding J C Wilberding, 501 5th av. Van'hilt 5474
Williams L & C. Wms. Law'nce, Creamer, 295 5th av. Madison 4270
Chicago Harris Tr Bg. Central 3075

Withington C M Withington, 44 Broad. Broad 332
Boston 30 Kilby. Main 5800

CHICAGO.

Abrams Leo J Abrams, Herald Bg. Franklin 44
Alcorn-H Alcorn-Henkel, Gas Bg. Wabash 3999
New York 47 W 34th. Greeley 6382

Allen A W Allen, Gas Bg. Harrison 257
New York 286 5th av. Madison 3180

Am Press As. Am Press Association, Gas Bg. Harrison 7400
New York (bdqrs) 225 W 39th. Bryant 880
St Paul 114 E 3d. Cedar 1520

San Francisco 32 Clay. Kearny 585
Atlanta 145 Garnett. Main 1877

Anderson C J Anderson Sp Ag, Tribune Bg. Central 1110
New York 80 E 42d. Mur Hill 1170

Beckwith S C Beckwith Sp Ag, Tribune Bg. Centr'l 5184-5
New York (bdqrs) Tribune Bg. Beekman 3500
Detroit Ford Bg. Cherry 2668

St Louis 3d N Bk Bg. Olive 43
Kansas City Journal Bg.

Benj Kent Benj & Kentor Co., Gas Bg. Harrison 1402
New York (bdqrs) 295 5th av. Mad'n 6824-5

Bertolet Charles D Bertolet, Boyce Bg. Central 481
New York 346 5th av. Greeley 1028

Kansas City Tribune Bg. Main 1023
Hearst Bg. Main 5000

Bode E C Bode, Hearst Bg. Main 5000
Block Paul Block, Inc., Mallers Bg. Rand'ph 6496
New York (bdqrs) 200 5th av. Madison 6840

Boston 201 Devshire. Ft Hill 1491
Detroit Kresge Bg. Cherry 1687

Branham John M Branham Co., Mallers Bg. Rand'ph 6914-5
New York (bdqrs) 225 5th av. Madison 3260

St Louis Chem'l Bg. Olive 3214
Detroit Kresge Bg. Cadillac 2417

Atlanta Candler Bg. Ivy 4851
Bryant G & F. Bryant, Grif'h. Fredks. Gas Bg. Harrison 2054
New York (bdqrs) 225 5th av. Madison 6792

Boston 201 Devshire. Ft Hill 1491
Budd John Budd Co., Tribune Bg. Central 4165
New York (bdqrs) 225 5th av. Mur Hill 7428

St Louis Chem'l Bg. Oliv. 4516
Campbell A Don Campbell, Hartford Bg. Harrison 2948

Carp-Scheer Carpenter-Scheer Co., New York 200 5th av. Gram'cy 4195
New York 204 La Salle. Wabash 4128

Clark H K Clark (Munsey), 160 Nassau. Beekman 3900
New York Ad'e Bg. Rand'ph 259

Cone L & W. Cone, Lo'ten, Woodman, New York (bdqrs) 225 5th av. Madison 4713
Detroit Amer Bg. Main 4951

Atlanta Candler Bg. Ivy 4401
Kansas City Victor Bg. Main 1093

Cooke R W Cooke, Gas Bg. Harrison 2981
New York (bdqrs) 154 Nassau. Reekman 2374

Crall L H Crall Co., Tribune Bg. Central 5405
New York (bdqrs) 295 5th av. Madison 522

Crawford F E Crawford, Hearst Bg. Franklin 79
David Geo B David Co., Hartford Bg. Rand'ph 6865
New York (bdqrs) 171 Mad av. Mur Hill 4204

A De Clerque A W De Clerque, 8 S Wab av. Central 6754
New York 1 W 24 th. Greeley 215

D'Clrique H H. Harry H De Clerque, 347 5th av. Vand'hilt 3720
New York 6 S Wab av. Central 6754

DeClerque H. Henry DeClerque, 1 W 24 th. Greeley 215
New York 140 S Dearbn. Central 6728

Douglas Robert E Douglas, Gas Bg. Wabash 8930
Eddy Chas H Eddy Co., New York (bdqrs) 200 5th av. Gram'cy 4111
Boston Old So Bg. Main 3129

Feely J C Feely (Capper), Mallers Bg. Central 583
New York 501 5th av. Vand'hilt 3190

St Louis Chem Bg. Olive 984
Kansas City Gr Arts Bg. Main 4700

Omaha Farnham Bg. Harvey 4412
Oklahoma City Colcord Bg. Walnut 6039

Because We Know New England

This Agency started more than twenty years ago and represents exclusively New England daily newspapers. Its exceptional value to a New England daily newspaper is due in part to its value to the advertiser and advertising agent.

We are useful to the advertising agent and the advertiser "Because We Know New England." Some of the largest advertising agencies and most prominent national advertisers look upon us as an arm of their service in the New England territory. One of the greatest international advertisers in the world has an entire department built into its advertising department as a result of the campaign that we devised for them to cope with the difficulty that they had in our territory and which was successful to a degree that was startling—to the non-newspaper advertising competitor who was whipped.

The territory in which we work, comprising about 157 cities and towns, all in New England, is an ideal one in which to start an advertising campaign. The population is more than two millions. Distribution in a territory like this is much more easily obtained than where an equal amount of population is centralized in a metropolitan district and when obtained is more easily held.

A newspaper connected with The Julius Mathews Special Agency registers its appreciation of foreign advertising and its desire to develop foreign advertising not only by inviting the foreign advertiser but by doing everything possible to make that advertising profitable to the advertiser. The benefits are equal to the publisher and to the advertiser. To the one we are frequently able to show more advertising accounts running than in metropolitan papers of hundreds of thousands of circulation and to the advertiser more results than he had ever believed possible to be achieved through newspaper advertising.

The value to the advertiser and advertising agent of close relations with our organization is that through more than 20 years of unremitting work we have come to thoroughly understand the proper tactics of daily newspaper advertising and "Because We Know New England."

The Julius Mathews Special Agency

Home Office, 1 Beacon St., BOSTON

Research work, sales plans and service for advertising agencies

BRANCH OFFICES:
171 Madison Avenue NEW YORK
Hartford Building CHICAGO

Fisher Harry R Fisher, Garland Bg. Central 4210
Kansas City Victor Bg.
New York 302 5th av.
Ford-P Ford Parsons, Gas Bg. Harrison 615
Gilman-N Gilman & Nicoll, McC'rnk Bg. Central 2840
New York 63 Park Row. Beckman 3772
Glass John Glas Agcy, Gas Bg. Harrison 1229
Katz E Katz Sp Agcy, Har Tr Bg. Madison 2418
New York (bdqrs) 15 E 96th. Madison 2418
Kansas City Wald'm Bg. M't'n 393 (110)

Keator A R Keator, Hartford Bg. Rand'ph 6906
Kelly-Smith Kelly-Smith Co., Lytton Bg. Harrison 2363
New York (bdqrs) 220 5th av. Madison 3210

Lutz J E Lutz, 1st N Bk Bg. Central 252
Knill-Cham. Knill-Chamberlain, Gas Bg. Harrison 3010
New York 40 F 25th. Madison 6961

La Coste H D La Coste, Marg'te Bg. Central 6234
New York (bdqrs) 45 W 34th. Greeley 6689

Long W F Long Co., 18 S Dearbn. Rand'ph 561
New York (bdqrs) 1478 B'way. Bryant 8728

Lor G & K. Lorenzen, Greenkohn, Adv's Bg. Majestic 7866
New York (bdqrs) 235 5th av. Madison 3458
Atlanta Candler Bg. Ivy 4481

McKinney J P McKinney & Son, 122 S Mich. Harrison 1239
New York (bdqrs) 334 5th av. Madison 795

McNamee William M McNamee, Hearst Bg. Franklin 4900
MacQuoid-M. MacQuoid-Miller, Hartford Bg. Central 1861
New York (bdqrs) 103 Park av. Vand't 3074

Mathews Julius Mathews Sp Ag., Hartford Bg. Rand'ph 6065
Boston (bdqrs) 1 Beacon. Haym't 8086
New York 171 Mad av. Mur Hill 6357

Merrill Walter J Merrill, Tribune Bg. Central 100
New York 281 5th av. Madison 1152

Morton William J Morton Co., Tribune Bg. Central 1980
New York (bdqrs) 295 5th av. Gram'cy 3944

Northrup Frank R Northrup, Ass'n Bg. Central 4461
New York (bdqrs) 303 5th av. Madison 3458

O'Mara-O O'Mara & Ormsbee, Gas Bg. Rand'ph 6336-7
New York (bdqrs) 225 5th av. Madison 9500

Osborn Guy S Osborn, Tribune Bg. Central 3247
Detroit Ford Bg. Cherry 1824
St Louis Globe-D Bg. Olive 645

Payne G Logan Payne Co., Marg'te Bg. Central 4242
New York 300 5th av. Gram'cy 1540-1
Boston 8 Winter Beach 943
Detroit Kresge Bg. Cherry 977 R
St Paul Lumber Ex Bg. 2420 Univ av.

G L Payne, See G L Payne Co.
Powers E J Powers, Ass'n Bg. Central 4461
Ryan & Ia. Ryan & Inman, McC'rnk Bg. Harrison 2161
New York Ev Post Bg. Cortland 84

Schwartz F B Schwartz, 631 S Wab av. Harrison 5710
Scott W J Scott, Marg'te Bg. Central 6638
Sheffield N M Sheffield Sp Ag., Heyworth Bg. Central 4472
New York (bdqrs) Tribune Bg. Beekman 2923

Smith A F Smith Sp Ag., Hartford Bg. Rand'ph 6065
Phila (bdqrs) Mut Life Bg. Walnut 3711

Stevens & K. Stevens & King, Gas Bg. Harrison 680
New York (bdqrs) 225 5th av. Madison 5804

Stockwell Stockwell Sp Ag., Gas Bg. Harrison 2921
New York 225 5th av. Madison 7973

Stone H P Stone (Scripps), 1st Nat Bk Bg. Central 1628
New York 171 Mad av. Mur Hill 4204
Cleveland Un N Bk Bg. Main 4507

H C Story H C Story Co., Gas Bg. Harrison 2744
Phila (bdqrs) 924 Arch. Filbert 2122
New York 300 5th av. Gram'cy 3697

Story B & F. Story, Brooks, Finley, Gas Bg. Harrison 2744
Philadelphia 300 5th av. Gram'cy 3697

Veazey C M Veazey (Ch. Sc. M), Gas Bg. Wabash 8989
New York 9 E 40th. Mur Hill 777

Verree & C. Verree & Conklin, 1st Nat Bk Bld. Sutter 6631
New York (bdqrs) 28 E Jack Bld. Harrison 4613
Detroit 11 La'te Bld. Cherry 2050

Wallis I S Wallis & Son, 1st N Bk Bg. Rand'ph 1100
Ward Robert E Ward, 8 S Wab av. Rand'ph 4927
New York (bdqrs) 225 5th av. Madison 3154

Wells Edwin S Wells, Jr., 15 5th av. N. Franklin 1
Williams L & C Wms. Lawrence, Creamer Harris Tr Bg. Central 3075
New York (bdqrs) 225 5th av. Madison 4370

Wilson William H Wilson, Hearst Bg. Main 5000

AURORA, ILL.

Groom (Aur'a) J K Groom, Bene-News Bg Aurora 4090

BOSTON.

Block Paul Block, Inc., 201 Devshire Port Hill 1491
New York (bdqrs) 225 5th av. Madison 6840
Chicago Mallers Bg. Rand'ph 6496
Detroit Kresge Bg. Cherry 1687

Bryant G & F. Bryant, Grif & Fredks. 201 Devshire Port Hill 608
New York (bdqrs) 225 5th av. Madison 9789

Daggett W H Daggett, Paddock Bg. Main 4680
Eddy C H Eddy Co., Old So Bg. Main 3129
Chicago 200 5th av. Gram'cy 4111

Mathews J Mathews Sp Ag., 1 Beacon. Haym't 8086
New York 171 Mad av. Mur Hill 6357
Chicago Hartford Bg. Rand'ph 6065

Payne G Logan Payne Co., 8 Winter Beach 942
New York 300 5th av. Gram'cy 1540
Chicago (bdqrs) Marg'te Bg. Central 4242
Detroit Kresge Bg. Cherry 977 R
St Paul Lumber Ex Bg. 2420 Univ av.

G L Payne, See G L Payne Co.
Swan (Bos.) Carroll J Swan, 44 Broadfield. Main 3743
Withington C M Withington, 30 Kilby. Main 5800
New York 44 Broad. Broad 333

PHILADELPHIA.

Smith A F Smith Sp Ag., Mutl Life Bg. Walnut 8711
Chicago Hartford Bg. Rand'ph 6065

Story H C Story Co., Mutl Life Bg. Filbert 2123
New York 200 5th av. Gram'cy 3697

Chicago	Gas Bg.	Harrison	3744
Story & F. Story	Brooks, Finley	Mull' Life Bg.	2122
New York (hdqrs)	200 5th av.	Gram'cy	3697
Chicago	Gas Bg.	Harrison	3744

DETROIT

Beckwith	S C Beckwith Sp Ag.	Ford Bg.	Cherry	2666
	New York (hdqrs)	Tribune Bg.	Beckman	3500
	Chicago	Tribune Bg.	Central	5124
	St. Louis	3d Nathl Bg.	Olive	43
	Kansas City	Journal Bg.		
Block	Paul Block, Inc.	Kresge Bg.	Cherry	1687
	New York (hdqrs)	250 5th av.	Madison	6840
	Chicago	Mallors Bg.	Rand'lph	5496
	Boston	201 Devshire.	Fort Hill	1491
Branham	John M Branham Co.	Kresge Bg.	Cadillac	2617
	New York (hdqrs)	225 5th av.	Madison	5280
	Chicago	Mallors Bg.	Rand'lph	5914
	St. Louis	Chemical Bg.	Olive	3214
	Atlanta	Candler Bg.		4461
Come L & W.	Cone, Lorenz'n, Woodm'n	American Bg.	Main	4951
	New York (hdqrs)	225 5th av.	Madison	6715
	Chicago	Adv'g Bg.	Rand'lph	256
	Atlanta	Candler Bg.	Ivy	4461
	Kansas City	Victor Bg.	Main	1023
Payne	G Logan Payne Co.	Kresge Bg.	Cherry	977 R
	Chicago (hdqrs)	Marq'te Bg.	Central	4242
	New York.	200 5th av.	Gram'cy	1540
	Boston	8 Winter	Beach	943
	St. Paul	Lumber Ex.		
	Minneapolis	2429 Uni av.		
G L Payne	See G L Payne Co.			
Verree & C.	Verree & Conklin	11 Lafayette Bl.	Cherry	3660
	New York (hdqrs)	225 5th av.	Madison	2627
	Chicago	38 Black Bld.	Harrison	4613
Osborn	Guy S Osborn	Ford Bg.	Cherry	1524
	Chicago (hdqrs)	Tribune Bg.	Central	3347
	St. Louis	Globe D Bg.	Olive	645

SAN FRANCISCO.

Am Press As.	Am Press As.	23 Clay	Kearny	583
	New York(hdqrs)	225 W 39th	Bryant	880
	Chicago	Gas Bg	Harrison	7400
	St Paul	114 E 3d	Cedar	1530
	Atlanta	114 Garnett	Main	1877
B Wvr(SF)	Baranger Weaver Co.	Mer Ex Bg	Garfield	130
	Los Angeles	414 S Spring	Main	5122
Bidw'l (SF)	R J Bidwell Co.	742 Market	Kearny	2121
Burrows (SF)	C M Burrows (Scripps)	348 Market	Market	400
Clarke (SF)	L J Clarke (Hearst)	Call Bg	Sutter	3345
Denning (SF)	Edwin Denning Co.	Sharon Bg		
Gilman (SF)	D E Gilman (Cr.Sc.M)	1st Ndk Bg	Sutter	5631
	New York	9 E 10th	Mur Hill	777
	Chicago	Gas Bg	Wabash	6909

LOS ANGELES.

B Wv (SF).	Baranger Weaver Co.	814 S Spring.	Main	1532
	San Francisco	Merch Ex Bg.	Garfield	130

ATLANTA.

Am Press As.	American Press As.	114 Garnett	Main	1877
	New York(hdqrs)	225 W 39th	Bryant	880
	Chicago	Gas Bg.	Harrison	7400
	St Paul	114 E 3d	Cedar	1530
	San Francisco	39 Clay	Kearny	555
Branham	John M Branham Co.	Candler Bg.	Ivy	4461
	New York(hdqrs)	225 5th av.	Madison	6840
	Chicago	Mallors Bg.	Rand'lph	5914
	St Louis	Chemical Bg.	Olive	3214
	Detroit	Kresge Bg.	Cherry	1687
Cone L & W.	Cone, Lor'n'n, Woodm'n	Candler Bg.	Ivy	4461
	New York(hdqrs)	225 5th av.	Madison	6715
	Chicago	Adv'g Bg.	Randolph	256
	Detroit	American Bg.	Main	4951
	Kansas City	Victor Bg.	Main	1023
Kohn (At)	George M Kohn	Candler Bg.	Ivy	4461
Keough (At)	J B Keough	Candler Bg.	Ivy	4461
Lor G & K.	Lor'n'n, Green & Kohn	Candler Bg.	Ivy	4461
	New York(hdqrs)	225 5th av.	Madison	6715
	Chicago	Adv'g Bg.	Majestic	7688

ST. LOUIS.

Baker (St. L)	George R Baker	G Dem Bg	Olive	2500
Beckwith	S C Beckwith Sp Ag.	3d NbkBg.	Olive	43
	New York(hdqs)	Tribune Bg.	Beckman	3500
	Chicago	Tribune Bg.	Central	5124
	Detroit	Ford Bg.	Cherry	2666
	Kansas City	Journal Bg.		
Branham	John M Branham Co.	Chemical Bg.	Olive	3214
	New York(hdqs)	225 5th av.	Madison	6840
	Chicago	Mallors Bg.	Rand'lph	5914
	Detroit	Kresge Bg.	Cadillac	2617
	Atlanta	Candler Bg.	Ivy	4461
Budd	John Budd Co.	Chemical Bg.	Olive	1520
	New York(hdqs)	171 Mad av.	Mur Hill	7742
	Chicago	Tribune Bg.	Central	4165
Dennis (St L)	Sam Dennis	G Dem Bg.	Olive	2500
Eldredge (SL)	C H Eldredge (Cap't)	Chemical Bg.	Olive	98
	New York	501 5th av.	Vand'tbilt	3190
	Chicago	Mallors Bg.	Central	543
	Kansas City	Gra Arts Bg.	Main	4700
	Omaha	Farnham Bg.	Harney	4412
	Oklahoma City	Colcord Bg.	Walnut	6632
McKin'y (St L)	A D McKinney	3 N Bk Bg.	Olive	43
Oshorn	Guy S Oshorn	Globe D Bg.	Olive	645
	Chicago (hdqs)	Tribune Bg.	Central	3347
	Detroit	Ford Bg.	Cherry	1824
Saylor (St L)	R M Saylor	415 Pine	Olive	3226

KANSAS CITY.

Beckwith	S C Beckwith	Journal Bg.		
New York (hdqrs)	Tribune Bg.	Beckman	3500	
Chicago	Tribune Bg.	Central	5124	
Detroit	Ford Bg.	Cherry	2666	
St. Louis	3 N Bk Bg.	Olive	43	

Story, Brooks & Finley

INCORPORATED

Publishers'

Representatives

200 Fifth Avenue

New York City

Colonial Trust Building

PHILADELPHIA, PA.

Peoples Gas Building

CHICAGO, ILL

Cone L & W.	Cone, Lor'n'n, Woodm'n	Victor Bg.	Main	1023
	New York(hdqrs)	225 5th av.	Madison	4713
	Chicago	Adv'g Bg.	Randolph	256
	Detroit	American Bg.	Main	4951
	Atlanta	Candler Bg.	Ivy	4461
Dav (KC)	Oscar G Davies	Victor Bg.	Main	1023
Dillon (KC)	George Dillon	Republic Bg.	Main	9060
Katz	E Katz Sp Ad Ag.	Walldheim Bg.	M'n 7392	(H)
	New York(hdqrs)	18 E 26th.	Madison	2434
	Chicago	Harris TrBg.	Central	4239
Mitchell(KC).	R W Mitchell(Cap'r)	Gra Arts Bg.	Main	4700
	New York.	501 5th av.	Vand'bilt	3190
	Chicago	Mallors Bg.	Central	583
	St. Louis	Chemical Bg.	Olive	946
	Omaha	Farnham Bg.	Harney	4412
	Oklahoma City	Colcord Bg.	Walnut	6632
Young (KC)	J O Young	Luscomb Bg.		

ST. PAUL.

Am Press As.	American Press As.	114 E 3d	Cedar	1530
	New York(hdqs)	225 W 39th	Bryant	880
	Chicago	Gas Bg.	Harrison	7400
	San Francisco	39 Clay	Kearny	555
	Atlanta	114 Garnett	Main	1877
Payne	G Logan Payne Co.	Lum Ex Bg.		
	New York	200 5th av.	Gram's	1540-1
	Boston	8 Winter	Beach	943
	Detroit	Kresge Bg.	Cherry	977 R
	Minneapolis	2429 niv av W		
	Chicago	Marq'te Bg.	Central	4242
G L Payne.	Sec G Logan Payne Co.			
MINNEAPOLIS.				
Payne	G Logan Payne Co.	2429 Univ av W		
	New York	200 5th av.	Gram	1540-1
	Chicago (hdqs)	Marq'te Bg.	Central	4242
	Boston	8 Winter	Beach	943
	Detroit	Kresge Bg.	Cherry	977 R
	St Paul	Lumber Ex Bg		
G L Payne.	Sec G Logan Payne Co.			

MINNEAPOLIS.

Payne	G Logan Payne Co.	2429 Univ av W		
New York	200 5th av.	Gram	1540	1
Chicago (hdqrs)	Marq'te Bg.	Central	4242	
Boston	8 Winter	Beach	943	
Detroit	Kresge Bg.	Cherry	977 R	
St. Paul	Lumber Ex Bg			
G L Payne	Sec G Logan Payne Co.			

OMAHA.

Temple	Wm Temple (Cap'r)	Farnham Bg.	Harney	4412
New York	501 5th av.	Vand'bilt	3190	
Chicago	Mallors Bg.	Central	543	
St. Louis	Chem Bg.	Olive	946	
Kansas City	Gra Arts Bg.	Main	4700	
Oklahoma City	Colcord Bg.	Walnut	6632	

DENVER.

Ohlander (Den B)	A Ohlander	1658 Jackson	Champer	3079
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OKLAHOMA CITY.

Cro'ther (OkC)	M L Crowther (Cap'r)	Colcord Bg.	Walnut	6632
New York	501 5th av.	Vand'bilt	3190	
Chicago	Mallors Bg.	Central	543	
St. Louis	Chem Bg.	Olive	946	
Kansas City	Gra Arts Bg.	Main	4700	
Omaha	Farnham Bg.	Harney	4412	

CLEVELAND.

Hof'n (Cl)	H Hoffman (Scripps)	Un N Bk Bg.	Main	4567
New York	171 Mad av.	Mur Hill	8372	
Chicago	1st Ndk Bg.	Central	1624	

TOLEDO.

Arkenberg	Arkenberg Sp Agcy	406 Mad av.	Main	5893
New York (hdqrs)	World Bg.	Beckman	2252	

CANADA.

Montreal.

Owen (Can)	R Bruce Owen	123 St Peter	Main	8217
Ross (Can)	J C Ross	71 St Peter	Main	7682

Toronto

Davis (Can)	J Lester Davis	Confed'n Bg.	Adelaide	4673
Guy (Can)	Edgar Guy	Royal Bk Bg.	Main	5107
King (Tor)	H W King Co.	76 Adelaide	W Adelaide	1503
Martin (Tor)	W T Martin	Stair Bg.		
Nixon (Tor)	Dalton C Nixon	65 E King		
Rathb (Can)	J B Rathbone	95 King	E Main	120
Smallp (Can)	H E Smallpiece	32 Church	E Main	47
Smith (Can)	William E Smith	18 Toronto	Adelaide	1313
Thom (Can)	F W Thompson	Mail Bg.		

SOUTH AMERICA

Buenos Aires

March (SA)	George A March	341 Laval		
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FROM A CANADIAN AGENT.

A. L. Callopy, president of the Callopy-Holland Advertising Agency, Ltd., Vancouver, B. C., writes:
"We have considerable pleasure in looking over THE FOURTH ESTATE. It is one of the publications I take home to read thoroughly, each and every issue."

READABLE AND RELIABLE.

S. Armstrong of the American Advertising Agency, Boston, writes:

"Members of our staff have been constant readers of THE FOURTH ESTATE for the past fifteen years and appreciate the efforts the publishers of THE FOURTH ESTATE have so successfully made to edit a paper containing readable and reliable information concerning the interests of publishers and advertisers."

LIST OF THE NEWSPAPERS AND THEIR SPECIAL REPRESENTATIVES.

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ALABAMA.

EAST.		WEST.	
Anniston Star & Hot Blast	MacQuoid-M	MacQuoid-M	
Athens Banner	Menet		
Birmingham Age-Herald	Brown (At)	Beckwith	
Ledger	Budd; Kohn (At)	Budd	
News	Kelly-Smith	Kelly-Smith	
Dothan Eagle	Ward & L	Douglas	
Eufaula Citizen	Am Press As	Am Press As	
Gadsden Journal	Menet		
Times-News	Am Press As	APA; Buchman	
Huntsville Mercury	Am Press As	Am Press As	
Times	Am Press As	Am Press As	
Mobile Item	Beckwith	Beckwith	
Register	Branham	Branham	
Tribune	Miller	Stockwell	
Montgomery Advertiser	Kelly; S. Kohn (At)	Kelly-Smith	
Journal	Branham	Branham	
Times	David	David	
Tuscaloosa News	Menet		

ALASKA.

Cardova Times	Am Press As	Am Press As
Ketchikan Miner	Am Press As	Am Press As
Seward Post	Am Press As	Am Press As
Valdez Prospector	Am Press As	Am Press As

ARIZONA.

Bisbee Dispatch	Am Press As	Douglas
Review	Am Press As	Ore
Douglas International	Am Press As	Am Press As
Dispatch	Ward & L	Am Press As
Mesa Tribune	Am Press As	Douglas
Phoenix Gazette	McKinney	McKinney
Republican	Ward	Wd; B. W. (SF)
Tombstone Prospector	Am Press As	Am Press As
Tucson Star	Miller	Stockwell
Yuma Sun	Am Press As	Am Press As

ARKANSAS.

Argenta Herald	Am Press As	Am Press As
Batesville Guard	Am Press As	Am Press As
Camden Beacon Herald	Am Press As	Am Press As
Ft. Smith S. W. American	Katz	Katz
Times Record	Benj. Kent	Benj. Kent
Hope Herald	Am Press As	Am Press As
Hot Springs New Era	Am Press As	Am Press As
Jonesboro Sun	Am Press As	Am Press As
Little Rock Democrat	Branham	Branham
Gazette	Budd	Budd
Mena Star	Am Press As	Am Press As
Newport Independent	Am Press As	Am Press As
Pine Bluff Commercial	Am Press As	Am Press As
Graphic	Buckman	Buckman
Siloam Springs Register	Am Press As	Am Press As
Seaway Citizen	Am Press As	Am Press As
Stuttgart Free Press	Am Press As	Am Press As

CALIFORNIA.

Alameda Times Star		Denning (SF)
Bakersfield Californian	Bryant G & F	Ford-P
Echo	Ward	Ward
Berkeley U of C. Californian	Collegiate	
Gazette		Denning (SF)
Brawley News	Am Press As	Am Press As
Chico Enterprise	Mulligan	Allen
Colusa Sun	Am Press As	Am Press As
Colusa Independent	Am Press As	Am Press As
East Auburn Journal	Am Press As	Am Press As
El Centro Press	Am Press As	Am Press As
Escondido Times-Advocate	Am Press As	Am Press As
Eureka Standard	Ward	Ward
Times	McKinney	McKinney
Fresno Herald	Morton	Morton
Republican	La Coste	La Coste
Fullerton Tribune	Am Press As	Am Press As
Long Beach Press	MacQuoid-M	MacQuoid-M
Telegram	Mulligan	
Los Angeles Examiner	Huntton	Wils-Clarke (SF)
Express	Morton	Mort; B. W. (SF)
Herald	Trowbridge	Payne; Day (KC)
Record	Reichard (Scripps)	Stone; Hoff (CI)
Times	Williams L & C	WLC; Bidwell (SF)
Tribune	Morton	Burrows (SF)
Marysville Appeal	Am Press As	Mort; B. W. (SF)
Martinez Standard	Am Press As	Am Press As
Modesto News	Am Press As	Am Press As
Monterey News	Am Press As	Am Press As
Oakland Enquirer	Ward	Ward; Denning (SF)
Tribune	Williams L & C	Williams L & C
Ontario Report	Am Press As	Am Press As
Orange News	Am Press As	Am Press As
Oroville Register	Am Press As	Am Press As
Oroville Courier	Am Press As	Am Press As
Pacific Grove Review	MacQuoid-M	MacQuoid-M
Pasadena Star	Am Press As	Am Press As
Eutawqua Argus	Am Press As	Am Press As
Courier	Am Press As	Am Press As
Petaluma Messenger	Am Press As	Am Press As
Recorder	Am Press As	Am Press As
Red Bluff News	Am Press As	Am Press As
People's Cause	Am Press As	Am Press As
Redding Searchlight	Am Press As	Am Press As

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DENVER TIMES
SALT LAKE HERALD-REPUBLICAN
NEW YORK TIMES
BOSTON POST
PHILADELPHIA INQUIRER
PITTSBURG GAZETTE TIMES
PITTSBURG CHRONICLE
TELEGRAPH
CLEVELAND PLAIN DEALER
CINCINNATI ENQUIRER
DETROIT FREE PRESS
LOUISVILLE HERALD
INDIANAPOLIS STAR
TERRE HAUTE STAR
MUNCIE STAR

EAST.

Redlands Review	Am Press As
Richmond Independent	Am Press As
Riverside Enterprise	La Coste
Sacramento Bee	O'Mara-O
Star	Reichard (Scripps)
Union	Beckwith
Salina Journal	Am Press As
San Bernardino Index	David; APA
San Diego Sun	Reichard (Scripps)
Tribune	Trowbridge
Union	Trowbridge
San Francisco Bulletin	La Coste
Call Post	Trowbridge
Chronicle	Williams L & C
Examiner	Huntton
News	Reichard (Scripps)

San Jose Mercury-Herald	La Coste
San Pedro Pilot	Am Press As
Santa Cruz News	Am Press As
Sentinel	Am Press As
Santa Monica Outlook	Am Press As
Santa Rosa Republican	Am Press As
San Mateo News	Am Press As
South Pasadena Record	Am Press As
Stanford Univ. Palo Alto	Collegiate
Stockton Mail	Katz
Record	La Coste
Taft Driller	Menet; APA
Tulare Register	Am Press As
Vallejo Times	Am Press As
Ventura Post	Am Press As

COLORADO.

Colorado Springs Gazette	Branham
Telegraph	McKinney
Cripple Creek Times-Record	Am Press As
Denver Post	Cone L & W
Express	Reichard (Scripps)
News	Verree & C
Times	Verree & C
Durango Herald	Am Press As
Ft. Collins Express	Am Press As
Ft. Morgan Times	Am Press As
Grand Junction News	Am Press As
Sentinel	Am Press As
Glenwood Spgs. Avalanche	Am Press As
Leadville Herald-Democrat	Beckwith
Loveland Herald	Am Press As
Montrose Press	Am Press As
Pueblo Chieftain	Branham
Star-Journal	McKinney
Sterling Advocate	Am Press As
Trinidad Chronicle News	Am Press As

CONNECTICUT.

Ansonia Sentinel	Katz
Bridgeport Farmer	Bryant G & F
Post & Telegram	Mathews
Standard	LaCos; Swan (Bn)
Hartford Courant	Gilman & N
Post	Mathews
Times	Kelly-Smith
Manchester Herald	Am Press As
Meriden Journal	Mathews
Record	
Middletown Press	Northrup
New Britain Herald	Tomes
Record	Lindenstein
New Haven Journal-Courier	Miller
Register	Mathews
Times-Leader	Beckwith
Union	Story H & F
Yale Univ. News	Collegiate
New London Day	Northrup
Telegraph	Payne
Norwalk Hour	O'Flaherty
Stamford Advocate	O'Flaherty
Torrington News	David
Register	Mulligan
Waterbury American	Alcorn-H
Democrat	Knill Cham
Republican	Mathews
Winsted Citizen	Am Press As

DELAWARE.

Wilmington Every Evening	BrG&F; Smith (Ph)
Journal	McKinney
News	Ward

DISTRICT OF COLUMBIA.

Washington Herald	Beckwith
Post	Block
Star	Carroll; (Graph)
	Photo News Synd
Times	Callender
	Crawford

FLORIDA.

Arcadia News	Am Press As
Clearwater Sun	Am Press As
Daytona Journal	Am Press As
News	Am Press As
Pt. Myers Press	Am Press As

EAST.		WEST.	
Jacksonville Metropolis	Katz	Katz	
Times-Union	Benj Kent	Benj Kent	
Key West Journal	Am Press As	APA; Douglas	
Lakeland Star	Am Press As	Am Press As	
Miami Herald	Davis; Kohn(AT)	David	
Metropolis	Brannham	Brannham	
Ocala Hammer	Am Press As	Am Press As	
Orlando Sentinel	Am Press As	Am Press As	
Pensacola News	Katz	Katz	
Journal	Cone L & W	Cone L & W	
St. Petersburg Times	Am Press As	Budd	
Tampa Times	Brickwith	Brickwith	
Tarpon Springs Leader	Am Press As	Am Press As	
GEORGIA.		IDAHO.	
Albany Herald	Bry G&F; Kohn(AT)	Boise Statesman	Morton
Athens Herald	Miller; Kough(AT)	Capital News	Alcorn H
Atlanta Constitution	SH&N; Kohn(AT)	Hailey Times	Am Press As
Georgian	Benj Kent	Macon Star-Mirror	Am Press As
Journal	Brannham	Wallace Press-Times	David
Sunday American	Kough(AT)		
Augusta Chronicle	Bry G&F; Kohn(AT)		
Herald	Benj Kent		
Brunswick Banner	Am Press As		
Columbia Enquirer-Sun	Beckwith		
Ledger	Menet; Kohn(AT)		
Dublin Courier-Herald	Am Press As		
Macon News	Stacy, B & F		
Telegraph	Brannham		
Moultrie Observer	Am Press As		
Rome Chronicle	Menet		
Tribune-Herald	M O M; Kohn(AT)		
Savannah News	Eddy; Kohn(AT)		
Press	Budd		
Tifton Gazette	Am Press As		
ILLINOIS.		INDIANA.	
Alton Telegraph	Alcorn H	Alexandria Times-Tribune	Am Press As
Aurora Beacon-News	Alcorn H	Anderson Bulletin	Allen
Beardstown Illinois-Star	Am Press As	Herald	Payne
Belleville Advocate	Am Press As	Auburn Star	Am Press As
Bloomington Pantagraph	Watson	Bedford Mail	Am Press As
Carro Bulletin	Payne	Bloomington World	Am Press As
Citizen	Carp Scher	Ind. Univ. Student	Collegiate
Herald	APA; Watson	Bluffton Banner	Carp Scher
Register	Carp Scher	Brazil News	Am Press As
Ledger	Payne	Columbia City Commercial	Am Press As
Carbondale Free Press	Am Press As	Columbia City Commercial	Am Press As
Centralia Review	Am Press As	Columbia City Commercial	Am Press As
Sentinel	Am Press As	Connersville Enquirer	Am Press As
Champaign Gazette	Alcorn H	News	Carp Scher
News	Watson	Crawfordsville Journal	Carp Scher
Chicago Abend Press	H C Story	Review	Am Press As
Albion Post	Scharon	Dunkirk News	Am Press As
American	Gale	Elkhart Review	Carp Scher
Chi. City Maroon	Collegiate	Truth	Alcorn H
Examiner	Huntton	Elwood Call Leader	Am Press As
Herald	Beckwith	Record	Am Press As
Journal	Stacy B & F	Evansville Courier	Budd
Live Stock Reporter	Kell Cham	Journal-News	Katz
Post	Kelly Smith	Press	Reichard(Scripps)
Santaquapost	Scharon	Sentinel	Ward
Staats-Zeitung	H C Story	Frankfort Times	Carp Scher
Tribune	Hollis	Fort Wayne Journal-Gazette	Brannham
Westen und Daheim	H C Story	News	Watson
Clinton Journal	Am Press As	Sentinel	Ward
Public	Am Press As	Gary Post	Northrup
Danville Commercial-News	Putnam & R	Tribune	G Alcorn
Press	Watson	Goshen News Times	Carp Scher
Decatur Herald	Alcorn H	Greencastle Banner	Am Press As
De Kalb Independent	Am Press As	De Pauw Uni. Daily	Collegiate
Chronicle		Herald	Am Press As
Dixon Leader	Mulligan	Greensburg News	Carp Scher
Telegraph	Am Press As	Review	Am Press As
East St. Louis Journal	David	Times	Am Press As
Sun	Am Press As	Hammond Times	Payne
Edwardsville Intelligencer	Carp Scher	Hartford City Times-Gazette	Carp Scher
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Galena Gazette	Am Press As	Tribune	Watson
Galesburg Mail	Kell Cham	Lafayette Courier	Alcorn H
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Hoopeston Chronicle	Am Press As	La Porte Argus	Am Press As
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Jet-Herald-News	Alcorn H	Linton Citizen	Am Press As
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Tribune	Am Press As	Marion Chronicle	Alcorn H
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Lincoln Courier-Herald	Carp Scher	Monticello Journal	Am Press As
Star	Am Press As	Montpelier Herald	Am Press As
Litchfield News-Herald	Carp Scher	Mt. Vernon Democrat	Am Press As
Marengo Register	Am Press As	Muncie Press	Watson
Mattoon Commercial-Star	Carp Scher	Star	Kelly-Smith
Journal-Gazette	Watson	New Albany Tribune	Am Press As
Maize Dispatch	Putnam & R	Newcastle Courier	Carp Scher
Memphis Atlas	Payne; APA	Times	Payne
Mt. Carroll Democrat	Am Press As	Noblesville Leader	Am Press As
Mt. Vernon News	Am Press As	Plymouth Democrat	Am Press As
Register	Am Press As	Republican	Am Press As
Murphyboro Independent	Mulligan	Portland Com'l Review	Am Press As
Republican-Era	Carp Scher	Sun	Am Press As
Olney Review	Am Press As	Princeton Clarion-News	Am Press As
		Republican	Am Press As
		Richmond Item	Ward
		Palladium	Payne
		Rochester Sentinel	Am Press As
		Rushville Jacksonian	Am Press As
		Republican	Carp Scher
		Seymour Democrat	Am Press As
		Republican	Carp Scher
		Shelbyville Democrat	Carp Scher
		News	Am Press As
		South Bend News-Times	Cone L & W
		Sullivan Times	Am Press As
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		Tribune	Payne

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News	Am Press As	Am Press As	
Pekin News	Am Press As	Am Press As	
Peoria Journal	Eddy	Eddy	
Transcript	Shelfield	Shelfield	
Peru News-Herald	Am Press As	Am Press As	
Quincy Herald	Watson	Allen	
Journal	Payne	Payne	
Whig	Alcorn H	Alcorn H	
Rock Island Argus	Watson	Allen	
Union	Kloughn	A W De Clesques	
Rockford Register-Gazette	Ward	Ward	
Republic	Krill-Cham	Krill Cham	
Star	Watson	Allen	
Roadhouse Record	Am Press As	Am Press As	
Savannah Times-Republican	Am Press As	Am Press As	
Springfield State Journal	Williams L & C	Williams L & C	
State Register	Marquand M	Ward	
News Record	Stevens & K	Stevens & K	
Sterling Gazette	Watson	Allen	
Streator Free Press	Am Press As	Am Press As	
Taylorville Breeze	Am Press As	Am Press As	
Courier	Carp Scher	Carp Scher	
Urbana Courier Herald	Am Press As	Am Press As	
Illinois Univ. Minn. Collegiate			
Waukegan Gazette	Carp Scher	Carp Scher	
Sun	David	David; Keator	
INDIANA.		IDAHO.	
Alexandria Times-Tribune	Am Press As	Am Press As	
Anderson Bulletin	Allen	Allen	
Herald	Payne	Payne	
Auburn Star	Am Press As	Am Press As	
Bedford Mail	Am Press As	Am Press As	
Bloomington World	Am Press As	Am Press As	
Ind. Univ. Student	Collegiate		
Bluffton Banner	Carp Scher	Carp Scher	
Brazil News	Am Press As	Am Press As	
Columbia City Commercial	Am Press As	Am Press As	
Columbia City Commercial	Am Press As	Am Press As	
Connersville Enquirer	Am Press As	Am Press As	
News	Carp Scher	Carp Scher	
Crawfordsville Journal	Carp Scher	Carp Scher	
Review	Am Press As	Am Press As	
Dunkirk News	Am Press As	Am Press As	
Elkhart Review	Carp Scher	Carp Scher	
Truth	Alcorn H	Alcorn H	
Elwood Call Leader	Am Press As	Am Press As	
Record	Am Press As	Am Press As	
Evansville Courier	Budd	Budd	
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Press	Reichard(Scripps)	Stone; Hoffn(C)	
Sentinel	Ward	Brannham(SF)	
Frankfort Times	Carp Scher	Carp Scher	
Fort Wayne Journal-Gazette	Brannham	Brannham	
News	Watson	Allen	
Sentinel	Ward	Ward	
Gary Post	Northrup	Northrup	
Tribune	G Alcorn	Kentor	
Goshen News Times	Carp Scher	Carp Scher	
Greencastle Banner	Am Press As	Am Press As	
De Pauw Uni. Daily	Collegiate		
Herald	Am Press As	Am Press As	
Greensburg News	Carp Scher	Carp Scher	
Review	Am Press As	Am Press As	
Times	Am Press As	Am Press As	
Hammond Times	Payne	Payne	
Hartford City Times-Gazette	Carp Scher	Carp Scher	
Huntington Press	Carp Scher	Carp Scher	
Indianapolis News	Carroll	Lutz	
Star	Kelly-Smith	Glass; Bidwl(SF)	
Times	Brannham	Brannham	
Dispatch	Mulligan	Anderson	
Tribune	Watson	Allen	
Lafayette Courier	Alcorn H	Alcorn H	
Journal	Payne	Payne	
Pue. Uni. Exponent	Collegiate		
La Porte Argus	Am Press As	Am Press As	
Lebanon Reporter	Am Press As	Am Press As	
Linton Citizen	Am Press As	Am Press As	
Logansport Journal-Tribune	Tomes	Allen	
Pharos-Reporter	Mulligan	Anderson	
Madison Courier	Mulligan	Anderson	
Herald	Am Press As	Am Press As	
Marion Chronicle	Alcorn H	Alcorn H	
Leader-Tribune	Watson	Allen	
Monticello Journal	Am Press As	Am Press As	
Montpelier Herald	Am Press As	Am Press As	
Mt. Vernon Democrat	Am Press As	Am Press As	
Muncie Press	Watson	Allen	
Star	Kelly-Smith	Glass; Bidwl(SF)	
New Albany Tribune	Am Press As	Am Press As	
Newcastle Courier	Carp Scher	Carp Scher	
Times	Payne	Payne	
Noblesville Leader	Am Press As	Am Press As	
Plymouth Democrat	Am Press As	Am Press As	
Republican	Am Press As	Am Press As	
Portland Com'l Review	Am Press As	Am Press As	
Sun	Am Press As	Am Press As	
Princeton Clarion-News	Am Press As	Am Press As	
Republican	Am Press As	Am Press As	
Richmond Item	Ward	Ward	
Palladium	Payne	Payne	
Rochester Sentinel	Am Press As	Am Press As	
Rushville Jacksonian	Am Press As	Am Press As	
Republican	Carp Scher	Carp Scher	
Seymour Democrat	Am Press As	Am Press As	
Republican	Carp Scher	Carp Scher	
Shelbyville Democrat	Carp Scher	Carp Scher	
News	Am Press As	Am Press As	
South Bend News-Times	Cone L & W	Cone L & W	
Sullivan Times	Am Press As	Am Press As	
Terre Haute Post	Reichard(Scripps)	Stone; Hoffn(C)	
Star	Kelly-Smith	Brannham(SF)	
Tribune	Payne	Glass; Bidwl(SF)	
		Payne	

EAST.		WEST.	
Union City Times	Am Press As	Am Press As	
Vincennes Capital	Carp Scheer	Am Press As	
Commercial	Am Press As	Am Press As	
Sun	Am Press As	Am Press As	
Wabash Times-Star	Carp Scheer	Carp Scheer	
Warsaw Sun	Am Press As	Am Press As	
Union	Northrup		

IOWA.			
Ames Times	Am Press As	Am Press As	
Burlington Gazette	Alcorn H	Alcorn H	
Hawkeye	Payne	Payne	
Cedar Falls Record	Am Press As	Am Press As	
Cedar Rapids Gazette	Watson	Allen	
Charles City Press & Int'l	La Cote	La Cote	
Clinton Advertiser	Am Press As	Am Press As	
Herald	Watson	Allen	
Council Bluffs Nonpareil	Payne	Payne	
Creston Plain Dealer	Sheffield	Sheffield	
Davenport Dem. & Leader	Am Press As	Am Press As	
Times	Eddy	Eddy	
Des Moines Capital	Cone L & W	Cone L & W	
Drake Uni. Delphic	O'Mara O	O'Mara O	
News	Collegiate		
Register-Tribune	Reichard (Scripps)		

Dubuque Telegraph-Herald	Alcorn H	Alcorn H	
Times Journal	Payne	Payne	
Ft. Dodge Chronicle	Mulligan	Mulligan	
Messenger	Stevens & K	Stevens & K	
Ft. Madison Democrat	Payne	Payne	
Gem City	Stevens & K	Stevens & K	
Iowa City Citizen	Northrup	Northrup	
Iowa Univ. Iowan	Collegiate		
Press	La Cote	La Cote	
Republican	Stevens & K	Stevens & K	
Keokuk Gate City Cons-Dem.	Payne	Payne	
Mason City Globe-Gazette	Stevens & King	Stevens & King	
Times	Mulligan	Mulligan	
Missouri Valley Times	Am Press As	Am Press As	
Muscatine Journal	Cone L & W	Cone L & W	
News-Tribune	Alcorn H	Alcorn H	
Ottumwa Courier	Cone L & W	Cone L & W	
Review	Payne	Payne	
Oelwein Register	Am Press As	Am Press As	
Sixth City Journal	Stevens & K	Stevens & K	
Tribune	Williams I. & C	Williams I. & C	
Washington Journal	Am Press As	Am Press As	
Waterloo Courier	Story B & F	Story B & F	
Tribune-Times	Payne	Payne	
Webster City Freeman-Trib.	Am Press As	Am Press As	

KANSAS.			
Abilene Chronicle	Am Press As	Am Press As	
Reflector	Am Press As	Am Press As	
Arkansas City News	Am Press As	Am Press As	
Atchison Globe	Ward & L	Ward & L	
Burlington Republican	Am Press As	Am Press As	
Cherryvale Republican	Am Press As	Am Press As	
Clay Center Dispatch-Rep.	Am Press As	Am Press As	
Columbus Advocate	Am Press As	Am Press As	
Concordia Blade	Ward & L; APA	Ward & L; APA	
Kansas	Am Press As	Am Press As	
El Dorado Republican	Am Press As	Am Press As	
Frederick Herald	Am Press As	Am Press As	
St. Scott Tribune Monitor	Am Press As	Am Press As	
Galena Times	Am Press As	Am Press As	
Great Bend Tribune	Payne	Payne	
Hutchinson Gazette	Stevens & King	Stevens & King	
News	Katz	Katz	
Independence Reporter			
Junction City Union	G Alcorn	G Alcorn	
Lawrence Gazette	Am Press As	Am Press As	
Journal-World	G Alcorn	G Alcorn	
Kan. Uni. Kansan	Collegiate		
Leavenworth Post	Katz	Katz	
Times			
Lyns News	Am Press As	Am Press As	
Manhattan Mercury	Am Press As	Am Press As	
Norton Telegram	Am Press As	Am Press As	
Ottawa Herald	Watson	Watson	
Parsons Sun	Ward & L; APA	Ward & L; APA	
Pittsburg Headlight	Klebahn	Klebahn	
Salina Journal	Am Press As	Am Press As	
Topeka Capital	Laing	Laing	

State-Journal	Block	Block	
Wichita Beacon	Williams L & C	Williams L & C	
Eagle	Beckwith	Beckwith	
Winfield Free Press	Am Press As	Am Press As	

KENTUCKY.			
Bowling Green Messenger	Am Press As	Am Press As	
Times-Journal	Am Press As	Am Press As	
Covington Post	Reichard (Scripps)	Reichard (Scripps)	
Frankfort Journal	Alcorn H	Alcorn H	
Hopkinsville New Era	Am Press As	Am Press As	
Lexington Herald	Northrup	Northrup	
Leader	Katz	Katz	
Louisville Anzeiger	H C Story	H C Story	
Courier-Journal	Beckwith	Beckwith	
Herald	Kelly Smith	Kelly Smith	
Post	Wilberding	Wilberding	
Times	Beckwith	Beckwith	
Mayfield Messenger	Am Press As	Am Press As	
Maysville Bulletin	Am Press As	Am Press As	
Independent	Am Press As	Am Press As	
Middlesboro News	Payne	Payne	
Owensboro Inquirer	Ward	Ward	
Messenger			
Paducah Sun	Payne	Payne	
Winchester Democrat	Cosgrove	Cosgrove	
	Am Press As	Am Press As	

VERREE & CONKLIN

INCORPORATED.

NEW YORK
DETROIT
CHICAGO

Representing
East and West

COLORADO

DENVER ROCKY MT. NEWS
DENVER TIMES

MICHIGAN

DETROIT FREE PRESS
GRAND RAPIDS HERALD

NEW YORK

ALBANY TIMES-UNION
BUFFALO TIMES
UTICA PRESS
WATERTOWN TIMES

OREGON

PORTLAND OREGONIAN

PENNSYLVANIA

PITTSBURG LEADER

UTAH

SALT LAKE TELEGRAM

WASHINGTON

TACOMA LEDGER
TACOMA NEWS
EVERETT HERALD
OLYMPIA OLYMPIAN
OLYMPIA RECORDER

ONTARIO

TORONTO GLOBE
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WASHINGTON

BELLINGHAM AMERICAN-
REVELLE
BELLINGHAM HERALD

ONTARIO

OTTAWA CITIZEN

QUEBEC.

MONTREAL MAIL

MANITOBA

WINNIPEG TELEGRAM

Representing
West Only

PENNSYLVANIA

PHILADELPHIA BULLETIN

EAST.
LOUISIANA.

Baton Rouge State-Times	Ward & L	Ward & L	
Jennings Times Record	Am Press As	Am Press As	
Lake Charles Amer. Press	Ward & L	Ward & L	
Monroe News-Star	Ward & L	Ward & L	
New Orleans Item	Budd	Budd	
States	Beckwith	Beckwith	
Times-Picayune	Cone L & W	Cone L & W	
Shreveport Journal	Katz	Katz	
Times	Branham	Branham	

MAINE.

Augusta Journal	Mathews	Mathews	
Farmer	Swan	Swan	
Bangor Commercial	Mathews	Mathews	
News	Payne; Swan (Bus)	Payne; Swan (Bus)	
Bath Times	Mathews	Mathews	
Riddeford Journal	Mathews	Mathews	
Gardiner Kennebec Leader	Am Press As	Am Press As	
Lewiston Journal	Payne	Payne	
Sun	Mathews	Mathews	
Portland Eastern Argus	Daggett	Daggett	
Express	Mathews	Mathews	
Press	Katz; Swan (Bus)	Katz; Swan (Bus)	
Waterville Sentinel	Swan	Swan	

MARYLAND.

Baltimore American	Verree & C	Verree & C	
Correspondent	H C Story	H C Story	
News	Carroll	Carroll	
Star	Verree & C	Verree & C	
Sun	Woodward	Woodward	
Cumberland News	Smith; APA	Smith; APA	
Times	David	David	
Frederick Post	Smith	Smith	
Hagerstown Herald	Northrup	Northrup	
Mail	Am Press As	Am Press As	

MASSACHUSETTS.

Amesbury News	Am Press As	Am Press As	
Attleboro Sun	Mathews	Mathews	
Beverly Times	Payne	Payne	
Boston Advertiser	Klein	Klein	
American	Putnam	Putnam	
Chris. Science Mon.	W C Klein	W C Klein	
Globe	Woodward	Woodward	
Herald & Traveler	Beckwith	Beckwith	
Journal	Story B & F	Story B & F	
News Bureau	Willington	Willington	
Post	Kelly-Smith	Kelly-Smith	
Record	Klein	Klein	
Transcript	Eddy	Eddy	
Cambridge Harvard Crimson	Collegiate	Collegiate	
Clinton Item	Mathews	Mathews	
Fall River Globe	Payne	Payne	
Herald	Tomes; Swan (Bus)	Tomes; Swan (Bus)	
News	Kelly Smith	Kelly Smith	
Fitchburg News	Kull; Payne	Kull; Payne	
Sentinel	Mathews	Mathews	
Framingham News	Payne	Payne	
Gloucester Times	Payne	Payne	
Haverhill Gazette	Mathews	Mathews	
Record	Swan	Swan	
Holyoke Telegram	Bryant G & F	Bryant G & F	
Transcript	Mathews	Mathews	
Lawrence Eagle & Tribune	Bryant G & F	Bryant G & F	
Sun & American	Daggett	Daggett	
Telegram	Mathews	Mathews	
Lynn Enterprise	Daggett	Daggett	
Lowell Courier-Citizen	Bryant G & F	Bryant G & F	
Sun	Mathews	Mathews	
Telegram	St&K; Swan (Bus)	St&K; Swan (Bus)	
Lynn Item	Mathews	Mathews	
News	Payne	Payne	
Telegram	Benj Kent	Benj Kent	
Malden News	Payne	Payne	
Milford Journal	Daggett	Daggett	
New Bedford Times	Swan	Swan	
Newburyport News	Payne	Payne	
North Adams Transcript	Mathews	Mathews	
North Attleboro Chronicle	Daggett	Daggett	
Northampton Gazette	Mathews	Mathews	
Herald	Payne	Payne	
Pittsfield News	Swan	Swan	
Plymouth Journal	Mathews	Mathews	
Salem News	Mathews	Mathews	
Springfield News	Kelly Smith	Kelly Smith	
Republican	Kelly Smith	Kelly Smith	

(Graph)

Union	Photo News Synd	McKin; Math; Bus	McKin; Math; Bus
Stonham Enterprise	Am Press As	Am Press As	Am Press As
Waltham News	Mulligan; Swan (Bus)	Mulligan; Swan (Bus)	Mulligan; Swan (Bus)
Worcester Gazette	Mathews	Mathews	Mathews
Post	St&K; Swan (Bus)	St&K; Swan (Bus)	St&K; Swan (Bus)
Telegram	Kelly Smith	Kelly Smith	Kelly Smith

MICHIGAN.

Adrian Telegram	Alcorn H	Alcorn H	
Albion Recorder	Payne	Payne	
Alpena News	MacQuoid M	MacQuoid M	
Ann Arbor Mich. Un. Daily	Collegiate	Collegiate	
Battle Creek Enquirer	Watson	Watson	
Moon-Journal	Payne	Payne	
News	Watson	Watson	
Bay City Times-Tribune	Klein	Klein	
Benton Harbor News & Palm	Carp Scheer	Carp Scheer	
Big Rapids Pioneer-Herald	Mulligan	Mulligan	
Cadillac News	David	David	
Coldwater Reporter	Carp S; APA	Carp S; APA	
Detroit Free Press	Verree & C	Verree & C	
Journal	Block	Block	
News	Klein; (Graph)	Klein; (Graph)	
Photo News Synd			
New-Tribune	Klein	Klein	
Times	Eddy	Eddy	
Dowagiac News	Carp Scheer;	Carp Scheer;	
	Smally (Can)	Smally (Can)	
Flint Journal	Klein	Klein	
Grand Haven Tribune	Am Press As	Am Press As	

EAST.		WEST.	
Grand Rapids Herald.....	Verree & C	Verree & C	
News.....	Eddy	Glass	
Hancock Press.....	Klein	Copper	
Hillsdale Journal.....	Payne	Payne	
Houghton Gazette.....	Payne	Payne	
Ionia Sentinel.....	Am Press As	Am Press As	
Jackson Citizen-Press.....	Klein	Glass	
Patriot.....	Payne	Payne	
Kalamazoo Gaz-Telegraph.....	Williams L & C	Williams L & C	
Lansing Journal.....	Payne	Payne	
Ludington News.....	Am Press As	Am Press As	
Manistee News-Advocate.....	Payne; APA	Payne; APA	
Marshall Chronicle.....	Payne	Payne	
Marquette Chronicle.....	Am Press As	Am Press As	
Monroe News-Courier.....	Payne	Payne	
Mt. Clemens Leader.....	Am Press As	Am Press As	
Muskegon Chronicle.....	Klein	Glass	
Niles Sun.....	Carp-S; APA	Carp-S; APA	
Owosso Argus.....	Payne	Payne	
Port Huron Times-Herald.....	Alcorn-H	Alcorn-H	
Saginaw Courier-Herald.....	Beckwith	Beckwith	
St. Joseph Herald-Press.....	Carp-Scheer	Carp-Scheer	
South Haven Tribune.....	Am Press As	Am Press As	
Three Rivers Commercial.....	Carp-Scheer	Carp-Scheer	
Traverse City Record-Eagle.....	Payne	Payne	

MINNESOTA.

Bemidji Pioneer.....	Am Press As	Am Press As
Brainerd Journal-Press.....	Am Press As	Am Press As
Crookston Times.....	Am Press As	Am Press As
Duluth Herald.....	La Coste	La Coste
Duluth News-Tribune.....	Stevens & K	Stevens & K
Farmington Sentinel.....	Am Press As	Am Press As
Faribault News Republican.....	Am Press As	Am Press As
Hibbing Tribune.....	Am Press As	Am Press As
Minneapolis Journal.....	O'Mara-O	O'Mara-O
Minn. Univ. Daily.....	Collegiate	Collegiate
Montevideo American.....	Hammond & W	Hammond & W
Moorhead News.....	Wilberding	Wilberding
Red Wing Republican.....	Am Press As	Am Press As
Rochester Bulletin.....	Am Press As	Am Press As
St. Paul Dispatch.....	O'Mara-O	O'Mara-O
St. Paul News.....	Hammond & W	Hammond & W
Pioneer Press.....	O'Mara-O	O'Mara-O
Volkzeitung.....	Ward	Ward
South St. Paul Reporter.....	Mulligan	Mulligan
Virginia Enterprise.....	Am Press As	Am Press As
Virginian.....	Am Press As	Am Press As
Winona Independent.....	Payne	Payne
Republican-Herald.....	Mulligan	Mulligan

MISSISSIPPI.

Biloxi Herald.....	Am Press As	Am Press As
Greenville Democrat.....	Am Press As	Am Press As
Hattiesburg News.....	Beckwith	Beckwith
Jackson (Clarion-Ledger).....	La Coste	La Coste
Laurel Leader.....	Am Press As	Am Press As
Meridian Dispatch.....	Beckwith	Beckwith
Star.....	Branham	Branham
Vicksburg Herald.....	Beckwith	Beckwith

MISSOURI.

Brookfield Argus.....	Am Press As	Am Press As
Butler Democrat.....	Am Press As	Am Press As
Cape Girardeau Republican.....	Carp-Scheer	Carp-Scheer
Tribune.....	Am Press As	Am Press As
Carrollton Democrat.....	Am Press As	Am Press As
Carthage Democrat.....	Am Press As	Am Press As
Chillicothe Constitution.....	Am Press As	Am Press As
Clinton Democrat.....	Am Press As	Am Press As
Tribune.....	Am Press As	Am Press As
Columbia Missourian.....	Collegiate; Carp S	Collegiate; Carp S
Gallatin No. Missourian.....	Carp-Scheer	Carp-Scheer
Hannibal Courier-Post.....	Cone L & W	Cone L & W
Independence Examiner.....	Carp-Scheer	Carp-Scheer
News.....	Am Press As	Am Press As
Jefferson City News.....	David	David
Democrat-Tribune.....	Am Press As	Am Press As
Post.....	Am Press As	Am Press As
Joplin Globe.....	Katz	Katz
News-Herald.....	Story B & F	Story B & F
Kansas City Journal.....	Beckwith	Beckwith
Post.....	Cone L & W	Cone L & W
Drovers Telegram.....	Knill Cham	Knill Cham
Kirkville Express.....	Am Press As	Am Press As
News.....	Am Press As	Am Press As
Lamar Democrat.....	Am Press As	Am Press As
Macon Chronicle-Herald.....	Am Press As	Am Press As
Marshall Democrat-News.....	Carp S; APA	Carp S; APA
Marionville Tribune.....	Carp-Scheer	Carp-Scheer
Mexian Intelligence.....	Am Press As	Am Press As
Moberly Index.....	Carp-Scheer	Carp-Scheer
Monett Times.....	Am Press As	Am Press As
Nevada Mail.....	Carp-Scheer	Carp-Scheer
St. Joseph Gazette.....	McKinney	McKinney
News-Press.....	Wilberding	Wilberding
St. Louis Globe-Democrat.....	Richards	Richards
Post Dispatch.....	Beckwith	Beckwith
Republie.....	Cone L & W	Cone L & W
Star.....	Story B & F	Story B & F
Times.....	Block	Block
Westliche Post.....	H C Story	H C Story
Sedalia Capital.....	Carp-S; APA	Carp-S; APA
So St. Joseph Journal.....	Am Press As	Am Press As
Springfield Leader.....	Story B & F	Story B & F
Republican.....	McKinney	McKinney
Trenton Republican-Tribune.....	Am Press As	Am Press As
Times.....	Am Press As	Am Press As
Warrensburg Star-Journal.....	Am Press As	Am Press As
Webb City Register.....	Am Press As	Am Press As
Sentinel.....	Am Press As	Am Press As

MONTANA.

Anaconda Standard.....	Morton	Morton
Billings Gazette & Journal.....	Stevens & K	Stevens & K

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NEW YORK

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newspapers.
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duction—smaller
cost. Over 400
paper in New
York, Pennsylvania
and Ohio have fa-
cilities for using
Prestomats. Write
for full particulars.

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EAST.		WEST.	
Boxeman Chronicle.....	Payne	Payne	
Butte Miner.....	Benj-Kent	Benj-Kent	
Post.....	McKinney	McKinney	
Great Falls Tribune.....	Northrup	Northrup	
Mont. News-P's Assn.....	Knill-Cham	Knill-Cham	
Helena Independent.....	Stevens & K	Stevens & K	
Record-Herald.....	McKinney	McKinney	
Lewiston Democrat-News.....	Northrup	Northrup	
Livingston Enterprise.....	Stevens & K	Stevens & K	
Missoula Missoulian-Sentinel.....	Payne	Payne	

NEBRASKA.			
Beatrice Express.....	Am Press As	Am Press As	
Columbus News.....	Am Press As	Am Press As	
Falls City Journal.....	Am Press As	Am Press As	
Fremont Tribune.....	Stevens & K	Stevens & K	
Grand Island Independent.....	Stevens & K	Stevens & K	
Hastings Tribune.....	Stevens & K	Stevens & K	
Kearny Hub.....	Stevens & K	Stevens & K	
Lincoln Star.....	Benj-Kent	Benj-Kent	
Journal and News.....	Branham	Branham	
Neb Un. Nebraskan.....	Collegiate	Collegiate	
Nebraska City News.....	Am Press As	Am Press As	
Press.....	Am Press As	Am Press As	
Norfolk News.....	Stevens & K	Stevens & K	
North Platte Telegraph.....	Am Press As	Am Press As	
Omaha Bee.....	Stevens & K	Stevens & K	

Dr Jnl-Stockman.....	Knill-Cham	Knill-Cham	
News.....	Hammond	Hammond	
World-Herald.....	O'Mara-O	O'Mara-O	
Tribune.....	H C Story	H C Story	
Plattsmouth Journal.....	Am Press As	Am Press As	
Scottsbluff Star-Herald.....	Am Press As	Am Press As	
Superior Journal.....	Am Press As	Am Press As	
York News-Times.....	Stevens & K	Stevens & K	

NEVADA.			
Carson City News.....	Am Press As	Am Press As	
Elko Independent.....	Am Press As	Am Press As	
Reno Gazette.....	Bryant G & F	Bryant G & F	
State Journal.....	Alcorn-H	Alcorn-H	

NEW HAMPSHIRE.			
Concord Patriot.....	Times; Swan(Bos)	Times; Swan(Bos)	
Dover Democrat.....	Mathews	Mathews	
Keene Sentinel.....	Swan	Swan	
Manchester Mirror-American.....	Payne	Payne	
Union & Leader.....	Mathews	Mathews	
Portsmouth Times.....	Daggett	Daggett	
Chronicle & Herald.....	Swan	Swan	

NEW JERSEY.			
Asbury Park Press.....	Northrup	Northrup	
Atlantic City Press-Union.....	Block	Block	
Bayonne Times.....	O'Flaherty	O'Flaherty	
Bridgeton News.....	Smith	Smith	
Burlington Enterprise.....	Bryant G & F	Bryant G & F	
Camden Courier.....	Miller	Miller	
South Jersey News.....	Am Press As	Am Press As	
Elizabeth Journal.....	Northrup	Northrup	
Times.....	Carp-Scheer	Carp-Scheer	
Hackensack Record.....	O'Flaherty	O'Flaherty	
Hoboken Observer.....			
Jersey City Journal.....	Kelly-Smith	Kelly-Smith	
Long Branch Record.....	O'Flaherty	O'Flaherty	
Morrisdown Record.....	O'Flaherty	O'Flaherty	
Newark Call.....	Bryant G & F	Bryant G & F	
News.....	O'Mara-O	O'Mara-O	
Star-Eagle.....	Block	Block	
New Brunswick News.....	Northrup	Northrup	
Times.....	Northrup	Northrup	
Passaic Herald.....	O'Flaherty	O'Flaherty	
News.....	Cooke	Cooke	
Paterson Call.....	Cooke	Cooke	
Press-Guardian.....	Payne	Payne	
Perth Amboy News.....	Northrup	Northrup	
Plainfield Courier-News.....	Alcorn-H	Alcorn-H	
Princeton Uni. Princetonian.....	Collegiate	Collegiate	
Trenton Gazette.....	G Alcorn	G Alcorn	
Times.....	Kelly Smith	Kelly Smith	
Union Hill Dispatch.....	Miller	Miller	
Woodbury Times.....	Am Press As	Am Press As	

NEW MEXICO.			
Albuquerque Journal.....	Mulligan	Mulligan	
Roswell Record.....	Am Press As	Am Press As	
Sante Fe New Mexican.....	Payne	Payne	

NEW YORK.			
Albany Argus.....	Müller	Müller	
Journal.....	Benj-Kent	Benj-Kent	
Knickerbocker Press.....	Branham	Branham	
Telegram.....	Menet	Menet	
Times-Union.....	Verree-C	Verree-C	
Amsterdam Recorder.....	Northrup	Northrup	
Sentinel.....	Cooke	Cooke	
Auburn Citizen.....	Northrup	Northrup	
Batavia News.....	Northrup	Northrup	
Beacon Herald.....	Am Press As	Am Press As	
Journal.....	O'Flaherty	O'Flaherty	
Hinghamton Press.....	Budd	Budd	
Republican-Herald.....	Sheffield	Sheffield	
Brooklyn Eagle.....	O'Mara-O	O'Mara-O	
Citizen.....	Klebahn	Klebahn	
Standard-Union.....	Huntman	Huntman	
Times.....	Ready	Ready	
Buffalo Commercial.....	McKinney	McKinney	
Courier & Enquirer.....	Cone L & W	Cone L & W	
Democrat.....	H C Story	H C Story	
Express.....	Sheffield	Sheffield	
Live Stock Record.....	Am Press As	Am Press As	
News.....	Kelly-S	Kelly-S	
Times.....	Verree-C	Verree-C	
Canandaigua Record.....	Am Rep Co	Am Rep Co	
Catskill Mail.....	Northrup	Northrup	
Cohoes Dispatch.....	Müller	Müller	
Republican.....	Long	Long	
Corning Journal.....	Am Press As	Am Press As	
Leader.....	Northrup	Northrup	
Cortland Standard.....	Northrup	Northrup	

EAST		WEST	
Danville Breeze	APA; AsRepCo	Am Press As	
Elmira Advertiser	Alcorn	Anderson	
Herald	David	David	
Star Gazette	McKinney	McKinney	
Flushing Journal	O'Flaherty		
Geneva Times	Tomes	H H DeClerque	
Glens Falls Post-Star	Putnam & R		
Times	Clayden	H H DeClerque	
Gloversville Herald	McKinney	McKinney	
Leader-Republican	Miller	Stockwell	
Hornell Tribune Times	Northrup	Northrup	
Hudson Register	Northrup	Northrup	
Republican	David	David	
Ithaca Cornell Daily Sun	Collegiate		
Journal	McKinney	McKinney	
News	Northrup	Northrup	
Kingston Journal	Northrup	Northrup	
Post	Block	Block	
Kingston Express	Am Press As	Am Press As	
Freeman	Northrup	Northrup	
Lackawanna Journal	APA; AsRepCo	Am Press As	
Little Falls Times	Northrup	Northrup	
Lockport Union-Sun & Jour.	Northrup	Northrup	
Long Island City Star	Mulligan	Anderson	
Middletown Argus	Northrup	David	
Mt. Vernon Argus	David	David	
Newburg News	Northrup	Northrup	
Journal	Lindenstein		
New Rochelle Standard	O'Flaherty		
Star	Northrup		
New York American		Wilson; Clarke (SF)	
Col. Uni. Spectator	Collegiate		
Commercial		H DeClerque	
Dly News Record	Barclay (Bos)		
Evening Bronx	Crograve		
German Journal	H C Story		
Globe	O'Mara O		
Jewish Dly Forw'd		O'Mara O	
Jewish Morn. Jour.		Schwartz	
Herald	Cone L & W	Waltz	
Journal	Callender	Cone L & W	
Mail	Block	Cwrd; Clarke (SF)	
Post		Block	
Staats-Zeitung	Scaarton	Ryan & In	
Sun	Fletcher (Munsey)	Clark	
Telegram	Cone L & W	Cone L & W	
Times		Ob'n; Bid'w (SF)	
Tribune	Eddy	Eddy	
World		Camp; Dav (KC)	
Niagara Falls Gazette	Northrup	Northrup	
Journal	Clayden	H H DeClerque	
No. Tonawanda News	Northrup	Northrup	
Norwich Sun	Northrup	Northrup	
Nyack Journal	Ward & L		
Star	O'Flaherty		
Ogdensburg Repub-Journal	David; As Rep Co	David	
Olean Herald	Northrup	Northrup	
Times	Putnam & R		
Oneonta Star	Northrup	Northrup	
Ossining Citizen	O'Flaherty		
Peekskill News	Am Press As	Am Press As	
Union	O'Flaherty; APA	Am Press As	
Plattsburgh Star	Northrup		
Republican	AsRepCo		
Port Chester Item	O'Flaherty		
Poughkeepsie Enterprise	O'Flaherty		
Eagle-News	Long	Long	
Star	Northrup	Northrup	
Rochester Abendpost	H C Story		
Democrat & Chron.	Block	Block	
Herald	Branham	Branham	
Post-Express	Eddy	Story B & F	
Times	Northrup	McKinney	
Union Advertiser	Northrup	Northrup	
Rome Sentinel	Northrup	Northrup	
Saratoga Springs Saratogian	Northrup	Northrup	
Sun	Am Press As	Am Press As	
Saugerties Post	Am Press As	Am Press As	
Schenectady Gazette	Benj Kent	Benj Kent	
Union Star	La Coste	La Coste	
Syracuse Herald	Sheffield	Sheffield	
Journal	Budd	Budd	
Post-Standard	Block	Block	
Syrac Univ. Orange	Collegiate		
Tarrytown News	O'Flaherty		
Troy Times	Williams L & C	Williams L & C	
Utica Herald-Dispatch	Eddy	Eddy	
Observer	Benj Kent	Benj Kent	
Press	Verrée C	Verrée C	
Watertown Standard	McKinney	McKinney	
Times	Verrée C	Verrée C	
Wellsville Reporter	AsRepCo		
White Plains Record	O'Flaherty		
Argus	Cooke	Cooke	
Yonkers Herald	Knill-C; O'Flaherty		
News	Mulligan	Anderson	
NORTH CAROLINA.			
Asheville Citizen	Watson	Allen	
Times	Bryant G & F	Bryant G & F	
Charlotte News-Chronicle	Branham	Branham	
Observer	StB&F; Kohn (At)	Story B & F	
Concord Tribune	MacQuoid M	MacQuoid M	
Durham Sun	MacQuoid M	MacQuoid M	
Fayetteville Observer	Am Press As	Am Press As	
Goldboro Argus	Am Press As	Am Press As	
Greensboro News	LoG&K; Kohn (At)	LoG&K	
Record	MacQuoid M	MacQuoid M	
Henderson Dispatch	MacQuoid M	MacQuoid M	
Hickory Record	MacQ-M; APA	MacQ-M; APA	
Kinston Free Press	Mulligan	Anderson	
News	Am Press As	Am Press As	
Raleigh News-Observer	Branham	Branham	
Times	Budd	Budd	
Rocky Mount Telegram	MacQuoid M	MacQuoid M	
Sabersbury Post	MacQuoid M	MacQuoid M	
Southern	Am Press As	Am Press As	
Tarboro Times	MacQ-M; APA	M-Q M; Ap; Buck	
Wilmington Dispatch	MacQuoid M	MacQuoid M	
Salem Journal	Bryant G & F	Bryant G & F	
Sentinel	M-Q M; Kohn (At)	MacQuoid M	

It is twenty years since the Wm. J. Morton Company entered the special agency field with offices in New York and Chicago.

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The Idaho Statesman

LOS ANGELES, CAL.
The Express (Evening)
The Tribune (Morning)

AND
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Special Advertising Agency

NEW YORK CHICAGO
30 Fifth Avenue Tribune Building

EAST.		WEST.	
NORTH DAKOTA.			
Bismarck Tribune	Payne	Payne	
Devils Lake Journal	Carp-Scheer	Carp-Scheer	
Fargo Courier-News	Beckwith	Beckwith	
Forum	Knill-Cham	Knill Cham	
Grand Forks Herald	Stevens & K	Stevens & K	
Jamestown Alert	Am Press As	Am Press As	
Capital	Am Press As	Am Press As	
Lisbon Farmer	Carp-Scheer	Carp-Scheer	
Mandan Pioneer	Carp-Scheer	Carp-Scheer	
Minot News	Carp-Scheer	Carp-Scheer	
Valley City Times-Record	Am Press As	Am Press As	
Williston Herald	Carp-Scheer	Carp-Scheer	
OHIO.			
Akron Beacon-Journal	Watson	Story B & F	
Press	Reichard (Scripps)	Stone; Hof'n (Cl)	
Times	Eddy	Burrows (SF)	
Ashtabula Star & Beacon	Ward	Eddy	
Athens Messenger	Ward	Ward	
Belleaire Leader	Tomes; APA	Ward	
Bellfontaine Index-Repub.	Ward	Ward	
Bellevue Gazette	Ward	Ward	
Bowling Green Sentinel-Trib.	Ward	Ward	
Bucyrus Forum	Tomes	Ward	
Telegraph	Ward	Ward	
Cambridge Times	Tomes	Ward	
Jeffersonian	Ward	Ward	
Canton News	Bryant G & F	Bryant G & F	
Repository	Story B & F	Story B & F	
Celina Standard	Am Press As	Am Press As	
Chillicothe Gazette	Ward	Ward	
News-Advertiser	Tomes; APA	Am Press As	
Cincinnati Commercial-Trib.	Stevens & K	Stevens & K	
Enquirer	Klein	Glass; Bidw (SF)	
Free Press	Tomes	Schwartz	
Post	Reichard (Scripps)	Stone; Hof'n (Cl)	
Times-Star	Berdan	Burrows (SF)	
Volkshlatt	H C Story	Crall	
Circleville Herald	APA; AsRepCo	Am Press As	
Cleveland Leader	Block	Block	
News	Block	Block	
Plain Dealer	Woodward	Glass; Bidw (SF)	
Press	Reichard (Scripps)	Stone; Hof'n (Cl)	
Wacchter & Anzeiger	H C Story	Burrows (SF)	
Columbus Citizen	Reichard (Scripps)	Stone; Hof'n (Cl)	
Dispatch	Klein	Burrows (SF)	
Express & Westnote	H C Story	Glass	
Ohio State Journal	McKinney	McKinney	
State Univ. Lantern	Collegiate		
Conneaut News-Herald	AsRep Co		
Coshocton Times-Age	Lindenstein		
Tribune	Ward	Ward	
Dayton Herald	Story B & F	Story B & F	
Journal	Story B & F	Story B & F	
News	Klein	Glass	
Defiance Express	Am Press As	Am Press As	
Delaware Gazette	Tomes		
Journal-Herald	Lindenstein	Ward	
Dennison Paragraph	Am Press As	Am Press As	
East Liverpool Review	Ward	Ward	
East Palestine Leader	AsRepCo		
Tribune	Payne	Payne	
Elyria Chronicle	Tomes	Powers	
Telegram	Ward	Ward	
Findlay Courier	Tomes		
Republican	Ward	Ward	
Fostoria Review	Tomes; APA	Am Press As	
Times	Ward	Ward	
Freemont Messenger	Tomes	Ward	
News	Tomes		
Galion Inquirer	Am Press As	Am Press As	
Leader	Tomes		
Greenville Advocate	Ward	Ward	
Tribune	Tomes; APA	Am Press As	
Hamilton Journal	Ward	Ward	
Republican-News	Story B & F	Story B & F	
Ironton Register	Tomes		
Kenton Democrat	Tomes		
News-Republican	Ward	Ward	
Lancaster Gazette	Tomes; APA	Am Press As	
Lima News	Clayden	H H DeClerque	
Republican-Gazette	Ward	Ward	
Times-Democrat	Lindenstein		
Lisbon Journal	Tomes; APA	Am Press As	
Lorain News	Tomes	Stockwell	
Times-Herald	Ward	Ward	
McConnelsville Herald	Am Press As	Am Press As	
Mansfield News	Ward	Ward	
Marietta Journal	Ward	Ward	
Register-Leader	Mulligan	Douglas	
Times	Clayden	Anderson	
Marion Star	Ward	Ward	
Tribune	Tomes		
Martins Ferry Times	Ward	Ward	
Marysville Tribune	Ward	Ward	
Middletown Journal	Tomes; APA	Ward	
News-Signal	Ward	Ward	
Mt. Vernon Republican-News	Ward	Ward	
Newark Advocate	Ward	Ward	
American-Tribune	Tomes		
New Philadelphia Times	Ward	Ward	
Niles News	APA; AsRepCo	Am Press As	
Norwalk Reflector-Herald	Ward	Ward	
Painesville Telegraph-Repub.	Ward	Ward	
Piqua Call	Ward; AsRepCo	Ward	
Leader-Dispatch	Tomes		
Press	Mulligan	Anderson	
Pomeroy News	Ward; APA	Ward; APA	
Portsmouth Times	Ward	Ward	
Salem Herald	Tomes; APA	Am Press As	
News	Ward	Ward	
Sandusky Register	Ward	Ward	
Star-Journal	La Coste	Anderson	
Sidney Journal	Am Press As	Am Press As	

EAST.		WEST.	
Springfield News	Klein	Glass	Story B & F
Sun	Story B & F	Ward	Ward
Steuernville Herald Star	Ward	Ward	Ward
Tiffin Tribune Herald	Ward	Block	Block
Toledo Blade	Block		
Express	H C Story		
News-Bee	Reichard (Scripps)	Stone; Hof'n (Cl)	Burrows (SF)
		Wallis	
Times			
Toronto Tribune	AsRepCo		
Troy News	Am Press As	Am Press As	
Record	Times; APA	Am Press As	
Urbana Democrat	Ward	Ward	
Van Wert Times		Buckman	
Wapakoneta News	Am Press As	Am Press As	
Warren Chronicle	Ward	Ward	
Tribune	Am Press As	Am Press As	
Wellston Sentinel	Am Press As	Am Press As	
Wilmingon News	Ward	Ward	
Wooster News	Times; APA	Buckman; APA	
Republican	Ward	Ward; Buckman	
Nova Gazette-Republican	Ward	McKinney	
Youngstown Telegram	McKinney	La Coste	
Vindicator	La Coste	Anderson	
Zanesville Signal	Times	Ward	
Times-Recorder	Ward		
OKLAHOMA.			
Alva Review-Courier	Am Press As	Am Press As	
Ardmore Ardmoreite	Ward & L	Douglas	
Hartsville Enterprise	Ward & L	Douglas	
Emul Eagle	Ward & L	Buckman	
News	Northrup	Sheffield	
Guthrie Leader	Sheffield	Am Press As	
Hobart Democrat-Chief	Am Press As	Am Press As	
Republican	Am Press As	Douglas	
Hugo News	Am Press As	Am Press As	
Kingfisher Times	Am Press As	Am Press As	
Lawton Constitution	Am Press As	Douglas	
McAlester News-Capital	Ward & L	Am Press As	
Muskogee Times-Democrat	Katz	Douglas	
Phoenix	Bransham	Katz	
Norman Transcript	Am Press As	Bransham	
Ok. Un. Oklahoman	Collegiate	Am Press As	
Nowata Star	Am Press As	Am Press As	
Oklaoma City News	Reichard (Scripps)	Stone; Hof'n (Cl)	
		Burrows (SF)	
Oklahoman	Katz	Katz	
Times	Katz	Am Press As	
Live Stock News	Am Press As	Am Press As	
Ponca City Courier	Am Press As	Am Press As	
Sapulpa Herald	Am Press As	Am Press As	
Tulsa Democrat	Katz	Katz	
Times	Katz	Katz	
World	Bryant G & F	Ford-P; Dav (KC)	
OREGON.			
Albany Herald	Ward & L	Bkn; APA; DenSF	
Astoria Budget	Am Press As	Am Press As	
Baker Herald	Am Press As	APA; Den'g (SF)	
Corvallis Gazette-Times	Am Press As	WEST.	
	EAST.	Ward; Den'g (SF)	
Eugene Guard	Ward	Stockwell	
Register	Ward & L	APA; Den'g (SF)	
Grants Pass Courier	Am Press As	Am Press As	
Klamath Falls Herald	Am Press As	Denning (SF)	
La Grande Observer		Denning (SF)	
Marshfield Times			
Medford Mail-Tribune	Ward & L	Denning (SF)	
Oregon City Enterprise	Pu nam & R	Denning (SF)	
Pendleton East Oregonian	Payne	Payne	
Tribune	Benj Kent	Stone; Hof'n (Cl)	
Portland Journal	Reichard (Scripps)	Burrows (SF)	
News		Ver. Chidw (SF)	
Oregonian	Verree & C	Williams L & C	
Telegram	Williams L & C	Am Press As	
Roseburg News	Am Press As	Ward & L	
Salem Capital Journal	Ward & L		
PENNSYLVANIA.			
Allentown Call	La Coste	La Coste	
Chronicle-News	Mulligan	Anderson	
Item & Democrat	Katz	Katz	
Leader	Smith	Smith	
Times	Bryant G & F	Bryant G & F	
Tribune	Knill-Cham	Knill-Cham	
Ashland News	As. Rep Co		
Athens News	APA; AsRepCo	Am Press As	
Bangor News	APA; AsRepCo	Am Press As	
Beaver Times	Northrup	Northrup	
Beaver Falls Tribune	David	David	
Berwick Enterprise	Am Press As	Am Press As	
Bloomshurg Press	Am Press As	Am Press As	
Bradock News	AsRepCo		
Bristol Courier	AsRepCo	Am Press As	
Butler Citizen	Knill-Cham	Knill-Cham	
Times	Am Press As	Am Press As	
Carlisle Leader	AsRepCo		
Carlisle Sentinel	APA; Lindenstein	Am Press As	
Chester Republican	Northrup	Northrup	
Times	Northrup	Northrup	
Chambersburg Pub. Opinion	APA; AsRepCo	Am Press As	
Repository	Lindenstein		
Charlton Mail	AsRepCo		
Clearfield Public Spirit	Am Press As	Am Press As	
Columbia News	Am Press As	Am Press As	
Scraper	Smith; AsRepCo	Smith	
Connellsville Courier	Knill-Cham	Knill-Cham	
Cory Leader	Lindenstein		
Journal	AsRepCo		
Donora Herald	Lind's'n; AsRepCo		
Doylestown Democrat	Ward & L		
Intelligencer	Smith	Smith	
DuBois Courier	Am Press As	Am Press As	
Express	AsRepCo		
Easton Free Press	Lindenstein		
East Stroudsburg Press	APA; AsRepCo	Am Press As	
Eric Dispatch	Eddy	Eddy	
Herald	McDon II		
Times	Katz	Katz	

What are your Foreign Advertising Earnings from Kansas City Territory?



I do not know what your Foreign Advertising earnings are from my territory, but a glance over my books at the big yearly increase I have made in Foreign Advertising earnings for the New York World, Clover Leaf Newspapers, Successful Farming, and other publications during the last ten years, gives me confidence that I could show such an increase for one or more high class publications.

OSCAR G. DAVIES,

Publisher's Southwestern Representative
Victor Building, KANSAS CITY
Manager, Kansas City Branch
CONE, LORENZEN & WOODMAN

ALTHOUGH we have been called "a growing agency made up of live young men who solicit business on a business basis," we have not yet carried out our original plan.

Brought up and trained in a newspaper environment, and thoroughly conversant with every detail of newspaper production, both from the publisher's and advertising manager's viewpoint, our experience and inclinations are naturally in that direction. We offer any newspaper desiring sincere and conscientious representation in the national advertising field the sum total of our newspaper training and the best efforts of a growing, active organization.

We are representing several good publications, doing some highly satisfactory work for them, and are now ready to roll up our sleeves for the newspaper looking for results.

Let us tell you something about ourselves.

Lorenzen, Green & Kohn
225 Fifth Ave., New York

CHICAGO

ATLANTA

EAST.		WEST.	
Farrell News	Am Press As	Am Press As	
Gettysburg Times	Lindenstein		
Spar & Sentinel	AsRepCo		
Greensburg Tribune	Knill-Cham	Knill-Cham	
Record	Lindenstein		
Hannover Record-Herald	AsRepCo		
Harrisburg News	Kelly-Smith	Kelly-Smith	
Patriot	Kelly-Smith	Kelly-Smith	
Telegraph	Story, B & F	Story B & F	
Hazleton Plain Speaker	Smith	Smith	
Honesdale Independent	Lindenstein		
Huntington Journal	AsRepCo		
Indiana Gazette	APA; AsRepCo	Am Press As	
Jersey Shore Herald	AsRepCo		
Johnstown Democrat	MacQuaid-M	MacQuaid M	
Leader	Katz	Katz	
Tribune	Bryant G & F	Bryant G & F	
Kane Republican	Lindenstein		
Kittanning Leader	APA; AsRepCo	Am Press As	
Lancaster Examiner	Northrup	Northrup	
Intelligencer	Beckwith	Beckwith	
News-Journal	Beckwith	Beckwith	
Lafayette Bulletin	APA; AsRepCo	Am Press As	
Lebanon Reporter	Smith	Smith	
News	Lindenstein		
Times	Am Press As	Am Press As	
Lock Haven Express	Am Press As	Am Press As	
Dispatch	Lindenstein		
McKeesport News	Lindenstein	Fisher	
Mahoning City Amer-Trib.	APA; Lindenstein	Am Press As	
Hanover Record-Herald	AsRepCo		
Mauch Chunk Times	Am Press As	Am Press As	
News	AsRepCo		
Meadville Messenger	Am Press As	Am Press As	
Mechanicsburg Journal	AsRepCo		
Monessen Independent	APA; AsRepCo	Am Press As	
Monongahela Times	Am Press As	Am Press As	
Mt. Carmel Item	Lindenstein		
News	AsRepCo		
New Brighton News	Am Press As	Am Press As	
Newcastle Herald	Clayden	A. De Clerque	
News	Lindenstein	Fisher	
Newport News	AsRepCo	Smith	
Norristown Herald	Smith	Am Press As	
Register	Am Press As	Smith	
Times	Smith	Northrup	
Oil City Derrick	Northrup	Verree & C	
Philadelphia Bulletin	Carroll	Allen	
Call	Mulligan		
Democrat	H C Story		
Evening Ledger	Burke	Oslin; B-W (SF)	
Evg Telegraph	Gilman & N	Gilman & N	
Inquirer	Shirk	Glass; Bids (SF)	
German Gazette	H C Story		
North American	Seraphine & McD	Knill-Cham	
Press	Gilman & N	Gilman & N	
Public Ledger	Burke	Oslin; B-W (SF)	
Record	Story B & F	Story B & F	
Unif Pennsylvania	Collegiate		
Pittsburg Chron Telegraph	Wilberding	Brann; B'd (SF)	
Dispatch	Burke	Ford-P	
Gazette Times	Wilberding	Brann; B'd (SF)	
Leader	Verree & C	Verree & C	
Post	Cone L & W	CLW; B-W (SF)	
Press	Klein	Glass	
Sun	Cone L & W	Cone L & W	
Volschl. & Freid'h.	H C Story		
Pittston Gazette	Smith	Smith	
Pottstown Ledger	Smith	Smith	
News	Smith	Stockwell	
Pottsville Journal	Miller	Williams L & C	
Reading Eagle	Williams L & C	Katz	
Tele. & News-Times	Katz	Anderson	
Ridgway Record	Mulligan	Am Press As	
Sayre Times-Record	Am Press As	Block	
Scranton Republican	Block	La Coste	
Times	La Coste	David; Keator	
Shamokin Dispatch	David		
News	Lindenstein		
Sharon Herald	Lindenstein		
Telegraph	Times	Anderson	
Shenandoah Herald	Lindenstein		
Spring City Press	APA; AsRepCo	Am Press As	
Susquehanna Transcript	Am Press As	Am Press As	
Tarentum Telegram	APA; AsRepCo	Am Press As	
News	AsRepCo		
Towanda Review	AsRepCo	Powers	
Union City Times-Enterprise	AsRepCo		
Warren Mirror	David		
Times	Lindenstein		
Washington News	Clayden	II H DeClerque	
Observer	Northrup	Northrup	
Reporter	Northrup	Northrup	
Waynesboro Record	Lindenstein		
Wilkes-Barre News	Miller	Stockwell	
Record	Benj-Kent	Benj-Kent	
Times Leader	La Coste	La Coste	
Williamsport Gaz. & Bull'n.	Benj-Kent	Benj-Kent	
Sun	McKinney	McKinney	
York Dispatch & Daily	Benj-Kent	Benj-Kent	
Gazette	Beckwith	Beckwith	
RHODE ISLAND.			
Newport Herald	Am Press As	Am Press As	
Pawtucket Times		Alcorn-H	
Providence Bulletin	Eddy	Eddy	
Brown Uni. Herald	Collegiate		
Journal	Eddy	Eddy	
News		Buckman	
Tribune	Payne	Payne	
Westerly Sun	Bryant G & F	Bryant G & F	
SOUTH CAROLINA.			
Charleston American	Katz	Katz	
News & Courier	Benj K; Kohn (At)	Benj Kent	
Post	Budd	Budd	
Columbia Record	Benj Kent;	Benj-Kent	
	Kenough (At)		
State	Budd; Kohn (At)	Budd	
Greenwood Journal	Am Press As	Am Press As	
Greenville News	BrGdF; Kohn (At)	Bryant G & F	

SOUTH DAKOTA.

EAST.

Aberdeen American Payne
Huron Huronite Am Press As
Lead Call Am Press As
Madison Sentinel Am Press As
Mitchell Republican Payne
Pierre Capital Journal Am Press As
Dakotan Am Press As
Sioux Falls Argus-Leader Stevens & K
Press Payne
Watertown Public Opinion Am Press As
Yankton Press & Dakotan Am Press As

TENNESSEE.

Chattanooga News Branham
Times Budd; Kohn (At)
Clarksville Leaf-Chronicle Am Press As
Knoxville Journal-Tribune Kelly-S
Sentinel StB&F; Kohn (At)
Memphis Commercial-Appeal Budd; Kohn (At)
News-Schmitt Block
Press Reichard (Scripps)

Nashville Banner Benj. Kent
Tennessee-Amer Branham

TEXAS.

Arlene Reporter Am Press As
Austin American Benj. Kent
Statesman Beckwith
Tex. Univ. Texan Collegiate
Ballinger Ledger Am Press As
Beaumont Enterprise Beckwith
Journal La Conte
Belton News Am Press As
Bonham Favorite Am Press As
Bryan Eagle Am Press As
Cleburne Enterprise Am Press As
Review Mulligan
Commerce Journal Am Press As
Corpus Christi Times Am Press As
Coracana Sun Am Press As
Dallas Dispatch Reichard (Scripps)

Journal Lorentz
News Lorentz
Times-Herald Beckwith
Denison Gazette Am Press As
Herald Payne
El Paso Herald Budd
Times Beckwith
Ft. Worth Record Cone L & W
Galveston News Lorentz
Tribune Putnam & R
Gonzales Inquirer Am Press As
Houston Chronicle Branham
Post Benj. K; Kohn (At)
Press Reichard (Scripps)

Laredo Record Am Press As
Marshall Messenger Am Press As
Noonday Sentinel Am Press As

Mexia News Am Press As
Nacogdoches Sentinel Am Press As
Orange Leader G Alcorn
San Angelo Standard Budd
San Antonio Express Budd
Light Block
San Marcos Times Am Press As
Temple Telegram Mulligan
Terrell Transcript Am Press As
Texarkana Post Am Press As
Four States Press Northrup
Texas City Times Am Press As
Timpson Times Am Press As
Victoria Advocate Am Press As
Waco News Knill-Cham
Times-Herald Beckwith
Waxahachie Light Am Press As
Yonkum Herald Am Press As
Times Am Press As

UTAH.

Ogden Examiner Payne
Standard McKinnery
Salt Lake City Deseret News Cone L & W
Herald-Republicans Cone L & W
Telegram Verree & C
Tribune Beckwith

VERMONT.

Barre Times Mathews
Bennington Banner Mathews
Brattleboro Reformer Swan
Burlington Free Press LaCoe; Math (Bos)
News Tomes; Swan (Bos)
Montpelier Argus Mathews
Rutland Herald Bryant G & F
News Mathews
St Albans Messenger Mathews

VIRGINIA.

Bristol Courier-Herald David
Fredericksburg Journal Am Press As
Harrisonburg News-Record Smith; AsRepCo
Hot Springs Day Cooke
Newport News Press Budd
Times-Herald Budd
Norfolk Ledger-Dispatch Budd
Virginia Pilot Benj. Kent
Pamunty Star Beckwith
Pulaski Times Am Press As

WEST.

Anderson Am Press As
Am Press As
Am Press As
Payne
Am Press As
Am Press As
Stevens & K
Payne
Am Press As
Am Press As

Branham
Budd
Am Press As
Kelly-S
Story B & F
Budd
Block
Stone; Hof'n (Cl)
Burrows (SF)
Benj. Kent
Branham

Am Press As
Benj. Kent
Beckwith

Am Press As
Beckwith
La Conte
Am Press As
Am Press As
Am Press As
Am Press As
Anderson
Am Press As
Am Press As
Am Press As
Am Press As
Stone; Hof'n (Cl)
Burrows (SF)
Scott
Scott
Beckwith
Am Press As
Payne
Budd
Beckwith
Cone L & W
Scott

Am Press As
Branham
Beckwith
Stone; Hof'n (Cl)
Burrows (SF)
Am Press As
Am Press As
Am Press As
Am Press As

WEST.
Am Press As
Am Press As
Buckman
Keator
Budd
Block
Am Press As
Anderson
Am Press As
Am Press As
Am Press As
Buckman
Am Press As
Am Press As
Am Press As
Am Press As
Knill-Cham
Beckwith
Am Press As
Am Press As
Am Press As

Payne
Buckman
McKin; Den (SF)
CLW; Bldw (SF)
Verree & C
Bkwh; B-Wvr (SF)

Keator
Keator
La Coe
Keator
Bryant G & F
Keator
Keator

David
Am Press As
Smith
Budd
Budd
Budd
Benj. Kent
Beckwith
Am Press As

C. George Krogness

Marquette Building
CHICAGO

Representing

THE BOSTON

POST

The largest morning
circulation in America.

THE BALTIMORE
AMERICAN

(Morning)

THE BALTIMORE
STAR

(Evening)

The leading newspapers
of Maryland

THE MINNEAPOLIS
TRIBUNE

The leading daily of the
rich Northwest.

C. George Krogness

Marquette Building
CHICAGO

EAST.

Richmond Journal Sheffield
News-Leader Kelly-Smith
Times-Dispatch StB&F; Kohn (At)
Virginia Putnam & R
Roanoke Times & World-News Sheffield
Staunton Leader Am Press As
White Sulph Spgs Day Let. Cooke

WASHINGTON.

Bellingham Amer. & Revelle Verree & C
Herald Verree & C
Centralia Chronicle Am Press As
Hub Mulligan; APA
Ellensburg Record Am Press As
Everett Herald Verree & C
N. Yakima Herald-Republic Stevens & K
Olympia Olympian Verree & C
Recorder Verree & C
Seattle Post-Intelligencer Morton
Star Reichard (Scripps)
Times Beckwith
Un. Wash. Daily Collegiate
Spokane Chronicle Morton
Press Reichard (Scripps)
Spokesman-Review Morton
Tacoma Ledger Verree & C
News Verree & C
Times Reichard (Scripps)

Tribune Putnam & R
Vancouver Columbian Am Press As
Walla Walla Bulletin Bryant G & F
Union Ward & L
Wenatchie World Stevens & K

WEST VIRGINIA.

Charleston Gazette David
Leader Clayden
Mail Bryant G & F
Clarksburg Exponent Lindenstein
Telegram MacQuoid-M
Fairmont West Virginian Ward
Times Clayden
Grafton Sentinel Am Press As
Huntington Advertiser Katz
Herald-Dispatch Clayden
Morgantown New Dominion Am Press As
Moundsville Journal Am Press As
Parkersburg Sentinel Clayden
State Journal APA; Lindenstein
Wellsburg Herald Am Press As
Wheeling News-Intelligencer Clayden
Register Bryant G & F
Telegraph Lindenstein
Williamson News Am Press As

WISCONSIN.

Antigo Journal Watson
Appleton Crescent Watson
Journal Am Press As
Baraboo Evening News Am Press As
Beaver Dam Citizen Am Press As
Beloit News Payne
Chippewa Falls Herald Watson; APA
Independent Am Press As
Eau Claire Leader Watson
Telegram Watson
Fond du Lac Commonwealth Watson
Reporter Payne
Grand Rapids Leader Am Press As
Green Bay Press-Gazette Payne
Janesville Gazette Watson
La Crosse Leader-Press-Trib. Cone L & W
Madison Democrat Bryant G & F
State Journal Payne
Wis. Univ. Cardinal Collegiate

Manitowoc Herald Watson
Marquette Eagle-Star Watson
Menasha Record Am Press As
Merrill Herald Payne
Milwaukee Even. Wisconsin. Kelly-Smith
Free Press Mulligan
Germania Herald Kichahn
Journal O'Mara O
Leader Sheffield
News Payne
Sentinel Williams L & C
Montrose Journal Am Press As
Times Watson
Neenah News Am Press As
Times Am Press As
Oshkosh Northwestern Payne
Portage Democrat Am Press As
Register Am Press As
Racine Journal-News Watson
Times-Call Cone L & W
Sheboygan Press Watson
Superior Telegram Alcorn-H
Wausau Record-Herald Watson

WYOMING.

Casper Tribune Am Press As
Cheyenne State Leader Watson
Tribune Katz;

HAWAII.

Honolulu Star-Bulletin G Alcorn

CUBA.

Havana Diario de la Marina. Cone L & W
Post David

WEST.

Sheffield
Kelly Smith
Story B & F
Keator
Sheffield
Am Press As

Kn-C; B-Wvr (SF)
Kn-C; B-Wvr (SF)
Am Press As
Anderson; APA
Am Press As
Verree & C
Verree & C
Verree & C
Morton
Stone; Hof'n (Cl)
Burrows (SF)
Bkwh; Bldw (SF)

Morton
Stone; Hof'n (Cl)
Burrows (SF)
Morton; Bldw (SF)
VAC; B-Wvr (SF)
VAC; B-Wvr (SF)
Stone; Hof'n (Cl)
Burrows (SF)
Ford-P
Am Press As
Ford-P; B-Wvr (SF)
Payne
Stevens & K

David
H H DeClerque
Bryant G & F
MacO-M
Ward
H H DeClerque
Am Press As
Katz
H H DeClerque
Am Press As
Bryant G & F
H H DeClerque
Douglas; APA
Am Press As
H DeClerque
Bryant G & F
Am Press As

Allen
Allen
Am Press As
Am Press As
Am Press As
Payne
Allen; APA
Am Press As
Allen
Allen
Payne
Am Press As
Payne
Allen
Cone L & W
Bryant G & F
Payne

Allen
Allen
Am Press As
Payne
Kelly Smith
Anderson
H DeClerque
O'Mara O
Sheffield
Payne
Williams L & C
Am Press As
Allen
Am Press As
Am Press As
Payne
Am Press As
Am Press As
Allen
Cone L & W
Allen
Allen
Allen

CANADA.
ALBERTA.

EAST.		WEST.
Calgary Alberta Herald	Miller; Smith (Can)	Stockwell
News-Telegram	Klein; Guy (Can)	H DeClerque
	Knill-Cham	Knill-Cham
	Thom (Can)	Knill-Cham
Edmonton Bulletin	Knill-Cham	Knill-Cham
	Smith (Can)	H DeClerque
Journal	Ward; Guy (Can)	Stockwell
Lethbridge Herald	Miller	Douglas
Medicine Hat News	Ward & L	

BRITISH COLUMBIA.

Nanaimo Herald	Ward & L	Douglas
Nelson News	Davis (Can)	
Rosland Miner	Putnam & R	Wallis
Vancouver News-Advertiser	Putnam & R	H DeClerque
Province	Klebahn	Knill-Cham
Sun	Ward; Thom (Can)	Wallis
World	Knill-Cham	
Victoria Colonist	Putnam & R	

MANITOBA.

Winnipeg Free Press	Klein; Guy (Can)	H DeClerque
Telegram	Verd; Owen (Can)	Wallis
	Kathbone (Can)	
Tribune	Miller;	Stockwell
	Smith (Can)	

NEW BRUNSWICK.

Moncton Times	Long	Long
St. John Standard	Klein; Owen (Can)	A DeClerque
Telegraph-Sun	Northrup	Northrup
Times	Northrup	Stockwell
Tribune		

NOVA SCOTIA.

Glace Bay Gazette	Ward & L	Douglas
Halifax Chronicle	Klein; Swan (Bos)	A DeClerque
	Thom (Can)	
Echo	Klein; Swan (Bos)	A DeClerque
	Thom (Can)	
Herald		Schwartz
Mail		Schwartz
New Glasgow News		Douglas
Sydney Post	Ward & L	Douglas
Truro News		Douglas

ONTARIO.

Belleville Intelligencer	Long; Smallp (Can)	Douglas
Brantford Examiner	Miller; Owen (Can)	Stockwell
Courier	Smallpiece (Can)	Douglas
Brookville Recorder	Long	Long
Times		
Chatham News	Long; Smallp (Can)	Douglas
Planet	Smallpiece (Can)	
Cobalt Nugget	Ward & L	Douglas
Herald	Smallpiece (Can)	
Ft. William Times-Journal	Smallpiece (Can)	
Galt Reporter	Long; Smallp (Can)	Long
Guelph Mercury		Douglas
Herald	Smallpiece (Can)	

PUBLISHERS

who feel that they are not getting their share of national advertising should write us, as we are producing satisfactory results for the papers we represent.

J. M. COSGROVE CO.

Publishers' Representative
220 West 42d Street, NEW YORK CITY

FROM THE S. N. P. A.

EDITOR THE FOURTH ESTATE:

SIR: I want to congratulate you upon the excellent manner in which you reported the Fifteenth Annual Convention of the S. N. P. A. in your issue of July 14. It was very complete and reflects a great deal of credit on your publication.

COVERS THE WHOLE AD FIELD.

EDITOR THE FOURTH ESTATE:

SIR: I have come to realize that THE FOURTH ESTATE covers the field of advertising most thoroughly—though its efforts are supposed to be divided.

DON'T BE LATE.

EDITOR THE FOURTH ESTATE:

SIR: I know an ad-man sedate. Who hears of new things too late. The trouble with him is under his bang—He reads not THE FOURTH ESTATE.

JOHN M. HENTL,
of Paul Block, Inc., Detroit.

EAST.		WEST.
Hamilton Herald	Miller; Smallp (Tor)	Stockwell
Spectator	Verd; Ross (Can)	Verree & C
Times	Long	Long
Kingston Whig	Northrup; Owen (Can)	Northrup
Standard	Long; Smallp (Tor)	Long
Kitchener News-Record	Long; Smallp (Tor)	Long
Telegraph		Douglas
London Advertiser	Eddy; Thom (Can)	Eddy
	Smallpiece (Tor)	
Free Press	Ward; Guy	Wallis
Niagara Falls Record	Verd; Thom (Can)	Stockwell
Ottawa Citizen	Eddy	Eddy
Journal	Eddy	Stockwell
Journal-Press	Miller; Smallp (Tor)	Stockwell
Peterborough Examiner	Miller	Stockwell
Review		
Port Arthur News-Chronicle	Miller	Stockwell
EAST.		WEST.
St. Catharines Standard	Ward & L	Douglas
Journal	Smallpiece (Can)	
St. Thomas Times	Long; Davis (Can)	Long
Stratford Beacon & Herald	Long; Davis (Can)	Long
Toronto Globe	Verd; Ross (Can)	Verree & C
Mail & Empire	McKinney	McKinney
News	Benj; Owen (Can)	Benj-Kent
Star	Eddy	Eddy
Telegram	Verd; Ross (Can)	Verree & C
World	Story B & F	Fisher; Dav (KC)
	(Graphic)	
Photo News Synd		
Windsor Record	Long	Long
Woodstock Sentinel-Review	Long; Smallp (Tor)	Stockwell
QUEBEC.		
Montreal Gazette	Gilman & N	Gilman & N
Herald	Sheffield; Rathb (Can)	Sheffield
La Patrie	Katz; Guy (Can)	Katz
Le Devoir	Davis	Davis
La Presse	Morton; King (Tor)	Morton
Mail	V&C; Thom (Can)	Wallis
	Kathbone (Can)	
News	V&C; Thom (Can)	Wallis
	Kathbone (Can)	
Standard	HG&F; Rathb (Can)	Bryant G & F
Star	Carroll	Lutz
Quebec City Le Soleil	Davis; Owen (Can)	Keator
	Davis (Can)	
Telegraph	Long	Northrup
Sherbrooke Record	Long; Owen (Can)	Long
SASKATCHEWAN		
Moore Jaw News	Putnam & R	Keator
Times	Miller	Stockwell
Regina Leader	Klein; Owen (Can)	H DeClerque
	Guy (Can)	
Post	Miller; Owen (Can)	Stockwell
	Thompson (Can)	
Saskatoon Phoenix	Klein; Guy (Can)	H DeClerque
Star	Miller; Owen (Can)	Stockwell
	Thompson (Can)	
PRINCE EDWARD ISLAND.		
Charlottetown Guardian	Northrup	Northrup
Patriot	Long	Long

SIX-POINT LEAGUE
OF NEW YORK.

(Continued from Page VI.)

A revised edition was issued in October, 1916, and in October, 1917, the third edition will be published. This directory met with instant success and has proved of great value to the trade. It is in active demand by publishers, advertising agents and solicitors generally.

So recently as April 23 last the Six Point League addressed a resolution to the A.N.P.A. convention calling upon publishers to ward off the hysterical cries being raised for undue economy, by editorials in their papers, and that the suggestion was most timely has been shown by the columns of arguments against the reduction of ordinary business and personal expenditures that are appearing in the daily press, often illustrated with forcible cartoons to drive home the points taken.

During the past winter the League has given four luncheons to members and guests, at which addresses were made upon current advertising topics by a number of eminent men connected with the art of newspaper advertising. Among them were Frank E. Fehlman, vice-president of the H. W. Gossard Company; Floyd Y. Keeler, vice-president and advertising manager of the I. W. Lyon & Son, Inc.; A. C. Reiley, president of the Association of National Advertisers and advertising manager of the Reming-

ton Typewriter Company, and Nat. S. Olds, sales manager of the Julius Kayser Company.

All of these informal meetings drew large and interested attendance and were productive of better understanding between advertisers and publishers.

The growth of the Six Point League has been continuously upward and it has a membership of forty-nine at the close of its present tenth fiscal year, out of a total of seventy-four firms engaged in the representation of daily newspapers in New York. They represent above six hundred of the leading newspapers of America.

The Six Point League today is respected and honored as a powerful factor in the development of newspaper advertising, and it is invited to all organization councils having that end in view.

The enormous growth of daily newspaper advertising in this country within the last ten years may be said to have had real inception at the time when the Six Point League committees first began regular visits, in a body, to prospective advertisers, in the interests of all publishers as a whole, doing the work which has since been taken up so successfully by the A.N.P.A. Bureau of Advertising.

The Six Point League has fully demonstrated its right to exist, and its past important achievements give promise of even greater activities for the future.

The officers for 1917 are:
President, Herman Halsted, vice-

president of Paul Block, Inc.; vice-president, Hugh Burke of the Philadelphia Ledger; Louis Klebahn, treasurer, and Ralph R. Mulligan, secretary.

Executive committee, J. P. McKinney, M. D. Hunton, Charles H. Eddy, N. A. Huse, W. C. Klein, John O'Mara and F. St. John Richards.

Dan A. Carroll represents the A.N.P.A. Advertising Bureau on the officers' board.

"SPECIALS" OF THE
MIDDLE WESTFIGHT NEWSPAPERS' BATTLE
BY COOPERATION IN A
STRONG BODY.

Probably no other organization, aside from the A.N.P.A. and the Six-Point League of New York, is doing more for the newspaper publishers of the country in the way of paving the path for potential business than the Newspaper Representatives' Association of Chicago.

Organized nearly seventeen years ago, the association has worked steadily and consistently for a unification of the publishers' interests and the concrete results could hardly be estimated here in mere dollars and cents. It is due to the work of this association that the advertising interests in the West have come to have a fuller appreciation of the value of newspaper advertising as distinguished from magazines and other media, and the annual adver-

tising receipts of newspaper publishers are greatly enhanced by the co-operative efforts of the members of the association.

Appropriations, dozens of them, that might find their way into the coffers of the magazines otherwise, are effectively diverted into the newspaper field and the entire list of newspaper publishers benefit, therefore, from the general activities of this unique organization.

The Newspaper Representatives' Association had its origin in a conversation between two alert newspaper representatives in Chicago, early in September, 1900. The conversation related to the difficult question of advertising policy especially with reference to cooperation among the numerous representatives doing business in Chicago.

The upshot of the conversation was a call issued within a few days for a meeting of all representative in Chicago. This call was signed by James E. Verree, James E. Colby, Edward S. Cone and Horace M. Ford.

The meeting was held on September 13, 1900, and a constitution was adopted which holds good with slight amendments until the present.

The first officers were James E. Colby, president, and James E. Verree, secretary-treasurer.

The charter members of the organization were: Ralph H. Root, Edward S. Cone, James E. Colby, Frank J. Carlisle, William T. Davis.

(Continued on Page Eight, Main Section.)

INTERNATIONAL NEWS SERVICE

UNITED STATES GOVERNMENT.

Washington, D. C., July 25.

Express to you my admiration and appreciation of the way
 nation of the draft numbers.
 and accuracy. Realizing how intimately almost every
 that you have demonstrated an efficiency of high order, but
 Very truly yours,

E. H. CROWDER, Provost Marshal General.

*Always
 Ahead
 On Big
 Events*

Conscription Lottery provided the greatest story that American news-
 number of individuals than ANY story ever printed in America.

e. United Press and Associated Press, knew that this story would give
 of these news services made elaborate advance preparations to handle
 WHAT HAPPENED?

NEW YORK:

p. m. with an edition carrying 3398 draft numbers.

with an edition carrying only 3000 numbers.

p. m. with an edition carrying only 2400 numbers.

PHILADELPHIA:

th an edition carrying 2100 draft numbers.

p. m. with an edition carrying only 1600 numbers. (Forty-five minutes

r. (which had only 1600 numbers), with an edition 15 minutes later, at

final edition carrying only 1000 draft numbers.

not have carried more numbers than the Traveler, which had only 1600 from two press associations.)

CHICAGO:

th an edition carrying 3543 draft numbers.

edition carrying only 2225 numbers.

edition carrying only 2150 numbers.

association was compelled to carry a story on Saturday, July 21, apolo-
 ters. The I.N.S. moved FAST and MADE NO ERRORS!

IT IS DONE?

and distributing news to a degree that the other news services only dream

in its editorial service.

body of press telegraphers the world has ever seen, kept busy relaying
 bers were beaten BEFORE THEY STARTED.

Service MEANS SOMETHING!

ALWAYS—ACCURATELY

Tenth Floor, World Building, New York

From Buffalo (N. Y.) Enquirer.

Permit me to compliment you
 upon the way you handled the
 story of the draft. We published
 more numbers in every edition
 carrying them than any other after-
 noon newspaper in Buffalo. It was
 good work and the International
 News Service enabled us to put
 over the trick.

G. K. RUDOLPH,
 Managing Editor.

*From Meriden (Conn.) Daily
 Journal.*

Permit me to congratulate the
 International News Service upon
 the splendid exhibition that it gave
 in handling the draft numbers. It
 is one of the best newspaper
 stunts ever accomplished. Your
 service was not only speedy and
 accurate, but was very clear and
 comprehensive. Mighty glad we
 were in on it.

EDWARD B. WHITNEY,
 Editor.

*From the Fond du Lac (Wis.)
 Reporter.*

On one of the biggest newspa-
 per stories in history the Interna-
 tional News Service has again
 demonstrated that it can more than
 meet any emergency and under-
 taking, no matter how great. The
 I.N.S. reports were ahead of all
 rival news services. The service
 was par-excellence. Absolutely
 accurate.

C. F. COFFMAN,
 Editor.

"SPECIALS" OF THE MIDDLE WEST.

(Continued from Page XVI—Special Section.)

E. D. Edwards, Horace M. Ford, C. George Krogness, D. C. McConn, Guy S. Osborn, Harrison M. Parker, Milton H. Uhl, James E. Verree, I. S. Wallis and A. T. Wilson.

HIGH AIMS WELL CARRIED.

The organization was active from the beginning and the members co-operated splendidly in making the association of immediate benefit to publishers and advertisers as well as to the members. The purposes for which the organization was formed and which have remained essentially unchanged during the seventeen years of existence, briefly, are:

To create and support a fraternal and social spirit among the representatives;

To better serve the business interests of the publishers;

To secure information as to the financial standing of advertisers and agencies;

To recommend the recognition and regulation of advertising agencies;

To cooperate with regularly authorized agencies in furthering the interests of general advertising in the daily newspapers.

The organization, while not a subsidiary of the A.N.P.A., nevertheless works in close union with that master organization. Information gathered by the Chicago association is placed at the disposal of the A. N.P.A. and there is the fullest co-operation with the larger body.

From the very beginning, the Chicago organization has devoted itself to business. It holds monthly meetings which are business from beginning to end. Little time is given to purely social diversions, though an occasional meeting is redeemed from strict business by a social aspect. An idea of the proportion may be gained from the treasurer's report for last year, which shows that less than \$50 was expended for social diversions, while more than \$1,100 was devoted to the business side of the organization.

In effect, the association is a vast clearing house for newspaper advertising information. Each member is expected to contribute any data that may come to his observation and this accumulated information is placed in abbreviated form for easy reference and distributed in a weekly confidential bulletin to the members.

New accounts, changes of agencies, credit information, possible advertising leads—anything, in fact, that will contribute to the general benefit of the organization or of newspaper advertising is contained in this weekly bulletin, which is held confidential under pain of immediate expulsion for divulging the information. The information, incidentally, is available to the A.N.P.A. and is greatly desired.

This is only a single phase of the multitudinous activities of the organization. Another important work is the occasional issuance of authoritative pamphlets showing the agency accounts of the different advertising agencies in the West. These pamphlets are official and definite and revised as frequently as possible in order that the members may have accurate information.

In this way, information regarding advertising agencies, agency solicitors and agency accounts, medical advertising, general advertising and similar subjects is distributed by the association. An efficient representative is employed to gather

this information and prepare it for distribution.

NEWSPAPER MISSIONARIES.

Perhaps an even broader work of the organization is the missionary effort it constantly exerts in behalf of newspaper advertising. Every member of the association is a live and constant evangel of the potency of newspaper advertising in the daily field.

Whenever a general advertiser is found to be wavering between magazine and newspaper advertising, the members of the association become immediately active in their combined efforts to win the day for the newspapers.

It is a violation of no confidence to remark that the association is just now cultivating two big new accounts that will mean a half-million dollars for newspaper advertising if they succeed—and the indications point to success. This is one of numerous examples that might be cited to show the advantages accruing to the general newspaper field because of the cooperative efforts of these Chicago boosters.

Their first efforts, as outlined by one of the officers, is to convince the advertiser and the advertising agency of the value of the daily newspaper as a medium for all kinds of advertising. When the general proposition has been established, the different members, of course, ply their own immediate activity for their respective publications. It is a case of the newspaper first and the individual representatives afterwards.

The fraternal spirit of the organization has been influential in bringing the special representatives' business in the West up to a high plane. What might easily become a case of cut-throat competition has been reduced to fair and friendly rivalry that reacts to the best interests of the advertiser, agency and publishers.

MEMBERSHIP QUALIFICATIONS.

Most of the bigger special agencies in Chicago are represented in the membership of the organization. Only individuals may join and this individual must always be the head of his particular organization and only one individual from each company may belong.

The peculiar value of membership is so apparent that no difficulty has ever been experienced in keeping a full membership. Quite the contrary, in truth, has been the case. The annual dues have been increased from \$15 to \$30, but this has caused no diminution in membership. The demand is always great.

To insure an active and alert administration each succeeding year, the president and vice-president may not succeed themselves. The secretary and treasurer, however, may be reelected.

J. E. Verree, one of the pioneers in the organization, was secretary-treasurer for eight years and Elmer Wilson has been treasurer for nine years, following Mr. Verree in office.

The present officers are: President, C. M. Veazey; vice-president, F. Guy Davis; treasurer, Elmer Wilson; secretary, C. J. Anderson.

As an evidence of the patriotic sentiment of the Association, \$500 has been withdrawn from the treasury for investment in Liberty Loan bonds.

CAUGHT IN RUSSIAN RIOTS.

Mildred Farwell, Petrograd correspondent for the Chicago Tribune, was in the center of one of the recent riots in the Russian capital and, although considerably shaken up by the rough experience escaped to write a thrilling narrative for her paper.

BANNED PAPERS LOSE THEIR CASE IN THE HOUSE.

The House Committee on Post Offices and Post Roads has ordered on adverse report on the resolution introduced by Representative Meyer of New York calling on the Postmaster General for a statement as to Socialist and other papers barred from the mails by order of the Post Office Department.

The Postmaster General advised the committee that it would be "incompatible with the public interest" to furnish the information asked in the London resolution.

Representative London, Socialist, introduced a resolution several weeks ago citing reports that the Post Office Department had denied mail privileges to certain issues of Socialist papers and to other publications owing to alleged criticism of the army draft legislation and other war measures. Members of the House Committee were of the opinion that the papers involved might seek relief from the courts as Congress had no jurisdiction.

"We have no power to compel the Postmaster General to furnish the information if he deems it incompatible with the public interest," said Chairman Moon. "If he should furnish the information we have no power to correct the practices of the Post Office Department in such matters. The cases are clearly ones for adjustments by the courts."

LABOR TROUBLE IN PAPER FIELD FROM THE DRAFT.

America's paper supply is threatened with a marked reduction as a result of the federal draft, J. T. Carey, president of the International Brotherhood of Papermakers, declared on July 23 to the executive council of the Brotherhood, preliminary to the opening of a four days' session in Albany.

Reports from the different paper making centers of the United States indicate, Mr. Carey said, that the draft had taken paperworkers, whose positions as a result of the recent drawing indicated they would be in the first draft army if they passed the physical tests.

New York State, one of the big paper states of the nation, is hit hard in this connection, Mr. Carey said, early reports indicated.

"We will not let our men who don't go across be crushed with over time work, if I have my say," said Mr. Carey.

Mr. Carey does not see why the American labor field should be cleared of American labor so that foreigners could reap the benefits of Americans' wages at time and a half.

"And many of these foreigners even refuse to contribute to the Red Cross," said Mr. Carey.

DR. REID APOLOGIZES.

Dr. Gilbert Reid, an American citizen and editor of the Peking (China) Post, after pledging himself before the United States court at Shanghai "to refrain from criticism of the American government or its officials which may be contrary either to the spirit of our laws or to the purpose of any special legislation as may be enacted during the period of the war," has been released from bail and three charges of libel against him dismissed.

He was accused of seditious libel, libel of President Wilson and libel of Minister Reinsch.

HOME NEARING COMPLETION.

The new home being built for the Minneapolis Daily News will be completed, it is announced, by October 1. It is located at Fourth Avenue, South, and 6th Street and will be one of the most modern newspaper establishments in the West.

LA LIBERTE CAN'T GET PAPER.

END OF ANTI-GOVERNMENT CANADIAN PAPER CAUSES INTERESTING RUMOR.

Despite a formal announcement in large type on the front page of La Liberte of Montreal on July 24 declaring that inability to obtain a supply of newsprint, though cash payment was tendered, had caused that paper to suspend publication, there is a strong public and trade impression that the case shows a new method adopted by the Canadian government to stop seditious newspapers; also that any other newspaper that takes a similar course will find it difficult to get print paper, too.

La Liberte has been unrestrained in its campaign against conscription. It has continually attacked the Canadian Government, the British Government, and the American Government. For some time its compulsory suspension has been under the consideration of the Department of State. It has been warned before, and has changed its name once.

Its editor, Tancrede Marsil, is the most outspoken man of the anti-conscription element.

HYDE PRESENTS A PLAY.

With the beginning of the new theatrical season J. Clarence Hyde, through arrangement with Klaw & Erlanger, will present "The Brain Promoter," a comedy by Edward Laska.

For the past five years Mr. Hyde has been the general press representative for Klaw & Erlanger, with whom he now becomes jointly interested in the new venture. Before going to the New York offices he had been business manager for the same firm of "The Pink Lady" and prior to that business manager of such stars as Ethel Barrymore, Frances Starr, Elsie Ferguson, Blanche Bates, Mrs. Leslie Carter, William Gillette and William Collier.

Previous to entering the theatrical field he had served for a long time after leaving Dartmouth College as reporter and in editorial capacities, and as a writer on art and the drama, for the Herald, Times, World and other New York newspapers.

Mr. Hyde will be succeeded as general press representative for Klaw & Erlanger by James Jay Brady.

OKLAHOMA OIL BULLETIN.

The first bulletin issued by the Southwestern Association of Petroleum Geologists is out and is being distributed by Dr. Maurice G. Meil, University of Oklahoma, Norman, secretary of the association. The bulletin consists of 160 pages. Many interesting and instructive features concerning the oil industry in Oklahoma, written by experts, are included in the volume.

WILMINGTON DELAWARE

is the "High Spot" between Philadelphia and Washington.

EVERY EVENING

covers this territory more completely than any other newspaper.

Net Paid 13,280 Daily

A high class Home Newspaper for intelligent readers.

BRYANT, GRIFFITH & FREDRICKS
New York Boston Chicago

CENSORS ON THE GRILL.

THE SENATE HEARS PENROSE EXPRESS HIS OPINION OF CREEL AND DANIELS.

One of the bitterest partisan debates heard in the United States Senate since the declaration of war with Germany occupied three hours on July 24, when Senator Penrose, of Pennsylvania, made an unsuccessful attempt to force action on his resolution to investigate the Bureau of Public Information, more commonly known as the Creel Censorship Bureau.

George Creel, head of the Committee of Public Information, came in for scathing denunciations from Senator Penrose and Senator Lodge.

"This resolution speaks for itself, and I do not know that any extended comment by me is necessary," said Senator Penrose, in calling up the resolution. "Widespread dissatisfaction all over the country among newspaper correspondents and newspaper publishers with the management of the so-called Bureau of Public Information exists."

"Instead of a person having been appointed to that important place, the head of the commission, representative of the business elements of professional life in journalism, a gentleman has been called to fill the post who, to say the least, does not command the confidence of the public or of the newspaper profession. His publication, the Official Bulletin, am informed by newspaper people, is not worthy of being utilized in the public press of the country."

CENSORED PRESIDENT'S MESSAGE.

Senator Penrose charged that Mr. Creel had gone to the extent even of censoring President Wilson's address to the coal operators. He also read Mr. Creel's statement of July 3, describing the submarine attacks on the Pershing transport fleet and then read press dispatches saying that no battle had taken place.

"It seems to me," said Mr. Penrose, "that this is trifling very seriously with the information which the American people are entitled to receive of these events, and any persons who are responsible for this kind of publicity should be investigated by the Senate or some committee of the Senate."

"The Associated Press of July 5 said that there was no submarine attack whatever: no torpedoes were seen and that there was no gun firing at submarines from our destroyers. This is a committee not on information but misinformation."

SECRETARY DANIELS' VERSION.

Senator Penrose read into the record the letter of Mr. Daniels, Secretary of the Navy, explaining the Creel report, in which the secretary declared to Chairman Tillman of the Senate Committee on Naval Affairs that the statement "conveyed the feeling of all who had been waiting

We have been using the LUDLOW TYPOGRAPH since August, 1915, and would be glad to demonstrate its efficiency.

CINCINNATI (OHIO) POST

FOLLOW the lead of big Metropolitan dailies—minimize your display composition costs.

The Cincinnati Post has been enjoying the economy of Ludlow slug-composed display for nearly two years. Now is none too soon for you to install LUDLOW TYPOGRAPHS



There is a 6-page folder which tersely describes the big advantages and economies of the Ludlow Typograph. Send for a copy.

Mergenthaler Linotype Co.

Sole Selling Agents

Tribune Building, New York.

Chicago New Orleans San Francisco Toronto

and hoping for the reassuring telegrams.

In part this letter said:

"At once a statement was prepared and given out that evening, which I knew would intensely gratify all Americans."

"The message of Rear Admiral Gleaves, announcing the attacks, of course, had not been given to the public, and consequently it had been spared anxiety. When the foreboding ended their rejoicing would have exceeded anything I can express."

"The statement which I gave to the public conveyed the feeling of all who had been waiting and hoping for the reassuring telegram. It began with these words:

"It is with the joy of a great relief that I announce to the people of the United States the safe arrival in France of every fighting man and every fighting ship."

"And then followed the account of the dangers which had been encountered."

"These facts were stated, not in the very words of the Gleaves cablegram, for it is the immemorial policy of the department in time of war not to employ the language of a message coming in code."

"Otherwise it would be easy for the enemy to learn the cipher."

"Moreover the message of the rear admiral contained the names of the ships, which for military reasons are never given out during a war. The language used, as reference to the cablegram will show, therefore, was not the identical language of the cablegram, but contained the material facts of the safe arrival of the transports and convoys, the deliverance from submarine attacks, and the successful conclusion of that part of the enterprise."

"The important part of the statement given out to the public was that all our soldiers and marines and ships had been conveyed to France in safety. Two of the groups arrived without being attacked. The rejoicing over their arrival was heightened by the fact that far outside the so-called danger zone they had been twice unsuccessfully attacked."

"If the terms 'battle' and 'attack in force' are open to criticism, the fact still

remains that the rejoicing was warranted. If the torpedoes in either of the attacks had sunk American ships, the criticism made would not have concerned itself with the difference between what might have been called a 'battle' or an 'encounter' or a 'brush.'

"The cablegrams from the rear admiral, which have not been given to the public for reasons stated above, are, of course, subject to the inspection of the Naval Affairs Committee."

"NO INTELLECTUAL PROVENDER."

"That does not furnish any intellectual provender to me," said Senator Penrose, "when a high official of the Government says he gave out a statement which contained the feelings of all persons associated with the Government. This is a new basis for conducting a public information bureau—to have it measured by a state of feeling."

Senator Swanson, of Virginia, acting chairman of the Naval Affairs Committee, took up the defense of Mr. Daniels and Mr. Creel. He declared the official cable dispatches would bear out the Creel-Daniels statement. They were available to Senators, he said, but had been withheld from the public for military reasons.

"The Navy is deserving of the greatest praise and not of condemnation," said Senator Swanson. "The chief results of this resolution would be to cause a lack of confidence in those who have charge of the conduct of the war and to furnish information to the enemy," Senator Swanson said.

"No one has attacked the American Navy," said Senator Lodge. "That is not the issue. No one has ridiculed the Navy. Criticism has been aimed at Mr. Creel, and Mr. Creel, thank God, is not the American Navy."

"The Senator from Pennsylvania is being blamed here for this reso-

lution on account of the fact that as it is stated that it will disclose information to the enemy. Those ships were attacked outside the war zone. Somebody knew where they would be at a certain hour in the ocean outside of the war zone. Some German knew the fact. It came because there are spies in this country, spies in the departments."

Senator Lodge praised the "tact, sense and patriotism" of the press in dealing with war news, but said the newsmen were being "constantly meddled with and interfered with by Mr. Creel."

Senator James took up the defense of the Administration at that juncture. "If this spirit of criticism of those in charge continues America will be crippled right here in this chamber," he said.

STONE ASKS THE PURPOSE.

When Senator Penrose had finished Senator Stone of Missouri remarked that he was "puzzled to comprehend the purpose or to understand the object" Senator Penrose expected to accomplish by his resolution.

"Suppose it should be ascertained by the reply to the resolution or by a Congressional investigation, if the Senator should think it necessary to go that far, that there was no battle between our armed convoys and German submarines, what then?" asked Senator Stone. "It might be a subject of some criticism of Mr. Creel, but Mr. Creel has as much right as any other writer for newspapers to bombard and sink submarines. What will be accomplished by it?"

"Well, the Government is paying Mr. Creel," responded Mr. Penrose. "He is not an ordinary newspaper writer in the sense of working for private parties. He is an official of the Government and should be held to account; and if he has perpetrated a colossal fraud in the way of deception on the American people he should be called to account for it, in order that such an offense shall not be perpetrated again."

The Penrose resolution finally went to the calendar under the rules and Senator Penrose probably will move to take it up again within several days.

TWO CENTS ON SECOND CLASS OUTSIDE THIRD ZONE?

It is reported that a prominent Senator will offer an amendment to the war revenue bill exempting second-class mail in the first three zones from additional postage and making the regular postage for the remainder of the country two cents per pound.

LYNN DECLINES NOMINATION.

The nominating committee of the Business Men's League of New York offered the Mayoralty nomination to Preston P. Lynn, general manager for John Wannamaker and president of the Sphinx Club, but Mr. Lynn said it would be impossible for him to accept.

NASSAU QUALITY METALS

ALWAYS UNIFORM

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MONOTYPE

INTERTYPE

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System and Machinery for

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to

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From Thin Aluminum Plates.

Saves considerable money in operating and facilitates obtaining renewals practically no cost for the addressing.

Write for particulars.

112-116 East 38th St.

NEW YORK

PACIFIC AD MEN CONVENE.

VOTE WAR AID TO NATION—
BERG IS PRESIDENT—
PORTLAND IN 1918.

The Pacific Coast Advertising Men's Association has established the Pacific Coast Publicity Defence Bureau to aid the Federal Government in the projection of national propaganda. The resolution was adopted at the annual meeting held in Oakland, Cal., on July 25 and provides for the appointment of representatives from all coast advertising clubs and two members at large.

Also a complete ambulance unit, costing \$13,000, will be sent to France by the association.

The fourteenth annual meeting was attended by 500 delegates from all parts of the Pacific Coast. The sessions lasted over July 23, 24 and 25 and closed with a big Hawaiian banquet at the Hotel Oakland. The ambulance plan was originated and explained by George A. Cummings of Oakland and it was unanimously adopted.

Officers for the next year are: President, Charles F. Berg of Portland; first vice-president, F. J. Wadley of Los Angeles; second vice-president, Dave S. Mathews of Stockton; third vice-president, J. C. Thompson of San Diego; secretary-treasurer, William P. Stranberg of Portland.

Executive committee, W. W. Cribbins of Oakland, chairman; C. R. Tallent of San Francisco; Wallace P. Farrington of Honolulu; Bert Troncllas of Sacramento; R. E. Bigelow of Spokane; L. E. Warford of Seattle; and Charles Briggs of Tacoma.

Portland was chosen as the 1918 convention city.

NORTHERN NEW YORKERS WANT NATIONAL ADS

About twenty-five members of the Northern New York Press Association and their families attended the semi-annual meeting and outing at Westminster Park, on the St. Lawrence River, on July 20 and 21. Business sessions were held Friday afternoon and Saturday morning and the balance of the two-day get-together meetings was given over to motor boating and other entertainment. On Saturday a shore dinner was the feature of the day.

F. D. Corse of the Sandy Creek News gave a talk on "The Increased Cost of Production and How to Meet It." G. F. Darrow of the Ogdensburg Advance told "How to Create More Business for the Job Department" and C. B. Wood of the Cape Vincent Eagle read a clever paper on "Don'ts for the Craft." General discussions followed these addresses.

On Saturday Cortland Smith, president of the American Press Association, gave a convincing address on "National Advertising" and admonished the newspaper publishers to adopt a uniform flat rate for space and stick to it.

A committee (composed of Fred J. Rich of the Carthage Republican, secretary of the association; George F. Darrow of the Ogdensburg Advance and L. C. Sutton of the Massena Observer) was named to arrange a definite plan of action to create and secure more national advertising for the newspapers in the association which cover one of the most fertile fields in the state.

D. H. McElroy has leased the Brad-dock (N. D.) News for a term of years.

E. G. Haymaker has again started the Motley (Minn.) Mercury, which was recently damaged by fire.

NEWS NOTES FOR SUPPLY MEN.

RECENT INCORPORATIONS.

NEW YORK—Garrow Printing & Publishing Corporation: capital, \$10,000; incorporators, J. Schorr, H. Sturman, S. H. Alder, 155 Audubon avenue.

Dwyer Publishing Company: general publishing and advertising. capital, \$5,000; incorporators, W. J. Dwyer, W. G. Murphy, P. J. Leahon, of 50 Pine street.

Triad Contest Corp., general advertising: capital, \$1,000; incorporators, Albert F. Jaekel, Margaret G. Farrell, Alaric Moller.

ALBANY, N. Y.—State Service Magazine Company: to publish news of interest to state officials, attaches and departments; capital, \$5,000; incorporators, C. M. Winchester, E. A. Barvoets, J. Malcolm, of Albany.

TELLICO PLAINS, TENN.—Tribune Publishing Co., newspaper; capital, \$1,200; incorporators, C. F. Latimore, T. F. Peck, R. V. Trott, N. M. McDaniel and E. P. Loomis.

TULSA, OKLA.—Tulsa News Co.; capital, \$2,000; incorporators, Leslie E. Brooks, James A. Wolf, Frederica L. Brooks, Tulsa.

COLUMBUS, OHIO—Columbus Democrat Co.; capital, \$1,000; incorporators, George F. Souder, Adam H. Luckhaupt, Edgar S. Sifrit, Charles H. Kelstadt, Lyman H. Innis.

AKRON, OHIO—Milestones Publishing Co.; capital, \$2,000; incorporators, J. J. Shea and others.

CHANGES IN INTEREST.

DALTON, NER.—Tom W. Lally has repurchased the Delegate, which he sold a year ago.

CHESTER, ILL.—J. W. Grave, former editor and proprietor of the St. Clair (Mo.) Times, has purchased the Chester Herald from Mrs. Alice McAttee and will continue the publication.

HUTCHINSON, KAN.—J. L. Whitaker of Hoisington, who was formerly connected with the Great Bend Tribune, has made arrangements to handle the Hutchinson Gazette in Western Kansas.

OAK HILL, KAN.—E. F. Jones has leased the Gazette from S. A. Lynn.

NORMAN, OKLA.—George Ellsworth, formerly of Chickasha, has purchased an interest in the Democrat-Topic and will become managing editor of the paper. W. J. Hess, former editor, has left for the Miami mining district.

CLARKSVILLE, TEX.—The Red River County News has been sold by Mrs. M. B. Krueger to A. Thomas and S. E. Clark. Mr. Thomas will assume editorial charge of the paper until November, 1918, when Mr. Clark will become editor and Mr. Thomas will take charge of the mechanical part of the business.

KUSA, OKLA.—Samuel P. Watts, former publisher of the Industrial, has sold his interest in that paper to Gene W. Bales, who will continue the publication.

HIGGINSVILLE, MO.—Edward Felgate has purchased the Jeffersonian from Lee Shippey, editor of the paper for the last eight years.

HANNA, OKLA.—L. T. Berry, of Spiro has purchased the Dispatch and taken charge.

PERRYVILLE, ARK.—Hamel Bower, Jr., has bought a half interest with Dr. A. F. Leigh in the News and has taken charge of the mechanical department.

HARTING, OKLA.—H. E. Banner, for many years editor and owner of the Herald, has sold his paper to F. M. Tindall.

BENNINGTON, KAN.—Albert B. Edson, for two years publisher of the Democrat, has sold that paper to B. A. Belt of the Tescott Press, who

will move his plant to this city June 1 and continue the publication of the Democrat.

SLATER, MO.—Sanford A. Howard, owner of the Ruster for the past three years, has sold that paper to Harry King.

GREENFIELD, MO.—J. S. Engleman has sold his interest in the Advocate to W. R. Bowles.

TEXHOMA, OKLA.—George Butterbaugh, for several years connected with the Times, has purchased that paper from Roland Bush.

NOWATA, OKLA.—F. S. Ashleman and E. E. Sams have purchased the Times from B. G. Dowell, who purchased it recently at a receiver's sale. Mr. Ashleman, assisted by Frank E. Griffith, will issue the weekly.

BRANSON, MO.—E. J. Hoenshell has sold the White River Leader, a local weekly, to Frank Laughlin, who has been connected with the Pittsburg (Kan.) Headlight for the past 26 years.

GRAINFIELD, KAN.—Coggins & Hanson have sold the plant of the Cap Sheaf to Booker & Gilfillan, of Junction City.

BURDEN, KAN.—S. Day has purchased the Times and will increase the size of it to an 8-page, 8 or 6 column paper.

KREMMLING, COLO.—Russell J. Graves of Oak Creek has leased the News from George E. Swan.

LAWTON, OKLA.—Eugene McMahon is now editor and manager of the Lawton News and Wilbur R. Rice is managing editor.

KANSAS CITY, KAN.—J. W. Richardson is the new editor of the Wyandotte News, a local combination news and farm paper.

WICHITA, KAN.—W. H. Purdy, of the Journal Publishing Company, has purchased the Price Current and Southwest Farmer from Ray Reed, who has been connected with the publishing of those trade journals for over ten years.

COLUMBUS, NER.—S. M. Smith, for three years connected with the Eureka (Kan.) Messenger, is the editor of the Columbus Daily News.

NEW EQUIPMENT.

EL DORADO, KAN.—The Republican has purchased a site on East Central avenue and will construct a new building for its newspaper and print shop.

BONNE TERRE, MO.—The Star has just moved into its new building, costing \$3,000.

BURNS, WYO.—An up-to-date machine for setting up the Herald is being installed by the Herald Publishing Company and will be in working order by August 1.

HUCORON, KAN.—The Hermes is moving into its new brick building, composed of a shop room 23x50 feet and an office 18x23 feet.

HAYS, KAN.—John S. Bird has moved the News to the new building recently purchased by himself and J. H. Simminger.

WASHINGTON, MO.—The Observer, published here for the past 71 years, has changed from a weekly to a twice-a-week paper.

BAXTER SPRINGS, KAN.—Phil L. Keener, publisher of the Seamon Miner and Baxter Springs Herald, is now installing a plant for the latter newspaper. F. S. Mickey is considering purchasing the Herald.

WICHITA, KAN.—The Continental Publishing Company will purchase a new perfected self-folding cylinder press, a new Linotype machine and other equipment to fit out a complete plant.

PAWNEE ROCK, KAN.—The Herald has enlarged its size to 12 pages, seven columns.

HUTCHINSON, KAN.—The Gazette's new 3-deck, 24-page press is now in use printing the daily issue.

DEMING, N. M.—Beginning with the issue of May 25, the Deming Headlight is appearing as a 6-page paper instead of 8 pages.

WEATHERFORD, OKLA.—The office of the Weatherford Democrat is being remodelled.

BURNS, WYO.—An addition, 16 by 25 feet, is being constructed to the office of the Burns Herald.

Guy H. Saxton has become the owner of the Gordon (Neb.) Journal.

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

**HEMSTREET
PRESS CLIPPINGS**

Tenth Avenue at 45th Street

NEW YORK CITY

WHY ROGERS ASKS PAPER CONTROL.

WOULD PROTECT FOOLISH PUBLISHERS FROM THEMSELVES, BIG REASON.

"I am heartily in favor of the suggestion of the Federal Trade Commission that Congress pass a law giving it control of the print paper situation. I am not afraid that this control will be injurious to either side in the allied industries," said Jason Rogers, publisher of the New York Globe, to a representative of THE FOURTH ESTATE this week.

"As a war measure, unless all newspapers are compelled to apply some practicable rule of reason as to what requirements are, some will go like huge hogs, gobbling all supply in sight regardless of price, with the smaller papers around the country almost deprived of any supply.

"I have probably been as close to the print paper situation for the past year or so as anyone in the country and know whereof I speak. If the newspaper publishers as a whole had listened to the proposal of the paper makers through the Federal Trade Commission in March, many of them would be much better off.

"I believe in Federal legislation as recommended by the Commission more to protect foolish publishers from themselves than for any other reason. If they can be brought to cooperate and eliminate old, foolish competitive conditions, there will be enough paper, and at a fair price.

"In some of our cities one publisher owns his own mill while another does not. Unless the Government steps in and controls the entire product, the one without the mill will feel forced to buy regardless of price to meet the foolish extravagance of the other.

"Under some sane rule providing for a fixed quantity of reading matter for one-cent papers, for two-cent news papers, the entire elimination of returns and free copies, and sensible rates for advertising, our newspapers can all weather the storm and come out of it better and sounder for the experience.

"Likewise the paper manufacturers would be assured a fair and liberal profit for the product, which is more than some of them have made in the past. It will be a good thing for them to have publishers understand that it costs money to make paper, just the same as to make newspapers.

"If the manufacturers are assured fair and liberal profits, more money will be put into paper mills and in a comparatively short time print paper in any desired quantity will be obtainable at fair prices.

"The buying of print paper by publishers is not so largely a matter of what the paper costs as it is whether the price is fair or exorbitant. The paper maker must get his costs and a fair return on capital employed or he cannot live.

"In the case of the New York Globe, we are selling from 16,000 to 26,000 more copies a day than last year and using about ten tons less paper a day. Our paper bill, even at the higher price, is very little more than last year.

"The experience has been worth all it has cost us in showing us how we could do things that would have been thought impossible under ordinary conditions.

BUSINESS TROUBLES

The Rome (Ga.) Daily Chronicle, an afternoon paper, is in legal difficulties, its plant having been seized July 5 by county official on a distress warrant for rent. It is understood that a receiver will be named to adjust the affairs of the paper.

The New York Times INDEX

An alphabetical arrangement of the world's events, constituting a guide to developments in every phase of activity—war, politics, literature, science, art, industry, and finance.

The Index points the way to actual sources of information—the newspapers—and its references are accurate and complete, making research easy.

It is the only work of its kind, and is an elaborate catalog of everything that has appeared in the public press. It is a scientific cross-index.

To locate any event and to ascertain details connected therewith, The New York Times Index is indispensable.

Professional and business men bear testimony as to its value.

It is a source from which a managing editor or editor or librarian of a newspaper can find instantly, the principal news items of his own paper or other newspapers, making it an instrument of endless service. To a newspaper which desires to investigate its usefulness it will be sent on approval without incurring any liability.

The New York Times would appreciate its real usefulness to become known to Editors.

Sent On Approval.

New York Times Times Square, New York

THE NEW YORK HERALD'S GREAT FEAT.

The New York Herald showed great enterprise in publishing not only the numbers of the great draft for the army but the names and addresses of the men drafted in Greater New York, as well.

To do this it had to cover with reporters each one of the 180 draft districts in New York City, identifying from the numbers each man called.

In addition to this the Herald printed in its last editions all the numbers drawn in Washington, and maps showing at a glance the location of the draft districts throughout the city.

This publication gave everyone an idea of the various classes of citizenship called to the colors, letting the men who were drawn know at the earliest possible moment that they were named as the first to be summoned.

The work of presenting the names was complex. The names were taken from the maelstrom on the lists. Lists had been prepared but they were incomplete. It was indeed a gigantic task but it was accomplished easily enough through the medium of the Herald's great news gathering machine.

Samuel S. Koenig, Republican leader of Manhattan, summed up the enterprise in a few words when he said: "I don't see how any newspaper could perform such a gigantic task in the same time that the Herald did."

The news editor of the Herald only says: "It was simply an appreciation of the news value of these names and then some plugging by the whole staff to make a pronoun research of the list and transcribe the names"—a newspaper man's view of a big piece of journalistic enterprise. The presentation of numbers and names occupied 44 columns.

JUDGES CONFLICT IN CASE OF THE MASSES.

Once more the distribution of the August issue of the Masses, the New York Socialist magazine, has been arrested by official order.

On application of Assistant United States Attorney Earl B. Barnes, Judge Hough of the Circuit Court of Appeals on July 28 signed an order holding up the publication and directing that the publishers show cause before him at his country place, Windsor, Vermont, on August 2, why their paper should not be barred from the mails.

Judge Hough's action was a surprise to the publishers of the magazine as Judge Learned Hand in the United States District Court decided last Tuesday that Postmaster Patten had no right to refuse the mails to the publication despite the fact that its editorial policy was apt to be of assistance to the enemies of the Government.

The trouble between the publishers and the Federal officials arises out of a number of cartoons, poems and writings appearing in the issue which attack military conscription and the general war policies of the Government and praise certain persons convicted of having violated the law.

As the suit was for an injunction against the postmaster, and Judge Hand granted such application temporarily, Judge Hough holds that should the lower court have erred there would be no way of correcting the error if the paper were now distributed.

A CHEERFUL ACT.

EDITOR THE FOURTH ESTATE:

SIR: I enclose check for subscription. This is one of the most cheerful things I do. J. L. STURTEVANT, President and Manager, Wausau (Wis.) Record-Herald.

THE TRIBUNE AND WALDO.

THEIR STATEMENTS—TRIBUNE WILL CONTINUE STRICT ADVERTISING POLICY.

Neither the New York Tribune nor Richard H. Waldo is ready to announce what their future plans will be when Mr. Waldo retires from the Tribune on September 1, the expiration of his three-year contract.

George Verner Rogers, vice-president and general manager of the New York Tribune, when asked about the retirement of Mr. Waldo, said:

"The well known policy of the Tribune in the carrying out of which Mr. Waldo has so ably assisted, will in no way be affected by his retirement, except only as it may be, it possible, more vigorously prosecuted.

"We have, we believe, achieved through our advertising policy a responsive clientele of readers on a level with any other newspaper in this country.

"Samuel Adams will continue in the past to expose hypocrisy and dishonest practices.

"Mr. Waldo's plans for the future are not as yet fully matured, but he takes with him our very best wishes.

"For the present, at least, his duties will be discharged by various members of our staff."

Mr. Waldo when asked about his plans, said:

"For the present I am simply announcing that I shall leave the Tribune on September 1 at the termination of my contract, but am not prepared at the present time to announce my future plans."

T. W. Garvin, Mr. Waldo's associate, has left the Tribune to accept an appointment by the Federal Commission on Training Camp Activities as director at one of the cantonments. He will be stationed at Sparta, N. J., where New York troops will go for training. Mr. Garvin left on July 23 for his home in Cambridge City, Ind., and will be at his post August 1.

Mr. Garvin was only recently appointed vice-chairman of the advisory council of the Advertising Club, New York. He came to New York last fall from Cleveland where he was secretary of the advertising club.

CAUGHT BY TRIMMER.

Walter Koswig, an employee of the New Britain (Ct.) Record, recently lost his right hand at the wrist by having it caught in a trimming machine.

CANADIAN WEEKLY QUILTS

The Windsor (Ont.) Weekly Record ceased publication this week, after being published continuously in Windsor for fifty-seven years.

Coin Cards Pull Solicit—Sell—Collect

Our cards are machine made, uniform, and of the highest quality.

Write or telephone for samples and prices.

NEW YORK COIN CARD CO.

320 Broadway NEW YORK Telephone, Worth 2208.

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE VII.

PROFIT-SHARING SYSTEMS—THEIR VALUE WEIGHED—APPEALING TO DESIRE FOR OWNERSHIP IS BEST.

BY EDMUND WALKER.

Chicago Herald Building, Chicago.

In this series of short articles on newspaper work Mr. Walker has created a hypothetical company and takes it through all the stages of an organization's financial existence.

Starting with the period of incorporation, he showed the opening of the accounting books. He will take the paper through a period of prosperity and finally make a mistake in financing, necessitating compulsory liquidation.

In the course of the articles he will introduce various phases of accounting, such as methods of handling depreciation, insurance, amortization plans, building funds, profit-sharing systems, etc.

What is the difference between a Profit Sharing System and a Gain Sharing System?

Supposing you say to your employees:

"This year has been very successful and I propose to take 8 per cent interest on my capital and to divide the balance of our profits equally with you."

That would be a Profit Sharing Plan.

Or again, supposing you say:

"Last year our total expenses were \$500,000 and I propose to divide with you any reduction in the total expenses that we may be able to effect during the coming year."

That would be a Gain Sharing plan.

Why should you adopt any Profit Sharing Plan?

What is your motive in doing this?

There are three possible motives. First you may argue that labor is not getting a fair return and you may wish to do the fair thing by labor.

Second you may argue that trouble with your men would not occur so often if you shared your profits, or

Third you may claim that by sharing your profits you will get more efficient work out of your employees.

We will assume that our motive is to enable us to get more efficient results from our employees.

Now, you have often heard the story of the child who played with matches, and playing with a Profit Sharing System is just a little more dangerous.

To simply install any system you may happen to have seen working in another plant is the height of recklessness and is doomed to cost you a great deal.

We must thoroughly understand our employee's frame of mind, his living conditions, and why he works.

Why does he work?

His first reason is the law of self preservation; his second is that he hopes to acquire something to take care of old age, thirdly he would like to be the owner of certain things, and fourthly he would like to have sufficient to give him some social standing in his community—that is why he works.

If you frame a system that will appeal to the law of self-preservation his strongest sense—then you will defeat the object of your system, for he will regard the profit sharing distribution as a part of his wage and he will raise his standard of living so that when a hard year comes along your employees will all be in financial difficulties.

The distribution to be made under this system must be regarded as a dividend or bonus, an amount which should be laid aside as capital.

DESIRE FOR OWNERSHIP.

Therefore we should appeal to his desire for ownership.

Supposing we formulate a plan to distribute shares in the capital of the company. This is the plan adopted by the United States Steel Company.

There are many danger points with this system. Some employees will, when they become shareholders, forget that they are employees and regard themselves as the owners of the business. Discipline will be effected and the efficiency results reduced.

Of course provision has to be made at the start whereby these shares would be re-purchased at a stated price in the event that the employees left the services of our company.

Any plan which necessitates an employee staying for a number of years with a company in order to participate is worthless, for the average employee demands his reward today for today's work and is not capable of looking ahead very far.

Some companies, rather than distribute shares have started their employees with an endowment insurance policy on which the dividends to be distributed by the company will be applied. This plan works out successfully in many cases, but you will find that the average man likes to invest his own money rather than have somebody else do it for him.

This article deals with Profit Sharing Systems only, but it is worthy of note that the thought we have just set out could be carried one step further.

Many companies spend large sums in building special rest rooms, swimming pools, etc., for their employees on the ground that this will attract a better class of workman. This may be all well enough, but the same amount of money paid in higher wages would attract a still better class of men.

PROFIT SHARING DISADVANTAGE.

For some years Profit Sharing System gained a great foothold and did actually produce very good results, but the number of successful attempts was not nearly as great as the number of disasters.

The main disadvantages are briefly as follows:

The average date of payment or

distribution is too far ahead.

Employees regard the distribution as a part of their regular wage and raise their standard of living accordingly.

The distribution is usually small and causes dissatisfaction.

It is very difficult to formulate a system based on individual reward.

It is unfair that one employee should receive a payment for the work done by another.

If you will carefully think this over you will come to the correct conclusion that an employee values his position if he is being paid a little more than he can demand elsewhere.

Under these conditions he will invariably give you the best that is in him. There will be no disappointments.

Recently when making an installation of accounting and costing systems in a certain newspaper I said: "You can afford to pay \$80 per week for a man to fill that job—how good a man can you get for that money?"

If you will look at the employment of help in that light you will get better results.

It should not be a question of how little can we pay John Smith, but how much can we afford to spend in that department and what can we buy for that amount of money.

Some men hold their jobs down while others get underneath and boost, and some thinking employers force their men to boost and force them to earn what they are paying and to earn more.

Owing to the dangers awaiting any profit sharing plan let us abandon the idea entirely and hire our employees on the above plan instead.

Next week we will discuss the adoption of Graphic Charts in our business, their use and their advantages.

WHY WOODSON FAVORS ZONE RATES IN SECOND CLASS

Urey Woodson, publisher of the Owensboro (Ky.) Messenger, who is in Washington looking after the interests of the smaller newspapers of the country as far as the war taxes concern them, has written the following letter to Senator McKellar:

"I have seen in the public prints your proposed amendment to the House bill No. 4280, which strikes me as much fairer than the act as passed by the House, or any of the amendments proposed by the finance committee of the Senate.

"It is not reasonable to say that one cent per pound for second class matter in the first three zones is not sufficient compensation to the government for the express companies are eager to take the packages of newspapers for that distance and much farther at one-half cent per pound.

"The whole difficulty of newspapers in this matter, is that we have been yoked up with the Curtis publications and other national periodicals and have been compelled to help carry the burden of their business.

"The finance committee now proposes to increase second class postage one-fourth cent per pound and to tax our net earnings over \$4,000, five percent.

"This they do because they say the publications of the country have had a graft of from \$80,000,000 to \$100,000,000 per year through low second class postage rates.

"It is a manifest injustice to charge local papers, I mean small dailies from 5,000 to 20,000 circulation such as we have in Kentucky and Tennessee, five per cent more for their postage at this time when eighty per cent of their mail circulation is within the first zone.

"It is even more unfair to ask five per cent of our net earnings to help pay the freight bills of the Saturday Evening Post, Ladies' Home

Journal, Country Gentleman, Collier's, and others, from Philadelphia and New York to California.

"It is inconceivable that any set of senators or congressmen could contemplate such an act of injustice. Yet the finance committee has voted 8 to 6 to do this thing.

"I was recently in Washington and was permitted to address the finance committee in behalf of about 200 small dailies in ten central western states on this subject. I showed them that by actual computation 70 per cent of the circulation of these dailies was within the first zone of 50 miles, and 91 per cent within the first and second zones.

"I also showed them that while the large city dailies were paying now about 55 per cent more for their white paper than last year, that the smaller dailies and weeklies were paying from 100 per cent to 150 per cent more, and there was no prospect of relief before the latter part of 1918.

"I showed them that in the case of one newspaper using only 300 tons of paper per year, the price was advanced by the paper mill on the 1st of last September from \$3.50 per ton to \$110 per ton at the mills; that this publisher wrote to at least 40 mills and brokers asking for paper, but was advised by all of them that he had been patronizing, and that this situation kept up for five months before this publisher could get any relief, while he was now paying from \$70 per ton for a portion of his paper and \$90 per ton for the remainder.

"In the case of this one publisher, whose gross income is only \$80,000 per year, he was confronted with an excess paper bill of more than \$20,000 for the present year. This is not an exceptional case. Throughout the West and South you will find, on investigation, this to be substantially true.

"If the newspapers and periodicals owe the government anything they owe it on postage and should be made to pay it, but those who do not owe it should not be made to pay the bills of those who do owe it."

INLAND PUBLISHERS FAVOR SECOND CLASS BY ZONES.

Nine-tenths of a vote taken among members of the Inland Daily Press Association are in favor of postage by the zone system, with county territory exempt as now, while a large percentage of the votes are in favor of a war tax on profits if other industries are so taxed.

Because of the conditions existing and the membership of the Inland being so actively engaged in caring for their plants, President E. P. Alder has deemed it wise to postpone the August meeting, which should have been called for the 15th.

Future legislation of the House and Senate may govern the time he will call it, or a special to take its place, and it is possible that the August and October meetings will be combined.

Just at this time, when the circulations of all but a very few daily and periodical publications are dropping like plummets, the fact that

The BILLBOARD

is holding its own, and that in the face of an advance in price from TEN to FIFTEEN cents, is surely significant.

Circulation 40,000 copies

Member A.B.C.

The Billboard Publishing Co
NEW YORK
Broadway & 43d
CHICAGO
Monroe & Dearborn
Phone 8470 Bryart Phone Central 6480.

BUSINESS OPPORTUNITIES.

Country weekly and job office, without competition, in village of 800, and building in which to operate same can be leased for \$25 per month. Equipment includes 3 presses, cutter, etc.

Proposition P. G.
CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

The Cosmopolitan Central West

No better field in the world for profitable and enjoyable newspaper work. This office has several exceptional offers of newspaper properties in this section. Buyer's interests, as well as seller's, properly protected. Kindly submit references.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

Newspapers For Sale!

Opportunities few to buy California dailies in good location. Evening paper, job shop, good equipment. Town 12,000. Price \$20,000 to move it. Liberal terms. No agents. Box 1136, Los Angeles, California.

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at 85,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

FOR SALE—1 double deck Potter Press, with Kohler starting system, prints up to 16 pages, has extra folder for magazine size, pump furnace and four curved rollers, eight tables and chases. Has double steam table, matrix roller, two conersville blowers, motor driven saw and trimmer; two No. 5 Mergenthaler Linotypes with motors. Newspaper Supply Company, United Bank Building, Cincinnati, Ohio.

FOR SALE—Monotype equipment, consisting of two keyboards and two casters. Will sell separately if desired. Bargain prices. Walker, Evans & Cogswell, Charleston, S. C.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 8, Serial No. 10199; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 10199, and Model No. 1, Serial No. 10199, with 1 magazine, liners, ejector wheels, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

MODEL 8 LINOTYPE—Three magazine machines. Complete with three magazines and molds and Lee Feeder. In good condition. Without matrices, \$100.00. Bargain to quick buyer. Address Box 830 care of Fourth Estate.

BUSINESS OPPORTUNITIES.

Daily Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$300,000.

The owners of all the properties in question are represented exclusively by this firm.

AUBREY HARWELL HENRY F. CANNON
Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

EXPERT IN NEWSPAPER Publishing Methods

ADVERTISING MECHANICAL CIRCULATION DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor Advertising News.

CHAS. S. PATTESON
Prince George Hotel, N. Y. City

Press Wanted

Will consider purchase of stereotyping newspaper press. Write full description and give lowest cash price. Berkeley Daily Gazette, Berkeley, Cal.

A New York newspaper wants lively features and special articles of the war, stories of personal experiences, letters from the front, etc. Manuscripts will be returned if not used. Address Editor, Box 800, Penn. Terminal, New York City.

For an exceptionally good weekly will trade clear California property, part or all, valued at \$15,000, or will apply as part payment for interest in evening daily. Years of experience qualifies me to handle either business or editorial end. Address Box 834, care The Fourth Estate.

FOR SALE—Exclusive Chicago newspaper agency in city of sixty thousand population, forty miles from Chicago. Applicant must be financially and otherwise satisfactory to publishers. This is a very profitable business. Investigation solicited. Best of reasons for selling. For particulars write Box 835, care The Fourth Estate.

POLLOCK'S NEWS

You can reach 2,600 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 30,000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION General Offices.
878 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
184 W. Washington Street, CHICAGO

HELP WANTED.

DESK MAN AND REPORTER for \$25 job on evening paper within easy distance of New York City. Must have a thirst for facts and a mania for accuracy. Tell it all in first letter.

ADVERTISING SOLICITOR competent to take charge of a growing department on a prosperous New England daily. What have you accomplished as a proof of your fitness? What is your figure? IF YOU ARE SEEKING advancement in any department of the publishing advertising-printing business, now is the time to get in touch with new opportunities. Registration free.

Fernald's Exchange, Inc.
Third National Bank Building
SPRINGFIELD, MASS.

Young man wanted on a trade paper who can get news and write it in condensed form. He must also know something about circulation, advertising and general office work. Small salary to start, but good prospects. Address Box 826, care The Fourth Estate.

Business Manager Wanted

Monthly trade paper (non-technical) with a growing national circulation wants experienced man to take charge of its advertising and circulation.

This publication is only one year old and has already won leadership in its field through editorial excellence. Is now published in Ohio city but may move to Chicago.

A favorable contract will be given to right man. Preference given applicants who can invest \$500 or more.

State age experience and other qualifications. Address Owner, Box 826, care The Fourth Estate.

Experienced Copy editor and re-write man wanted at once. L. L. S., care The Fourth Estate

SITUATIONS WANTED.

A YOUNG MAN

eighteen years old, who graduated from high school last February, now employed, desires a position in either a

TRADE, or DAILY NEWSPAPER, ADVERTISING AGENCY, or a PRINTING OFFICE.

Is ambitious enough not to want the position unless there is a chance to advance himself. Willing to demonstrate his worth. Address J. A. S., care The Fourth Estate.

Do you need a competent editor or reporter? I can deliver the goods, as employers for last 15 years will testify; will be glad to give full details; why not write me at Box 798, care The Fourth Estate.

Newspaper man, young, energetic, executive ability, live wire, original ideas, wants responsible position as business, advertising or circulation manager. New York City, Western city and country experience. Can replace the publisher. At liberty August 1. Address Box 829, care The Fourth Estate.

Desk Man and Reporter

wants job on daily. Quick, accurate, eager for responsibility; 7 years' experience. Address C. A. L., care The Fourth Estate.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

SITUATIONS WANTED.

Do you want to increase your Classified Advertising 50 to 100 per cent in two months? Write me about my plan.

15 years' experience; no schemes or hot air. Just knowing how to use your own help if efficient, I will train them. References all former employers. You know some of them. William H. Yale, 350 West 57th Street, New York City.

Newspaper Man—Successful experience all editorial desks in cities 15,000 to 40,000, desires position on either large or small daily; good reporter and editorial writer; unmarried; perfect health; 25 years of age; university graduate; knows good English. Address Box 436, Lynchburg, Virginia.

Editor—Extensive experience daily, weekly, monthly; writer, reviewer; familiar with make-up; engaged, desires change; references. Address Box 833, care The Fourth Estate.

WANTED—Position on first class daily as business or advertising manager, by a high-class man of unusual character, ability and experience. Best of references. Address Box 888, care The Fourth Estate.

Circulation and advertising man with a record of 30 years' successful work seeks position in the West or Southwest. Address Box 792, care The Fourth Estate.

Financial Editor

With Columbus Daily Monitor during its year of life. Had one of most complete afternoon papers in middle west, and accurate. I can make your page readable with newsy facts and figures that are vital. Wm. J. Nolle, 17 Fifteenth avenue, Columbus, O.

BOOST YOUR SUBSCRIPTION LIST. Use original subscription-getting campaigns, prepared by circulation expert and adapted especially for your publication. No contests. Subscriptions come on merits and "stick." Write George F. Bucknam, Box 2792, Boston, Mass.

Experienced copy editor, news editor, managing editor, seeks position. W. L. Burns, 345 North Ritter avenue, Indianapolis, Ind.

A first class advertising solicitor, with years of experience, is open for any good offer after August 1. Know how to get contracts, handle news, write ads, do special stunts, in fact a good all-around advertising man. References, any publisher I ever worked for. Address Make Good, care The Fourth Estate.

Experienced Newspaper Man with successful record on desk and street of metropolitan dailies.

Immediately Available in Eastern field or for publicity promotion work. Above draft age. References furnished of the best. Director publicity several leading campaigns during past year. Close of campaign makes me available. Address Box 831, care The Fourth Estate.

BUSINESS MANAGEMENT of good live daily wanted by experienced man who could invest two or three thousand dollars, and also work on part cash, part stock basis, if desired. Address Box 800, care The Fourth Estate.

PRACTICAL PRINTER

with four years' good all-around experience, now taking a course to become a

MACHINIST-OPERATOR.

will be at liberty after August 4. Wants to connect with some publication or a private plant where attention to business is appreciated and advancement made accordingly. Best of references from former employers. Address Machop, care The Fourth Estate.

NEWS OF THE AD AGENCIES.

A cooperative advertising campaign has been started in the newspapers by the members of the Southern Advertising Agents Association, which is one of the sectional divisions of the Association of American Advertising Agents. The aim is to teach newspaper readers the value of advertising in war time and the part the agent plays in successful publicity.

The agents represented in the advertisement are:

The Thomas E. Basham Company, Louisville; Cecil Company, Richmond; Chambers Agency, Inc., New Orleans; Johnson-Dallis Company, Atlanta; Massengale Agency, Atlanta; Thomas Advertising Service, Jacksonville; and Staples & Staples, Richmond.

The advertising agency, formerly known as Rauh & Rosenthal, will henceforth be conducted as the Richard S. Rauh Company. Offices as heretofore will be continued in the

to all creditors who have had their claims properly filed. The agency up to date has paid 16 per cent in dividends.

J. K. Berger, well known in the motion picture field as "Simon Legee," has entered the advertising agency business. He is now connected with the E. T. Howard Agency, New York.

E. H. Morrissey, formerly with the Chicago Tribune, is a new addition to the copy-writing staff of the William H. Rankin Advertising Agency, Chicago.

W. A. Patterson, until recently in charge of the New York office of the Curtis Publishing Company, will start an advertising agency of his own in New York about September 1.

T. H. Stark has established an advertisers' service office in Louisville. He is a former advertising manager of the Louisville Paper Company.

L. S. Hopper is the new art director for Carl S. von Poettgen, the Detroit advertising counsel.

Jack Goldstein, late of the Seaman Agency, has joined the staff of the Michaels Agency, New York.

PUBLISHERS' PROFITS TAX.

From the New York Tribune.

The executive committee of the National Editorial Association submitted at the recent annual convention in Minneapolis a report protesting against the levying of a special 5 per cent tax on the profits of newspaper and magazine publishers.

That was most natural, in view of the fact that the publishing business is the one business in the country asked to pay this discriminatory tax.

But unlike the association of publishers, which also a short time ago expressed opposition to the special 5 per cent tax on profits, the executive committee of the National Editorial Association went straight to the heart of the situation.

It was willing to consider the peculiar circumstances which influenced the Senate Finance Committee to approve a publishers' profits tax.

The war revenue bill came to the Senate from the House of Representatives without a tax provision of this sort.

The House voted to increase postal rates for first class and second class mail matter and introduced a zone system of charges for second class mail—a reform which the government should have undertaken long ago.

The Senate Finance Committee was intimidated by the beneficiaries of the undercharges on second class mail into discarding the zone system.

It also greatly reduced the House second class rates. In order to compensate for these reductions it imposed the 5 per cent profits tax.

The second class mail subsidists, who profit enormously by the long haul privileges granted under existing law, were more than willing to saddle a discriminatory tax on the entire publishing trade.

A few publishers have a big stake in the perpetuation of the cheap second class flat rate.

Others have a relatively small stake.

Others have practically no stake at all. It was a piece of shrewd strategy, therefore, on the part of the long haul publishers to substitute a special tax for the proposed increased second class rates.

In that way they preserved their special privileges at the expense of the rest of the publishing trade.

The executive committee of the National Editorial Association has taken notice of this selfish trick.

It recommended as a fair basis

for second class charges one which took into consideration the difference between a publisher who sends his publication two thousand miles and one whose mailing limit is two miles.

That is an indorsement of the zone system—the only equitable system either for parcels or for bulky second class mail.

If the House second class mail rates are restored to the bill, there will be no excuse for a special 5 per cent tax on publishers' profits.

And, beyond that, Congress will have put mail transportation at last on a rational, businesslike basis.

INTRODUCING AD FOLKS.

G. Irving Schneeberger, the new assistant manager of the Carney & Kerr Agency's service department in New York, began his advertising career several years ago with the Lesan Agency. From there he be-



G. IRVING SCHNEEBERGER.

came secretary for the Block & Herzberg Agency and for fourteen months previous to appointment to his present position he was with the service department of Carney & Kerr.

Edwin E. Taylor, the new advertising manager of the Acme Harvesting Machine Company, Inc., has been fascinated by the printing and publicity business ever since his thirteenth business ever since his thirteenth year, when he began work as a newsboy in Camden, N. J. He later learned the printing trade and then switched into newspaper advertising on the staff of the Philadelphia Public Ledger.

Further progress in his field was effected when he joined the staff of the Howard J. Ireland Advertising Agency, in Philadelphia, as an order clerk and worked up to the post of assistant general manager within three years. He was also associated for a time with the Harry Hornberger Advertising Agency and Blum Advertising Agencies of Philadelphia, spent a short time with the Philadelphia North American and then went to Detroit, joining the advertising staff of the E. M. F. Automobile Company.

Two years on the staff of Lord & Thomas, Chicago, were followed by three years as superintendent of publicity preparation with Montgomery Ward & Co., following which he resigned to go with the Acme organization.

The advertising history of Gayle Aiken, Jr., a recent addition to the Chambers Agency, Inc., New Orleans, has been one of steady progress since his graduation from Tulane University in 1907. Immediately after leaving college, he became connected with the Barron G. Collier Company, San Francisco. He temporarily abandoned advertising three

years later to enter a private banking office in New Orleans.

The advertising fever had entered his blood, however, and he returned to the field as advertising manager of the Maison Blanche Company, a New Orleans department store, from which he resigned to make his present connection.

CONDENSED NEWS NOTES.

The Luverne (N. D.) Ledger has been discontinued.

W. S. D. Adams has become the owner of the Webster (S. D.) World, which he purchased from S. E. Bronson & Co., and has consolidated it with the Webster Reporter and Farmer.

The Laredo (Mont.) Tribune has made its initial appearance.

Harry Talmadge, for many years connected with Iowa, Washington, and Oregon newspapers, has taken charge of the Halsey (Ore.) Enterprise.

W. I. McAdoo has bought the Sherwood (Ore.) News.

T. H. Studebaker has turned over the editorship of the Toledo (Ia.) Democrat to Mr. Campbell.

W. D. Leppe has purchased the interests of W. M. Jones in the Conway (Ia.) Record.

Major E. D. Mossman, the new superintendent of the Fort Pack Reservation, Medicine Lake, Mont., will publish a paper devoted to the interests of the Indians.

The Associated Foreign Languages Press, Inc. has filed articles of incorporation in Omaha, Neb. The capital stock is \$10,000.

Fred O. Larson has disposed of the Souris (S. D.) Messenger to Mr. Lowe.

E. M. Lawless has purchased the interests of T. F. Lawless and F. F. Marxahn in the Waterville (Minn.) Sentinel plant.

Mrs. C. S. Algire has sold the Richland (Ind.) Clarion to Mr. and Mrs. M. C. Lemley.

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
456 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
24 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS

JAMES ZOBIAN CO.

GENERAL ADVERTISING
225 Fifth Avenue NEW YORK



RICHARD S. RAUH.

First National Bank Building, Pittsburgh.

Richard S. Rauh is now president of the agency; William Cohen, director production department; Walter Reuter, director sales department; Joseph Williams, director art department.

Walter E. Smith and E. E. Rogers have formed the Rogers & Smith Advertising Agency in Chicago.

The Watrous-Estey Company, of Chicago, has paid a second dividend of 10 per cent, through the referee.

Putting Your Ad In the Homes!

That's what you do when you use the columns of the St. Paul Dispatch and St. Paul Pioneer Press to cover the St. Paul field.

Average Carrier Circulation June
St. Paul Dispatch (daily) 41,735
St. Paul Pioneer Press (Daily) 41,091
Sunday Pioneer Press (Sun.) 42,167
And There Are But 46,000 English Reading Homes in St. Paul!

Average Total Circulation June
St. Paul Dispatch (daily) 81,413
St. Paul Pioneer Press (daily) 64,000
Sunday Pioneer Press (Sun.) 77,194

They Cover the Field!



AD FOLKS' NEWS.

H. A. Harris has been appointed advertising manager of the Pathe Freres Phonograph Company, Brooklyn, N. Y. He was formerly with Landay Brothers and the Bates Advertising Agency.

Clifford H. Pangburn has resigned as advertising manager of the Henry Terlow Company, Philadelphia.

Joseph F. Fields has been appointed advertising manager of the Liberty Motor Company, Detroit. He was recently with the Hupp Company as sales manager, where he is succeeded by O. C. Hutchinson.

L. Grant Hamilton, late advertising manager of the Regal Motor Car Company, has become associated with the Gagner Stereotype Foundry, Detroit.

George W. Combes has become secretary of the Better Business Bureau of the St. Louis Advertising Club.

The Better Business Bureau of the Minneapolis Advertising Club has a new secretary in J. C. Armstrong.

New officers of the Cleveland Advertising Club are: President, Sidney S. Wilson; first vice-president, J. H. Harris; second vice-president, L. E. Honeywell; treasurer, E. E. Newman; directors, George Walt Fleming, F. M. Boughton, F. D. Conner, T. P. Cagwin, Fred R. Fuller, Charles W. Mears, Charles Oswald and J. M. Halter.

The club's annual picnic will be held on August 4.

W. H. Goeller, advertising manager of the Palace Hardware House, Erie, Pa., won the first prize of \$150 in gold given by the Miller Falls Company, of Miller Falls, Mass., in a contest for display advertising.

The contest was open to advertising men of both the United States and Canada and hundreds of entries were made. Mr. Goeller has won a number of prizes for advertisements and window displays.

The Chicago Junior Advertising Association gave a beach party on the north shore Saturday evening.

The Poor Richard Club, of Philadelphia, held an excursion to Wildwood on July 18.

F. M. Stewart, formerly with the Rev. Block Mercantile Company of Memphis, has become advertising manager for M. Furchgott & Sons, Charleston, S. C.

The annual picnic of the Jacksonville (Fla.) Advertisers' Club was held July 26 at Atlantic Beach. An elaborate program, including picnic diversions and a beach "feed," kept the advertisers joyfully occupied for the day.

The Joplin Advertising Club on July 11 held a celebration of its success at the St. Louis convention of the A.A.C.W. The big feature of the celebration was a Holland lunch served at the Elks' Club.

Burt W. Lyon, who is working out the plans for the trip to the 1918 convention, reported that arrangements had already been made for a solid train of Pullman cars direct from Joplin to San Francisco. He also announced that a hotel had been purchased there for the week, and that all now lacking is the delegation.

I. D. Calhoun, formerly assistant advertising manager of the Packard company and with the Chalmers and Detroit Motor Car Companies, has been placed in charge of the ad-

vertising of the Detroit Fuse & Manufacturing Company. He succeeds E. E. Wentz, who has gone with the advertising department of the Chalmers Motor Company.

John C. Blackmore, formerly of the publishing department of System Magazine, has joined the advertising department of Bunte Brothers, Chicago candy manufacturers.

FT. WORTH GETS A LIVE WIRE.

Robert H. Cornell, who recently became vice-president, secretary and a director of the reorganized Fort Worth (Tex.) Record Publishing Company, is well known in Southwestern newspaper and advertising circles.

For the last seven years he has been advertising manager of the Houston Chronicle. He is a past vice-president of the International Association of Rotary Clubs, past president of the Houston Rotary



ROBERT H. CORNELL.

Club and of the Salesmanship Club of Houston, of which organizations he was one of the founders. Mr. Cornell was also an active worker in the Houston Chamber of Commerce.

Mr. Cornell is associated in the Record with W. H. Bagley, president, general manager and treasurer; John M. Branham, the well known publishers' representative of New York and Chicago; Colonel E. M. House of New York, personal friend and unofficial ambassador of President Wilson; Hugh Nugent Fitzgerald; F. M. Anderson; and A. J. Sandegard.

INTERTYPE INFORMATION.

The Intertype Corporation has established a house organ called the Intertype News. It gives practical information about the Intertype and the news of its makers and users. The first number features the business policy statement of President H. R. Swartz, who recently assume office. This statement will be found in full in an advertisement of the Intertype Corporation in this issue of THE FOURTH ESTATE.

NO MORE RECRUITS.

The recruiting office which has been maintained for several months in the office of the Chicago Herald, has been closed. Captain Grover Sexton, who was in charge, has gone with his regiment on the first step of a long journey to France.

Eddie M. Hafferkamp, a Herald reporter, is also a member of the regiment.

The Greenfield (Ia.) Tribune, established recently by Robert Goshorn, has been sold to a Missouri newspaperman.

WHAT THE A.A.C.W. ARE DOING.

NEW "CLEARING HOUSE" FOR

CLUB IDEAS—OFFICERS TO SPEAK—NEW MEMBERS.

Of vast importance to the clubs, it is expected, will be the department soon to be established at the headquarters of the A. A. C. W. at Indianapolis, to be conducted as a clearing house for club ideas and a source for cooperation in club establishment and growth. The work was authorized by the executive committee at St. Louis.

Among the chief problems of local clubs is that of insuring a healthy growth and maintenance of interest among members.

The new educational secretary will provide material aid in this respect, by passing from club to club the plans and methods which have been found successful; and from the headquarters office can be obtained counsel which may prevent the repetition of errors into which other clubs have fallen while pioneering.

Heretofore there has been no well-defined, consistent interchange of experience in this regard, and in consequence the best methods have not always become general knowledge. Many clubs have wasted effort and suffered the same pitfalls that had already been found unprofitable by others.

By means of this new department, it is believed a closer unity of the clubs can be brought about.

A speaker's bureau will be one of its functions, and the services of the department will at all times be at the command of the existing clubs and those organizations of advertising men that desire to become affiliated with the association.

The election, at the St. Louis advertising convention, of six vice-presidents of the Associated Advertising Clubs, situated at various points about the country, it is also expected, will mean much to the local advertising clubs, for there is a definite plan on foot to arrange for these vice-presidents to get in touch with the local advertising clubs.

As often as possible, they will go out and speak to clubs, and at all times, will be near at hand for the clubs in their districts to consult by mail.

Twelve new advertising clubs have been admitted to the Associated Advertising Clubs.

They are, with their officers and number of members:

Alton (Ill.) Advertising Club, president, Carl Harman; secretary, John D. McAdams; fourteen members.

Advertising Club of Circleville, O., president, S. F. Secrest; secretary, E. J. Howenstein; eleven members.

Galion (O.) Ad Club, president, E. P. Monroe; secretary, J. W. Wisterman; sixteen members.

Hastings (Neb.) Ad Club, president, H. Wilson; secretary, Lawrence T. Kohl; nineteen members.

Advertisers Club of Jacksonville, president, C. A. Tutewiler; secretary, B. R. Kessler; 100 members.

Lima (O.) Advertising Club, president, Walter C. Barnes; fifty members.

Advertising Club of Marion, O., president, Arthur F. King; secretary, Jay H. Maish; thirty-one members.

Women's Advertising Club of St. Louis, president, D. E. Nirdlinger; secretary, F. L. Burle; fifteen members.

Advertising Club of Washington, Ia., president, I. Rothschild; secretary, Ralph E. Shannon; nineteen members.

New South Wales Ad-Men's Institute, Sydney, Australia, president, H.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO-ENGRAVING COMPANY

154 Nassau Street, NEW YORK

Telephone 4200 Beekman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO ENGRAVING CO.

351-253 William Street NEW YORK

Phone, Worth 1657-8

STANLEY PROCESS TYPE METAL

SYRACUSE SMELTING WORKS

BRONX, N. Y. and CHICAGO, ILL.

For Particular Printing come to the

ALLIANCE PRESS

110-114 West 22d Street NEW YORK

R. Tear; secretary, Norman S. H. Catts.

Lynn (Mass.) Advertising Club, five members.

Muskegon (Ia.) Advertising Club, president, L. E. West; secretary, J. A. Riemund; twenty-one members.

The thirteenth annual convention of the Associated Advertising Clubs of the World, which was held in St. Louis last month, was not only a successful convention but was also a financial success.

M. P. Linn, president of the Advertising Club of St. Louis, announces that the convention board has returned 11.65 per cent of the total subscriptions to the fund to all convention fund subscribers, which is unusual.

HIS REBEL PEN.

BY JAMES C. McNALLY.

His rebel pen was potent in the fray
When Crisis came, and Freedom faced decay;

It roused a people lulled to fatal ease
By scribbles skilled in smooth hypocrisy;

It wrought a sane unrest from day to day.

While other quills were cynic, sad or gay,

Busy with cant in paper, book and play;
It roared muddling, mischievous decrees—

His rebel pen!

Magnet of malice from the common clay;
Maker of foes of big and little sway;

It lashed the traitorous dollar decrees;

It worked until it won Truth guarantees;

It paved the way for final victories—
His rebel pen!

The Georgia Weekly Press Association held its annual meeting at Thomasville July 16-17-18.

THE PITTSBURG PRESS

HAS
THE **Largest**

DAILY AND SUNDAY.
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

SEATTLE "P-I"

The only seven day A. P. paper in the
Metropolis of the entire Northwest.

The one paper in the entire West with-
out competition in its field. It reaches
into the homes of the most prosperous
people on earth.

WM. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

NEWSPAPER MEN ALWAYS
MAKE GOOD.

EDITOR THE FOURTH ESTATE.
Sir: In the July issue of the Star-
Bulletin there appears a two-page
article from the pen of George



GEORGE W. FRANKLIN.

Franklin, deputy superintendent of the
New York State Prison Department,
that is a gem insofar as its timeli-
ness is concerned; and moreover, it

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Remarkable Advertising
Pulling Qualities of the
WASHINGTON
TIMES
are built on the
Foundation Stones of
Size of Circulation

Confidence of Its Readers
A Right Rate

In Washington, D. C.,
The Times is Preferred.

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending April 1, 1917,
showing net paid circulation

34,567

Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN.

is an exemplification of what the
clever newspaper man can accomplish
when he leaves temporarily or for
good, his chosen profession—no mat-
ter how new or difficult the field.

The idea has occurred to me that
I will be doing just the right thing in
bringing to the attention of THE
FOURTH ESTATE the successful en-
deavors of a newspaper man in prob-
ably the most difficult field on this
globe for any man to make good in.

I know from experience that THE
FOURTH ESTATE takes particular in-
terest in those of the profession that
"make good" either in or out of
newspaperdom. Hence my temerity
in thus writing you.

Mr. Franklin hails from Troy, N.
Y., having been formerly on the Troy
Record. He has been in the Prison
Department only a year, but is daily
giving evidence of the adaptability
and versatility of the successful news-
paper man.

His article exceeded our utmost
expectations and we personally (as
should the public at large) are
greatly indebted to him for his exhibi-
tion of the fact that the genuine
newspaper man never loses his abil-
ity for keen observation nor his fac-
ility for base accurate deductions
thereon.

Editor, Sing Sing Prison Star-Bul-
letin.

WHY A PRESS AGENT IS.

EDITOR THE FOURTH ESTATE.

Sir: Well-intended agitation has
been promulgated against the "press
agent," or against any man who seeks
to obtain on behalf of any commercial
industry or institution free mention
in news columns.

It cannot be that those who are
active in this direction have consid-
ered the matter as an issue, as a
question that has two sides.

Agreeing that no man has a right
to convert public columns into private
propaganda, I desire to point out that
while the press agent's motives may
be self interested, his work is not and
cannot be.

The items which he submits are usu-
ally of general interest: the fact that
they serve his purpose does not re-
move from them such general in-
terest. In the main, almost any en-
terprise which can afford a press re-
presentative is of magnitude such that
selected references to its affairs are
of general interest.

It is impossible for any newspaper
or all newspapers to "cover" every
phase of life and events. Every
corporation and individual, on the
other hand, is conversant with all the

BOSTON POST

CIRCULATION, JUNE, 1917

"NO RETURNS"

The Daily Post 514,715
The Sunday Post 356,738

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK.
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid
Guaranteed



For Every
Issue

GEORGE A. MCCLELLAN, Gen. Mgr.
401 Fourth Avenue NEW YORK

affairs with which it or he has to do.
Therefore, is it not legitimate—is it
not even helpful—that intelligent men
bring to the newspapers descriptions
or discussions of such things as they
think may be of wide interest or even
importance, and which the newspa-
pers are at liberty to publish or re-
ject as they do or do not agree with
that estimate of an item's value?

Commercial press agents have long
since ceased to use any sort of pres-
sure. The day is gone when adver-
tising is distributed in return for
favors. The day is gone when re-
porters or editors are entertained by
press agents with "direct results." A
press agent's expense account these
days carries no vouchers for high liv-
ing corruption or gifts; there are no
bribes paid or offered, inferential or
actual.

The press agent brings to newspa-
pers very frequently matters of news
for which, were he in the employ of
the newspaper instead of the corpora-
tion, he would be paid. No press
agent who cannot find and present
such items can survive—you need not
bar nor smother him.

And the press agent who does not
come forward with such matter as
newspapers want and can gracefully
set forth as information of public use
or interest—why embarrass him? He
offends no one and he helps both the
commerce he represents and the
newspapers he visits.

Now, as never before, has the press
agent stepped forth into the light.
President Wilson has just selected a
very able newspaper man—Mr. George
Creel—to be the government press
agent. His Committee on Public In-
formation, I am sure you will all
agree, is a wonderful help in gather-
ing and presenting the news of the
nation. And let me say, that before
long there will be very few good press
agents left to supply the papers with
corporation news. At the rate they
are being commissioned in the army
and navy to supply the recruiting and
other news of these branches of ser-
vice to the newspapers, the corpora-
tions will be robbing the newspaper
offices of your "star" men.

But there is still a bigger reason
against any taboo of the industrial
press agent.

He it is who helps to maintain in
the public prints some sort of stable
equilibrium for business—dull, stupid,
grey business—in the form as against
such lively topics as theatres, mur-
ders, scandals, crime, destruction,
warfare, politics, baseball and Billy
Sunday.

Business runs the universe. It oc-

1916 Broke All Records
of the
Toledo BLADE
9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
201 Devonshire St., BOSTON
Kreage Building, DETROIT

YOU MUST
USE THE **LOS ANGELES
EXAMINER**

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Cir-
culation—more than **150,000**

cupies more time and attention in ef-
fort and thought than all the other
subjects on earth put together, in-
cluding religion, government and life
and death; yet in the news columns
it usually gets scant and grudging
mention—it is not exciting usually
and is not sensational ever.

But it deserves—yet, it demands—at
least for its picked and highlight-
ed incidents, a bit of recognition, a
trifle of chronicle, a few lines of re-
cord.

The press agent seeks to supply this
without cost. Nothing that he offers
is obligatory in any sense. Are those
any reasons to keep him out of an
editorial room where any woman who
has lost her cat can enter and hold
an editor's attention?

Think it over, gentlemen.

The press agent should be wel-
comed, not snubbed. I maintain, and
you may agree with me if you con-
template seriously how many press
agents help to serve the newspapers
every day, that he is an essential,
not an inconvenience and a nuisance.

LOUIS OWEN MACDON.

MAIL CENSORSHIP CHARGED.

Charges that some one connected
with the postal service had repeatedly
tampered with their mail were made
before the House Committee on Ex-
penditures in the Post Office Depart-
ment on July 26 by two Massachu-
setts members of the House. Re-
presentative Peter Tague, Democrat,
and Representative Frederick Dal-
linger, Republican, brought the accu-
sations against the department.

Postmaster General Burleson has
issued an emphatic denial of the
charges.

THE PATRIOT-O-WHIRL.

The Newest and Best Automobile
Accessory.

Join in the Patriotic Spirit of Liberty
and

FLY YOUR COLORS

The Patriot O Whirl is rainproof and
indestructible. Consists of three heavy
sheet steel wheels, enameled in red,
white and blue, and attached to the ra-
diator cap or wind shield of the automobile,
it revolves with great velocity and
makes a very striking appearance.

PUBLISHERS
Here's the Biggest Winner Ever
Offered!

Can be used on boats, bicycles and
motorcycles.

Retail Price \$1.00.
Write today for special price in quan-
tity orders.

S. BLAKE WILLSDEN
Premium and Advertising Specialties
29 E. Madison St., CHICAGO.

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market. Foreign Representatives John Glass, Peoples Gas Bldg., Chicago I. A. Klein, Metropolitan Tower, New York

VOORHIES IS PRESIDENT.

At its annual meeting in Pendleton, the Oregon State Editorial Association elected A. E. Voorhies, president; George H. Currey, Jr., vice-president; Phil S. Bates, secretary, and E. E. Brodie, member of executive committee.

Among the speakers and their subjects were:

Farm journalism, E. E. Faville. Good newspaper make-up and good job printing, C. A. Whisnant. Does it pay to put life into the editorial page, C. E. Engalla. Foreign advertising, J. G. Kelley. Foreign advertising and rate cards, W. B. Jessup and Phil S. Bates. Cost sheets, etc., Eric W. Allen. Newspapering, a worthwhile profession, George Palmer Putnam. Helping one another, Elbert Bede. Newspaper taxes, Edgar B. Piper.

A. P. ACCEPTS APOLOGY.

This statement has been issued by the Associated Press:

"Respecting the unwarranted interference with the service of the Associated Press during the recent troubles at Bisbee, Ariz., by subordinate officials of the Phelps-Dodge Corporation, the copper mining firm, the officers of the Phelps-Dodge Corporation have apologized and given assurance that the action of their officials was contrary to the policy of the firm and that they must not under any circumstances take part in any like performance in future."

AD BUILDING IDEAS.

The Kingston (Ont.) Daily Standard had an unusual run of "Special Features" in the month of June and the first two weeks of July. In those six weeks it put on a "Play Hall Page," an "Economy Day Page," a "Pioneer's Page," a "Real Estate Page," a "Buy Your Car Now Page" and a six-page section given up exclusively to automobile advertising and news.

These special features, each of which ran twice, naturally stimulated local advertising in other directions, and as a consequence the Standard reports this the busiest summer season in its history.

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburgh



CONE, LORENZEN & WOODMAN, Special Representatives, New York, Detroit, Kansas City, Chicago

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This 'food atmosphere' and 'housewife interest' will increase your sales.

KELLY-SMITH CO.
220 5th Av., N. Y. Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 91,734
MAY, 1917,
GAIN over
MAY, 1916, 19,793

Special Representatives
DAN A. CARROLL J. E. LUTZ
New York Chicago

MAIL TO AND FROM SOLDIERS IN EUROPE.

In order to prevent delay in dispatch and secure prompt delivery of letters, post cards, and printed matter addressed to the United States Expeditionary Forces in Europe, to which the domestic rates of postage apply, it is important that the postage be fully prepaid.

To this end the public is advised to hand in at the post office mail addressed to the expeditionary forces in order that it may be weighed, rated and have the full amount of postage affixed before the sender leaves the office.

Unpaid letters from soldiers in the United States Expeditionary Forces in Europe addressed for delivery in the United States or its possessions are to be rated with postage due at the single rate only to be collected on delivery.

LIBEL SUIT IN NEW ORLEANS.

Suit for \$50,000, alleging libel, has been filed in the Civil Court by James M. Thomson, publisher of the New Orleans Item, against the Daily States Publishing Company, and J. Walker Ross, managing editor.

Marshall Ballard, managing editor of the Item, filed a similar suit in the Federal Court. His suit was filed in the Federal Court because he is not a resident of Louisiana. He has his home in Bay St. Louis, Miss.

The Ballard suit asks \$50,000 damages because of alleged damages to his good name and \$50,000 punitive damages.

The suits are those the Item announced several days before it would file because of an editorial "Consistency," published in the Daily States July 4.

The Thomson suit puts stress on the charge that he and his wife, formerly Miss Genevieve Clark, daughter of Speaker Champ Clark, were greatly mortified and embarrassed.

GETS \$21,000 PURSE.

When R. S. White, associate editor of the Montreal Gazette, last week resigned his post as collector of customs of the Port of Montreal, after twenty-one years' service, he was presented with \$21,000 and an illuminated address by importers, manufacturers, merchants and representatives of railway and steamship companies in Montreal, in appreciation and acknowledgment of his customs service and courtesies. The presentation was made and addresses delivered before a large representative gathering in the board of trade.

St. Louis Globe-Democrat

dominates the morning field.

A. B. C. Statement 140,970
March 31, 1916

Net Paid Circulation 138,135
June 4, 1917

Between March 31, 1916, and June 4, 1917, daily price was raised to 2c.

The clean home-going family newspaper.

PATERSON

New Jersey's Famous Manufacturing City

PRESS Its BIG Independent Newspaper
GUARDIAN
G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

SHIFTS IN MISSOULA.

William G. Ferguson, news editor of the Missoula (Mont.) Missoulian, has resigned to join the editorial staff of the Great Falls (Mont.) Tribune.

Fred J. Murray, a reporter, has gone to Washington, D. C., to enter the civil service in the ordnance bureau of the War Department. He is succeeded by Dan Craig Batchelor, for five years with the Chicago Journal.

Clarence K. Streit, who has entered the army, is succeeded by Howard J. Perry of Tacoma, a graduate of the Montana State University school of journalism and later with the Everett Tribune and the Tacoma Tribune.

MAYBE A THIRD TRIAL.

The suit brought by Dr. Clarence F. Pierson, superintendent of the East Louisiana Hospital for the Insane at Jackson, La., against the New Orleans Times-Picayune Company, for \$100,000 damages, which has twice been tried by juries that have failed to agree on a verdict, will be tried for the third time by Judge E. K. Skinner in the civil court unless the Louisiana State Supreme Court should grant a writ of prohibition.

WALDO BUYS PAPER.

The Bridgeport (Ct.) Standard has been sold by Archibald and Kenneth W. McNeil to George C. Waldo Jr., and has been renamed the Standard-American.

The Messrs. McNeil continue as the publishers of the Bridgeport Post and Telegram, which they owned in addition to the Standard.

SUCCEED THEIR FATHER.

George W. Saylor and Ernest H. Saylor, sons of the late Lewis R. Saylor, have succeeded their father as editors of the Pottstown (Pa.) Blade. The business is being conducted as the L. R. Saylor Estate, with George H. Saylor administrator. The new editors of the Blade have grown up with the business, Ernest Saylor has been in the West for several years prior to April 1 last.

WINNIPEG TELEGRAM NOT SOLD.

G. E. Roland, director of the Winnipeg Telegram, denied to THE FOURTH ESTATE a report that Knox Magee, publisher of the Winnipeg Saturday Night, had bought The Winnipeg Telegram for \$250,000.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

THE DAYTON SUNDAY NEWS

In the first five months of 1917 has carried 110,264 lines more local business than its only competitor.

With the Springfield News (the two at .055 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO.
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

HOOSIERS ELECT SMALL.

The Indiana Associated Weeklies have elected John W. Small, Wane-town Dispatch, president; Walter Leach, Gas City Journal, vice-president; Ora C. McDaniel, Advance Hustler, secretary-treasurer. They with the following constitute the executive committee: H. L. Melton, Amboy Independent; T. E. Huston, Waveland Independent.

ONE LESS IN INDIANA.

With state wide prohibition in Indiana less than a year off, the Logansport (Ind.) Times, which has supported prohibition since it was founded, has suspended publication because of lack support, according to an announcement by B. F. Sharts, the editor.

NEW OHIO EDITOR.

J. B. Babb, manager of the Birmingham (Ala.) Civic Association, has resigned to become editor of the Canton (Ohio) Daily News, of which C. W. Ufford, formerly of Birmingham, is the publisher.

WRIGHT A BUYER.

The Dana (Ind.) News has been sold by John W. Jordan to T. J. Wright, who will continue the publication of the paper.

A NEW MANAGER.

John C. Williams has resigned from the editorial staff of the Indianapolis News to become business manager of the Anderson (Ind.) Herald.

NEW PAPER FOR JEWS.

The Jewish Voice is a new weekly in Bayonne, N. J., with offices at 545 Avenue C.

The Evening Post published as much automobile advertising during the first six months of 1917 as for the entire year of 1916.

6 mos., 1917, 176,033 lines
12 mos., 1916, 175,330 lines

New York Evening Post

More Than a Newspaper
—A National Institution

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
226 Fifth Ave., NEW YORK.
Lyttan Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

DAVIS, Railway Exchange Bldg., Chicago—Placing the advertising of Uncle Sam's Review, Chicago, appearing in daily newspapers.

WILLIAMS & CUNNINGHAM, Malters Bldg., Chicago—Placing account of Marathon Tire & Rubber Company, Cuyahoga Falls, Ohio.

GUNDLACH, Malters Bldg., Chicago—Placing the advertising of Lindstrom, Smith & Co. electric hair dryer, Chicago, appearing in large Sunday papers.

Placing some orders in a few mail order and class publications for Babson Bros., "Babson Watch," Chicago.

Also placing orders in some class publications for the Wing Piano Company.

LEE-JONES, Republic Bldg., Chicago—Has secured the account of Olympian Motors Corp., "Olympian" automobile, Pontiac, Mich.

KASTOR, Lyttan Bldg., Chicago—Resuming schedules with agricultural publications for the advertising of Adler Organ Co., Louisville, Ky.

Making contracts with Western papers for the advertising of Lepp Brewing Co., "Cervia," St. Louis.

EDDY, Marshall Field Bldg., Chicago—Placing orders for the advertising of "Wakefield Blackberry Balsam" in a selected list of daily newspapers.

KOCH, OTTO J., University Bldg., Milwaukee—Placing the advertising of Miller Brewing Co., "Milo," Milwaukee, Wis.

SNITZLER, Garland Bldg., Chicago—Renewing contracts for Dearborn Supply Co., "Mercerized Wax," Chicago.

FULLER, Studebaker Bldg., Chicago—Placing new schedules in newspapers for Frontier Asthma Co., "Frontier Asthma and Hay Fever Remedy," Buffalo, N. Y.

LAW, 52 Broadway, N. Y.—Placing orders with newspapers quite

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

St. Paul Dispatch and

St. Paul Pioneer Press

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 53,674; the St. Paul Pioneer Press, an average total daily circulation of 45,322; the St. Paul Sunday Pioneer Press, an average total Sunday circulation of 47,802. They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION
St. Paul Dispatch (daily), Over 51,000
St. Paul Pioneer Press (daily), Over 44,000

Sunday Pioneer Press (Sunday) Over 47,000.

They Cover The Field.

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
301 Devonshire Street, BOSTON.
Kresge Building, DETROIT.

THE Philadelphia Bulletin HAS THE

Largest TWO-Cent
Circulation in the East.

Net Daily Paid Average for June

358,191 Copies

WILLIAM L. McLEAN, Publisher.

generally for H. L. Mandeville & Co.,
"Wyoming Oil" stock, N. Y.

SEAMAN, 401 8th av., N. Y.—
Placing some new schedules for Liggett & Myers Tobacco Co., "Fatima" cigarettes, St. Louis.

LORD & THOMAS, Malters Bldg., Chicago—Making contracts with a selected list of newspapers for Warner Lens Co., "Headlight Lens," Chicago.

TUHOISKI, Gas & Electric Bldg., Denver, Colo.—Placing accounts of Toliver Tube & Wire Co., Ellis Camp Red Co., Stoll Mfg. Co. and Jonas Bros., all of Denver.

KORSBLUM BRENTANO, Evansville, Ind.—Placing the account of "Sterling Beverage," a product of the Evansville Brewing Company.

NEMEYER, Charleston, W. Va.—Reported to have secured the account of Chieftain Mfg. Co., Charleston, W. Va.

RANKIN, Monroe Bldg., Chicago—Sending orders to mail order and class publications for Bush Motor Company, Chicago.

Placing newspaper copy of varying size for the Cheney Phonograph account.

The agency has renewed its contract to handle the advertising of the Goodrich Tire and Rubber Company for the current year. This is the sixth year that the account has been handled by the Rankin company, which agency maintains an Akron office and a staff of eight men handling only the Goodrich account.

VAN CLEVE, 1700 Bway, N. Y.—Placing orders for Maxwell Motor Co., Inc., Detroit.

HENRI HURST & McDONALD, Peoples Gas Bldg., Chicago—Secured account of Susanna Cocroft, Chicago.

FRANK, 28 Beaver st., N. Y.—Secured accounts of Robert Reis & Co., Glastonbury Underwear, New York, and the American Belt Corporation, N. Y.

KIRTLAND - ENGEL, Lyttan Bldg., Chicago—Placing orders in mail order and class publications for Young Typewriter Company, Chicago.

DIRECT Pure Food Company, 102 W Pearl st., Cincinnati, sending agricultural publications twelve inch copy for the month of August.

Neal Institute, 811 E 49th st., Chicago, is placing orders in a few selected papers for a try out campaign. B. J. Cavanaugh, Des Moines, Ia., placing orders direct in Catholic

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail in Greater Montreal is larger than that of any other Montreal morning newspaper, English or French.

Verree & Conklin, Inc., 295 6th Av. N.Y.
I. S. Wallis & Son, 1st Nat. Bk. Bg., Chicago

publications, advertising church mortgages

JONES, Exchange Bldg., Binghamton, N. Y.—Placing orders with newspapers in selected sections for Arrow Chemical Co., Binghamton, N. Y.

SEELYE, Kresge Bldg. Detroit—Will handle the advertising of the Bour-Davis car, now manufactured by Shadburne Brothers Co. of Chicago and Frankfurt, Ind., also the advertising of the Shad Wreck Six, a new ultra de luxe car made by the same interests.

BATTEN, 4th Av. Bldg., N.Y.—Will handle the Columbia Grafamda and Phonograph advertising after September 1.

BOTSFORD, Broadway Bldg., Portland, Ore.—Has begun to use large space in newspapers for advertising the overalls made by Neustadter Brothers, San Francisco.

McJUNKIN, Malters Bldg., Chicago—Placing page copy in standard magazines for Pan American Motors Company, Decatur, Ill.

MAGAZINE NOTES.

Norris W. Quinn, former associate editor of Good Health published at Battle Creek, Mich., has resigned to join the staff of the National Underwriter, Chicago. Harold W. Nornahall, formerly mid-western advertising representative of Good Health, is now associated with the copy writing department of Montgomery Ward & Co., Chicago.

The Hearststone, a mail order magazine of Chicago, has been sold to the Household Journal Company and will be published from Batavia, Ill., in the future. The September number will be the first under the new ownership.

The new owners promise much in the way of improvements. P. M. Young is president of the Household Journal Company. William E. R. Weed, for several years with the Rhodes & Leisenring Company, will be advertising director; A. B. Lawder will be managing editor and I. E. Seymour will have charge of the circulation.

MONTANA DAILY SOLD.

The Journal Publishing Company, Inc., of Miles City, Mont., has passed into the hands of the American Printing Company, Inc. The Miles City Daily Journal and the Weekly Stockgrowers Journal will be taken over by the new owners.

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

CIRCULATION 55,498

Daily (Net Paid) April, 1917 Figures—A.B.C. Basis.

Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Malters Building, Chicago.
301 Devonshire St., BOSTON.
Kresge Building, DETROIT

THE JOURNAL

IS THE ONLY MORNING AND
SUNDAY PAPER PUBLISHED IN
DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA
People's Gas Building, CHICAGO

AD METHODS OF SOUTH AMERICA

TO BE STUDIED BY AGENT OF
GOVERNMENT BY CHANCE.
FOR AMERICAN AD MEN

For its forthcoming investigation of the advertising methods in vogue in Latin America, the Bureau of Foreign and Domestic Commerce, Department of Commerce, has chosen as its agent J. W. Sanger, an advertising investigator, counsel, and writer of New York.

Mr. Sanger will study all the usual advertising methods in South America, paying particular attention to newspapers and other publications, direct-by-mail advertising, poster, street car and electric-sign advertising, and motion-picture sampling, novelty, and other advertising.

When the investigation is completed his conclusions and recommendations will appear in the form of a bulletin, and his bulletin, as well as his personal services in an advisory capacity when he returns to this country, will be available to any American manufacturer who wishes to promote trade in Latin America by advertising.

Before leaving this country the special agent will devote two months to visiting manufacturers, exporters, advertising agents, and others who desire to learn something about advertising in South America and who have suggestions to make as to the scope of the investigation.

Manufacturers and others who wish to consult Mr. Sanger may address their inquiries to the division of commercial agents, Room 409 Customhouse, New York City.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue

Over 200,000 Circulation

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation:
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations

Joliet, Ill. (The PITTSBURGH of the West)

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News

ALCORN-HENKEL, Representative
New York Chicago

NATION'S FOUR-MINUTE MEN.

Branches of national service which promise actual fighting have drawn a full quota from the newspaper and advertising professions, with the prospect of the National Army drawing still further on the ranks, but other important fields of patriotic work have not been neglected by newspaper and ad men.

This was shown this week in Washington, where the "Four Minute Men" are being organized at the direction of the President as a department of the Committee on Public Information, with several newspaper and advertising men taking an active part.

At the Washington headquarters of the organization are stationed Keith J. Evans, advertising manager of J. T. Ryerson & Co., Chicago, and Franklin G. Dunham, president of the National Conference of College Newspapers.

Mr. Evans is business manager of the "Four Minute Men" and Mr. Dunham is secretary for universities.

Clarence J. Pyle, business manager of the Wilmington (Del.) Evening Journal, is state chairman of the organization for Delaware and other newspaper men holding similar positions for their respective states are: Edward F. Britton, editor of the Raleigh (N. C.) News and Observer; Royal Daniel, president of the Quitman (Ga.) Daily and Weekly Free Press; and Robert Latham of the Charleston (S. C.) News and Courier.

The work to which these men are devoting their time and brain power is a specialized publicity service, giving four-minute talks by local volunteers at motion picture theaters, following a single standard plan throughout the country.

The state chairmen, many of whom

Your advertising campaign is not complete if it does not include the large national dailies and weeklies published in the various

FOREIGN LANGUAGES

For rates, information and particulars apply to the

Charles SIMONE
Advertising Agency

305-306 Curry Bldg., PITTSBURG, PA.
Branch Office: 500 Kanawha Nat'l Bank Building, Charleston, West Virginia

BRIDGEPORT

CONNECTICUT
(The Essen of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Published by A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning
37,659 NET PAID average during 6 months period ending April 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
728 Tribune Building, NEW YORK

have been recommended as specially fitted for the work by the state governors, arrange the conduct of all boards within the state, the appointment of local chairmen and speakers, negotiations with motion picture theatres and the enforcement of the rules laid down by the Washington authorities.

The speeches are all on topics of national importance connected with the war plans of the Government and, while assigned from Washington, they are developed by the individual speaker on the basis of the policy, points of emphasis, lines of argument and general information supplied by the department.

So far the Four Minute Men have been used successfully in the campaigns for the Liberty Loan, the Red Cross and for food conservation. They are now cooperating with the State Department, the topic being "Why We Are Fighting."

It is planned to organize Four Minute Men departments in all large universities in the fall.

IN SAN LUIS OBISPO.

C. F. Shoop, for nearly two years city editor of the San Luis Obispo (Cal.) Telegram, has returned to the Pasadena (Cal.) Star-News' city hall beat.

M. A. Magruder, city news editor, is now doing similar work on the Holtville Tribune.

Mr. Shoop's work has been taken on by C. L. Day, the editor and manager, L. B. Roberts, for a year advertising manager of the Telegram, has taken the city news editor's desk, and Walter A. Yarwood, one of the best known small paper advertising men on the Pacific Coast, succeeded Mr. Roberts as advertising manager.

Mr. Yarwood was for ten years advertising manager on the San Bernardino Daily Sun, and three years advertising manager on Long Beach Telegram.

Mr. Roberts was for seven years in charge of department store advertisements on the Minneapolis Tribune.

Quite a coincidence in Mr. Day's employment of Mr. Yarwood is that he succeeded Mr. Day as advertising manager on the Pasadena Evening Star eighteen years ago.

WORLD CONGRESS IN 1919.

It has been decided that the first formal session of the Press Congress of the World will be held in Sydney, the capital city of the State of New South Wales, Australia, April 21, 1919, upon invitation of the Government of New South Wales.

THE
DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc., New York Chicago Boston Detroit

Newark Star-Eagle

NEW JERSEY'S
LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc., New York Chicago Boston Detroit

GUNDERSON IS CLIMBING.

Gilbert H. Gunderson, the classified advertising manager of the St. Paul Dispatch and Pioneer Press, has had an extensive training in advertising and newspaper work with the San Railway, Fargo (N. D.) Courier-News, Little Rock (Ark.) Democrat.



GILBERT H. GUNDERSON.

the Missoula (Mont.) Missoulian and other publications—that should aid him greatly in attaining success in the larger fields of newspaper production.

IN A BANKING FIRM.

Fred G. Aulsbrook, advertising and newspaper man, who has been associated for several months with I. M. Taylor & Co., investment bankers, New York, has been admitted to the firm. Mr. Aulsbrook was formerly connected for many years with the New York American and large Western publications.

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNESS, CHICAGO.
VERREE & CONKLIN, Inc., New York

FORMER CARRIER IS NOW THE BUSINESS MANAGER.

Will H. McConnell has succeeded to the position of secretary and business manager of the Springfield (Ill.) State Journal Company, made vacant by the recent death of H. F. Dorwin who held those posts for the past twenty-eight years.

Mr. McConnell has grown up in that office, where he has been continuously employed for more than twenty-five years. His newspaper career was begun as carrier boy on that newspaper and he was promoted to business manager from the position of chief circulator, which he has filled for a number of years.

NEWS OF THE SOLDIERS.

To assure the folks at home of news of the American soldiers serving in France, Adjutant General McCain is about to establish a new division in his Washington office.

It will have to do with the compilation of all sorts of information in regard to the officers and enlisted men on duty abroad, which will be supplied to their friends and relatives on inquiry.

WOUNDED IN FANCE.

Austin L. D. Pick, for many years an employee of the Ottawa (Ont.) Journal, is reported wounded in action in Europe.

Frank Williams, a former member of the Kingston (Ont.) Whig reporting staff, was wounded recently, and had a very close call. He is now in a hospital, doing nicely, although the wounds he suffered necessitate his being moved around in a chair.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star	83,194
Evening Times	35,569
Washington Post	34,293
Washington Herald	30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

The special features of
**THE
BUFFALO
TIMES**

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
Union Star
Evening except Sunday.
AUDITED CIRCULATION 20,643
Home circulation reaching best paid scientific, technical and skilled mechanics in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

FORMER WORLD OWNER DEAD.

Manton Marble, at one time owner of the New York World, died on July 24 of old age at Allington Castle, near Maidstone, England.

Mr. Marble, who had been living in England quietly for twenty years, began to fail last Christmas.

Mr. Marble was the proprietor and editor of the New York World during the civil war and continued in charge of the paper until 1876. He always took a keen interest in politics and was consulted by the leading politicians of his day. His views were embodied in many state and national platforms of the Democratic Party and he wrote the Democratic State platform of 1874. Two years later he wrote the national platform of his party and he was largely responsible for the platform of 1884.

Mr. Marble was born in Worcester, Mass., on November 16, 1834.

Before his connection with the New York World the publicist was the assistant editor of the Boston Journal for a year, beginning in 1855. He then went to the Boston Traveler and remained there a year as editor. He joined the staff of the New York Evening Post in 1858 and continued in its service until 1860.

Mr. Marble joined the World in 1860, and two years later he became owner and editor. He was one of the last prominent survivors of the journalistic era of the civil war.

OTHER OBITUARY NOTES.

SAMUEL M. STONE, for more than twenty years attached to the reporting staff of the New York City News Association, died on July

If this territory presents a sales problem to you, the
**Merchandising Service
Department**

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

W. D. BOYCE CO.

500-514 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK
PUBLISHER

**THE INDIANA
DAILY TIMES**

INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.
Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

22. Mr. Stone was born in Middlebury, Ct. After working for several newspapers and news agencies, he joined the staff of the New York City News Association on its organization. The last nineteen years he has been gathering hotel news. He was a frequent contributor to hotel publications.

THE RIGHT REV. MGR. JOHN O'BRIEN, founder of the Sacred Heart Reveiw, died in Cambridge, Mass., on July 19. He was a native of Ireland and spent his early life in West Springfield, Mass.

FRANK H. MOSS, vice-president of the Macavoy Advertising Company of Chicago, died at a Chicago hospital July 16. He was thirty-two years of age and had been prominent in Chicago advertising circles for several years.

MILTON JONES, former owner and editor of the Rock Island (Ill.) Argus, died July 21 at his home in Chicago. He was identified with newspaper work for more than thirty years, retiring from the business fifteen years ago. He was eighty-four years of age.

CARY MIZELLE travelling representative of the Macon (Ga.) News, died recently at his home in Rhine, Ga., following a brief illness.

ROY V. JOHNSON, for several years connected with various Chicago newspapers and more recently with the publicity department of the Chicago Telephone Company, died last week at his home in Chicago. He was thirty-four years of age.

R. G. ELLIOTT, founder of the Kansas Free State, the first abolition newspaper in Kansas, died July 16 at his home in Lawrence. He was eighty-nine years old.

JAMES W. HOGAN, formerly with the El Paso (Tex.) Herald, died recently in Tucson, Ariz.

A. M. ANDERSON, publisher of the Delta (Colo.) Independent, died recently in Delta.

FRAZER M. BRYANS, formerly with the Toronto Star, has been killed in service with the North Sea Air Patrol, which he was a flight sub-lieutenant.

SAMPSON KENNEDY, formerly publisher of the Moline (Ill.) Dispatch, died in the Soldiers' Home, Milwaukee, on July 20, aged seventy-eight years.

R. G. ELLIOTT, one of the oldest newspaper men in the West and the founder of the Kansas Free State, the first paper ever printed at Law-

The BEST Advertising BUY in
CLEVELAND
THE LEADER
Morning and Sunday, and
THE NEWS

Quality Evening Newspaper
With Quantity Circulation
Represented by **PAUL BLOCK, Inc.**
150 Fifth Ave., NEW YORK
Mallers Building, CHICAGO
301 Devonshire St., BOSTON
Kreage Building, DETROIT

**THE NEW ORLEANS
ITEM**

Largest Afternoon Circulation in the entire South.
(April A.B.C. Net Paid Statement)
Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

rence, died in Lawrence on July 16. He was eighty-nine years old.

AUGUST LEHMANN, publisher of German periodicals and connected with the publishing business for the past twenty-five years, died recently at his home in Holyoke, Mass. He was born in Saxony, Germany, coming to this country a quarter of a century ago. For a time he was manager of the German-American Printing Company of Holyoke, but later devoted his entire time to his printing and publishing plant. He was publisher of Die Bienen, a German weekly, the Teutonia, a semi-monthly, and of the Springfield Vorwaerts, a weekly.

FOR SUN'S "SMOKE" FUND.

Two thousand persons applauded the patriotic speeches and patriotic acts of twenty actors at a benefit performance for the New York Sun's "tobacco fund" in the Winter Garden Sunday night, and then showed that their applause was in earnest by contributing \$2,500 for tobacco to furnish comfort for the American soldiers in the trenches.

Beginning with a subscription of \$100 voted by the board of trustees, the members of the New York Press Club have contributed \$814.50 to the Sun's Tobacco Fund for our soldiers in the trenches. This is the largest club collection that has been forwarded to the fund. With the exception of one it represents the biggest contribution yet made. The \$30,000 mark is drawing closer.

No agents or solicitors are employed by the fund.

RYAN & INMAN ENLARGE.

J. C. Henderson and William Mendelssohn have joined the soliciting staff of Ryan & Inman, publishers representatives in Chicago.

For the past fourteen years Mr. Henderson has been active in the newspaper and farm paper field in the western territory. His first experience in the advertising business was with the C. H. Fuller Company. He later joined the Lord & Thomas Agency, from which connection he entered the publishers' representative field.

Mr. Mendelssohn has been covering the Middle-West territory for farm papers and daily newspapers for six years.

R. C. Dunn, editor of the Princeton (Minn.) Union, has purchased the Princeton News from Dr. Armistage and will merge it with the Union.

THE
**PITTSBURG
DISPATCH**

with its dominating influence brings
advertisers paying results.

H. C. Rook, Real Est. Trust Bdg., Phila.
W. G. Brooks, 228 Fifth Av., New York
Ford-Parsons Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 10 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters

**THE TIMES-DISPATCH
RICHMOND.**

is delivered 12,000 of the city's
daily into best homes.

In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

ON THE GRAND RAPIDS PRESS

Arthur C. Bond, chief editorial writer for the Grand Rapids (Mich.) Press, has been loaned by the Press management to Flint, his home city, for the duration of the war to take charge of the community's war relief work.

James C. Hitchcock, city editor, becomes editorial writer in Mr. Bond's place. Mr. Hitchcock was formerly owner of the Crawfordsville (Ind.) Review and was later with the Kalamazoo Gazette, the Marquette Mining Journal, the Lansing Republican and the Lansing Journal.

Charles R. Angell, an employee of the Press since 1906, except for intervals with the Cleveland Plain Dealer and the Detroit Free Press, becomes acting city editor.

J. A. Gary, state news editor, becomes assistant city editor in the place of Bert F. Post, who has taken charge of the "bull-dog" edition of the Press.

N. Y. POST BUYS AMBULANCE.

A base motor ambulance, to be purchased by a fund of \$1,100 raised by employees of the New York Evening Post, will serve the United States Government and the cause of humanity on the battlefields of France. It is possible that it will be driven by an Evening Post employee, who has announced his desire to serve in that capacity.

The Columbia (Mo.) Daily Times has been sold to Ira T. G. Stone, cashier of the Central Bank, who is now acting as its publisher.

Sam Y. Gordon has leased the Inter Lake Tribune, of Brown Valley, Minn., to Van Gordon.

The Circulation of the
**NEW YORK
EVENING
MAIL**

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Germania Herald 36,989
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(German Farm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,002
Eastern Representative
LOUIS KLEBAHN
1 West 84th Street NEW YORK
Telephone 215 Greeley

TELEGRAM CODZIENNY

A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium
Phone Stuyvesant 2004
90 East 10th St., NEW YORK

PLAN FOR INLAND PAPER MILL.

(Continued from Second Page.)

paper committee of the American Newspaper Publishers Association has been conducting in the interest of all publishers. Mr. Glass, as you know, is chairman of the A.N.P.A. paper committee.

The publishers committee has sent the following blank to publishers they have invited to partake in the project:

"Please think this matter over and answer the questions below, if agreeable to you.

"1. Are you interested sufficiently to come to Chicago for a final meeting at an early date?

"2. What is your annual tonnage?

"3. Will you prepare to subscribe and pay cash as noted for your tonnage proportion of stock, if the proposition is finally fully endorsed by A. G. McIntyre and the A.N.P.A.?

"Name

"Paper

"Town

Following are the papers to which the Binkhorst-McIntyre proposition for the suggested news print pulp and paper company has been submitted:

ILLINOIS.

Alton Telegraph.
Aurora Beacon-News.
Bloomington Pantograph.
Champaign News.
Chicago Post.
Decatur Review.
Elgin News.
Freeport Journal-Standard.
Galesburg Republican Register.
Joliet News Herald.
LaSalle Post.
Moline Dispatch.
Peoria Journal.

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND

Kuryer Bostonski

27 Beverly St., BOSTON, MASS
reaches 600,000 Poles in New England. They want to buy your goods

Use Kuryer Bostonski.

Quincy Herald.
Rockford Register-Gazette.
Rockford Republic.
Rockford Star.
Springfield Illinois State Journal.
Sterling Gazette.

INDIANA.

Evansville Courier.
Fort Wayne News.
Kokomo Tribune.
Lafayette Journal.
Marion Chronicle.
South Bend Tribune.

IOWA.

Boone News-Republican.
Burlington Gazette.
Cedar Rapids Gazette.
Clinton Advertiser.
Davenport Times.
Des Moines Register & Leader.
Dubuque Telegraph-Herald.
Dubuque Times-Journal.
Fort Dodge Messenger.
Iowa City Citizen.
Iowa City Press.
Keokuk Constitution-Democrat.
Marshalltown Times-Republican.
Mason City Globe-Gazette.
Sioux City Tribune.
Waterloo Courier.

KENTUCKY.

Owensboro Messenger.

MICHIGAN.

Adrian Telegram.
Ann Arbor Times-News.
Battle Creek Enquirer.
Detroit Times.
Grand Rapids News.
Jackson Patriot.
Kalamazoo Telegraph-Press.
Lansing State Journal.
Port Huron Times-Herald.
Saginaw Courier-Herald.

OHIO.

Akron Beacon-Journal.
Alliance Review & Leader.
Canton Repository.
Columbus Dispatch.
Dayton News.
Elyria Chronicle.
Findlay Republican.
Lima Times-Democrat.
Mansfield News.
Marion Star.
Warren Tribune.
Youngstown Vindicator.
Zanesville Times-Record.

WISCONSIN.

Eau Claire Leader.
Fond du Lac Commonwealth.
Janesville Gazette.
Madison Wisconsin Farmer.
Madison Wisconsin State Journal.
Marquette Eagle-Star.
Milwaukee Free Press.
Oshkosh Northwestern.
Racine Journal-News.
Superior Telegram.
Wausau Record-Herald.

CALIFORNIANS ON TOUR.

Fifty members of the Southern California Editorial Association have just completed a vacation tour through the redwood section of California. Friend W. Richardson, state treasure of California, is president of the association.

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 165,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars.
W.M. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, ENG., 10 Sicilian Avenue
Southampton Row.
PARIS, 6 rue du Rocher.

THE JEWISH MORNING JOURNAL

carries more advertising
than any other Jewish
newspaper in
NEW YORK CITY

THE NEWS PRINT SITUATION.

(Continued from Second Page.)

turn may prove the sharpest thorn of the publisher's dilemma.

THE CANADIAN SITUATION AND NEW PRODUCT.

The Canadian situation simmers with no prospect of price developments before September 1, to which date the 2.50 price has been continued.

U. S. Government officials are watching with interest the Canadian developments, but they make no secret of the fact that inasmuch as Canada is now our nearest and closest ally, and dependent on the United States for a good many favors in addition to moral support, they take it with ill grace that the Dominion Government should restrict its paper producers to a price of 2.50 for domestic consumption and allow them to shake down American publishers for any price from 3.50 up.

However, it is realized that somebody must provide the "excess profits" that the Dominion Government is taxing so tartly.

During the past week United States Government officials have been at some pains to ascertain how newspaper publishers are coming on with their various projects for gaining relief by the establishment of their own paper mills.

It is found that here, too, snags have been struck, owing to the abnormal conditions which the war has provoked on every hand. Publishers with the news print bee in their bonnets are finding it virtually impossible to contract for paper making machinery with any expectation of early delivery.

Machinery manufacturers are otherwise occupied and, anyway, they declare that they cannot get the steel required. The present outlook is that it will be late in 1919 before the first of the publishers' new mills is ready to begin production, and even later dates are mentioned for the other new plants.

TORONTO PRICES GO UP.

All the Toronto daily papers, morning and evening, have announced increases in their subscription rates, effective August 1.

Single copies will be two cents instead of one cent and there is an advance of one cent in the annual subscription rate.

NEW YORK THE DAY

America's Greatest
Jewish CommunityAmerica's Foremost
Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America.
CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY

The National
Jewish Daily.

Member A. B. C.

Main Publication Office:
189 East Broadway, NEW YORK

NARODNI List

Established 1898.

An American newspaper published every day in the year in the Croatian language

Sworn Circulation as required by law, OCTOBER, 1, 1916.
Ideal Newspaper for National Advertisers
Phone 7939 Beckman
61 Park Row, NEW YORK

WALTON NEW PRESIDENT.

The Wyoming State Press Association, at its annual meeting in Cheyenne, elected J. H. Walton, manager of the Cheyenne Tribune, president; W. J. Bowey of the Riverton Chronicle, vice-president; Leslie Davidson of the Hudson Miner, secretary-treasurer (re-elected).

An invitation from Laramie to meet there in 1918 was accepted.

The meeting was attended by thirty Wyoming publishers and continued for three days. There was an automobile trip Sunday through the new dry farming district in East Cheyenne and a lunch at the Government experimental farm at Archer. In the evening the members were the guests of the Cheyenne Industrial Club at a dinner. The rest of the week the publishers were the guests of the city of Cheyenne at its "Frontier Days Celebration" and the "Cheyenne Semi-Centennial."

JUDGE IN MENTAL ANGUISH.

An action was begun July 26 in the Supreme Court by Magistrate Paul Krotel against the Press Publishing Company (the New York World) for \$100,000 damages, alleging a libelous article was published in the New York World on June 1, 1917, entitled "Krotel Sides with Marine's Insult."

As the result of the article Magistrate Krotel declares he has been subjected to scurrilous attacks by persons and his reputation has been injured grievously among his friends. He states the article has reflected upon his character to the extent of causing mental anguish.

John McInerney has taken over the Wilsonville (Neb.) Review.

When you mention the National Capital you KNOW its Leading Newspaper, the

Washington POST

DAILY 2c—SUNDAY 5c

Always Reliable

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

The Open Door
to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Ambassador Gerard Tells the Whole Truth About Kaiserism



IT MAKES a sensational story, stranger and more dramatic in its episodes than fiction. It exposes the unscrupulous intrigues of the Prussian court—intrigues that caused and are protracting the war.

It explains many things about which Americans have wondered—discloses amazing facts hitherto sealed in secret archives and provides the most conclusive of all answers to the query "Why must we fight?" Its revelations are of international importance, and will be read eagerly in every capital in the world.

As the result of an arrangement made by Cyrus H. K. Curtis, Mr. Gerard has granted the privilege of first publication of his book, as a serial,

Exclusively to the

PUBLIC  LEDGER

The National Newspaper---Published in Philadelphia

This is the biggest "news beat" ever scored by an American newspaper.

No other item of news, no other series of articles since the war started, can approach this great series in its absorbing interest, its sensational disclosures, its historical importance.

It will be printed as a serial, daily and Sunday for about six weeks, beginning August 5.

The most powerful selling campaign ever conducted by a newspaper is at work preparing the way for the reception of this series by the American people. It includes

\$100,000 for Advertising

in newspapers, magazines, posters and printed matter.

Advertisers who wish to reach buyers at a season when their interest in other newspapers is at a low ebb will see the unusual opportunity offered by the Public Ledger's columns during the period of the Gerard series. Regular rates will prevail.

PUBLIC LEDGER COMPANY INDEPENDENCE SQUARE
PHILADELPHIA

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

*Published Weekly at 222 West
59th Street (Near Broadway)*

NEW YORK CITY

SATURDAY, AUG. 4, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1223

The Facts
Cannot
Be Evaded!

The Conclusion
Cannot
Be Avoided!

*The
Facts:*

Consistently, week in and week out, The Chicago Daily News prints more advertising during the six working, *buying* days than any other Chicago newspaper. This record has been maintained over a long period of years, giving indisputable evidence of *sustained* faith on the part of a large number of continuous and successful advertisers who *believe* in The Daily News because their belief *pays*.

*The
Conclusion:*

The cheapest, quickest, *surest* way to the buying homes of Chicago is through The Daily News. The *only* way to *all* of Chicago at *one time* is through The Daily News.

The Chicago Daily News

"It Covers Chicago"

HARMSWORTH NEWSPRINT FOR U.S. PUBLISHERS.

CONTRACT CLOSED BY THE A.N.P.A. FOR 1,000 TONS A WEEK FOR WAR PERIOD —UNIQUE FINANCING PLAN.

At 7 o'clock in the morning of July 28, the Harmsworth paper mills, in Grand Falls, New Foundland, started making paper for the paper committee of the A.N.P.A.

The contract made with the representatives of Sir Alfred Harmsworth (Lord Northcliffe, owner of the London Times and Daily Mail and associated publications, who is now in the United States as head of the British War Mission) involves an aggregate of at least \$7,000,000 and may run into double and triple that amount. Most careful and thorough estimates indicate a price to consumers at an average well below 3 cents per pound, delivered.

This is a milestone in the history of the A.N.P.A., as marking the beginning of a new era in the relation of the news print paper committee to not only the A.N.P.A. but also to very many of the smaller newspapers not now members of that organization.

It will be recalled by readers of THE FOURTH ESTATE that several months ago there were negotiations between the Federal Trade Commission, the A.N.P.A. paper committee and the Harmsworth interests, with every reason to believe that arrangements mutually satisfactory would be consummated.

THE FOURTH ESTATE was told by a member of the Federal Trade Commission that he was confident failure of these negotiations was due to their having been given publicity, which had started activities in certain direction, not in sympathy with the proposed arrangements, and that such activity succeeded them in arresting the whole matter.

Later on, the matter was again taken up along somewhat different lines and brought to a successful conclusion in the form of a contract which became operative last Saturday.

The Harmsworth mills at New Foundland have on hand mill supplies of all kinds sufficient to meet manufacturing conditions over a period of 12 to 15 months, with the exception only of sulphur needed in the manufacture of the sulphite pulp.

There is no necessity for any apprehension on account of the sulphur, for the reason that the stock of manufactured sulphite turned in at the mill is sufficient to meet its maximum demands over a period of 17 months, even if the sulphite mill is not operated during this time.

The paper committee, however, is assured of all the sulphur it may find it desirable to use.

William Scott, the managing director of the Anglo-New Foundland Company, will operate the mills under the direction of A. G. McIntyre, the special representative in the employ of the paper committee of the A.N.P.A.

That is to say, the ground wood pulp, sulphite and paper will be made as directed by Mr. McIntyre, who will have a representative continuously on the ground at the mills in New Foundland—all for the purpose of providing the particular type and kind of news print paper that best satisfies publishers of this country.

The contract is practically the equivalent of a rental on a tonnage basis. That is to say, the materials on hand will be charged up at cost, all having been purchased prior to the advances since the war began. This, plus the labor cost and an agreed amount above this, will constitute the cost to the paper committee.

There are five paper machines at these mills with varying widths,

which enable them to economically meet all the requirements for rolls and sheets in their many sizes.

The contract provides for 1,000 tons per week, plus any additional amount turned out by the mills in excess of that which the Harmsworth publications desire for their own use.

Time charters have been arranged by an old and experienced deep-sea traffic manager, and there is every reason to believe that these charters will be in no way interfered with by the United States Government if it should, later on, requisition ships for war purposes.

The contract covers one year as a minimum, and is so drawn that beyond this it continues during the length of the war, plus three months thereafter, and is guaranteed by a group of publishers entirely satisfactory to Harmsworth interests.

To operate this contract and to distribute the paper contracted for there is organized a corporation known as the Publishers Paper Company, Inc., which will have its offices in the New York World Building.

The capital stock of the Publishers Paper Company, Inc., will be held in the names of the members of the A.N.P.A. news print paper committee.

The general manager of the company will be Mr. McIntyre.

In order to take care of the small publishers throughout the country, so far as it may be found necessary, the mill will turn out approximately 40 tons per day of sheet paper.

This proposition is not to be operated for the purpose of making a profit to the company itself, any members of the paper committee or the guarantors of the contract, except only as users may profit by its operations through getting their paper supply at a lower price than they otherwise could secure it.

There is at the present time at the mills in New Foundland 15,000 tons of dry weight of ground wood pulp, which are taken over by the Publishers Paper Company, Inc., at cost and which will be placed with manufacturers of this country to the best advantage for the interests of the A.N.P.A. membership.

It is fair to say that the consummation of the foregoing has been due to the activities of the Federal Trade Commission, together with some of the other departments of the Washington Government, coupled with the personal efforts of Roy Howard, president of the United Press, through his intimate acquaintance with the owner of the Harmsworth mills (Lord Northcliffe); the members of the news print paper

(Continued on Thirty-first Page.)

HURRY THE WAR TAXES.

INDECISION BY CONGRESS HINDERING BUSINESS, SAYS A.N.P.A. PRESIDENT.

Hopewell L. Rogers, president of the American Newspaper Publishers Association, has issued a statement on behalf of that association saying that a prompt and proper excess profits tax would do much to adjust business conditions—for the newspapers as well as for every other industry.

Mr. Rogers says:

"One of the first lessons learned by England at the beginning of the present war was the necessity of the conduct of business in as near the usual and regular manner as possible, and it took special pains to warn all its colonies on this point.

"Under ordinary legislative conditions business adjusts itself to the laws or rules laid down in a regular and orderly manner, and the prices of goods manufactured are fixed in relation to the laws passed.

"The fixing of taxes, however, affects business more seriously than any other form of legislation, and in any attempt to raise unusual or excessive amounts of money for any special purposes as the carrying on of a war, the legislators should use every care to see that there is as little disturbance to business as possible.

"In the serious task Congress has before it in its effort to raise money for the proper conduct of this war, greater judgment is necessary than ever before in the financial history of this country.

"The war is being conducted for the benefit of posterity, and the entire burden should not be put upon the present generation. Especially the Government should not attempt to have too much of the burden carried by the people within the next two or three years.

"If Congress had adjusted its taxes immediately upon learning that additional revenue was necessary and had apportioned one-tenth or one-twelfth of the total amount to be raised each year and had immediately started to tax the people for the current year, business would have been fairly well adjusted to the new conditions by this time.

"But they make the mistake of dragging the matter out until a second call for money is made, and then give the public a greater shock in an effort to adjust themselves to a much larger change in the method of doing business to meet the much greater increase in the initial change in taxes.

"Thus do they keep the business interests of the country in doubt as to how much they ultimately will have to pay, and cause them to add excessive profits in order to protect themselves against this unknown quantity.

"Congress must really endeavor to make as little change as possible in the conduct of business, and war profits must bear the greater portions of this burden.

"The Chamber of Commerce of the United States has gone into this question very thoroughly and has suggested a reasonable and practicable form of taxation which would remove the necessity of taxation of any special industry, and at the same time would place the greater burden on those many businesses which are making special profits due to war conditions.

"Congress seems unwilling to consider this fair method of taxing, but is apparently endeavoring to tax in a hand-to-mouth fashion by putting a special fixed tax on munition and certain other businesses in addition

to other taxes on profits, making more or less of a muddle of the whole matter.

"This muddled condition possibly applies more particularly to the newspaper business than to any other line. It is not necessary to say that the newspapers are willing and glad to stand their full share of this burden. But the business has been particularly hard for the last year or two, and the haphazard method of Congress seems to be an endeavor to punish them, or the public through them, with several special discriminatory taxes in spite of, or in addition to, this otherwise unfavorable condition.

"A prompt and proper excess profits tax would do much to adjust business conditions."

MASSAS CASE HEARD.

Federal Judge Charles M. Hough of the Circuit Court of Appeals went to Windsor, Vt., on August 2 from his summer home at Hanover, N. H., and heard argument on a motion by the Government to make permanent the order he issued at New York, July 20, staying Federal District Judge Learned Hand's injunction restraining Postmaster Thomas G. Patten of New York from barring the August issue of the Socialist paper, the Masses, from the mails.

Judge Hough reserved decision, but will have it ready for today, it is said. If he continues his stay it will hold up the August number at least until October, when the full Circuit Court of Appeals hears the case.

CANADIAN A.P. OFFICERS.

At the annual meeting of the Canadian Associated Press, held in Toronto, the following directors were reappointed:

Wilson M. Southam, Ottawa Citizen; E. F. Slack, Montreal Gazette; C. F. Crandall, Montreal Star; John F. MacKay, Toronto Globe; W. J. Douglas, Toronto Mail and Empire; J. E. Atkinson, Toronto Star.

J. Ross Robertson, Toronto Evening Telegram.

J. Ross Robertson was elected president; C. F. Crandall, vice-president, and J. E. Atkinson, secretary and treasurer.

NEW POST FOR LINDSAY.

George A. Lindsay has been appointed city editor of the Albany (N. Y.) Times-Union. Formerly he was managing editor of the Newark (N. J.) Evening Star and city editor of the Albany Knickerbocker Press. Mr. Lindsay has been aiding in the work of organizing New York State's mobilization bureau. He is a native Albanian and has a large acquaintance among national and state politicians.

A FUTURE GREAT.

Charles G. Scholz, of the Crowell Publishing Company, is the father of a new 2-pound son, who has been named Theodore Fenton Scholz. This is Mr. Scholz' second son. The youngster is a nephew of Emil M. Scholz, publisher of the New York Evening Post, and of Ernest A. Scholz, circulation director of the Crowell Publishing Company.

CHICAGO TRIBUNE READERS.

The average daily paid circulation of the Chicago Tribune for the month of July was 376,986 copies. The Tribune claims that this is the largest 2-cent circulation in America, morning or evening.

DAUGHTER FOR THE DUDLEYS.

"Bide" Dudley of the New York Evening World is the father of a new nine-pound daughter. The Dudley family is at the Hotel Majestic, New York.

In New York *It's the* WORLD

First in the First City

UP—*with the Thermometer!*

During the month of July, 1917, just ended, the New York World was the only newspaper in the great metropolis to publish more than one million lines of paid advertising. *(According to the figures of the New York Evening Post.)*

First in volume of advertising for July with a total of 1,041,054 agate lines. Also,

First in volume of advertising for the year 1917—January 1st to July 31st inclusive—with a total of 7,905,715 agate lines, *a gain of 696,207 agate lines over the same period last year.*

First in the First City

It's the WORLD In New York

EXAGGERATION BY CENSOR CREEL

SHOWN BY OFFICIAL STORY OF ADMIRAL GLEAVES ON CONVOY'S TRIP.

The official story of the experience which the American transports carrying the Pershing expeditionary force had with submarines on their way to France, in the form of a report by Rear Admiral Gleaves, who commanded the convoy of American destroyers, justifies the charge of naval officers that the account of the "battle" which George Creel, chairman of the Committee on Public Information, wrote in the form of a Fourth of July announcement by Secretary of the Navy Daniels, was an elaboration and was not in accordance with the facts.

It shows why Admiral Sims, commanding American naval forces in European waters, repudiated the story on the ground that it tended to make the American Navy ridiculous.

Secretary Daniels made the Gleaves report public, with certain military information deleted, after he had sent an uncensored copy in confidence to the Senate Naval Committee, members of which recently inquired as to the truth of charges in the Senate that the official account of the attack given out on July 3 was greatly exaggerated.

Instead of an "attack in force" by submarines and a "battle in which torpedo discharge by the enemy forces became increasingly scattered and inaccurate under heavy gun fire of the American ships," Rear Admiral Gleaves reports that one enemy submarine was sighted on this occasion and one of his officers believes there may have been two.

Instead of the Creel statement that one submarine was certainly sunk and "that there is reason to believe that the accurate fire of our gunners sent others to the bottom," Rear Admiral Gleaves makes no mention whatever of any submarine having been hit by a single shot from any of the guns and indeed makes it clear that on this first occasion the submarine was not sunk, for one of the destroyers, which is designated as destroyer B, reported the presence of this U-boat or possibly two astern after the transports passed.

The second attack, to which Mr. Creel referred as a battle resulting in favor of "American gunnery," consisted in sighting first one submarine and then another two hours later.

Not a shot was fired, but one of the destroyers saw a mass of bubbles which were presumably coming up from the wake of a periscope and let go a depth charge just ahead. Several pieces of timber, quantities of oil and debris came to the surface, which was regarded as evidence that a U-boat was at least damaged.

Admiral Gleaves reports a third experience where it was believed a submarine had been sighted, but this was not referred to in the Creel statement.

Comparison of the Creel statement with the report of Admiral Gleaves explains why the Associated Press account from abroad and other accounts of eye-witnesses failed to bear out the picturesque statement purporting to describe the "battle" and bearing the signature of Secretary Daniels.

Referring to the first attack, at 10.30 p. m., June 22, the Daniels announcement written by Mr. Creel said:

"The attack was made in force, although the night made impossible any exact count of the U-boats gathered for what they deemed a slaughter."

The Fourth of July statement was prepared personally by George Creel, chairman of the Committee on Pub-

The Elkhart Truth

ELKHART, INDIANA

Announces the following

NEW RATES

Effective July 1st

DISPLAY ADVERTISING

Per Inch
Run of Paper 22½c.
Next Reading Matter . 25c.
Full Position 27c.

READING NOTICES

Pure reading matter set in body type of paper (6 words to the line) 10 cents per line. Discounts on quantity contracts.

CLASSIFIED ADVERTISING

1c. a word each insertion. 25c. minimum charge.

INFORMATION

Seven columns to a page, 21½ inches long, 13 ems wide. Can use unmounted electros or matrices.

All advertising is accepted with the understanding that the Elkhart Truth is the most widely read evening paper in Northeastern Indiana and Southern Michigan. Books audited by the Audit Bureau of Circulations.

Eastern Representative
FRANKLIN P. ALCORN
Marbridge Building, NEW YORK.

Western Representative
FRANK W. HENKEL
Peoples Gas Building, CHICAGO

lic Information, in the presence of Secretary Daniels and Admiral Benson, chief of naval operations, and has been much criticised in the Senate and the press on the ground that it exaggerated what occurred.

It has just become known that the Navy Department is making an investigation to ascertain the responsibility for statements contained in an Associated Press cable dispatch from the British base of the American naval force in European waters, quoting an unnamed American naval officer as denying that there had been any such encounters as were described in the communication given to the press on the evening of July 3, by the Committee of Public Information.

There have been hints that the author of this statement is known and that the investigation might be followed by his relief from duty and possibly court martial proceedings.

The Navy Department declines to make any statement on the subject, but it is known that Secretary Daniels and other officials of the Government were very indignant over the practical denial of the report from Admiral Gleaves that warships under his command had encountered German submarines while convoying American transports across the Atlantic.

GROWTH AHEAD FOR N. E. A.

President H. C. Hotaling, newly elected president of the National Editorial Association, has ambitious plans for the organization. In an interview given out just after his return from a Canadian trip, he said:

"Editors realize that they should be in a national body and the city and country press must work in conjunction. The N.E.A. should have at least twenty thousand members."

FINE WORK IN NEWARK.

The Newark (N. J.) Star-Eagle handled the names of the men drawn in the military draft pool, on July 20 and 21, in a manner that has brought it the highest of compliments.

On July 20 the paper printed, in the order in which they were called, the names of two-thirds of the 6,500 men summoned in 23 districts, and on July 21 it gave complete the names of twice the quota for each district.

The Star-Eagle had a harder task than most papers that handled the names because its territory takes in 23 municipalities in Essex County and four in Hudson County. It did the job by getting all the names and handling them practically as did the Brooklyn Eagle, whose system was described by THE FOURTH ESTATE last week.

And the modest credit taken by Managing Editor J. P. Coakley is: "It was to us simply another instance of the policy of our publishers to prepare for big news and cover it thoroughly."

What the Brooklyn Eagle did for the territory east of New York City, the Newark Star-Eagle did a couple of jumps to the west of the Hudson River.

SOUTHERN APPRECIATION.

TO THE EDITOR.

SIR: THE FOURTH ESTATE covered the meetings of the Southern Advertising Agents Association and the Southern Newspaper Publishers Association very thoroughly and I think all Southern advertising and newspaper people should feel indebted to you.

EDWIN F. JOHNSON,
Secretary Southern Advertising Agents Association.

CHEMIST CENSORS MEDICAL ADS.

DETROIT NEWS DETAILS STAFF EXPERT TO PASS ON ALL DOUBTFUL CLAIMS.

Proprietary medicines advertised in the Detroit News are now analyzed by a member of the staff, George J. Elliott, pharmaceutical chemist, when their character or the claims made for them are questionable. This check upon the occasional advertiser of doubtful ethics has just been undertaken by the News with a view to the safeguarding of its readers and the enhancement of the value of its advertising columns for the careful merchandiser.

Following is the News' explanation of its innovation:

"In fulfillment of its obligations to the reader, the News feels it must also serve the advertiser by acquainting him with its basis for doubt, when doubt occurs, however infrequently.

"For one reason or another the proprietary medicines have been for a number of years under fire, suspicions being voiced by nearly all classes, including the very manufacturers and newspapers themselves. Some have been rightly indicted; perhaps the majority of advertised medicines have been meritorious, in themselves; but the advertisers have often erred in their manner of presenting their wares to the public.

"The News purposes to assure itself, so far as it is able, that testimonials are legitimate and truthful; that the merits of the medicines are honestly proclaimed; that the advertising 'copy' will serve and not offend or hurt the reader.

"The News believes the time ripe for the extension of its watchfulness in the public interest and plans to increase its power to safeguard its readers. With this in view it has availed itself of the exceptional qualifications of Mr. Elliott, who will devote himself to analysis of the pharmacological and therapeutic properties of proprietary medicines advertised in the paper. He is an experienced pharmaceutical chemist and has been with the News for two years.

"The News believes its enterprise in this direction will be greeted cordially by the enlightened manufacturer, and with question by none. It seeks no notoriety because of the unusual character of the work in hand, feeling merely that it is obeying the constant impulse to serve the people in its capacity as a public institution, and the advertisers who are its patrons."

CHICAGO TRIBUNE'S PARIS EDITION FOR TROOPS.

The Paris edition of the Chicago Tribune has just made its appearance in Chicago. It is a four-page paper full of "home" news, including regular Tribune features by John T. McCutcheon, Ring Lardner, B. L. T. Sidney Smith and others. Edward Pierson, editor of the Paris edition, reports that it was favorably received by the boys at the front.

The Tribune has announced that friends or relatives of the boys at home may subscribe for the Paris Tribune through the Chicago office and the paper will be delivered direct to any man in service at the front.

REAL NEWS FROM HOME.

Uncle Sam has taken official steps to see that the boys at the front receive news from home. The Home Service League, which has been given official sanction, will supply those in military and naval service with newspaper clippings from their home town papers.

WINDOW DISPLAY WEEK.

The American Newspaper Publishers Association's Bureau of Advertising will hold its annual Window Display Week, throughout the United States and Canada, from October 8 to 13 inclusive.

AN I.P. DIVIDEND DEMANDED.

TWO STOCKHOLDERS BRING SUIT—COMPLAIN OF MANAGEMENT.

A suit has been brought in the New York Supreme Court to compel the International Paper Company to pay to stockholders long deferred dividends. The plaintiffs are Ernest F. Turnbloom and Delevan A. Holmes, holders of common stock.

The plaintiffs allege that individual defendants—directors and officers of the company—are responsible for the "oppressive, arbitrary and illegal manner" in which the affairs of the company have been conducted. The plaintiffs also ask that these officials be ousted and a board of directors elected to represent the shareholders.

It is alleged that the company, although a profitable business was done, ceased in 1908 to pay in full the dividends on the preferred stock and that in 1915 the arrearage amounted to 33½ per cent on the total value of the preferred stock of \$7,506,244.

Turnbloom and Holmes say that at the annual stockholders' meeting in April last two resolutions were introduced providing for the payment of the deferred dividends, but that one was tabled and the other was rejected through the influence of a member of the Stock Exchange.

It is further mentioned that Congress now threatens to take over and assume the management of the paper company, although the plaintiffs say they are not informed as to the violation of the Federal anti-trust law by the defendants.

The defendants it is alleged, have been interested in the Newsprint Manufacturers' Association for the purpose of suppressing competition. It is alleged that while proceedings by the Federal Government were pending the defendants agreed with the Federal Trade Commission to reduce the price of news print paper from \$3.10 to \$2.50 a hundred pounds, although the company had contracts that called for the higher price.

It is set forth that the capital stock of the International Paper Company was \$45,000,000 in 1898 and 1899, which was largely issued in acquiring properties of approximately twenty-five different companies. On November 1, 1898, after two quarterly dividends had been paid on the preferred stock, the net surplus amounted to \$814,908.

Business continued highly profitable, it is said by the plaintiffs, and the dividends were paid until 1908, when they ceased.

The balance sheet on December 31, 1916, showed a surplus net earning for the year of \$3,836,492, which, with the net surplus already on hand, gave a total of \$16,238,743.

Notwithstanding this favorable showing, the plaintiffs complain, the defendants failed and refused to declare a dividend.

PRESS REGULATIONS AT THE ARMY CAMPS.

The distribution of correspondents' forms to the newspapers discloses that the War Department will enforce a strict censorship over all dispatches sent from camps of the National Army.

This regulation of the press will be extended to photographers and motion-picture operators, who will be required to obtain a special license from the War Department.

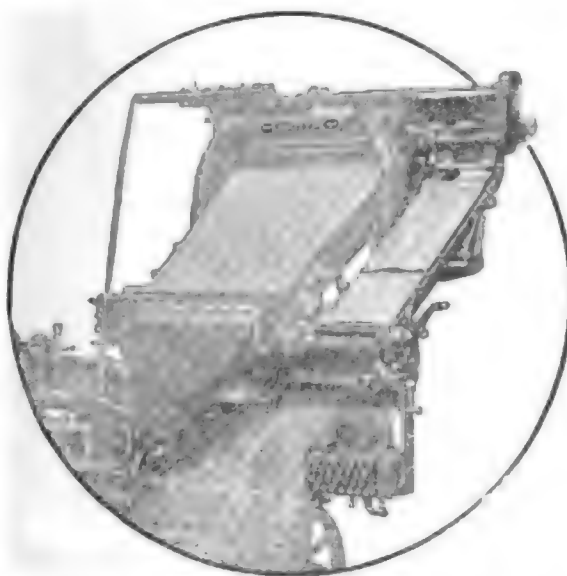
During last summer's Mexican border mobilization no attempt was made to dictate what could be sent, because, although the troops' Federal status was the same as now, there had been no formal declaration of war.

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS.

The AUXILIARY MAGAZINE

Matrices from auxiliary and both standard magazines of the Model 17 Linotype are delivered to the same assembler belt and may be mixed at will in the same line continuously. No other composing machine offers these advantages.



These newspapers find the Auxiliary Magazine of the Model 17 Linotype one of its leading features:

Christian Science Monitor	Philadelphia Record (5)
Buffalo Times (3)	Cleveland Press (6)
Detroit News (6)	Philadelphia Press (4)
Grand Rapids Herald (2)	San Francisco Daily News
Newark Evening News	Burlington Free Press
Topeka State Journal	Norfolk Virginian Pilot

"The Linotype Line" illustrates and describes all Linotype Models. Write for your copy.

Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO: Canadian Linotype, Ltd.

CANADA'S "DOUBLE SPREAD" LAW.

PROTESTED BY NEWSPAPERS AS UNREASONABLE AND LIMITING INCOME.

There has been forwarded to the Canadian Postmaster-General a resolution, passed at the fifty-ninth annual meeting of the Canadian Press Association, requesting the Post Office Department to amend the second class postal regulations to permit the mailing at second class rates of issues of newspapers containing double-page advertisements, but otherwise entitled to second class mailing privileges under the postal regulations.

The resolution points out that some time ago the Post Office Department ruled that issues of newspapers containing a double-page spread advertisement could not be carried at second class rates under a clause requiring that "all pages of a publication mailed at second class postal rates shall be of the same size, form and make-up."

The C. P. A. maintains that this interpretation does not seem to be a reasonable one and was not contemplated when the clause was adopted; that the prohibition does not serve any public interest to a degree sufficient to compensate for the loss in advertising revenue to the press of Canada; and that it is particularly desirable at this time of stress, owing to the war, that there should be no unnecessary limitations upon the newspapers.

LIVE NEWSPAPER FOR FUTURE ARMY OFFICERS.

The boys in training for officers' commissions at Fort Sheridan have a combination weekly newspaper and text-book, written in live, interesting style and so put together that it is easy to look at, under the title of the Fort Sheridan Reveille.

It is edited by E. B. Lockwood and is distributed free to every man of the 5,000 student officers at the camp, its support coming from advertising revenue, which, from the appearance of the paper, seems to be more than ample. Mr. Lockwood bears out the testimony of the advertising columns by the statement that the Reveille has made several contributions to the mess fund at the camp.

Officers and instructors at the fort have contributed articles on the technical side of the training in almost every issue and in the last number appeared an article on "Field Physical Training" by Major Herman J. Koehler, master of the sword and instructor in gymnastics at West Point. This will be the text of official physical training regulations at the training camps of the National Army.

Other features which have made a hit at the camp are the cartoons and correspondence of Lew Merrill, touching on prominent officers and students and on humorous points in the life of the camp.

Advertising is being handled by B. F. Rolfe, who has succeeded in securing liberal support from Chicago merchants and from national advertisers.

CHICAGO HITS FALSE ADS.

Chicago's first prosecution under a new ordinance against "untrue, deceptive and misleading" advertising has just been filed by City Prosecutor H. B. Miller, against Samuel Bezark, a milliner. Window advertising for a special sale is the point of attack.

The Hilo (Hawaii) Tribune will now issue every day but Monday.

NEW WAR NEWS RULES ARE ISSUED.

AMERICAN TROOPS' ARRIVAL IN EUROPE MUST NOT BE PRINTED WITHOUT WAR SECRETARY'S SANCTION.

Publication on July 28 of news of the arrival of American soldiers in Europe resulted in the issue on July 30 of new Government rules for the voluntary censorship of the American press. The rules, made public through George Creel, chairman of the Committee on Public Information, set forth the kinds of military information which the Secretary of War and the Secretary of the Navy are anxious that the press shall refrain from publishing unless authorized by the War or Navy Departments.

As there is no legal censorship the rules take the form of "specific requests" to the press. *The new regulations contain the first general request that there be no published mention, without the War Secretary's authorization, of the arrival of American troops at European ports, replacing in that respect an express authorization in the old rules for use of any cable dispatches passed by the European censors.*

Other sections of the old regulations are made more severe by specific stipulations, in place of the more general language employed in the rules in force until now. Information which the Government considers might reveal military movements or policies is described in great detail.

After the issuance of the regulations Director Creel of the Bureau of Public Information recommended to President Wilson that the official vice of war news be abandoned and the censoring be left strictly up to the newspapers.

In making his announcement of the new rules Mr. Creel said the overwhelming majority of newspapers have given "unselfish, patriotic adherence to the voluntary agreement."

THE RULES.

The text of Director Creel's announcement setting forth the new voluntary censorship rules follows:

"The desires of the Government with respect to the concealment from the enemy of military policies, plans, and movements are set forth in the following specific requests. They go to the press of the United States directly from the Secretary of War and the Secretary of the Navy, and represent the thought and advice of their technical advisers.

"For the protection of our military and naval forces and of merchant shipping it is requested that secrecy be observed in all matters of:

"1. Information in regard to the train or boat movements of troops. Such information is at all times and under all circumstances dangerous and should be scrupulously avoided.

"2. Information tending directly or indirectly to disclose the number or identity of troops in the expeditionary forces abroad.

"3. Information tending to disclose the names of line officers in expeditionary forces and reference to individual units of these forces. Only names of staff officers are permissible.

"4. Information calculated to disclose location of the permanent base or bases abroad.

"5. Information that would disclose the location of American units or the eventual location of American units or the eventual or actual position of the American forces at the front.

"6. Information of the movement of military forces toward seaports or of the assembling of military forces at seaports from which inference might be drawn of any intention to embark them for service abroad; and information of the assembling of transports or convoy, and information of the embarkation itself.

"7. Information of the arrival at any European port of American war vessels, transports, or any portion of an expeditionary force, combatant or non-combatant, until announcement is authorized by the Secretary of War or the Secretary of the Navy.

"8. Information of the time of departure of merchant ships from American or European ports or information of the ports from which they sailed.

"9. Information indicating the port of arrival of incoming ships from European ports or, after their arrival, indicating, or hinting at, the port at which

the ship arrived.

"10. Information as to convoys and as to the sighting of friendly or enemy ships, whether naval or merchant.

"11. Information of the locality, number, or identity of warships belonging to our own navy or to the navies of any country at war with Germany. Papers published in ports should with especial care refrain from giving information to enemy agents in regard to ships stationed or calling at such ports. Because dangerous news is known locally, it does not follow that it can be safely published. Non-publication of dangerous news obliges the enemy to rely on spies actually in the localities concerned, thus adding difficulties and delay in its transmission.

"12. Information of the identities of American merchant vessels defending themselves against submarines, and the identities of their captains, their gun crews and crews. No matter from which side of the ocean comes the news, it is asked that this information be withheld from publication. Editors will appreciate the importance of cooperation to withhold from the enemy such information as might expose the officers and men of merchant vessels to the danger of cruel and outrageous reprisal.

"Information of the coast defenses of the United States. Any information of their very existence, as well as the number, nature, or position of their guns is dangerous.

"14. Information of the laying of mines or mine fields or of any harbor defenses.

"15. Information of the aircraft and apparatuses used at Government aviation schools for experimental tests under military authority.

"16. Information of all Government experiments in war material.

"17. Information of secret notices issued to mariners or other confidential instructions issued by the Navy or the Department of Commerce relating to lights, lightships, buoys, or other guides to navigation.

"18. Information as to the number, size, character, or location of ships of the navy or of the merchant marine ordered laid down at any port or shipyard, or in actual process of construction, or information that they are launched or in commission.

"19. Information relating to dry-docks and to all classes of work, repairs, alterations, or construction performed in connection therewith.

"20. Information of the train or boat schedules of traveling official missions in transit through the United States.

"21. Information of the transportation of munitions or of war material.

"Photographs conveying information specified above should not be published.

"Repeated and serious violations of the voluntary censorship have been attempted to be excused on the score of misunderstanding or lack of positive information.

"Pains have been taken to make this restatement of necessary secrets so complete and explicit as to leave no

room for honest ignorance or dishonorable evasion.

"Neither do the requests go forth with any time limit. Their application covers the period of war.

"At no point do they touch opinion or criticism, being concerned entirely with the protection of the lives of America's defenders and the success of military plans.

"These requests go to the press without larger authority than the necessities of the war-making branches. Their enforcement is a matter for the press itself. To the overwhelming proportion of newspapers who have given unselfish, patriotic adherence to the voluntary agreement, the Government extends its gratitude and high appreciation."

WHAT OFFICIALS SAY.

When Secretary Baker and Mr. Creel were asked by a representative of the Associated Press whether they subscribed to the language in the paragraph discussing alleged violations, Mr. Baker said he approved the whole statement, although he had not written it.

Mr. Creel said that Secretary Daniels also had approved the statement before it was issued.

Mr. Baker authorized the statement that he had in mind, in relation to the strong language employed by Mr. Creel, no specific newspaper or press association. In the harsh language used, he insisted, the purpose had been to do what many press representatives asked be done, to "scold" offenders.

The secretary said he had received a report from the War College showing nine separate items published in American papers of recent date which the officers of the college regarded as furnishing valuable information to the enemy.

Mr. Creel said he agreed in what the secretary said. He declared that the purpose of the paragraph referred to was general, not directed at any specific case or cases.

In this view, Mr. Creel added, he felt certain that he spoke for Secretary Daniels also.

The whole purpose of the new regulations, both Mr. Baker and Mr. Creel insisted, was to make impossible any future misunderstanding of what was desired.

Assurances have been given by Navy and Army officials that disasters will not be hidden under the veil of this censorship, and presumably under the new regulations also, the American people will be expected to understand that no news is good news in this respect.

It is reported as possible that a system of regular official announcements by the War Department on the military situation will soon be initiated.

The secretary is known to have some such plan under consideration.

CREEL WOULD ABANDON NEWS VISE.

After the new regulations were issued Chairman Creel of the Committee of Public Information recommended to President Wilson and Mr. Creel's committee associates that no further effort be made to organize or conduct a voluntary press censorship.

This means that Mr. Creel proposes that the Government abandon all connection with passing upon the property of publishing news dispatches relating to the war, leaving to the newspapers and press associations themselves the matter of demonstrating whether certain classes of war news should be published.

In taking this course, Mr. Creel has asked in effect that the Committee on Public Information be relieved of the duty of vicing press dispatches. His recommendation is the outcome of the series of incidents that led to misunderstanding and some feeling between the Creel committee and the press.

After both houses of Congress had rejected the several press censorship

provisions offered, newspapers adopted the practice of asking the Committee on Public Information if there was objection to the publication of this or that item of news relating to the war. So many arbitrary decisions were rendered that misunderstandings were frequent, and it became apparent to observers that the censorship could not be maintained under present conditions.

It is in recognition of this condition that Mr. Creel has recommended that the Committee on Public Information be relieved of any connection with censorship matters.

In his recommendation to the President and the other members of the Committee of Public Information, Mr. Creel takes the ground that as the Government is without authority to make a press censorship effective it should not attempt to exercise any supervision over the publication of press dispatches, and to this end should decline to advise or admonish newspapers concerning the use of news matter relating to the war.

If President Wilson should approve Mr. Creel's suggestion, the Committee on Public Information would abandon its Division of Vice as an active branch. Newspapers would then be obliged to decide for themselves whether news items should be printed, but the Committee on Public Information would expect them to conform to the rules contained in the statement given out on July 30 by Mr. Creel.

It is understood that Mr. Creel would be willing that this committee should give its opinion when asked as to the advisability of printing any piece of military news, but the advice would be informal and the committee would not insist that it be binding.

Furthermore, the committee would not take it upon itself to notify other newspapers or press associations that this particular piece of news should be kept out of print or admonish any newspaper or press association for going contrary to the committee's opinion.

Mr. Creel is said to be hopeful that the newspapers will adopt their own means of meeting failures to abide by the suggestions as to objectionable news laid down in the latest rules given to the press.

KELLY MOVING UP.

Joseph F. Kelly, who has just been appointed associate advertising manager of the Chicago Daily News, has been manager of the advertising development department of that paper for three years, prior to which he was advertising manager of the Chicago American.

He put in five years previous to going to Chicago on the Philadelphia Evening Telegraph, serving first as national advertising manager and then as advertising manager.

John L. Suel and Arthur J. Suel have bought the Shakopee (Minn.) Tribune.

A Short Story: DETROIT SATURDAY NIGHT

—gained 35% in
Advertising and
Circulation in 1916

NOW IN ITS ELEVENTH YEAR

Represented by G. Logan Payne Co.
New York. Chicago. Boston. Detroit.

WOULD STOP ADS IN NEWSPAPERS.

C.P.A. OPPOSES A BILL THAT WOULD LIMIT LEGAL ADS TO GOVERNMENT PAPERS.

A proposed amendment to the Canadian Federal "Companies Act" aims to eliminate advertising in the local newspapers and is being protested in Parliament by the Canadian Press Association.

The present Federal "Companies Act" requires that the Letters Patent: incorporating a company and any supplementary Letters Patent varying the company's power or capital, shall be published twice in the Canada Gazette and four times in a newspaper published in the city or county in which the head office or chief agency of the company is located.

Bill Q2, which is now before the Senate of Canada, proposes to substitute one insertion in the Canada Gazette for the publication required under the present act as described above.

Manager J. M. Imrie of the C.P.A. on July 18 appeared before the Senate Committee on Banking and Commerce to urge the retention of the clause requiring publication in a local newspaper.

Mr. Imrie said the provision for publication in the present act very properly recognized:

(a) The right of the general public to know what powers are given to a corporation by the Government as the representative of the people.

(b) That there is a certain suspicion in regard to the granting of wide powers to corporations, particularly to those with large capital, and that publicity in regard to the powers granted would tend to allay suspicion in most cases.

(c) That while publication in the Canada Gazette might be necessary to complete the official record, that publication did not give the desired publicity to the general public.

Mr. Imrie argued that the events of the eleven years since the present act was passed emphasized the right of the public to know what powers were granted to corporations and the wisdom of giving that publicity in order to prevent unjustified suspicion.

Mr. Imrie said he understood the limiting of the publicity to a notice in the Canada Gazette had been proposed by the promoters of companies. It was easy to understand that there might be cases in which general publicity would not be in their interests, but the public interest was paramount and should receive first consideration.

To show that the tendency is toward a large measure of frankness by corporations in dealings with the public, Mr. Imrie quoted a statement of George W. Perkins, partner of the late J. Pierpont Morgan, that whereas it was for years the policy of the corporations with which he was connected to ignore the public's right to a more intimate knowledge of their affairs, these corporations had spent millions of dollars in recent years to inform the public upon matters of importance concerning their affairs. He further quoted from Mr. Perkins as follows:

"We Americans are not afraid of things simply because they are big, provided they are big in the open, above board; but we are afraid of large aggregates of secretive blind-pool methods. And it is largely because of secretive blind-pool methods that our people have been afraid of large aggregates of capital under what is known as corporate control."

Mr. Imrie urged that the elimination of the requirement for publicity in the local newspaper would be a retrogression toward the old policy of secrecy and would tend to increase suspicion of corporations. A Senator pointed out that under the present act the publication required is after the granting of the

Letters Patent, and suggested that it would be more beneficial if the publication were before the application for incorporation was granted.

Mr. Imrie said that plan would be quite satisfactory to the press.

Thomas Mulvey, Under Secretary of State, said it would be impracticable, as in many cases incorporation was required on very short notice.

Senator Lynch-Staunton suggested that instead of the long notice giving in full the powers granted, there should be published in the local newspaper a short notice of the incorporation and a reference to the issue of the Canada Gazette in which the full powers were given.

In answer to a question by Sir Mackenzie Bowell, Mr. Mulvey said the amendment had been proposed by the promoters of companies and the lawyers. It was claimed that the publication in a local newspaper involved a considerable expense and served no substantial purpose.

It was decided to leave the matter of the proposed amendment open for further discussion at a later meeting.

Newspaper publishers of Canada say this is another instance of the tendency to substitute publication in an official publication of a government for publication in the local newspaper.

In several provinces publication in the Provincial Government Gazette has been substituted for publication in the local newspaper.

In one province in which that change was made recently, such strong opposition to the change developed that the provision of publication in the local newspaper was restored.

The publishers say it is an incontrovertible fact that the general public does not read the Canada Gazette or the official publications of the various Provincial Governments, and that notices of incorporations, tax sales, etc., that should reach the general public should be inserted in the press. Many of them had taken up the matter with the Senators and members of the House of Commons representing their respective constituencies.

TRADE AND CLASS PRESS.

Paul B. Findley, editor of the Electrical Age, New York, has gone with the Westinghouse department of publicity at East Pittsburgh, Pa.

His successor as editor is George A. Wardlaw, formerly with the American Institute of Electrical Engineers and editor of the Electrical Record.

The Associated Business Papers, Inc., has elected the Rubber Age, published by the Gardner, Moffat Company, 120 West 32d street, New York, to membership.

A. W. Peterson, instructor in machine and forge work in the Springfield (Ill.) high school, has resigned to become editor of the American Forge Dropper, Pittsburg.

D. H. Hauenstein has been added to the advertising staff of the National Grocer, Chicago, after service with the Periodical Publishing Company of the same city.

E. C. Chamberlain is the new New England manager and Sydney A. Hale is the new Western manager for the American Cutler, New York.

W. A. Patterson will establish an advertising agency of his own in New York about September 1.

The Haugen (Wis.) Press, of which W. W. Steele was editor, has been taken over by the Haugen Commercial Club.

HOW U. S. BUSINESS SCOUT WILL ACT.

MR. SANGER OUTLINES PLANS FOR TRADE INVESTIGATION IN SOUTH AMERICA.

J. W. Sanger, the Los Angeles and New York advertising man who has been appointed a special agent of the Department of Commerce to survey Latin-American trade conditions as related, actively or potentially, to American commerce, gave the following outline of his plans to THE FOURTH ESTATE this week:

First. A preliminary two months' tour of the principal cities of the United States, meeting with and learning at first hand from manufacturers just what are their most perplexing problems in promoting trade with Latin America (particularly South America) through advertising.

By "advertising is meant that phase of selling or influencing sales through newspapers and other publications, direct-by-mail advertising, poster, street car and electric sign advertising, commercial motion pictures, novelties, sampling, catalogs, etc.

Second. A year or year and a half in Latin America, (concentrating largely on South America), studying the people intimately at first hand; studying the consumer and the merchant individually and in relation to each other; endeavoring to establish if possible certain broad fundamental principles, as, for instance, the relative importance of merchant vs. consumer in making an advertising appeal.

A study of advertising media as indicated above; a definite attempt to gather reliable data concerning their own publications in regard to circulation, rates, character of readers, prestige, advisability of placing advertising direct or through American advertising agencies or through local agencies, etc.

A study of certain factors to which the South American is supposed to be particularly susceptible, such as trade-marked goods in trade-marked packages, etc.

Third. After returning to the United States he will prepare a bulletin (available at a very nominal cost) containing conclusions and a survey of the field and definite recommendations wherever possible.

Following this he will again spend two months traveling about the United States, visiting the most important cities, and personally advising with manufacturers, as special agent of the Bureau of Foreign and Domestic Commerce, regarding actual facts which the investigation has brought to light.

For the past five years Mr. Sanger has conducted an advertising service agency in Los Angeles, acting for manufacturers and merchants as counsel, investigator and writer. He is a director of the Los Angeles Advertising Club and is chairman of its

better business bureau.

Manufacturers and others who wish to consult Mr. Sanger may address inquiries to the division of commercial agents, Room 409, Custom House, New York.

Mr. Sanger outlined his plans to a meeting of the export division of the New York Advertising Club on July 31, with nearly 100 members present. Benjamin La Bree of the Parsons Trading Company, chairman of the division, presided.

It was suggested by members that Mr. Sanger take up the matter of advertising rates with South American dailies, one advertising manager stating that he could quote twenty different rates on the same copy from one paper in a certain South American city.

He was also requested to look into the mechanical equipment of printing and publishing concerns in Latin America, with a view to determining whether they possess the facilities and willingness to do business along up-to-date American lines.

The Association of National Advertisers is urging its members to help assist in making the investigation to be conducted by Mr. Sanger really profitable.

A request sent out to the membership by Secretary Sullivan says: Will you please write the A. N. A. office, at 15 East 26th st., New York, stating specifically the kind of information you want about advertising in Latin America. We will collate all replies and give Mr. Sanger a digest of the material as part of his marching orders."

OLD NEWSPAPER SELLS HIGH IN EL PASO.

Old newspapers have been selling in El Paso, Tex., recently for 3, 4, and 5 cents per pound, but the average price that the El Paso Times has received has been 4 cents, which it is now getting. The demand for old newspaper was so great at 4 and 5 cents per pound that the Times bought up from its country dealers all it could and had the paper shipped to El Paso.

For six weeks the market could not be supplied, but at present there is a little slump, although not enough to cut the price below 4 cents per pound.

FROM AN "A. P." MAN.

EDITOR THE FOURTH ESTATE.

Sir: Your publication is very helpful and I do not want to miss a single issue. KENT WATSON.

Associated Press, Dallas, Tex.

INTERTYPE

"The BETTER Machine"

Model A

Single Magazine

\$2100

Model B

Two Magazines

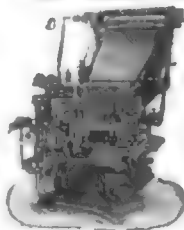
\$2600

Model C

Three Magazines

\$3000

Side Magazine Unit, Applied Before Shipment, \$160 Extra



There are about fifty reasons why it is "the better machine."

Each reason is a definite and tangible improvement which any one can understand.

Send for literature about Intertype improvements and simplifications.

INTERTYPE CORPORATION

Terminal Building Brooklyn, N. Y.

GENERAL H. G. OTIS DIES SUDDENLY.

VETERAN WARRIOR-EDITOR OF
LOS ANGELES TIMES
ACTIVE TO END.

General Harrison Gray Otis, president and general manager of the Los Angeles Times, soldier and noted foe of labor unionism, died on July 30 of heart disease in the Los Angeles home of his son-in-law, Harry Chandler. Although he had suffered occasional attacks of illness recently, General Otis, who was in his eighty-first year, had been at his desk in the Times office every day for the last few weeks.

Death took place while General Otis was about to eat breakfast in his bedroom. He apparently felt the attack coming as a maid entered the room. "Take away the tray; I am gone," he said.

He died before either Mr. or Mrs. Chandler, who were in another part of the house, could be called to his side.

General Otis was a veteran of three wars and was distinguished also as a citizen. He was born in Marietta, Ohio, January 10, 1837. He was educated at the public schools, and at the age of fourteen became a printer's apprentice, working in various offices in Illinois, Iowa, Ohio and Kentucky.

While a resident of Louisville, Ky., in 1860, he was elected a delegate to the Republican National Convention at Chicago, which first nominated Abraham Lincoln for the Presidency.

Five years of General Otis' life were passed as a volunteer soldier of the United States. In 1861, at the age of twenty-four, he enlisted in the Twelfth Ohio Volunteers, and was promoted through all grades to captain in 1864.

In that year a consolidation of regiments placed him in the Twenty-third Ohio Veteran Volunteers, his colonel and captain being, respectively, Rutherford B. Hayes and William McKinley.

Altogether, he saw forty-nine months of actual service in the Civil War, was twice wounded and received seven promotions.

With the outbreak of the Spanish-American War in 1898, Major Otis then sixty-one years old, volunteered his services to President McKinley and was made a brigadier general of volunteers. He was assigned to duty, first at Camp Merritt (Cal.) and then to the Philippines, where, at different times, he commanded various divisions of the Eighth Army Corps in the campaign for pacification of the native revolt.

He led a brigade in person in the assault on Calocan and participated in the capture of the Filipino capital.

He resigned his command in April, 1899, returning to the United States. Upon discharge he was brevetted major general for "meritorious conduct in action."

HIS CIVIL ACTIVITIES.

General Otis went to Los Angeles in 1875. He had resumed after the Civil War his trade of printer. His first venture as a newspaper proprietor was in Marietta, Ohio, in 1865. He became editor and publisher of the Santa Barbara Press in 1876.

In 1882 he purchased an interest in the Los Angeles Times. Previous to that he had served for several years as foreman of the Government Printing Office at Washington.

It was not long before he became the controlling factor in the management of the Times. The paper and its editor were a potent force in the growth of Los Angeles from a small town to the foremost city of southern California.

It was the Times that secured a

sewerage system and won a battle for other improvements, and it was the Times which bore the brunt of the contest for the right of the city to the harbor of San Pedro.

In recognition of this achievement the people of Los Angeles have set in the granite walls of the Times Building a marble tablet acknowledging their debt—a unique episode in the history of American journalism.

FOR TO ORGANIZED LABOR.

General Otis became early a foe to unionism. In 1894 the Times opposed the great Pacific Coast railroad strike of that year—the only paper on the coast to assume such an attitude. The strikers talked of lynching General Otis and dynamiting the Times Building. Some of his friends, alarmed for his safety, went to his office to persuade him to take precautions. He refused to leave the desk where he was turning out strong editorials on the situation, saying:

"My heart is here; my work is here. If they must dynamite the building I do not know what better grave I could have than under these stones."

Sixteen years of bitter struggle against unionism in California followed, and on October 1, 1910, the threats made in 1894 were carried into effect by the destruction of the Times Building with the resultant death of twenty-five employees and the injury of nineteen others. A time bomb concealed in a suit case was found the same day against the wall of General Otis' home.

Both before and after this attempt General Otis' life had been threatened, but he never appeared to consider his danger and traveled about the country unarmed and unguarded.

GENERAL OTIS WAS PREPARED.

General Otis, as a soldier, was probably familiar with the dictum of Frederick the Great that a soldier may excusably be defeated, but never surprised. At any rate, he so arranged matters that the destruction of his plant would not affect the publication or existence of his newspaper and he foresaw the plans of the wreckers by more than a decade.

Thirteen years previous, fearing that vengeance would be wreaked on his plant, General Otis started arrangements in secret to equip a duplicate plant, even duplicating his force.

When the old plant was demolished, the new plant was started, the metal in the stereotyping plant was burning and the rolls placed on the presses before the bomb exploded, destroying the old structure.

Selecting a site a mile distant from the original plant General Otis announced that he would start a school for linotype operators. Twenty machines were installed, and as many young men were set to work learning the trade.

Unmindful of this enterprise, no attention was paid to the purpose for which it was opened—to serve as a duplicate for the original linotype room of the Times.

When the school opened on the fatal morning there was no commotion. It was announced that the program would be to get out the Times and the waiting operators took their tasks, assisted by those of the original force who were able.

In another building down the street two modern presses, carefully concealed from observation by drawn blinds and covered with great canvas cloths, were in readiness. Everything was oiled and in place, even down to the newest felt rollers.

Pressmen, taking their orders, walked in, threw back the covering, and started the giant presses to humming. Everything went just as planned years before—no hitch any place, running smoothly and capable of turning out thousands of papers per hour.

To provide against all contingencies that might arise General Otis had 60

car-loads of paper stored away in a warehouse. This supply was rushed out to the new presses to the amazement of the people of Los Angeles, who were unaware of its existence.

That no detail was neglected in the wonderful duplication of a large newspaper office was shown by the excellent condition in which the old force found their new stereotyping plant, located in another place.

Here the genius of the whole plan was illustrated in a striking manner. When the force stepped in the quarters they found metal in the pots, with a fire alumbering away ready for the work of the operators.

In the comprehensive arrangements the same detail was followed out in duplicating the editorial rooms. A large space, supplied with telegraph instruments, desks, copy paper, typewriters and other necessary paraphernalia, was kept, away from where it would arouse suspicion of those who planned the destruction of the Times.

GAVE MEN THEIR HOMES.

Perhaps the greatest surprise to those not on the inside were the arrangements made for duplicating the force and staff of the paper in the event of the long expected catastrophe. Men were brought to Los Angeles, given homes, and held there by a system of paternalism, offering more inducements than could be found elsewhere.

Many of these were not known to be in the employ of the Times. After the explosion an investigation made of those at work showed numerous new faces in the offices of the Times. Although the thirteen years' war was believed by General Otis to have lagged in its intensity six years earlier, he was determined not to be caught napping—and he kept his promise to get out the biggest Sunday edition in the world from his new plant.

General Otis acquired a large fortune, his interests aside from publishing being extensive. In politics his paper always reflected the attitude of its editor—aggressive, uncompromising Republican, his connection with that party dating back to 1860.

Aside from those mentioned, General Otis held numerous governmental positions. He was prominent in the Grand Army of the Republic and numerous other patriotic orders and a member of the American Academy of Sciences.

The bride of General Otis' young manhood, Miss Eliza Wethersby, was associated with him constantly in journalism and literature until her death in 1904.

HARRY CHANDLER LIKELY TO SUCCEED GENERAL OTIS.

Harry Chandler, son-in-law of General Otis, is considered as his logical successor as head of the Los Angeles Times-Mirror Company, of which he has been assistant general manager and treasurer for many years.

Mr. Chandler was born in Lisbon, N. H., at about the close of the Civil War and went to California for his health in 1882. He became identified with the Los Angeles Times in 1885 and subsequently married Marian Otis, daughter of General Otis and herself a well-known writer. They have eight children.

Mr. Chandler is one of California's largest land owners and is a director of a number of corporations. He is active in the American Newspaper Publishers Association, serving as a director and as a member of the Advertising Bureau committee. His associates say that his working day regularly covers from 14 to 16 hours.

A. S. Pettit has taken charge of the Carter (Mont.) Herald, for which new equipment has been purchased throughout.

MAGAZINE NOTES.

Outdoor Life has appointed W. B. Conant to be its Western manager. He formerly held the same position for Current Opinion and the International Studio.

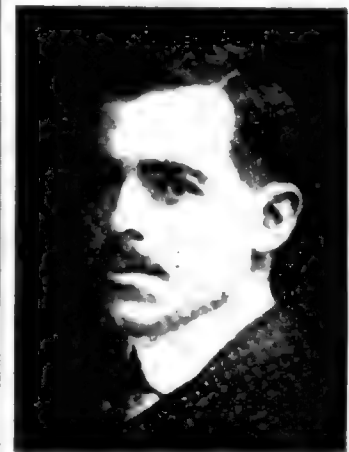
Earl Wilson has been appointed manager of the New York office of the Curtis Publishing Company. He has been in charge of the main office in Philadelphia. Mr. Wilson succeeds W. A. Patterson, who is going into the advertising agency business. J. B. Woodward has also resigned from the New York office staff.

F. A. Leland, late of House and Garden, has become connected with the advertising department of Arts and Decoration.

J. S. Flynn has been appointed assistant to the business manager of the Cosmopolitan Magazine, New York. Stanley V. Gibson, late of the Butterick publications, now has the Cosmopolitan's Southern and Philadelphia advertising territory, succeeding J. J. Barnett, resigned.

Edward H. Harris is the new advertising manager of Oak Leaves, Forest Leaves and the Austinite, published by the Donaldson Company at Oak Park, Ill.

William E. Cox, the new advertising manager of the Canadian Courier, Toronto, has had no previous publication experience, but has been connected with the sales organization of a large Canadian manufacturing firm.



WILLIAM E. COX.

He has also been a retail merchant and for a short time was in the engraving business.

The Marshalltown (Ia.) Tribune may shortly become a daily.

POLLARD-ALLING MFG. COMPANY

System and Machinery for
ADDRESSING
NEWSPAPERS
and
PERIODICALS
to
SUBSCRIBERS

From Thin Aluminum Plates.
Saves considerable money in operating costs and facilitates obtaining renewals at practically no cost for the addressing.
Write for particulars.
512-516 East 34th St. NEW YORK



HARRY CHANDLER,
NEW HEAD OF THE LOS ANGELES TIMES.



THE LATE GENERAL HARRISON GREY OTIS.
PROPRIETOR AND EDITOR OF THE LOS ANGELES TIMES.

U. S. APPEALS FOR STORAGE.

AIM IS TO REDUCE BURDENS ON RAILROADS—POSSIBLE EFFECT ON NEWS PRINT.

News print storage as an issue for the newspaper publisher may take on a new lease of life as a result of developments at Washington this next week.

A special committee of the Chamber of Commerce of the United States, acting in conjunction with the storage committee of the Council of National Defense, has issued an appeal to the business men of the country to create additional storage space as a means of relieving the strain on the railroads.

The paper committee of the A.N.P.A. has up to this time taken the stand of advising publishers not to store news print on account of its effect on paper prices, in view of which a Washington man, who has made a study of the freight problem and is well acquainted with its news print phase, explained the viewpoint of the Council of National Defense and the United States Chamber of Commerce in making their storage appeal as follows:

"So long as paper storage was presented to newspaper owners merely in the guise of insurance against sudden jolts in news print prices and supply, there were plenty of good and sufficient reasons why the majority of publishers did not enthusiastically embrace the idea. The question of the hour is whether, now that the policy of storage is pre-

sented as a sort of patriotic duty, these publishers will view the matter in a different light.

"Up to this time there has been virtually no news print storage as a means of making things easy for the railroads.

"Such newspapers as have tried to keep from a fortnight to a month ahead in their paper supply have 'hoarded' only such margin of paper as they thought wise to protect them in the event of strikes, fires, wash-outs on railroads or other emergencies of a supposedly brief tenure.

"Even within the past year, when there has been so much outcry over car shortage and freight congestion, most publishers have been slow to attempt storage. The railroads always have managed to get news print through pretty much on time in the past and most publishers have an abiding faith in the ability of the roads to keep up this record for deliveries.

"Now comes the Council of National Defense, backed by the National Chamber (in which latter body are many practical publishers), and insists that the development of storage facilities is one of the big needs of the war period and one failing the realization of which there may be the deuce to pay.

"What is demanded is the cultivation of the storage habit all along the line. As applied to the paper-making and publishing industry, this means storage of fuel and raw material at the mills and storage of paper at the points of consumption or convenient distributing points.

"This stampede for storage is, of course, a general propaganda. It is

not known what answer the advocates of the storage habit will make to publishers who object on the ground that paper deteriorates in storage nor what they will have to say to publishers who point out that however much they would like to store surplus news print, it has been absolutely impossible, this past year or more, to get at any time any supply in excess of actual current needs.

WASTE IN FREIGHT CARS.

"One reason why the experts at Washington are so strongly recommending storage as a general proposition is found in the theory that hand-to-mouth ordering and 'rush' shipments are apt to involve more or less waste or economic loss—freight cars not loaded to capacity, etc.

"A second reason for prescribing storage for all interests at this stage is found in the theory that the operation of adequate storage systems, with the incidental provision of ample storage facilities, will create conditions under which railroad cars will not be used temporarily for storage purposes but will be unloaded promptly.

"That it will be easier today to win over publishers to the idea of news print storage than it would have been a couple of years ago is a factor not to be ignored in connection with the situation precipitated by the appeal from the headquarters of the Council of National Defense.

"Up to a couple of years ago virtually the only publishers who indulged in storage were the owners of metropolitan dailies, notably in Chicago, who had been addicted to

the practice for some time previously.

"Within the past year or two, however, a considerable number of the smaller publishers have 'plunged' on the storage proposition. These were the publishers who saw the rise in news print prices coming and who were shrewd enough to take time by the forelock and stock up.

"An opportunity for conjecture in connection with the present organized effort to promote storage has to do with the effect of such a move, if it be successful, upon the business of news print jobbers and brokers.

"There is no question but what the great mass of small publishers who buy in less than carload lots have remained closely tied up to jobbers because the latter carry on paper storage and are enabled to supply requirements from their warehouses at short notice.

"Now the question arises whether, if publishers of this class go in for more extensive storage on their own hook, they will be held less closely to the jobbers.

BUYING BY CARLOAD.

"To go a step farther it may be questioned whether the whole trend in the transportation world is not calculated to loosen the grip of paper jobbers and sales agents upon the smaller publishers whom they have previously had 'sewed up.'

"Not only is the Government and Uncle Sam's 'business annex' at Washington, in effect, advising publishers to store paper, but paralleling this propaganda is another to the same end—namely, helping out the railroads by persuading all purchasers to buy in car lots.

"Translated into terms of the pub-

(Continued on twenty-sixth Page)

THE PRINGLE INQUIRY AND THE NEWSPAPERS.

THE FULL TALE OF HOW COMMISSIONER WOULDN'T HEAR OF PAPER MAKERS' DEALINGS OUTSIDE CANADA.

Commissioner Pringle, who has been conducting the Government inquiry into news print prices and conditions in Canada, now takes the position that his ruling that led to the withdrawal of the daily and weekly newspapers from the proceedings of the Royal Commission on news print paper was that he would not go into the question of an alleged combination "in the United States of America." The commissioner states also that the more he considers his ruling the more satisfied he is that "it was a proper ruling in all the circumstances."

In view of the foregoing the Canadian Press Association has deemed advisable to publish certain extracts from the official record of the evidence that will show the positions taken by Commissioner Pringle in regard to the scope of the inquiry, his attitude toward the question of a combination among the manufacturers, and his exact ruling that led to the withdrawal of the daily and weekly newspapers and their counsel, W. N. Tilley, K. C.

Supplementing its report on the relations of the Canadian Export Paper Company with the Canadian news print industry and with George H. Mead & Co., of Dayton, Ohio (printed in THE FOURTH ESTATE last week) the Canadian Press Association further says:

The Order in Council provided for "an inquiry into and concerning the manufacture, sale, price and supply of news print paper within the Dominion of Canada."

This may be properly interpreted as an inquiry: (1) into the "manufacture" of all the news print paper within the Dominion of Canada; (2) into the "sale" of all the news print paper within the Dominion of Canada; and (4) into the "supply" of all the news print paper within the Dominion of Canada.

Commissioner Pringle apparently intended, at the beginning, to go into the question as to whether there was any combination among the manufacturers. He apparently considered the Order in Council authorizing the investigation justified an inquiry along that line. The questionnaire which he sent to the news print paper manufacturers immediately after the first hearing on May 8 contained the following question:

"Was there any agreement or understanding verbal or otherwise, between the manufacturers as to selling price? If so, what was the agreement?"

At the first hearing Commissioner Pringle referred to the Order in Council authorizing the investigation as being "in fairly broad terms."

At the second hearing, he said:

"We are going into the whole paper industry, from the tree to the finished article."

At the second hearing, in answer to an argument by George Montgomery, K. C., counsel for the news print section of the Canadian Pulp & Paper Association, as to the purpose of the inquiry, Commissioner Pringle asked:

"If there were a market monopoly, and advantage were taken of that market monopoly to unduly enhance the price of paper, what would you say as to that?"

"I am not insinuating that there is a monopoly, but, suppose there is, and you have only some seventeen manufacturers of paper in Canada and only a limited number in the United States; and suppose that these manufacturers (seeing that imports are shut off from foreign countries owing to the war, and an increasing demand in the United States of America, owing to the great prosperity in 1916) get their heads together and say: 'Now, we are only getting \$40 a ton for our paper; here is an opportunity to raise this price to double that figure.'"

"And suppose it were established that the increased cost to them was a matter of \$1 or \$1.50, or \$2 or \$3. whatever it may be, per ton?"

"Would you not say that the matter

should be regulated during the war, until the conditions became normal?"

Commissioner Pringle again referred, at the third hearing in Calgary, to the breadth of the Order in Council authorizing the investigation. He said:

"This question, to my mind, is assuming a pretty big aspect, and I am going to take it upon myself to say that the Order in Council is broad enough, in view of the fact that the word 'supply' is used, to have me investigate the conditions that exist throughout this Dominion, in regard to the whole pulp and paper situation."

AVOIDING DISCUSSION OF QUESTION OF A COMBINE.

But at the first reference by a publisher to a combine among the paper manufacturers, Commissioner Pringle took steps to avoid any discussion of that question. This was at the Calgary hearing, which was the first hearing at which the publishers were represented.

R. L. Richardson, Winnipeg Tribune, in the course of a lengthy statement mentioned incidentally that it was believed "that the publishers of Canada are dealing with a combination in restraint of trade that has existed among the manufacturers of news print."

Commissioner Pringle at once interrupted Mr. Richardson to state that "there is no use going into that, because if you believe a combination in restraint of trade exists in the manufacture of news print, you can proceed under the Combine Act and lay an information."

However, later on in the Calgary hearing Commissioner Pringle returned to the idea of a fearless inquiry when he said:

"So far as I am concerned, there is only one thing that can convince me, and that is evidence. It won't make any difference where chips fall, I will bend to the line. I will decide the matter on the evidence. The publishers may not be satisfied, and the manufacturers may not be satisfied, but that is not material so long as I am satisfied. I will decide the matter on evidence."

The publishers felt that if Commissioner Pringle would allow all the facts bearing on the situation to come out, and would base his report on all of the facts thus brought out in the evidence, and without regard to where the chips might fall, their interests would be protected. Unfortunately the hope that Commissioner Pringle would allow all the facts bearing on the situation to be brought out was not realized.

Again in the course of the Calgary hearing Commissioner Pringle returned to the idea of a full inquiry. In response to the expression by two publishers of a desire to know that the price was fixed for a definite period Commissioner Pringle said:

"It cannot be fixed for any long period, because the very object of this investigation is to get at all the facts, and therefore if the facts justify me in making a report which will warrant the Government in fixing a price until the termination of the war, that then will be the responsibility of the Government."

NOT INTERESTED IN QUESTION OF COMBINE.

On June 19, at the fifth hearing, held in Ottawa, during a discussion in regard to claims as to the net earnings of one of the companies that were made in a certain prospectus—a discussion in which the question of the existence of a combine had not been raised—Commissioner Pringle said:

"I may say here that I am not at all interested, nor am I in any way going into any question as to whether or not there was a combine between the manufacturers of news print."

"I do not think that comes within the scope of my inquiry."

"I am here solely to inquire as to the cost of production, supply, price, etc."

"If there is a combine then there is another remedy, and any person who considers that a combine exists, has the courts open to him, and he can go and lay his information and proceed in the regular way."

"The object of this inquiry is not to investigate as to whether or not a combine existed. What I want to get at is the price, and I want to get at it as soon as I possibly can."

"Insofar as this prospectus is concerned it will not influence my mind a particle."

Subsequently, in the course of the same discussion, Mr. Tilley, counsel for the daily and weekly newspapers, explained his question in regard to the prospectus as follows:

"My question may seem to touch on matters connected with combines, but I do not want to be prohibited from asking the question about prices—I do not wish to be prohibited from asking questions as to how prices are arranged—merely because it might disclose a transgression of the Combine Act. I want to get at the cost, and whether it is artificial, and I want to get at the selling price and see whether it is in any way artificial. That is the object of my question."

FIRST RULING ON CANADIAN EXPORT PAPER COMPANY.

At the hearing on June 20 W. H. Bierman, manager of Belgo-Canadian Pulp & Paper Company, Ltd., told Mr. Tilley that his company was one of the stockholders in Canadian Export Paper Company, Ltd., and that it was composed of "the paper makers."

Asked as to whether it was all or some of them, Mr. Bierman answered "some of them."

"In reply to a question as to which manufacturers were stockholders, Mr. Bierman had mentioned the name of only one firm, the Laurentide Company, Ltd., when Mr. Montgomery, counsel for the manufacturers, objected on the ground that the question had nothing to do with the Canadian business and was not relevant to the inquiry."

Mr. Tilley pointed out that evidence was being submitted right along as to the price that could be secured in the United States, and that it was being suggested that the market price in Canada should be somewhat governed by the price the manufacturers could get in the United States. A great deal had been said about the law of supply and demand.

Mr. Tilley wished to know how the demand price was created. He argued that the inquiry should not be limited to the 11 per cent of the Canadian production that is consumed in Canada—he could not see how it

would be possible to get along without inquiring into the price of the 89 per cent of the Canadian production that is exported from Canada, which affects the price in Canada.

Commissioner Pringle said he would not be influenced by the price charged in United States. The information he wished more particularly was as to the actual cost of manufacturing news print paper in Canada. He was not interested in inquiring into any arrangement that the manufacturers might have in regard to a supply of paper in the United States, nor with the manner in which they were selling their paper. It was true that they had exported some 480,000 tons of paper to United States, but he could not see how it was going to help to inquire into the arrangements under which that paper was sold or the price at which it was sold.

Mr. Tilley pointed out that it had been brought out in the evidence that two Canadian manufacturers, producing about one-third of the total Canadian production, pool their entire product through George H. Mead & Co., of Dayton, Ohio; that both of these companies allow to the Mead Company a flat price per ton as a selling commission on their production, both for the Canadian market and for the American market; and that the commission allowed in the case of one of those companies was \$1.50 per ton.

It was admitted that the Canadian Export Paper Company, Ltd., handles the export product of the Belgo-Canadian Pulp & Paper Company, Ltd., and other Canadian paper manufacturers, and that it was composed of the manufacturers themselves.

It was a company that disposed of a large bulk of the Canadian production. The inquiry was into the full 100 per cent of the Canadian production. Evidence was being submitted by the manufacturers to show what they could get for sulphite and news print paper in United States. Mr. Tilley further said:

"The evidence will disclose, or so I am informed, that publishers are told that they cannot get this news print paper because the supply is sold through the Canadian Export Paper Company, that it is disposed of."

"Now I want to know whether that Canadian Export Company is a company independent of the manufacturers or whether it is a means they have of passing goods into the United States on an artificial basis and which creates an artificial condition, and whether the result of that is reflected in the price and conditions prevailing here, both as to our supply, our possibility of getting a supply of paper, and the price we are to pay for it."

Mr. Tilley quoted the statement of Commissioner Pringle at the Calgary hearing, as follows:

"There is a very old law of supply and demand; the manufacturers of paper over the whole continent have gone through many difficult years in establishing their industry. They were not all fat years, but there were many years that were very lean, and in fact it is only now that they are beginning to get some good ones."

"At present, according to the law of supply and demand, there is a chance for them to make a good profit, but they are only getting a portion of that profit at the present time."

Mr. Tilley said he wished to show that the law of supply and demand that had been mentioned as creating a condition in which the manufacturers should get a good profit was an artificial condition. He said (referring to the evidence of the use of arbitrary figures in the statements of cost, profits, etc., to Commissioner Pringle):

"We have been examining into artificial conditions as to cost, and now I want to examine an artificial condition as to selling prices."

Mr. Montgomery, counsel for the manufacturers, said he would like to ask Mr. Bierman whether the Canadian Export Paper Company, Ltd., had anything to do, either directly

or indirectly, with the sale of paper to the Canadian customers of the Belgo-Canadian Pulp & Paper Company, Ltd.

Commissioner Pringle said that question might be asked.

Mr. Bierman answered the question in the negative.

Mr. Tilley said: "Now, Mr. Commissioner, I simply take that question and answer as the foundation upon which I want to follow up this inquiry."

Commissioner Pringle said:

"My inquiry, as I take it, is to investigate the manufacture, sale, price, and supply of news print paper in the Dominion of Canada, and to take such steps or make such report as I deem necessary after hearing the evidence as to the supply to the newspapers of Canada, and as to the price to be charged, having regard to the cost of manufacture, etc."

"Now, I am not influenced in the slightest as to any arrangement that the manufacturers of Canada had in the past or have at the present time, in regard to the supplying of customers in the United States of America, and it does not interest me in the slightest as to the price they are charging there."

"What I am endeavoring to get at is the actual cost of manufacture in this country, and as to the necessary supply to protect our newspapers."

Mr. Tilley pointed out that the inquiry was not limited to the cost. He said, also:

"Now, Mr. Commissioner, we have a supply here in this country that we will describe as a supply of 100 per cent. We find that of this supply only 11 per cent is marketed here, and we are asked to fix prices or to adjust prices on the basis of what may be described as the law of supply and demand in Canada, or in any private field, having regard to that 11 per cent. I desire to be allowed to go on with my inquiry."

Commissioner Pringle said:

"Let me put this to you: Supposing, for instance, you were able to establish beyond any question that owing to some combination of the manufacturers they were able to curtail production or were able to bring about a fictitious price, I do not see how that is going to influence me in the prices."

"As I said, a moment ago, it is a War Measure Act and I am going to get at the actual cost, if I can get at it, of the manufacture of this paper, and having got at it, then I am going to endeavor to make an order which will assure to the publishers of this country an ample supply of news print at a reasonable price."

"Now that is the position I take, and that is the whole thing. I do not care if it were brought out here by abundant evidence that there was a combine."

Mr. Tilley said he was not putting it that way. He said:

"Simply because my evidence may prove that these people are guilty of a crime, surely that does not at all preclude me, or is no reason why I should not go on while I am within the proper limits of this Order in Council. Surely that cannot be raised against me."

Mr. Tilley further explained that he wished to find out:

"Who the members of this company are, and how much of the price that the paper is sold for comes back to the manufacturers through the medium of dividends from the Canadian Export Company."

"I do not know what these things will lead to, but so far as your honor speaks of where this commission will end, all I can say is that we are just starting, and we need not be so much concerned now with ending it as getting it properly started."

Commissioner Pringle said he would allow Mr. Tilley to ask Mr. Bierman what was paid to the Canadian Export Paper Company, Ltd., for the sale of the paper. Mr. Tilley replied that he preferred to find out, first, who the company is and where it was incorporated.

Commissioner Pringle said all those things could be found out from the letters of incorporation. Mr. Tilley replied that he wished to find out what the witness could tell him.

Commissioner Pringle then asked Mr. Bierman whether he knew ALL

about the Canadian Export Paper Company, Ltd. Mr. Bierman replied in the negative. Commissioner Pringle then ruled as follows:

"Then I will say to this witness who says he does not know ALL about this company, that he is not bound to answer."

(Note—The question was as to which of the manufacturers composed the Canadian Export Paper Company, Ltd. Mr. Bierman is one of the four directors of that company.)

SECOND RULING ON CANADIAN EXPORT COMPANY.

The first ruling in regard to the Canadian Export Paper Company, Ltd., was given on June 20. Mr. Tilley did not withdraw from the case following that ruling. A second ruling was given on the next day, and it was following that ruling that Mr. Tilley withdrew.

J. A. Bothwell, general manager of Brompton Pulp & Paper Company, Ltd., was asked by Mr. Tilley how many companies were in the Canadian Export Paper Company, Ltd.

Mr. Montgomery, counsel for the manufacturers, objected to that question and claimed it was covered by the commissioner's ruling on the previous day.

Mr. Tilley argued, and Commissioner Pringle agreed, that that ruling had related to the particular witness then under examination. In regard to Mr. Bierman, Commissioner Pringle said:

"If Mr. Tilley can bring out anything which shows the control of prices in Canada, from this witness, he is at perfect liberty to do it."

Mr. Tilley said he proposed to go further than that. He said:

"I say that the control of prices in Canada means the control of prices of the output of the Canadian companies. I say that the inquiry is not limited to the price of goods used and marked for use in Canada."

Commissioner Pringle answered that the inquiry was limited to the supply, the price and the production in Canada. Mr. Tilley argued that the paper sold by the Canadian Export Paper Company, Ltd., was a part of the production in Canada. He said:

"This is the production in Canada, and it is sold by a Canadian agency and the inquiry is not limited, as I read it, to the goods that are consumed in Canada. It is 'produced in Canada,' not 'consumed' in Canada."

The question your honor was asked a few minutes ago: 'How do you get at this price of \$61.13 in the United States?'

"Your honor asked that question of the witness. You also asked him what price he would get for this commodity in the United States. Every thing that is sold by a Canadian company affects its price and affects its supply."

Commissioner Pringle asked Mr. Bothwell whether he knew who were in the Canadian Export Paper Company, Ltd. Mr. Bothwell said he did.

Mr. Montgomery, counsel for the manufacturers, said there was no objection to giving the number, but he did not know about giving the names. He said Mr. Tilley's question was leading up to an inquiry into the business of Canadian Export Paper Company, Ltd., and how that business was conducted. That, Mr. Montgomery said, was outside of the scope of the inquiry.

Commissioner Pringle, following Mr. Montgomery, said:

"I think I said yesterday that I was not here to hear anything that might lead to information in regard to the existence of a combine, if there be one. I am not here to deal with that question at all."

Mr. Montgomery argued that if Commissioner Pringle were satisfied that there was a sufficient supply of paper in Canada, his duty was to determine what was a fair price for that supply to the newspapers of Canada, and that the question of

what was exported could have no bearing on the object of the inquiry.

Commissioner Pringle said:

"I understand that the object of the order appointing me as commissioner is to make an inquiry for the purpose of insuring to the publishers of newspapers an adequate supply of news print paper at a reasonable price. (Mr. Tilley: 'Yes.') Then an Order in Council has been passed which insures to the publishers of newspapers in the Dominion of Canada an adequate supply of news print, and what I am more particularly interested in at the present time is to get at the cost of manufacturing so that I can make a recommendation as to what would be a fair and reasonable price to the manufacturers and to the newspapers."

To this Mr. Tilley replied as follows:

"I am prepared to go on with the inquiry under this Order in Council, but I am not prepared to go on with any other inquiry except this inquiry which has been so authorized."

Now the part of the Order in Council your honor read was the recital:

"The Committee of the Privy Council have before them a report from the Minister of Finance that he considers it advisable that action should be taken to insure to the publishers of the Canadian newspapers an adequate supply of news print paper at reasonable prices."

"That is why this Order in Council was passed. It does not then go on to say that you are appointed a commissioner to ascertain what is a reasonable price, or to make any recommendation with regard to it. It simply directs that an inquiry be put on foot into and concerning the manufacture, sale, price and supply of news print paper."

THE CONTROLLING WORDS.

Commissioner Pringle added to Mr. Tilley's statement the words "within the Dominion of Canada." Mr. Tilley repeated those words after Commissioner Pringle, and two of the counsel for the manufacturers said with one accord "These are the controlling words."

Commissioner Pringle said:

"So far as I am concerned, I am not going into all these questions of the Canadian Export Sales Company or of Mead & Co., or of other selling agents of the manufacturers. I said yesterday that it did not make one particle of difference to me if there was a combination. What I am going to get at is the cost of production in Canada."

In reply to this Mr. Tilley said:

"Now, your honor, I propose to take my stand with regard to this. Your honor says that we are not going to examine the Canadian Export Sales Company, that these things are not to be investigated in the inquiry and that evidence is to be excluded because it points to a combination; not that we are attempting to prove a combination exists, because this is not the tribunal for it, but because it points in that direction. If that is the ruling, so far as I am concerned, I shall retire from the case."

Mr. Tilley again pointed out that the inquiry was not merely to ascertain the cost. If that were the case the Government could have appointed an accountant or expert to go over the books of the manufacturers. The inquiry was intended to be broader than an inquiry into cost, as was defined in the Order in Council.

After considerable objection by the counsel for the manufacturers, Mr. Tilley was allowed to read the following letter from the St. Maurice Paper Company, Ltd., of Cap de la Madeleine, Que., to a Canadian publisher:

"Your letter asking for a quotation on 100 reams of news print paper monthly, 44 x 64 x 120, has been forwarded to our sales department, the Canadian Export Paper Company, Ltd., Canada Life Building, Montreal, P. Q. They will probably take the matter up further with you."

Commissioner Pringle asked Mr. Tilley whether, if he wrote to the Dominion Iron & Steel Company, asking for price on certain of that company's products, the company would not refer him to its sales agents.

Mr. Tilley replied:

"And if I was having an inquiry into the selling and producing and manufacturing of the products of that company, I would say that one of the most important avenues of research would be with regard to their sales agents, particularly when you find out that the sales agent is a company formed of the manufacturers themselves, that it is really a group of the manufacturers."

Commissioner Pringle then said:

"I may be absolutely wrong in my view, but I hold that view which I have expressed. I came into this matter subsequent to the 10th of April. I came into it at a time when the price had been fixed by the Government at \$9.50 f. o. b. at the mill. I came in at a time when the Government had taken steps to absolutely insure to the newspapers of this country an adequate supply of paper, and I came for the purpose of making an inquiry as to whether the price fixed by the Government is a reasonable price. (Mr. Tilley: 'I object to that.') and also as to the question as to whether there is an adequate supply in this country to meet the requirements of the press of this country."

"Now there is no doubt that it goes without saying from what we have heard already, that there is an adequate supply. The manufacturers are turning out 400,000 tons odd a year of news print paper, and only 11 per cent of that is being used in the Dominion of Canada. It seems to me that the vital question in this for me to consider is what is a reasonable price at which this news print shall be supplied to the newspapers of Canada."

MEMBERS OF EXPORT COMPANY.

Commissioner Pringle then allowed Mr. Tilley to ask the witness (Mr. Bothwell) which companies were in the Canadian Export Company, Ltd., and who were the officers of that company.

Mr. Bothwell said the constituent companies were:

Laurentide Company, Ltd.;
Price Brothers & Co., Ltd.
Belgo-Canadian Pulp & Paper Company, Ltd.;
Brompton Pulp & Paper Company, Ltd.

He listed the officers of the Canadian Export Paper Company, Ltd., as follows:

President, J. M. McCarthy, vice-president of Price Brothers & Co., Ltd.; vice-president, J. A. Bothwell, general manager of Brompton Pulp & Paper Company, Ltd.; directors, W. M. Bierman, manager of Belgo-Canadian Pulp & Paper Company, Ltd.; and J. H. A. Acer, treasurer and sales manager of Laurentide Company, Ltd.

Commissioner Pringle asked Mr. Bothwell whether the Canadian Export Paper Company, Ltd., had anything to do with the fixing of the prices of news print paper in Canada.

Mr. Bothwell answered "No."

Commissioner Pringle then asked whether that company "had anything to do with the fixing of prices of news print paper in the United States of America which would reflect in any way on the price in Canada."

Mr. Bothwell answered that to the best of his judgment and knowledge it had not.

Commissioner Pringle asked whether the company was simply selling agent for the purpose of selling, and Mr. Bothwell answered "for the purpose of selling."

In answer to a question by the counsel for the manufacturers, he added: "Not in Canada, for export only."

Mr. Tilley then asked Mr. Bothwell the question: "What business do they carry on?"

Counsel for the manufacturers at once objected to this question as being irrelevant.

Commissioner Pringle suggested that the company was carrying on a sales business.

Counsel for the manufacturers said: "That is all it is."

Commissioner Pringle asked why there was this difficulty and delay if

the company was simply carrying on a sales business. The argument continued, and the question was not pressed for the moment.

In answer to another question of Mr. Tilley, Mr. Bothwell said the Canadian Export Paper Company, Ltd., in addition to handling the export business of the four constituent companies, handled the entire product of another Canadian company, the St. Maurice Paper Company, Ltd.

Mr. Tilley asked Mr. Bothwell:

"What is the arrangement between the four companies as to your supply?"

Counsel for the manufacturers objected to this question and insisted on a definite ruling.

At this stage there was renewed a hope of the publishers that Commissioner Pringle would permit the full facts to come out. He said:

"If these arrangements in any way affect the supply of paper in Canada."

"If these arrangements in any way affect the supply of paper in the Dominion of Canada, and the price in the Dominion of Canada, then it is useful to the investigation to know about them, but if they do not, it is not."

"These four companies have selling agents in the Canadian Export Sales Company, and another two or three companies having selling agents elsewhere, and other companies have other firms as selling agents, and supposing there should be an understanding or arrangements between these three firms which practically control the product of this country, might it not affect the question of price?"

But the counsel for the manufacturers insisted that Commissioner Pringle had ruled on the point raised in the above paragraph. They argued that if the entire product of all the Canadian Manufacturers were in the hands of a few sales agents, and those sales agents got together and arbitrarily fixed the price that would be a violation of the Combines Investigation Act or of the Criminal Code, but action in regard to it should not be taken before Commissioner Pringle.

They argued also that even if four sales agents did get together and fix the price, the object of the inquiry was to go beyond those agents and recommend a price which the Government would fix.

Therefore it was argued that it was the duty of the commissioner to fix a fair price and to insure a supply of news print to Canadian newspapers, and that "even if these companies fixed an arbitrary price in Canada or the United States, the scope of your inquiry (speaking to Commissioner Pringle) would not be controlled by that fact at all."

Counsel for the manufacturers argued also that insofar as the Brompton Pulp & Paper Company, Ltd., of which the witness was general manager, was concerned, the question of distribution was not under the consideration of Commissioner Pringle, as that company was not handling any Canadian business.

Mr. Tilley argued that that was all the more reason for an inquiry into the arrangements under which that company was using the natural resources of the country, manufacturing out of those resources and shipping its entire products abroad, under some arrangement of the kind that was indicated by the incorporation of the Canadian Export Company, Ltd.

With such an enormous supply and such an enormous manufacture, the result should be that the users in Canada should get the benefit of a competitive price. Instead of that, 89 per cent of the entire product was taken care of and exported under such a satisfactory arrangement to the manufacturers that Canada became a subsidiary question and the users in Canada did not get the ben-

efit of the competition which should exist.

Commissioner Pringle pressed Mr. Tilley with questions as to whether he took the ground that there was a combine. Mr. Tilley insisted that all he wished was to get at the way in which the business was carried on. He said he did not know what the evidence would show. He argued that the evidence was of a character that was covered by the language of the commission, and that he was entitled to bring out that evidence.

THE BREAKING POINT.

Commissioner Pringle said he regretted exceedingly that this difficulty had arisen. He desired to give the fullest possible latitude to Mr. Tilley. He gave his ruling, as follows: "My duty, as I understand it, is simply to investigate the conditions as set out in the Order in Council, that is, to conduct an inquiry into and concerning the manufacture, sale, price and supply of news print paper within the Dominion of Canada—and I have to do that for what purpose?"

"It is to insure the publishers of the Dominion of Canada an ample supply of news print at a reasonable price. As was said a few minutes ago by Mr. Montgomery, this is merely a war measure. I am not here for the purpose of conducting an inquiry as to whether there was an unlawful combination between the manufacturers of news print paper in this country."

"That is a matter that would have to come up before another tribunal, and my ruling now is that I will confine my investigation entirely to the four corners of this Order in Council, and that I will not go into any inquiry as to whether there was any unlawful combination between the manufacturers or not."

Mr. Tilley inquired whether he was to understand that Commissioner Pringle would exclude evidence along the lines that he was seeking to follow. Commissioner Pringle then amplified his ruling as follows:

"Any evidence that tends in the direction of showing that there was a combination will be excluded. I do not think it is pertinent to this inquiry."

Mr. Tilley asked for a ruling as to whether the witness should be allowed to answer the question that had been put to him, which was: "What business do they (the Canadian Export Paper Company, Ltd.) carry on?"

Commissioner Pringle refused to allow that question to be answered, and Mr. Tilley withdrew.

TWO VERSIONS OF HIS RULING.

On June 21, at the session immediately following that at which his first ruling in regard to Canadian Export Paper Company, Ltd., was given, Commissioner Pringle referred to that ruling as follows:

"Mr. Tilley, representing the newspapers, has seen fit, as I understand it, to withdraw from the investigation, for the reason that I would not permit him to go into an examination which I considered was directed toward showing that possibly there was a combine existing as between the manufacturers of news print in Canada."

"I have already given reasons for my ruling, and it is not necessary for me to repeat them."

"However, I just desire to point out that it would be quite open to the Government if they saw fit to appoint a commissioner to investigate as to whether there was an unlawful combination in restraint of trade, or it is quite open to Mr. Tilley's clients to avail themselves of the provisions of the Criminal Code, if they are of the opinion that the manufacturers of Canada arranged between themselves to enhance the price of news print to the publishers of Canada, or combined in any way to limit or lessen the manufacture or production of news print, or, as I have already said, to unreasonably enhance the price thereof, or, if they combined to unduly prevent or lessen competition in the production, manufacture, purchase, sale, transportation or supply of news print."

"I have already said that in my opinion the object of this commission was not to make an inquiry into the matters that I have just referred to, but to insure to the publishers of Canada a supply of news print paper at a reasonable

price. Consequently I did not consider that I should permit the examination to proceed in the manner which was desired by counsel for the newspapers."

Three weeks later, on July 10, Commissioner Pringle gave the following version of his ruling:

"I was very strongly of the view, and I am still, that what we desire to get at here is the cost of manufacturing news print in Canada, and that it would be of no great assistance to me to wander all over the United States as to some alleged combination that has taken place there, and I so stated. My ruling, I think, is summed up in this language to be found on page 644: 'I will not go into any inquiry as to whether there was any unlawful combination.'"

"That is referring to the attitude of Mr. Tilley in desiring to go into some combination which he alleged to exist in the United States of America."

"My reason for this was that if Mr. Tilley and the newspaper association of this country are under the impression that there is an unlawful combination, it is quite open to them to proceed under the Act dealing with unlawful combines."

"It is not for me to go into that. I am limited by the Order in Council, the controlling language of which is: 'In the Dominion of Canada,' and I have got to investigate as to the supply, production, price, cost, etc., in the Dominion of Canada."

MANUFACTURERS EXPECT PRICE OF THREE CENTS FOR ROLL NEWS.

That the manufacturers expect a price of three cents per pound for roll news as a result of the present investigation is indicated by the following paragraphs from the Pulp and Paper Magazine of Canada:

"Manufacturers and the paper trade generally look to the commissioner to grant an increased price for news print."

"All the news print manufacturers in the Ottawa district feel confident the commissioner, when he presents his report, will give them three cents per pound for their product."

"While nothing definite will be known in Canada regarding an increase in the price of news print until August; still it is hoped that a figure will be named by Commissioner Pringle of three cents a pound, which, according to the evidence submitted, would be a fair one."

It will be noted that the manufacturers refer to the expected price as one to be given or granted by Commissioner Pringle. As a matter of fact, the fixing of the price is entirely in the hands of the Government, and it does not appear that Commissioner Pringle is expected even to make a recommendation as to the price that should be charged. It would appear that his duties are to report to the Government upon the four subjects mentioned in the Order in Council authorizing the investigation.

Unfortunately, some remarks of Commissioner Pringle at the various hearings have been such as to create the impression that the determining of the price is very largely in his own hands. The nature of these remarks is indicated by the following extracts from the evidence:

"What I have got to do some time is to say what price is going to be fixed."

"As I said a moment ago, it is a War Measures Act, and I am going to get at the actual cost, if I can get at it, of the manufacture of this paper; and having got at it, then I am going to endeavor to make an order which will assure to the publishers of this country an ample supply of news print at a reasonable price."

NO REPORT BEFORE SEPTEMBER.

Commissioner Pringle stated recently that he was very much afraid it would be some two or three months before he could make his report. He added that it all depended on the accountants, who were then busily engaged at the different mills. Pulp and Paper Magazine of Canada states that G. T. Clarkson of Toronto, who was appointed to make an audit of the manufacturers' books, has about twenty men engaged on that work.

MRS. GARRISON IS A "HOME-LOVER".

SHE INSPIRES THE ADS OF A BIG FURNITURE HOUSE IN BROOKLYN.

By Aylett Lapsley.

Many business women, contrary to general opinion, are home-makers, and Mrs. Fannie E. Garrison, advertising manager for C. Ludwig Baumann's furniture store in Brooklyn, N. Y., is a practical example and she also has a veritable genius for hospitality.

If you will pick up the Brooklyn Standard Union some day and glance through its pages you will run across an advertisement showing the most attractive cuts of bedroom sets, parlor suites, baby carriages and carpet sweepers, with a smiling young woman at the handle—sometimes even a potato grater—all the things that it takes to furnish a pretty, cozy little home nest. The prices will be equally attractive and the headline will probably read something like this:

"Do come in to see us, Little Mrs. Home-Maker! We have all the household treasures your heart has been longing for and at prices that will please you. Your credit is always good at Baumann's."

She also has a most attractive series of letters which are sent out to prospective customers, those who have open accounts and those who have paid up their accounts—and all of them express a friendly interest and extend a most hospitable invitation to do business at Baumann's, which, by the way, in an instalment house.

The entire spirit of the store is one of cordiality—it may have existed to some degree before Mrs. Garrison took charge of the advertising, but we feel sure that a large measure of this warm hospitality emanates from their charming advertising manager.

Even the outside of the store presents a homelike appearance when on sale days the baby carriages are lined up outside, with their kicking, crowing occupants, while the bare-headed, smiling mothers, each with her letter of invitation in hand and her money tied in the corner of her handkerchief, or pocketbook tightly clasped, are making wonderful selections for the beautification of what Mrs. Garrison terms "that nearest approach to Heaven—Home!"

There is another place where Mrs. Garrison shines in a hospitable role. She it is who arranges the details of the wonderful dinner dances and picnics for which the League of Advertising Women of New York are famed.

All who have had the good fortune to attend these most delightful affairs will attest to the delicious "eats" spread before them and if they have had the great pleasure of an introduction to our beloved member, they, I am sure, will agree with me that she is the soul of hospitality and friendliness, both qualities which must be possessed by a successful advertising man or woman.

CHARTER FOR PAPER FIRM.

The Peribonka Company, Ltd., Montreal, just incorporated at Ottawa, with a capital of \$1,000,000, will take over the Delmas Pulp & Paper Company, in the Lake St. John district, which has been idle for about four years.

C. H. McQuay has sold the McHenry (N. D.) Tribune to a company of local farmers.

Farmers of New England, N. D., have formed a company to publish a newspaper.

BOOKS USEFUL TO EDITORS AND ADVERTISERS.

"GERMANY, THE NEXT REPUBLIC," by Carl W. Ackerman of the New York Tribune; George H. Doran Company, publisher.

Written by a man who had chance after chance to see Berlin and the German government from the "inside," Mr. Ackerman's book is a valuable contribution to the literature of the World War. He has stated the facts as they appeared to him during the two years residence in Germany as a newspaper correspondent and to those who are not exactly sure of why America is in the war, he furnishes many cogent arguments.

"THE WONDER BOOK OF KNOWLEDGE," compiled and edited by Henry Chase Hill; American Industries Bureau, publisher.

All that its name implies, this book of 600-odd pages and 700 illustrations covers most of the common fields of human activities both in text and picture. Written simply and non-technically, an excellent reference work for both children and their elders.

"BUSINESS COMPETITION AND THE LAW," by Gilbert H. Montague, G. P. Putnam's Sons, publishers.

How the business house with an aggressive sales policy may run afoul of Federal and state anti-trust laws is explained with many clear illustrations by the author, who concisely handles the history of anti-trust legislation since the enactment of the Sherman law.

"HOW TO DEVELOP YOUR PERSONALITY," by Clare Tree Major; Thomas Y. Crowell Company, publisher.

That personality is a sine qua non of success in dealing with people has become axiomatic since the beginning of the twentieth century, but ignorance of what it is or how to develop it has deepened a rut for many. The author's ideas and methods of presenting them have received the endorsement of many qualified to pass judgment upon them.

"ELEMENTS OF BUSINESS LAW," by Ernest W. Huffcut; Ginn & Co., publishers.

This is a new edition, revised to date, of a book that has been standard on the subject of business law for several years. The revision has been done under the direction of George Gleason Bogert, professor of law at Cornell University.

"INFORMATION ANNUAL," Cumulative Digest Corporation, publisher.

This is a handy reference book for a newspaper office for events that took place in 1916. It is issued every year and furnishes a "continuous encyclopedia and digest of current events."

"RUSSIAN COMPOSITION," by J. Solomonoff; E. P. Dutton & Co., publisher.

This work follows the conventional lines of composition books in all languages, giving anecdotes, fables, passages from English standard authors, with a vocabulary to each passage and grammatical notes.

"THE GOLDEN SUNSET," by Ella Embury Tubbs; Kennedy Morris Corporation, publisher.

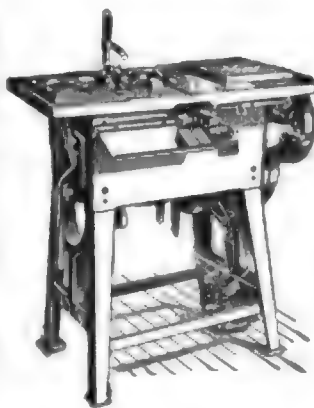
The author knows her rural folk and their language and uses both well in

Save Your Print Paper

A large percentage of roll breakages is due to excessive impression to bring up low type. This results in a tremendous waste of print paper. *Ease up your impression by using*

Ludlow Typograph

slugs, which are type-high and will not give down under any method of matrix making. There are no low letters.



W. R. HASTINGS, President of the LYNN (Mass.) ITEM, says:

"Since we commenced using the Ludlow machine the breaks in the paper roll are less frequent, which saves a considerable amount of waste paper."

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MERGENTHALER LINOTYPE CO.

Sole Selling Agents

Tribune Building, New York

CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

this simple, optimistic tale of country life. "Aunt Melindie," the author's mouthpiece, preaches a philosophy of which a warring world knows little, but nonetheless fundamentally sound.

"KNOTS, SPLICES AND ROPE WORK," by A. Hyatt Verrill; Norman W. Henley Publishing Company, publisher.

Mr. Verrill, who is editor of the popular science department of the American Boy Magazine, gives complete and simple directions for making useful and ornamental knots in common use, with chapters on splicing and other cordage points that will be adapted to the uses of travellers, campers, yachtsmen and others who handle ropes.

"HOYLE UP-TO-DATE," edited by R. F. Foster; United States Playing Card Company, publisher.

Practically every game in which the ordinary decks of playing cards are used is described in this most recent edition of the "card player's bible." The whist rules are edited and explained by Walter H. Barney and poker is outlined as simply as possible by David A. Curtis.

"HOME INTERIORS," with introduction by Henry W. Frohne, editor Good Furniture Magazine; Good Furniture Magazine, publisher. Current furniture, rugs, draperies and accessories of many styles are described and illustrated, supplemented by helpful suggestions in home

furnishing by various authorities on the subject.

"FOSTER'S AUCTION BRIDGE FOR ALL," by R. E. Foster; Frederick A. Stokes Publishing Company, publisher.

This is a standard book, well known to all lovers of bridge, brought up to date with the latest official rules. It is valuable to all classes of players.

"ELEMENTARY FRENCH WORDS & PHRASES FOR RED CROSS WORKERS AND THE NEW ARMY," by Shaw Jeffrey; Brentano's, publisher.

Any work that aids the people of this country to learn French at the present time is valuable and Mr. Jeffrey has followed sound principles of education in this little pocket-size book. Its vocabulary is by no means general, being limited more or less strictly to terms used in hospitals and medical work.

"SOLDIERS' SPOKEN FRENCH," by Helene Cross; E. P. Dutton & Co., publisher.

Soldiers have neither the time nor the patience to learn French as "she was spoke" before the war, but they do need sufficient knowledge of the tongue to carry on a simple conversation. This book is based on French courses given to New Zealand troops.

"BRAZIL," by L. E. Elliott; the Macmillan Company, publisher.

Brazil's past, present and future are interestingly outlined by the author, who, as literary editor of the Pan-

American Magazine, can be treated as an authority on the subject. Business men seeking South American trade, who want to know more about their customers than the market reports show, will find it a fruitful source.

"VOLPER'S RUSSIAN ACCIDENCE IN TABLE," adapted for English students by Mark Sieff; E. P. Dutton & Co., publishers.

This book gives all the Russian declensions of nouns, adjectives, numerals and pronouns; conjugation of verbs; formation of nouns, adjectives, numerals and the aspects of verbs. There is also a chapter on the formation of augmentatives, diminutives, etc.

"HOW TO REST," by William Lee Howard; Edward J. Clode, publisher.

Maintenance of the body at full efficiency is essential to success in modern business and knowledge of how to rest is the one method of keeping the human machine at top notch. Dr. Howard gives a few simple rules, which require only the addition of will power to produce the desired result.

"HALF-HOURS WITH THE IDIOT," by John Kendrick Bangs; Little Brown & Co., publishers.

Age has not dulled the wit of Mr. Bangs' old favorite, whose dissertations on various subjects still hold the reader's interest with their quaint phrasing and philosophy.

"A NEW POCKET DICTIONARY OF THE RUSSIAN AND ENGLISH LANGUAGES," by J. H. Freese; E. P. Dutton & Co., publishers.

Good English-Russian dictionaries in small compass are few in number, this lack adding greatly to the difficulties of the American who desires to learn the Russian language. This book also aids the student to become familiar with the Russian alphabet easily and to translate words into English.

"ESSENTIALS IN MODERN EUROPEAN HISTORY," by Daniel C. Knowlton and Samuel B. Howe; Longmans, Green & Co., publishers.

The rise of modern European civilization is traced from the introduction of machinery until its debacle in 1914, beyond which the authors have not cared to penetrate. It is valuable as a background for future study of the war and its effects upon civilization and relations of belligerents and others.

"PASSACONAWAY IN THE WHITE MOUNTAINS," by Charles Edward Beals, Jr., Richard G. Badger, publisher.

An excellent book of travel in a beautiful section of America is this, with a historic background that lends strong interest to the account. It is also a comprehensive and vivid account of the original New Hampshire Indians.

NASSAU QUALITY METALS

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ELECTROTYPE
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INTERTYPE
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Manufactured by the
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606 West 29th Street NEW YORK

HOW NEWSPAPER ADS GET INVESTORS.

NEW FIELDS THAT CAN BE REACHED IN NO OTHER WAY CAN BE OPENED BY A RIGHTLY MANAGED CAMPAIGN.

By WILLIAM T. MULLALLY,
of the Advertising Agency of Maclay & Mullally, Inc.

Modern experience has proved beyond the slightest doubt that a publicity campaign, efficiently conceived and handled, can be made to pay handsome dividends, and create an equity in good will that is impregnable, for any financial institution.

Everywhere the dynamic force of intelligent advertising has developed and sustained communities hitherto unheard of.

Successful advertising has become history.

Pioneers have expended thousands of dollars to test ideas.

Scientific application of standard principles can thoroughly eliminate the adverse element of waste; and without waste the growth should be systematic and logical.

New fields of investors that can be reached in no other way, at the same expense, will be opened.

Banks, underwriters, institutions and private investors will be reached, and eventually a most satisfying and greatly to be desired good will will be established among other financial houses.

Unity and repetition of this publicity accomplishes all of the above results—and at an expense ridiculously small in ratio of comparison as is shown by the accompanying chart.

Let us suppose that in the territory of Greater New York (comprising New Jersey, Pennsylvania, Maryland and Delaware), New England and Middle States there is a total population of approximately 40,000,000.

Of course, it is reasonable to believe that at least 39,996,000 of this total will not be available under this plan or over 99 per cent.

Of the 4,000 prospects available, it might be liberally computed that 200, or 5 per cent, may purchase securities at an investment house in a period of time within 6 months to 1 year—this on an approximate cost basis, including salesmen and their expenses, only (allowing for from 6 to 8 men) estimated conservatively from \$20,000 to \$25,000 per year.

On a unit basis allowing said sales cost to be 1 per cent of the gross sales, \$2,000,000 or \$2,500,000 will be the gross sales, or an average sale of \$10,000 per capita per year.

This selling plan is based upon a similar system of unit costs, and it demonstrates a greater efficiency as against a smaller ratio of costs and necessarily a decreased amount of risk.

These comparisons are intended to demonstrate the efficiency of one plan in connection with, rather than against, the other.

In the territory mentioned there are 12 states, including a population in excess of 40,000,000, with a distribution of wealth, as shown by bank deposits, of \$11,435,563,841 15, or an average of \$133.89 per capita.

It is computed that over 8,000,000, or more than 20 per cent, of this population are savings bank depositors or investors and of this amount in territories mentioned approximately 5 per cent, or more than 400,000, are investors.

WHAT A NEWSPAPER AD CAN DO.

Conservatively speaking, it is possible to send a salesman in the form of a printed advertisement to over 20 per cent of these 8,000,000 depositors and investors, using 4 papers to a state, or about 50 papers in all, reaching over 1,600,000 depositors and investors.

Again allowing 5 per cent for possible investors, we reach a possible clientele of 80,000 investors.

Allowing a percentage of one reply to every 10 investors reached, we will be in receipt of 8,000 inquiries of possible customers on our books.

On the given basis of selling (5 per cent) we open 400 accounts.

A 35-line advertisement in 50 newspapers on an average of 2 times a week—52 times a year, presents our message 5,200 times a year.

On a liberal cost allowance we in-

sert 262,500 lines at 5 cent a line average cost, totalling an expense of \$14,560 a year.

ADS VS. PERSONAL SALESMANSHIP.

On the stipulated basis of 1 per cent cost in percentage of gross sales, it is necessary to do a business of \$1,456,000 a year, or on the basis of charging 75 per cent overhead and 25 per cent to expense or good will (profit or loss) of \$1,092,000—an average of \$2,730.

SUMMARY.

	By Salesmen.	By Advg.
Prospects reached	4,000	8,000
Accounts	200	400
Cost	20,000	14,560

On a basis of comparison the salesman is therefore required to sell \$10,000 a year to each investor as against \$2,730 advertising.

The accompanying charts prove these figures are very conservative, in that their actual demonstration has proven even a wider margin of profit. Combining these two selling points and whatever slight margin of risk there may be in either—is practically eliminated by being checked up by the other.

These charts are the actual results of 4 years' campaign—the first year \$1,500 was appropriated, and the results have warranted a steady increase.

Now the appropriation has been increased 20 times and is being steadily increased every year.

The copy has been written to contain one idea at a time, for it should be remembered that it is not what is

read, but what is understood and remembered that makes for the up-building of a campaign—simplicity is the keynote—confidence the end to be attained.

POINTS IN COPY AND APPROPRIATION.

Regardless of the conditions affecting the disposition or flow of the money among the investing public, the fact remains that there exists a proportionate sum of wealth which must in some way or other be used for the derivation of income.

Business prosperity is largely a question of mental attitude. The average investor, in the disposition of his funds, is largely governed by his feeling of confidence. It is, therefore, of fundamental importance to impress upon him the desirability, from his point of view, to place his funds in the care or under the supervision of an institution that has his welfare primarily at heart.

It is now desired to render the value of such a campaign cumulative—familiarizing the name of the investment house is an important factor. This is accomplished by the adoption of a distinct form or forms of type for the name plate, and a successive uniformity of "set-up" and diction.

Variation or change of copy is desirable to cope with the character of different readers as represented by different mediums and psychological conditions, but in each one there should be the same exploitation of a fixed policy.

(Continued on Twenty-Second Page.)

HOW ADVERTISING RETURNS HAVE BEEN CHARTED FOR A PROMINENT FIRM DEALING IN PUBLIC UTILITY BONDS.

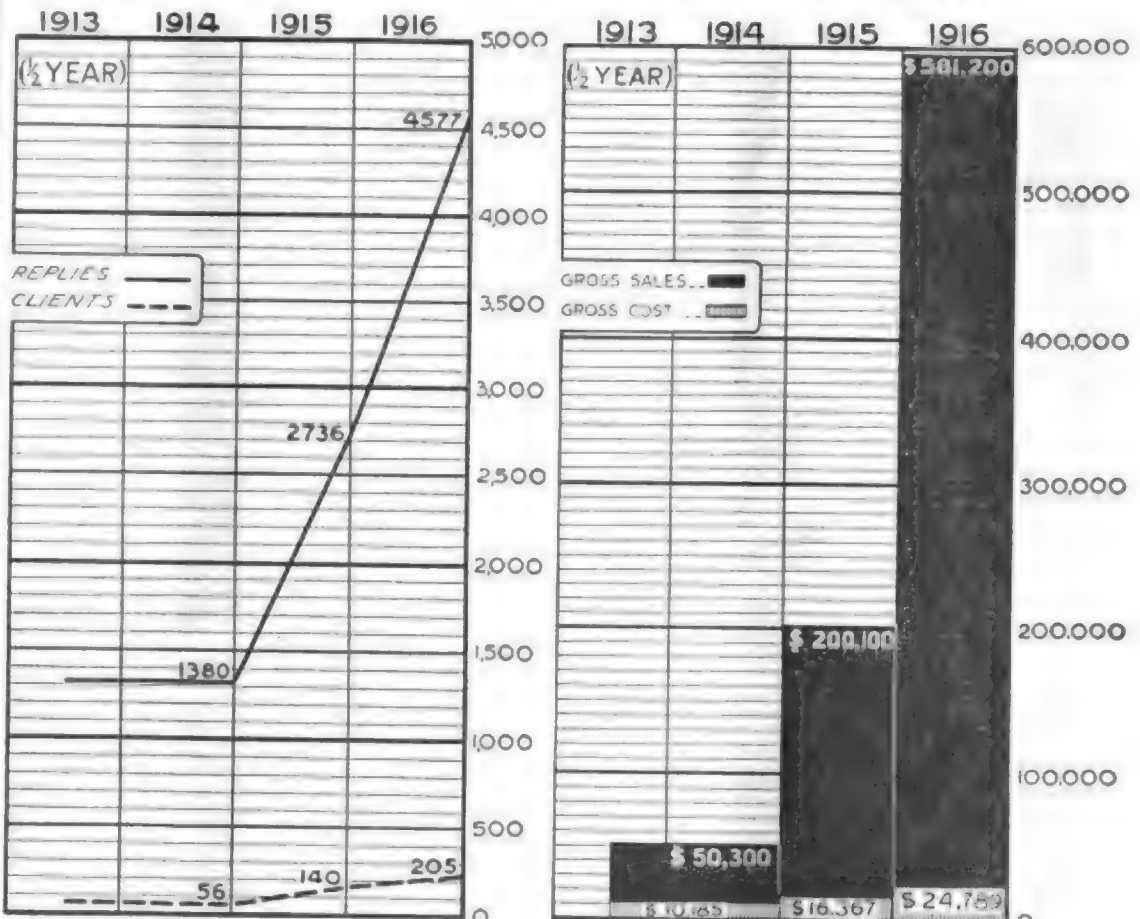


Chart A, showing a 3½ year ratio of increase of individual customers to inquiries secured through advertising.

Chart B, showing a 3½ year ratio of increase of gross sales of bonds to gross cost of advertising.

NEWSPAPER MEN IN PARIS.

ANGLO-AMERICANS ELECT NEW OFFICERS—CHANGES IN THE FIELD.

The Association of the Anglo-American Press in Paris, composed of the representatives of British and American newspapers, has elected the following officers for the coming year:

President: George Adam, London Times; vice-president, Wythe Williams, New York Times; treasurer, Gordon D. Knox, London Morning Post; secretary, Lincoln Eyre, New York World; directors, L. Jerrild, London Daily Telegraph; A. Kerr Bruce, Reuter's Agency; Lincoln Eyre, New York World; W. L. McAlpin, London Daily Mail and London Mirror; F. B. Grundy, Associated Press; Paul Scott Mowrer, Chicago Daily News, and William Philip Simms, United Press (ex-officio).

Several changes have taken place in the personnel of the Paris field during the past year, among them being the following:

Heywood Brown has taken over the office of the New York Tribune, succeeding Fred B. Pitney, who is now in the United States.

Frank Grundy has resigned from the New York Sun and is now with the Associated Press. C. F. Philips is now handling the Sun's interests.

Walter Duranty, who left the New York Times bureau in January to write short stories at the Riviera, is now back with Wythe Williams. George D. Gribble, who took Mr. Duranty's place, has joined the United Press forces.

William Philip Simms, who was last year's president, is now at the British front and Henry Wood, his U. P. colleague, is still stationed at Rome, leaving Wilbur Forrest in charge of the Paris bureau. Mr. Simms is expected shortly to be stationed with the American forces and Robert Small is also expected to be transferred from British grand headquarters to Pershing's forces.

Ernest Orr, formerly of the New York Morning Telegraph, is now associated with C. F. Bertelli on the Hearst staff.

Burr Price has been detached from the New York Herald's home staff to the Paris office, succeeding H. M. Belgen and Herbert K. Long, who have both enlisted in the British army.

Dr. Stanley Shaw, formerly with the Associated Press in Paris, is now with Reuter's in London.

Wythe Williams of the New York Times and Paul Scott Mowrer of the Chicago News are spending a month at the French front.

Caroline Wilson of the Chicago Tribune, who spent the winter on a lecture tour in the United States, is back in Paris for her paper, associated with Floyd Gibbons, who crossed the Atlantic on the first armed trip of the St. Louis.

Joseph Grigg of the New York

Complete BOOKLOVER'S PICTUREGALLERY
SUITABLE FOR NEWSPAPERS OF
LARGE OR SMALL CIRCULATION.
\$350.00

which includes everything—8,000 Competition Booklets—complete copy service—mats of all 48 pictures—expert supervision throughout.

An original feature that will wake up every department of the newspaper—and make a profit. Possible only through the originators in this field.

The Booklovers Sales Co.
Incorporated
110 West 40th St., New York City
SEND FOR THE DETAILS.



THE SYRACUSE JOURNAL'S NEW HOME.

World London staff, has gone to Rome in connection with the Cocchi murder case.

Henry Wales of the New York World's Paris bureau took a trip to London recently.

All the American correspondents are buying olive drab khaki uniforms to wear at the front, as they will not be permitted in the United States training camp nor in the American trenches in civilian clothes. This rule has been enforced by the British for some time, although it is still possible to go to the French front in mufti.

Since the death of Serge Bassett, the French journalist, by a shot in the trenches recently, the French are considering the adoption of a rule that all newspaper men must wear either horizon blue or khaki uniforms when visiting the trenches.

Mr. Bassett was killed at the British front, being picked off by a German sharpshooter after he had stuck a red rose, which he found growing in a trench, into the visor of his steel helmet.

KEEPING MAJOR PALMER BUSY.

Major Frederick Palmer, the American censor with General Pershing, has found his original program of morning and afternoon interviews with the correspondents too strenuous and has now decided upon one session a day at noon. The French newspaper men are always seen separately by Major Palmer and General Pershing and the latter sees American, French and English correspondents every Saturday.

SECTION FOR VETERANS.

The Sioux City (Ia.) Journal recently devoted a quarter-page to a feature story regarding the old-timers on the Journal. The list of seven men who have served more than a quarter-century each on the Journal contains the following names: E. W. "Happy" Caldwell, A. A. "Mush" Alburn, Colonel E. T. Hoyt, Colonel Frank T. Crum, William Emerson, W. H. Duncan and George Coghlan.

FINN EDITORS QUIT.

Toivo Hiltunen, managing editor of the Tyomies, Finnish Socialist newspaper published at Superior, Wis., has resigned. Kalle Tahtela, an associate editor of the same paper, has also resigned.

THE TIMES AT A PREMIUM.

All during the past week the New York Times published the lists of names, with addresses, of the men summoned for military draft examination as fast as the exemption boards sent out their notices. The sections of the Times containing the names sold at a considerable premium. This speculation was conducted wholly by newsboys, who found it highly profitable.

Copies of the list, which could have been obtained for 1 cent, with the Times, were sold to the early morning crowd at Brooklyn Bridge for 5 cents apiece. Later in the day the market declined, but as late as 4 p. m. copies found ready purchasers on Park Row at 2 cents each.

Adjutant General Stotesbury asked the Times to forward to his office in the State Arsenal a copy of the Times containing the list of quotas for each district in the state. That list also gave the population of each district and the number of registrants in each.

"We want to get the number of registrants in each New York City district," it was said at the arsenal, "and the Times is the only paper in New York that published them."

YEA, VERILY!

A fictionist in McClure's Magazine gives the following description of a newspaper office: "The city editor stood at his elbow and took the copy, sheet by sheet, as he wrote it. In the composing room above, the presses were already rumbling and growling impatiently for the feed about to be flung them."

GOLF IN CHICAGO.

Carey Orr, cartoonist on the Chicago Tribune, won the monthly golf tournament of the Chicago Press Club held last week at the Indian Hill Club. Paul Warden of the Chicago Herald was Mr. Orr's leading opponent, the respective scores being 84 and 87.

COUNTRY EDITORS MEET.

The annual mid-summer meeting of the Eastern Illinois Country Publishers' Association was held July 27 at Arthur, Ill. Editors in the eighteenth and nineteenth Congressional districts were present. Resolutions were adopted commending the administration of President Wilson.

HOUSEWARMING IN SYRACUSE.

THE JOURNAL MOVES INTO NEW QUARTERS AMID "HONORS OF WAR."

The Syracuse Journal was published from its new home for the first time on Monday, July 30. The first official act of the Journal was to raise an American flag, which was done with the assistance of Mayor Walter R. Stone and representatives of the Army and Navy from the military camp located in Syracuse.

This was accompanied by a housewarming which was attended by the Journal family and a number of guests. Among the speakers was John Budd of the John Budd Company, national advertising representative of the Journal. Harvey D. Burrill, publisher, acted as toastmaster.

The new Journal Building has been pronounced one of the best perfectly appointed newspaper plants in the country. It is two stories above the basement and is devoted entirely to the newspaper. It is located in the heart of the city about a stone's throw from the city hall and about a block from the court house. The building is Renaissance in design and the treatment is suggestive of the business that it accommodates. The exterior is treated with tapestry brick with marble bases and limestone and terra cotta trimmings. The building is entirely fireproof.

The building has 142 feet frontage on East Fayette street and 93 feet on Montgomery street. There is light on all four sides and there are two large skylights on the roof. There are driveways at the side and rear so that it is possible to drive entirely around the building. The building contains 37,000 square feet. The business forces are entirely on the first floor. The press room extends from the basement up through to the second floor so that the two presses can be seen from the street. The press room is 78 feet by 63 feet. The editorial room is 40 feet by 63 feet and the composing room is 77 feet by 63 feet.

The Journal was founded on March 20, 1839, and is therefore in its seventy-ninth year. It has been published every day since, except Sundays without interruption. It is an independent 2-cent newspaper.

STATE JOB FOR MALCOLM.

James Malcolm, political reporter on the Buffalo Courier, will be the editor of State Service Magazine, a new publication relating to state news in New York. It will be published at Albany.

COURAGE OF HIS CONVICTIONS

From Everybody's Magazine.

A witness was being questioned as to his whereabouts for the year past.

"Where were you beginning January, 1915?" queried the attorney.

"With the Boston Herald," was the reply. "I disagreed with the managing editor upon a national political issue."

"Where were you immediately after that?" came next from the attorney.

"Minneapolis Tribune."

"And why did you leave there?"

"Well, I also disagreed with that paper's managing editor upon a national political issue."

The judge's curiosity was aroused by this repeated answer, and he said: "Please tell the Court what this national political issue is upon which you seem to have such decided opinions?"

"Prohibition," was the answer.

PAPER CONTRACTS HELD UP.

MILLS WONT RENEW BEFORE
NOVEMBER—ADVICE OF
A.N.P.A. TO PUBLISHERS.

The current report of the paper committee of the American Newspaper Publishers Association says that manufacturers, including the Great Northern, are generally notifying publishers everywhere that they will not renew for 1918 until the end of November. Any contracts expiring between now and the end of the year will be carried until November and renewed at the same time as all the others.

In renewing contracts the committee warns that publishers should "protect themselves by retaining the right to change size of rolls, and to use standard 8-column 12½-em paper or to change to dry mats, if desirable."

It will be practically impossible for any one to renew for 1918 until the time set, the end of November. This is now receiving the consideration of the paper committee, which reports:

"With present prospects, it does not look as though this arrangement on the part of the manufacturers to have all contracts expire at the same time will be as big a club this year as it was last year. Certainly, if publishers are as careful about their purchases as the manufacturers are about arranging sales, the price will not be as serious as has been anticipated."

EXPORTS.

Further, the paper committee says: "There is no doubt that increasing exports will be very substantially reduced by the Export Council. Manufacturers have deliberately increased these exports to South America and Australia and many re-

ports have been received of large orders being placed for delivery outside the United States. The Export Council, however, will hold these down to a very small minimum, and the increasing difficulties of the shipping situation will also tend to keep this paper in the United States so that we look for a much better situation in future than has been the case in the past year.

PAPER STOCKS.

"Manufacturers very generally are recommending newspapers to take in extra paper and are offering very large quantities of paper for immediate shipment, in addition to urging publishers to take in September and October contract deliveries immediately.

"There is a disposition on the part of some trade papers, and others, to advise publishers to do this, believing that they will obtain paper now in this way, at a lower price than they will obtain it in the fall.

"The paper committee strongly urges everybody to 'sit tight' and not store up paper beyond immediate requirements and minimum protection. Publishers who accept this advice to store paper now will immediately notice a softening in price over the present satisfactory market, and once the price is softened now, manufacturers will easily be able to hold this price for fall contracts.

"Stocks are very heavy and piling up on account of the reduced consumption and larger imports of paper. Manufacturers are now trying to pass these stocks over to publishers, where there will be no record kept of them, and in order to keep the market clear and in good shape for fall contracts. Publishers should remember, however, that stocks in the hands of manufacturers have very much better effect on the market than the same stocks in the hands of publishers, and that mills cannot make any profits unless they make paper.

"There is little danger of many machines shutting down to meet the present market, but of course some machines must shut down to make repairs, as they have been running at full capacity for about two years. This will, however, make them better able to make tonnage during the winter demand and is in the interests of publishers, as well as manufacturers.

PHOTOGRAPH OFFER.

"A great deal of syndicate stuff is now being offered for October and November delivery to newspapers for daily and Sunday photograph sections at very low prices, in some cases reserving the last page for national advertising.

"Publishers are urged not to increase their paper consumption by adopting these extra features, unless they use that feature to increase their selling price. If the plans of these syndicates go through it will mean an enormous increase in paper consumption, very much more than the economies effected have amounted to."

The paper committee advises publishers against accepting these syndicate offers, unless prices are increased to pay for the extra cost, and the change this will effect in the market.

WATER POWER LEGISLATION.

"There seems to be a very excellent chance of passing the proposed water power legislation which was endorsed by resolution by the A.N.P.A. convention on June 21.

"The Walsh Bill, the Small Bill and the Shields Bill aim to make available the water powers now wasted in the public domain and on navigable streams. As outlined here tofore, their passage will have a permanent and favorable effect on the future prices of news print. It is al-

most imperative that such legislation be enacted, if the present monopoly in the production of news print is to be checked.

A large number of the members of the A.N.P.A. have given this matter favorable attention in their editorial columns, and we urge on all members to do so at the earliest possible moment. It seems very probable that this legislation can be passed at this session, but if this is to be done every effort, both through the offices of the newspapers and by direct pressure on representatives in Congress, is necessary.

FEDERAL TRADE COMMISSION'S REPORT.

"The complete reports of the Federal Trade Commission are now available from the Government printing office in Washington. All publishers are recommended to apply to the bureau and receive a complete copy, rather than have us reprint extracts or part of this report.

"The report is very elaborate and goes into the details carefully and while it is much more moderate in its censure of the paper mills than the facts disclosed in the report deserve, it is a very fair and complete statement of the situation in connection with the news print business.

"Be sure and send for a copy.

MILLS CLOSING DOWN.

"The following mills are reported closed down, or running on short time:

"Cheboygan, Groveton, Holyoke, St. George Pulp & Paper Company at Norwalk, Great Northern.

"In some cases these are due to labor troubles; in other cases, shutting down for repairs, which is being extended more than is necessary.

"There is no doubt that much of this shutdown is deliberate on the part of manufacturers to reduce consumption. This has already been brought to the attention of the Federal Trade Commission and publishers are urged to effect all further possible economies, which will now have a much greater effect under reduced circulation and advertising which most publishers are experiencing.

CANADIAN LUMBER EMBARGO.

"The lumber export embargo has been put into force in Canada, which will affect to a great extent in reducing the export of lumber from Canada. This will benefit the pulpwood situation substantially, as wood formerly used for lumber now goes into pulpwood. Price Brothers & Co. alone have now shut down all their sawmills and are now putting their sawlogs and pulpwood both into paper and making more profits than they could make in the lumbering business. Profits on news print paper are now so handsome that they can afford to use large spruce logs which were previously used exclusively in making high grade export lumber."

TO PRINT OFFICERS' PICTURES.

The Chicago Evening Post will print the picture of every officer commissioned at the training camp at Fort Sheridan. More than 4,000 are in training and the pictures will appear by the page, after the fashion of casualty lists in English and Canadian newspapers.

"SPERRITS!"

Mark Twain is still writing, the "ouija board" being used by the humorist now. At least that is the assumption to be gained from a new book, "Jap Herron" dictated via the "ouija" by Twain to Mrs. Lola Hayes and Mrs. E. G. Hutchinson of St. Louis.

Robert P. Kimball of the Omaha Bee advertising department has resigned.

BRUCE HALDEMAN LOSES CASE.

OUSTED FROM THE CONTROL
—KROCK AND HUGHES
NEW MANAGERS.

The Court of Appeals, Kentucky's highest court, on July 27 dissolved the temporary injunction recently granted to Bruce Haldeman, president of the Louisville Courier-Journal and the Louisville Times companies, against these corporations.

The temporary injunction prevented the defendants from removing Bruce Haldeman as business manager and from supervision over and participation in the editorial departments of both newspapers.

Henry Watterson, in the lower court, intervened as opposed to the legality of a private agreement between the three Haldemans in 1912, by which Bruce Haldeman was to be president and business manager and W. B. Haldeman vice-president and director, until one of the three Haldemans should die. He denied ac-



ARTHUR B. KROCK.

quiescence in the agreement and opposed its further enforcement as against public policy.

The lower court decided that Mr. Watterson had acquiesced; the Court of Appeals sustained his denial.

In its opinion the Court of Appeals declared that no private agreement could bind future actions and elections of corporation officers in Kentucky and declared that agreement invalid.

W. B. Haldeman gave the following statement to THE FOURTH ESTATE on August 1:

"Six judges of the Court of Appeals of Kentucky sitting in the case gave a unanimous decision dissolving the injunction granted in the lower court and reversed Judge Wallace on every point.

"Bruce Haldeman, the plaintiff informs me that his suit is ended and his case will be dismissed.

"The board of directors of the Courier-Journal Company and of the Louisville Times Company will control all matters pertaining to the companies in future.

"Arthur B. Krock, managing editor of the two papers, has been elected editorial manager and Robert E. Hughes has been elected business manager."



IF you want more circulation—
If you are contemplating a raise in rate—

If you want circulation SUPREMACY
in your field—

Send for Hollister!

In the field of newspaper circulation experts, Hollister's organization is without a peer. It stands alone. Publishers in every section of the United States know the value of Hollister service. They know they can depend on Hollister when circulation books show a decrease.

Hollister has just completed a successful campaign on the Portland (Ore.) Evening Telegram, and his organization is now at work on the Tacoma (Wash.) Ledger and Daily News.

Complete information and details of the Hollister plan can be had by addressing

C. B. HOLLISTER

General Manager,

Northeastern Circulation Company

Home Office: Davenport, Iowa.

or

Care Tacoma Ledger & Daily News
Tacoma, Wash.

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE VIII.

USE OF GRAPHIC CHARTS IN SHOWING THE FINANCIAL CONDITION OF THE VARIOUS DEPARTMENTS.

BY EDMUND WALKER.
Herald Building, Chicago.

A great deal has been written by auditors (and those who were not auditors) on *graphic charts*, and many modern writers claim to be the originators although *graphic charts* have been known for a hundred years or more. And yet today more misleading charts are being compiled than ever before, simply because the principles underlying the system are not generally understood.

The whole object of a *chart* instead of rows of figures is to present to the reader a clear statement, one which he can at a glance understand and digest, one which he will carry in his memory easily.

And yet how many charts have we seen which contain ten, fifteen and even twenty lines on the same sheet, so that they represent a drawing of a complicated railway terminal rather than a clear statement of the fluctuations of certain expense or revenue accounts.

To start with only one item should be treated on one section of the large sheet.

When it is desired to show comparatively the different fluctuations in different years, then let us use different colored inks so that there can be no confusion.

Charts should only be used for certain items and it is foolish to record all expense items on charts in a newspaper office. Instead of charting an individual expense item it is better to chart the ratio between two or more co-related items.

For example, instead of charting the mechanical expenses in detail and then the overhead expenses in detail it is more intelligent to chart the ratio of productive to non-productive expenses. Chart the ratio of circulation revenue to news print rather than individually.

Of course, I do not say that a chart showing the newspaper consumption week by week or month by month according to your unit of operation is not valuable, but sufficient use of comparative percentages is not being made.

Eleven lines will take care of the charting of the entire expenses of a newspaper.

Each line will represent the fluctuations of the total expense of each department.

Two lines will suffice for the entire revenues, one being used for advertising revenue and the other for circulation revenue.

Another line will record the ratio

EVERY EVENING

Delaware's LEADING Newspaper

CARRIED 22,787 LINES

more automobile advertising the first four months of the year than its next competitor.

EVERY EVENING

ALWAYS LEADS IN

WILMINGTON

DELAWARE

The wealthiest city per capita in America.

BRYANT, GRIFFITH & FRIDRICKS
New York Boston Chicago

between the *liquid assets* and the *immediate liabilities*.

The fifteenth line will record the *profit or loss* made. Thus in fifteen lines we have recorded the essentials of every newspaper.

A busy executive will now glance at these lines and, providing that no line shows any marked fluctuation, he will not concern himself with the detailed statement of expenses or revenues. In other words, the adoption of properly constructed graphic charts allows the executive to give his attention to those parts of his business which need his attention and he need not waste time wading through columns of figures which represent normal expenses.

Other lines can be used for recording the productive percentage of the mechanical departments, the circulation of the paper and so on.

I once heard of a novel form of charting which gave the required results. Fourteen squares were made and black and red blocks were made to fit each square. The managing director would look at these squares and if they all showed black he would close his desk and go to golf, but if one showed red he would require an itemized statement of that particular department, together with comparative figures from the preceding weeks.

This executive obtained the results which graphic charts are supposed to give. He allowed a margin of so many dollars for fluctuations in each department, and so long as the departmental expense remained within the prescribed figures the black square remained, when the total weekly expense exceeded the prescribed amount the red square appeared. I do not advocate that system as being modern and efficient, but it served the purpose very well.

For our business we will prepare the fifteen charts above described and we will also use as comparisons the figures obtainable from the other paper as well as last year's records.

Different colored inks will be used.

Regular graph paper, which is ruled in square, each square being divided into one hundred smaller squares, will be employed and we will be careful not to crowd the records so that one line may run into another record, all records being on the same large sheet although distinctively divided into sections.

Next week we will take up the question of *bad debts*. Some weeks ago, when we purchased the competing paper, we saw that an excessive amount of debts had been accumulated and some provision must be made to prevent this happening again.

MAXWELL HEADS SALES FORCE

J. F. Maxwell, formerly a cartoonist on the St. Joseph (Mo.) Gazette, is now sales manager of the Western Dry Goods Company, Seattle.

JUNE RECORD OF ADVERTISING.

THIRTY-SEVEN NEWSPAPERS SHOW GAIN OVER 1916—N. Y. PICKING UP.

Of 86 newspapers in 16 cities in the United States, records of whose

advertising are kept by the statistical department of the New York Evening Post, 37 showed a gain for June of this year as compared with June of 1916.

Six of the 16 cities showed gains on the same basis. The record of the 86 newspapers, grouped according to cities, follows:

	1917.	1916.	
New York	9,162,609	9,495,084	332,425 Loss
Chicago	4,113,642	4,972,194	858,552 Loss
Philadelphia	4,740,900	4,996,500	255,600 Loss
Washington	2,508,243	2,387,210	171,123 Gain
Los Angeles	4,088,100	3,804,000	284,100 Gain
San Francisco	2,247,638	2,246,202	1,436 Gain
Detroit	3,683,568	3,770,914	87,346 Loss
Buffalo	2,384,282	2,427,782	43,500 Loss
St. Louis	2,797,461	2,981,408	183,948 Loss
Milwaukee	1,771,838	1,128,898	642,940 Gain
New Orleans	1,615,639	1,412,390	203,249 Gain
Cleveland	3,316,950	3,024,150	292,800 Gain
Cincinnati	1,116,200	1,066,500	49,700 Gain
Baltimore	3,046,465	3,240,867	194,402 Loss
Minneapolis	2,328,618	2,319,310	9,308 Loss
St. Paul	1,541,820	1,565,944	24,024 Loss
Total	50,584,186	51,784,294	1,200,108 Loss

Newspapers in New York City have begun to pick up the slight loss in advertising which immediately followed the entrance of this country into the World War.

For the month of May they showed a loss of 206,800 agate lines as against the figures for the same month in 1916, but for the month of June the loss was only 185,981 agate lines as against the number for that

month a year ago.

Seven out of the seventeen newspapers in New York City, whose records are followed by the statistical department of the Evening Post showed a gain for June of this year over June in 1916.

The largest gain was made by the Evening Post, with 77,525 more agate lines for June, 1917, than for June, 1916.

MAKING CHINA AND AMERICA BETTER ACQUAINTED.

Teaching Americans and Chinese to know each other better—a task sadly neglected in the past, say authorities—is the object of Millard's Review, a new weekly published in Shanghai, China. It is edited by



J. B. POWELL

Thomas F. Millard of Shanghai and J. B. Powell, who until recently made his headquarters at the University of Missouri School of Journalism, at Columbia, Mo.

The magazine is printed in English and deals with international affairs from an American point of view, with an eye to conditions as they will probably exist after the conclusion of the present war. Its

appearance, style and typography follow high American standards.

Miss Margaret Powell of Hannibal, Mo., a student in the school of journalism, will leave late in August for Shanghai to work on the Review.

NEW ENTERPRISES.

ROLLA, KAN.—Albert B. Edson has moved the plant of the Bennington Democrat to this city, where he will start a new paper.

WICHITA, KAN.—The Continental Publishing Company, organized with \$30,000 capital, will publish the Petroleum News, a weekly devoted to oil and gas affairs. The organizers are R. M. Hobson and J. E. Stanley of College Hill.

SAPULPA, OKLA.—A new Democratic county newspaper is to be started here.

DALHART, TEX.—The first issue of the Dalhart Church News made its appearance here July 14. Amazon Bradford and Frank Klein are the publishers.

HE HAD IT TRAINED.

E. J. Miller of the Minneapolis Tribune, while on a visit to friends in Peoria, Ill., recently, lost his \$50 watch. After missing the time-piece he retraced his steps about the city and finally located the watch lying in the gutter, carefully concealed beneath a stray wisp of paper.

Hugh Jeffries has sold the Webster (Wis.) Enterprise to H. Hinshaw.

July Gain

IN JULY

The New York Times

published 875,401 lines of advertisements, a gain of 83,450 lines compared with July, 1916, and, deducting help and situations wanted advertisements, a greater volume than any other New York newspaper.

Average net paid circulation, daily and Sunday, exceeds 344,000 copies.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company. Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary. 232 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 58c; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS. (Except Special Editions, TWENTY-FIVE CENTS.)

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, 51 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
232 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7748 Columbus.

ERNEST F. BIRMINGHAM, Publisher

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; again measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$250; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessaries, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 25 lines in depth of column) double price.

No. 1223

FOR THE WEEK ENDING AUGUST 4, 1917.

CENSORSHIP MUDDLE HAS GONE FAR ENOUGH.

In his statement announcing the new war news censorship regulations Director Creel of the Bureau of Public Information said that "repeated and serious violations of the voluntary censorship have been attempted to be excused on the score of misunderstanding," and that a "re-statement" is made with the idea that hereafter there shall be no room for doubt as to the committee's desires.

The instances in which the most serious charges of violation have been made, however, have not resulted from misunderstanding of the committee's rules, but from following them implicitly.

These instances have involved publication of dispatches passed by the European censors, announcing the arrival of American military units in Europe.

On this subject the committee's only standing rule, contained in the general list promulgated May 28 and never replaced or revoked until July 30, was as follows:

"All messages received from abroad by cable or wireless are censored at the point of dispatch or receipt and are free for publication, unless some especial circumstances arouse the suspicion of the editor."

Now, under these circumstances, the newspapers can be blamed for printing matter that came to them according to rules seems beyond just reasoning.

The mix-up which resulted from the present system was again emphasized on July 28 when dispatches announcing the arrival of more troops in France came through by cable and were published just as if the Bureau of Public Information did not exist.

Just how this happened nobody seems to know.

The War Department absolutely refused to sanction the publication of the news, although as a result of arrangements made by Bureau Director Creel following the first instance of this kind it was supposed that any such news that came by cable had been properly passed by an American censor and could be printed.

After the publication of the news on July 28 all over the country the Committee on Public Information began its customary attempt to prevent publication.

Its refusal to "release" the news, which was appearing in extra edi-

tions everywhere, complicated the muddle.

The Associated Press refused to accept the Public Information Bureau's ruling that the cable story should be "killed" even if it had already been printed, asserting that there was no prohibited information in the story.

Individual newspapers were told they must not print the story, but they were unable to find out if the same ruling had been given to other newspapers and press associations that had not asked for information.

Also the trouble has not been altogether in Director Creel's bureau. Saturday evening Secretary Daniels ruled that the news that the Vaterland had been commissioned must not be printed, although he had given it out in the afternoon.

The Bureau of Public Information sent out word to this effect. At 9 o'clock Mr. Daniels, however, decided to revoke his earlier ruling, but it was 11 o'clock before word of this was sent to the newspapers.

Explanation of the information bureau was that it was necessary first to close the outgoing cables in New York to the news before giving out Mr. Daniels' release order, and this consumed two hours.

Secretary Baker was angry over the fact that the news of troop arrivals had not been suppressed, as he had every reason to suppose it would be.

When the mix-up occurred over the publication of the announcement that the first transport contingents of the Pershing expedition had arrived, Secretary Baker told Director Creel that the Army's interests were being jeopardized, and the latter promised it would not happen again—that a satisfactory censorship of military movements would be immediately worked out between the United States, French and British authorities.

That the self-same trouble has developed again only shows the Government to be at fault.

The newspapers can do no more than abide by the rules—which the great majority have faithfully done—and those that have not should be singled out for appropriate punishment—instead of their names being withheld and the "scolding" meted out to the press generally.

Matters cannot continue much longer in their present muddled way. It was a mistake to make one man

the nation's publicity agent and at the same time the nation's censor.

This, apparently, is now realized by Mr. Creel himself, who has recommended to President Wilson that the Bureau of Public Information be relieved of the duty of passing on newspaper dispatches, and instead put the whole thing up to the newspapers to voluntarily abide by the rules.

No matter whether the President is willing to do just that or not, it is a certainty that ultimately the war news censorship must be taken out of the hands of the information bureau.

There is no doubt that the newspapers would welcome advice on what they should and should not print, and it seems that a bureau organized by the War Department or the Navy Department, or both, with capable newspaper men advisers, would command greater confidence than the present plan.

If the Government will properly take care of its outgoing cable and wireless censorship, there will not be one bit of harm in news of any kind being printed in the United States.

When the Government does that there will be no need of rules or anything else to govern our home newspapers.

HOW MUCH LONGER WILL PEOPLE STAND IT?

The cartoon on the opposite page of THE FOURTH ESTATE, entitled "Go Prepared, If You Wish to Enjoy the Scenery," hardly needs any word of explanation.

The folks who own automobiles and the folks who do not—in fact everybody who is robbed of the privilege of enjoying nature's scenery by the billboard advertisements—know how true the picture is of life today.

How much longer are the people going to stand for this trespass?

This condition of affairs is going to last until people are roused up to demand their rights.

And that time would not be long coming if the newspapers would earnestly set about to educate the public to resent the billboards' intrusion.

If every citizen who is being robbed of his rights to nature's beauties would decide he wouldn't patronize any product advertised on a scenery-destroying board, the intruders would soon come to terms.

GENERAL OTIS' DEATH A DEEP FELT LOSS.

In the death of General Harrison Grey Otis, proprietor of the Los Angeles Times, American journalism and the nation loses one of its most noted figures. He was one of the last of the old-time fighting editors that have made ever-lasting fame for themselves, in years gone by, in the annals of American newspaper history.

Henry Watterson, editor of the Louisville Courier-Journal, is now about the only one left.

General Otis' career brought him well earned honors as a warrior for his country and for his own ideals of the right.

His spirit as a fighter was well exemplified in his editorial work. He was never known to give up in any task he undertook, and his life-long, unyielding war on labor unionism is probably without an equal in the history of the United States.

For years he was marked for revenge, the climax of which came in 1910, when the Los Angeles Times Building was blown up with terrible loss of life and injury to the employees. The life of General Otis was miraculously spared and he had the satisfaction of fastening the crime to labor union perpetrators and securing their conviction.

Even that warning never stopped

his crusade. He kept it up until the day he died.

Some years before the actual dynamiting occurred, when threats were made on the General's life and friends sought to get him to flee for safety, he refused to leave his desk where he was turning out editorials on the situation, saying:

"My heart is here; my work is here. If they must dynamite the building, I do not know what better grave I could have than under these stones."

That was typical of the man. He would not quit at anything.

General Otis and the Times were potent factors in the growth of Los Angeles from a small town to the foremost city of Southern California. They were leaders in every movement for the city's good.

The loss of General Otis leaves a niche in the nation's civil and newspaper life that will not be easy to fill.

NOTE AND COMMENT.

The Farmer's Guide, Huntington, Ind., through its house organ, Business Chat, has started a discussion along interesting lines, namely, how the small town retail merchant can retain trade of the surrounding rural district. He is advised in the July issue to adopt the progressive tactics of the merchant in the neighboring large city, who now gets the rural trade, and to advertise in the local press. Further articles will be devoted to the part played by the local banker and the local publisher in building business.

The Chicago Tribune on July 29 printed the admonition "Consult your conscience before you claim exemption" in the "ears" on the front page of each section.

The Paper Mill declares that it has located a mill where news print paper is being made without sulphite at the rate of 500 feet a minute upon a flat wire, producing daily 40 tons of paper out of 100 per cent ground wood and thereby saving 12 tons of sulphite daily. The name of the inventor and the location of the mill are now secret, but will be disclosed later, it is said.

Six Toronto newspapers will pay \$86,918 more in wages next year to the 455 employees, in addition to greatly increased expenses for ink, metal, news print, etc.

John Welsh, manager of a paper company at Green Bay, Wis., has invented a process of de-inking paper, which he believes will partially solve the news print shortage. The finished product of the Welsh formula is a bluish-gray paper said to possess great strength. Green Bay publishers have already used some of the new product.

William Hale Thompson, mayor of Chicago, whose anti-American views have made him the target of much adverse criticism, now asserts that the prejudice against him is due to his being misquoted repeatedly by the Chicago newspapers. All the Chicago papers, however, have printed the same kind of material regarding His Honor.

"Read the advertisements in a paper first," was the advice given by Professor Fred C. Ayer of the University of Washington education department in a recent public lecture. He told his audience that mental journeys among advertisements would add greatly to their education and happiness.

J. W. Alexander, editor and owner of the Waynesboro (Miss.) News-Beacon, has sold the paper to Ernest C. Waterman of Russellville, Ala.

PURELY PERSONAL.

D. D. Moore, publisher of the New Orleans Times-Picayune, was one of the week's visitors in New York City.

Griffith Hughes, proprietor of the Victoria (B. C.) Daily Times, has offered the government the use of his estate at Cobble Hill, B. C. The Canadian government, in accepting the offer, announced that it would be a convalescent station for Canadian soldiers returned from the front.

Mrs. Emma Abbott Gage, editor of the Annapolis (Md.) Evening Capital, has resigned from the board of trustees of the Anne Arundel County Home.

"Tex" Irwin, a police reporter for the Cincinnati Commercial-Tribune who has been studying for the ministry at Wooster, O., is spending his vacation by working for the Commercial-Tribune.

Chapin Hall will return to the Phoenix (Ariz.) Gazette this month after a temporary stay in Warren, Pa.

George D. Kitzinger, business manager of the Interstate Banker, a Cincinnati weekly for bankers and investors, was on a business trip to New York this week.

Charles A. Jones, a newspaper man of Columbus, Ohio, is managing the "dry" fight at Ironton. Jones was secretary of the Ohio state tax commission during the administration of Governor F. B. Willis.

Sam Davis, the Nevada newspaper man who suffered a stroke of apoplexy in San Jose, Cal., some time ago has been removed to a sanitarium at Berkeley and is slowly recovering his health.

William D. Potter, formerly a department manager of the San Francisco Chronicle, was elected president of the Reserve Officers' Training Camp Association of Spanish-American War Veterans recently.

Major Franklin P. Kenney, chief army recruiting officer for the Chicago district, was a guest at a special dinner given in his honor by the Chicago Press Club. Major Kenney is an old newspaper man and the dinner was in recognition of his highly successful efforts in running up Chicago's army of enlistments.

Miss Mabelle Justice, a former well known Chicago newspaper writer and now a prominent scenario writer, has been chosen to write a Red Cross movie drama.

A. E. Gonzales, president of the Columbia State Company, publisher of the Columbia (S. C.) State, is undergoing a period of treatment at the International Health Resort in Chicago.

Jess Krueger of the Chicago American has been assigned to cover the story of the troop mobilization at Springfield following the state draft.

Charles Carpenter, reporter on the Chicago American, is back at work after a lay-off of several weeks due to a broken leg.

GENNRICH ACTING PUBLISHER.

E. B. Gennrich, secretary of the Milwaukee Free Press Corporation, is acting as publisher, pending the appointment of a successor to C. J. Zaiser, who resigned a short time ago.

Mr. Zaiser is now devoting his full time to the County Commissioner's Magazine, published in Milwaukee. It is a class paper, ten months old, in the interests of county officials all over the country.

WIDOW WILL PUBLISH.

Mrs. Ben T. Baker has succeeded her husband, who died recently, as owner of the Smith Center (Kan.) Journal.



GO PREPARED IF YOU WISH TO ENJOY THE SCENERY.

(See Editorial on opposite Page.)

(Copyright by Life Publishing Company.)

STAFF CHANGES.

Ralph A. Hull has resigned from the staff of the Columbus (Ohio) State Journal to become a desk man for the Associated Press at Chicago.

Kenneth Toill, who has been on the staff for several years, has joined the local staff of the Columbus (Ohio) Citizen.

William Telfair Daugherty has become a member of the staff of the Columbus (Ohio) State Journal.

John W. Priest, local editor of the Jacksonville (Ill.) Courier, has become telegraph editor on the Springfield (Ill.) State Register.

Floyd Williamson, reporter on the Jacksonville (Ill.) Journal, has resigned to join the Springfield (Ill.) State Register.

F. E. Gilmore of Cincinnati has been appointed advertising manager of Kentucky Farming, Louisville.

Charles M. Kelley has resigned as editor of the Altoona (Pa.) Times to take up advertising work. He has been identified with the Times since his thirteenth year, serving in every capacity from apprentice to editor and general manager.

John A. Lancaster, of the Hudson Dispatch, Union Hill N. J., has resigned and William Hutches, of the Paterson (N. J.) Call, succeeds him.

Miss Helen McLaughlin, formerly of the Perth Amboy (N. J.) Evening News, has joined the staff of the Hudson Dispatch, Union Hill N. J., as social writer in Hoboken.

Jeremiah J. Toohey and Harry Carmody, two reporters on the Hoboken (N. J.) Observer, have resigned.

James A. Mills of the Associated Press force in New York has joined the American Red Cross Commission in Roumania as a first lieutenant.

H. L. Rennick of the Chicago Associated Press bureau has been sent to the Petrograd bureau in Russia.

William Smyth has succeeded

Harry Grayson as sporting editor of the Portland Oregonian, the latter having enlisted in the Marine Corps.

VACATION NOTES.

George French, who left for Canada with Mrs. French on July 30, has promised his fellow members of the New York Advertising Club to get a nice picture of himself holding a long string of bass, which he expects to acquire by conquest, purchase, loan or other legal method.

Jacob A. Meckstroth, state house man on the Columbus (Ohio) State Journal, is spending his three weeks' vacation at the home of his parents in Auglaize County, Ohio.

Thomas A. Daily of the Cleveland Plain Dealer sporting staff is spending his vacation at Columbus, his home.

William H. Rankin, president of the Chicago advertising agency bearing his name, is spending his vacation with his family at "Chedwell," Dewittville, New York. Wilbur D. Nesbit, vice president of the same company, is enjoying his annual rest at Bay View, Mich.

Mac Tinee, movie editor of the Chicago Tribune, is enjoying a vacation far removed from the frenzied flickering of the films. Her work is being handled by Miss Mabel McElliot.

Justin Forest, assistant city editor of the Chicago American, is on his vacation.

L. M. Bell, managing editor of the Washington Herald, and Mrs. Bell are vacationing at Wildwood, N. J.

H. W. Brown, of the New York Times editorial staff, is at Avon-by-the-Sea.

H. T. Webster, cartoonist for the Associated Newspapers, and Mrs. Webster are in Nova Scotia.

Joseph Garretson, managing editor of the Cincinnati Times-Star, is spending two weeks in New York.

WEDDING BELLS.

P. L. Appar, New York special representative, has just returned from his honeymoon. He was married quietly about two weeks ago to Miss Elizabeth Cain and most of his friends found out about the happy event after it was all over.

Walter J. Reck, night editor of the Associated Press at Columbus, Ohio, and Miss Clara Myers of Detroit were married a few days ago.

Max H. C. Hirsch, superintendent of the German-American Publishing Company, at Columbus, Ohio, and Miss Lola D. Milisor of Marion, were married on July 30.

Jack Rosenbloom, advertising manager of the Boston Store, Columbus, Ohio, and Miss Lillian Cohen of Scranton, Pa., were married in Buffalo last week.

Mrs. Frances Cabanne Scovel, society editor of the St. Louis Post-Dispatch will be married soon to Captain William F. Saportas of the United States Field Artillery, according to an announcement just made in St. Louis. Mrs. Scovel is the widow of Sylvester Scovel, who was war correspondent for the New York World during the Spanish-American war.

INTRODUCING MR. SPENCER.

Ernest T. Spencer, who is now managing editor of the Ogden (Utah) Examiner, is a native of that city and has spent most of his fifteen years of newspaper work on Utah newspapers. He started on the Ogden Standard in 1902 and has occupied various positions on Ogden and Salt Lake City newspapers, shifting at times to the Mexican border when trouble threatened and spending two years on the staff of the Boise (Idaho) Statesman.



ERNEST T. SPENCER.

He has also put in a little time on Pacific Coast newspapers as a cartoonist and special assignment man. He has contributed and illustrated short stories for various magazines and has written two vaudeville sketches which were successfully produced. As a schoolboy he established in 1896 the official paper of the Ogden public schools, which is still enjoying life.

Mr. McCoy is the new proprietor of the Arnold (Neb.) Sentinel.

THE PATRIOT-O-WHIRL The Newest and Best Automobile Accessory

Join in the Patriotic Spirit of Liberty
and FLY YOUR COLORS

The Patriot-O-Whirl is rainproof and indestructible. Consists of three heavy sheet steel wheels, enameled in red, white and blue, and attached to the radiator cap or wind-shield of the automobile, it revolves with great velocity and makes a very striking appearance.

PUBLISHERS:
Here's the Biggest Winner Ever Offered!

Can be used on boats, bicycles and motorcycles. Retail Price, \$1.00
Write today for special price on quantity orders.

S. BLAKE WILSDEN
Premium and Advertising Specialties
29 E. Madison St., CHICAGO.

ASSOCIATION OF N.Y. CIRCULATORS

PROPOSED BY J. M. ANNENBERG
OF SCHENECTADY—MEETING
PLANNED THIS MONTH.

Circulation managers of New York State dailies will soon have an organization of their own, along the lines of the New England Association of Circulation Managers, the new Illinois association and others, if the plan just proposed by J. M. Annenberg, circulation manager of the Schenectady Union-Star, meets with general approval.

Mr. Annenberg was induced to propose his plan at the present time by what he saw at the recent meeting of the New England association, which he attended as a representative of the International Circulation Managers Association. He is chairman of the program committee of the latter organization. In proposing the union of the New York circulators, Mr. Annenberg says:

"On July 11 and 12, I had the pleasure of attending the meeting of the New England Circulation Managers' Association. This meeting was certainly a most interesting affair and afforded the members from New England an opportunity to talk over and discuss many subjects of vital interest to their publishers. All the members seemed to be intensely interested in their association and meetings and from the attendance it can be seen that they derive a great deal of benefit. Since returning home it has oc-

The True News FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK

curred to me that it would be a mighty fine idea for the circulation managers of the big state of New York to organize a New York State Circulation Managers Association.

"I believe that by having an association and meetings semi-annually or quarterly, same to take place in some central city or wherever the members think best, that it would be of inestimable value to every circulation manager. There are many vital subjects to interest state members.

"One very important subject that seems to be facing the newspapers throughout the country, 'The Child Labor Law and the Newsboy,' should be handled by a committee of circulation managers the same as it was handled very successfully in a big Western state to the advantage of the publications. There are many other problems coming up all the time and an association of circulation managers could be of great help to the state members and their publishers.

"I have had correspondence with James McKernan of the New York World, Willie Hoffman of New York Staats-Zeitung, M. D. Treble of the Buffalo Times, E. F. McIntyre of the Syracuse Herald and others. They are all enthusiastic about forming an association. We believe that if you and other circulation managers look favorably upon the proposition that that it would be a good idea to call a preliminary meeting the latter part of August to be held in Schenectady. At this meeting we could discuss ways and means of further promoting the organization."

KEEN PUBLISHERS Everywhere Are Buying Electric Bulletin Machines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

**National Electric Bulletin
Corporation.**
NEW LONDON, CONN.

T. C. M. A. TO MEET IN BEAUMONT.

GENERAL DISCUSSION WILL
TAKE PLACE OF PAPERS
READ BY MEMBERS.

The annual meeting of the Texas Circulation Managers Association will be held on August 16 and 17 in Beaumont. President Herbert Peters, of the Galveston Tribune, informs THE FOURTH ESTATE that the circulation managers of all Southern newspapers will be invited to attend.

E. C. White, business manager of the Houston Chronicle and chairman of the program committee, has submitted the following program for the meeting, with a general discussion of these topics taking the place of papers by individual members:

1—Welfare of the newsboy and how can the circulation department improve it?

2—Relation of the circulation manager to the editorial department.

3—Should all agents, newsdealers, newsboys and carriers be charged the same rate for the papers? If not, why not?

4—Relative importance of comics, features, serials, editorials and news columns in making the paper salable.

5—Do you think the tendency is toward more dealer and less mail circulation, or more mail and less dealer? Which is best, in your opinion, and why?

6—Has the tendency of the publisher to reduce the number of pages and increase the advertising space in each issue had a tendency to reduce circulation or cause complaint from your readers? Do you think subscribers like a great big paper, say 18 to 24 pages each day, or do you think they prefer papers with less bulk?

7—The relation of the state organizations to the I.C.M.A.

8—The best way to handle soldier circulation.

9—The best way of filling positions of employees who are taken away for military service.

10—How to make up the increased expense to the publisher, if the postage rate is increased.

11—Is it practical to send agents' bundles via express, when transfer from one line to another, or from one express company to another, is necessary?

12—Liquor ads—do you publish two editions, one for wet and one for dry territory, or has your paper eliminated all liquor advertising?

13—Colored circulation—is it worth while from a circulation viewpoint—from advertisers' viewpoint?

14—Is it better to have the entire circulation under one man, or to have it divided in city and county, with a manager in charge of each.

15—Best plan to increase rate to agents without increasing price to subscribers.

16—What benefit does a circulation manager get from joining the T.C.M.A.?

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)

Specimen Copy Sent Free

Address: 14 Cross Street
FINSBURY, LONDON, ENG.



I Get the Money!

J. A. McAVOY

Special Editions
Weekly Review Pages
Cartoon Books

Not! Esch. Bk. Bldg.
PROVIDENCE, R. I.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

Late Ad-Route orders

Dallas Times Herald, Baltimore News, Springfield Leader, London Free Press and Memphis Press.

You need this little semi-monthly newspaper house organ.

The International Syndicate
Established 1899. BALTIMORE, MD.

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

BOOST YOUR SUBSCRIPTION LIST. Use original subscription-getting campaigns, prepared by circulation expert and adapted especially for your publication. No contests. Subscriptions come on merits and "stick." Write George F. Bucknam, Box 2792, Boston, Mass.

17—Cooperation—between competitive newspapers.

18—What features are best circulation builders?

19—What is the best plan for encouraging carriers to secure new business?

20—How is it best to handle service copies, such as correspondents, R.R. and P.O. employees and advertisers' copies?

21—Best plan to stuff Sunday issues. How is it best to handle stuffers, by contract or under foremen?

22—How do you handle foreign news dealers to get your money and not allow any returns?

23—Why all papers should cut out return privilege.

24—Best way to get news companies on trains to handle enough papers without the return privilege.

The Wickenburg (Ariz.) Miner has been purchased by F. H. McKay, Jr., from A. D. Akin.

THE FOURTH ESTATE

232 West 59th Street, NEW YORK

The News	For over two decades THE FOURTH ESTATE has been furnishing the newspaper and advertising world with prompt reports of the happenings in this great field of endeavor and accomplishment.
But \$2.00	In the course of one year, fifty-two issues, over 21,000 items of interest, information, importance and genuine value, are furnished to subscribers for \$2.00.
An Army of Generals	The subscription list of THE FOURTH ESTATE is a representative roll of the men who are known for their activities and accomplishments in the advertising and newspaper field—a real army of generals.
Fifty Millions in Newspapers	A canvass of those on the subscription list who direct the advertising investments of large concerns shows that regular readers of THE FOURTH ESTATE spend approximately \$50,000,000 annually in newspapers.
Earnest Advocate of Advertising	THE FOURTH ESTATE has concentrated its efforts for almost a quarter of a century on having the newspaper recognized as the pre-eminent publicity medium—and its efforts have borne fruit.
Two things YOU can do	For the news of the great field it covers, read THE FOURTH ESTATE. To reach those who spend millions in newspaper advertising and buy the machinery and supplies for newspaper making: Advertise in THE FOURTH ESTATE.

HOME-DELIVERED VS. STREET SALES.

FORMER PERMIT DEFINITE
FIGURES IN DEMAND BY
ADVERTISERS.

By C. M. SCHOFIELD.

Circulation Manager, Worcester
(Mass.) Gazette.

Years ago it made little or no difference to a publisher or advertiser whether a newspaper sold 100 copies on the street or 1,000 copies. Today an advertiser asks, before he places his advertising, how much carrier circulation a paper has, how much dealer and street sale circulation. He wants to know where every copy goes.

A publisher wants home delivered circulation for several reasons. A street sale paper is uncertain, as it depends on the weather, the number of people on the street, and boys on the street corners. Many times a boy is sick and does not show up on his corner. By the time another boy replaces him much valuable time has been lost.

The writer does not know how it works out on other papers, but in Worcester, if a boy is not on his corner we lose about 50 copies out of the 200 papers sold on that particular corner. The reason is that the new boy does not know who the regular customers are. Many times a person hurrying for a car would not buy a paper on the street if his particular boy did not run up to him and hand him his paper. This loss of 50 copies means that the net paid circulation

is cut down one copy a day for fifty days.

That means that the circulation manager must get another subscriber at a cost of from 50 cents to a dollar in order to hold the average.

Inclement weather does not affect home delivered circulation. The route carrier rarely misses a subscriber even in severe storms, whereas street sales drop considerably when the weather is bad.

Then, too, street sales are affected by holidays. On Wednesdays and Saturdays, when stores and shops close at 12 o'clock, the advertiser does not get the benefit of the entire circulation of a newspaper. In Worcester the evening papers lose several hundred copies on account of the stores closing on Wednesdays at noontime, and there is a heavy drop on Saturdays because the stores keep open until 9 P. M. and the shops close at 12 o'clock noon. A newspaper with a large street sale circulation also loses on Jewish holidays, which come twice a year and last a week. All Jewish boys refuse to carry papers on those days, but the home delivered papers are not affected, as substitutes are provided to take the places of the Jewish carriers.

If the circulation of home delivered papers is dropping off, the publisher ferrets out the reason, and if the trouble is with the carrier service, it can soon be remedied, but with a street sale circulation no track can be kept of the subscribers.

WHERE "HOME-DELIVERED" WINS.

A paper bought on the street, in some cases, only means one reader. If that paper was delivered to the home it would arrive very much earlier and all the members of the family would have a chance to read it.

Maybe little Johnny is looking for a bicycle and happens to run across an ad "For Sale, a second-hand bicycle. Will sell cheap."

Mother also has time to read the department store advertising more thoroughly before the man of the house comes home. Mrs. Jones, who doesn't happen to take an evening paper drops over to Mrs. Smith's house, who is a regular subscriber. Mrs. Smith has just finished reading the evening paper and says to Mrs. Jones: "There is a great bargain in the paper tonight, six cakes of soap for 25 cents."

The next morning Mrs. Jones and Mrs. Smith make ready to go downtown to take advantage of this wonderful bargain. The advertiser not only gets the benefit of the family's reading but the neighbors' as well.

An advertiser does not ask, when he places his advertising, what the net paid circulation is on a certain day. He wants to know what the average is for the week, month, and year. With a large street sale circulation a paper cannot show as large net paid figures as a home delivered paper.

Taking everything into consideration, the writer believes that home delivered circulation is more desirable to an evening newspaper, to hold the advertising patronage, than street sales. And for this reason the Gazette devotes its entire energy to securing home delivered circulation.

CHANGES IN LAUREL.

E. E. Hoffman, city editor, is in charge of the news and editorial departments of the Laurel (Miss.) Leader, and L. L. Brasfield, business manager, is in charge of the revenue of the paper, pending the appointment of a publisher to succeed Mott Ayers, who recently died.

QUITS MEAT PAPER.

J. M. Starke, who has represented the Kansas City Packer, a weekly trade paper in Texas, for a number of years, has resigned.

COUPONS AS A WAY TO ECONOMY.

THEY HAVE WORKED WELL IN
THE PAST AND MAY DO
SO NOW.

By EDWIN T. JONES

In view of the nation-wide wave of economy which has been forced upon the people, through the general and enormous increase in the price of all commodities, it might be an opportune effort—certainly one that should meet with universal public appreciation—to use as a circulation feature a "cash discount saving coupon."

Premiums are, as a rule, attractive, but every premium—at this critical period—has the disadvantage of an outlay, probably an unnecessary outlay, upon the part of the reader of the newspaper offering said premium. Unnecessary expenses are not advisable and should not be encouraged in the face of present conditions. The "cash discount saving coupon" is something that can be used by the circulation manager of a newspaper, I believe, to very good advantage.

It may not produce a spasmodic increase in circulation, undoubtedly it will not, but it will produce a strong feeling of appreciation upon the part of the readers which will do much towards the permanent upholding of circulation.

I tried out this "cash discount saving coupon" over twenty-five years ago, during my management of New York Morning Journal. The coupon I used with the Sunday Journal only.

While every line of commodity was at a normal condition in those days, the use of the "cash discount saving coupon" proved that a very fair percentage of the reading public appreciated, and took advantage of, the opportunity of saving from 5 to 10 per cent upon the amount of their cash purchases.

The saving value of the coupon can be made to cover every line of commodity—wearing, household furnishing, food products, etc., can all be brought under its saving influence.

I ran this "cash discount saving coupon" for about six months with the Sunday Journal and in addition to receiving many encouraging comments from readers I was able to trace a very healthy increase in the circulation.

My plan of operation was simple. I secured signed agreements with merchants and storekeepers in every section of New York—this agreement covering the period of the running of the coupon by the newspaper—in which they agreed to give to the cash purchaser of any commodity sold by them, presenting the "cash discount saving coupon" after the purchase of the article, a cash discount covering the discount stipulated in the coupon.

Make the discount 5 per cent or 10 per cent if possible—5 per cent will probably be all the average merchant or storekeeper will be willing to allow.

The coupon has a double benefit value—it saves upon every cash purchase—it has a strong tendency towards the curtailing of charge accounts.

This "cash discount saving coupon" if generally put into effect by circulation managers would be the means of saving for every family in the country at least the amount necessary to the purchase of their daily newspaper.

I might go even farther and say that every one cent daily newspaper could sell for two cents and through the daily running of this coupon, the reader could still save the amount of his weekly expenditure.

I recall distinctly receiving a very

thankful letter from a young married couple in Connecticut. They came down to New York to buy their furniture for their new home and saved through the use of one of the Sunday Journal's cash discount saving coupons nearly forty dollars—a very gratifying compliment to the efficiency of the coupon.

I am only making a suggestion—merely giving an outline—the old thought has been renewed by the urgent appeal for practice of economy and the universal demand for a lower standard of all commodity prices.

NEWS NOTES OF CIRCULATORS.

E. C. Ninde, for a long time connected with the Hopewell (Va.) Daily Press, has resigned.

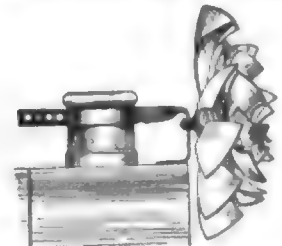
Keeve S. Steiner, formerly circulation manager of the Richmond (Va.) Evening Journal, has just assumed his duties as manager of the circulation department of the Richmond Times-Dispatch. Mr. Steiner is also the representative in Virginia for the New York American.

Victor Werne, formerly traveling representative of the Times-Dispatch, has been made assistant circulation manager.

The Doylestown, (Pa.) Intelligencer closed a successful circulation contest last week in which an automobile, Liberty Bonds and cash were awarded to a dozen or more successful candidates. The campaign was conducted by the National Circulation Company and was the third that company has held for the Intelligencer.

The Glens Falls (N. Y.) Daily Times is putting on an automobile contest under the direction of John C. Montgomery.

"Show Your Colors" is the password among many Americans, especially motorists, today and an idea which has just appeared in the premium market under the title of the "Patriot-Whirl" is expected



to make a bit. It can be attached to the radiator cap or windshield of any car and revolves with the wind, like the old-fashioned pinwheel.

That explains the "whirl," and the "patriot" is explained by the fact that it is composed of three colored wheels, the outside one, eight inches in diameter, enameled in red. The center wheel, 5½ inches wide, is done in white, and the small wheel, 2½ inches wide, in blue. It also serves as a flag-holder, space being provided for three small standards behind the "whirl." It has been successfully introduced into several cities.

FOR BIRMINGHAM'S RED CROSS

And Old Newsboys Day in Birmingham, Ala., recently netted \$4,361.10 for local charities. Many men of prominence, formerly newsboys, re-entered the work for a day for the benefit of the fund. The newspapers donated the papers for the day.

Clarence Ellsworth has sold his interest in the Ripon (Wis.) Commonwealth to Otto Luck.

Fine
Quality

FELT PRESS and MOULDING BLANKETS

DIRECT
from Factory
to Newspaper

at

ONE PROFIT

Write for prices to
Newspaper Dept.

Chas. W. HOUSE
& Sons

UNIONVILLE,

CONN.

BUSINESS OPPORTUNITIES.

Country weekly and job office, without competition, in village of 800, and building in which to operate same can be leased for \$25 per month. Equipment includes 3 presses, cutter, etc.

Proposition P. G.
CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

The Cosmopolitan Central West

No better field in the world for profitable and enjoyable newspaper work. This office has several exceptional offers of newspaper properties in this section. Buyer's interests, as well as seller's, properly protected. Kindly submit references.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

Newspapers For Sale!

Opportunities few to buy California dailies in good location. Evening paper, job shop, good equipment. Town 12,000. Price \$30,000 to move it. Liberal terms. No Agents. Box 1156, Los Angeles, California.

NEWSPAPER ADS GET INVESTORS.

(Continued from Fourteenth Page.)

This combination of publicity value, plus remunerative returns, accomplishes a two-fold result. It serves to hold the investor and at the same time is constantly creating new ones.

The appropriation for such a campaign should not be an arbitrary sum, subject to whim, caprice or uncertain business forecasts. Its very life, not to mention its cumulative force, depends upon the expenditure, however large or small, bearing a logical and at the same time, absolute relation to the gross results.

NEWSPAPER INFLUENCE.

"No American need blush for the moral tone of the newspaper that goes into his home."

Thus spoke Joseph F. Berry, bishop of the Methodist Episcopal Church and himself a former editor, in a recent address.

It was a clear-cut, manly tribute to the wholesomeness of the average American newspaper, comments the St. Joseph Gazette.

For, of course, the bishop did not intend to convey the idea that every newspaper in the land was clean and inspirational. He gave praise to the press as a whole, and he added that the newspapers are growing ever better with the passing years.

"I attach tremendous significance," Bishop Berry declared, "to the remarkable change in the tone of the American newspaper. A sign of the times, too, is the rising quality of the American newspaper editorial. The change is a monument to the onward progress of American deals."

There is a thought in connection with the statements of Bishop Berry which may not occur to the average

BUSINESS OPPORTUNITIES.

Daily Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$300,000. The owners of all the properties in question are represented exclusively by this firm.

AUBREY HARWELL HENRY F. CANNON
Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

EXPERT IN NEWSPAPER Publishing Methods

ADVERTISING
MECHANICAL
CIRCULATION
DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor Advertising News.

CHAS. S. PATTESON
Prince George Hotel, N. Y. City

Press Wanted

Will consider purchase of stereotyping newspaper press. Write full description and give lowest cash price. Berkeley Daily Gazette, Berkeley, Cal.

For an exceptionally good weekly will trade clear California property, part or all, valued at \$15,000, or will apply as part payment for interest in evening daily. Years of experience qualifies me to handle either business or editorial end. Address Box 834, care The Fourth Estate.

FOR SALE—Exclusive Chicago newspaper agency in city of sixty thousand population, forty miles from Chicago. Applicant must be financially and otherwise satisfactory to publishers. This is a very profitable business. Investigation solicited. Best of reasons for selling. For particulars write Box 836, care The Fourth Estate.

FOR SALE—Mats; four sets of 6-pt Roman No. 2, with Bold Face No. 1; five sets 7-pt Roman No. 2 with Bold Face No. 1. Write for details of font arrangement. News, Dayton, Ohio.

critic—friendly or otherwise—who is commenting upon the moral standing of the press, says the Gazette.

This is the fact that the newspapers of America have always stood for the best things.

As many newspapers have in the past failed because the ideals which they advanced were too wholesome to receive general public indorsement and support as have gone into bankruptcy from all combined causes.

Fewer publications are nowadays meeting this fate, however. May it not very properly be held that public sentiment is at last rising to the place occupied so long by the press?

If this be admitted, what vast credit must be given journalism for the development of morals thus occurring!

The plant of the Olivet (S. D.) Leader, a local weekly newspaper, will be moved to some other town in the same territory.

HELP WANTED.

DESK MAN AND REPORTER for \$25 job on evening paper within easy distance of New York City. Must have a thirst for facts and a mania for accuracy. Tell it all in first letter.

ADVERTISING SOLICITOR competent to take charge of a growing department on a prosperous New England daily. What have you accomplished as a proof of your fitness? What is your figure?

IF YOU ARE SEEKING advancement in any department of the publishing-advertising-printing business, now is the time to get in touch with new opportunities. Registration free.

Fernald's Exchange, Inc.
Third National Bank Building
SPRINGFIELD, MASS.

Young man wanted on a trade paper who can get news and write it in condensed form. He must also know something about circulation, advertising and general office work. Small salary to start, but good prospects. Address Box 885, care The Fourth Estate.

Business Manager Wanted

Monthly trade paper (non-technical) with a growing national circulation wants experienced man to take charge of its advertising and circulation.

This publication is only one year old and has already won leadership in its field through editorial excellence. Is now published in Ohio city but may move to Chicago.

A favorable contract will be given to right man. Preference given applicants who can invest \$500 or more.

State age, experience and other qualifications. Address Owner, Box 886, care The Fourth Estate.

Special Writer Wanted

Catholic Publishing House has opening for competent special writer. Must have good command of English and be able to prepare interesting special articles and occasional editorial. Whole or part time. State education, experience and references. Address Box 837, care The Fourth Estate.

ADVERTISING MAN with good record who can deliver the goods. Sun, Durham, N. C.

EDITOR to handle local and telegraph in a short, snappy manner. W. W. Weaver, Sun, Durham, N. C.

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for
A. D. Codrington
S. Chivers-Wilson
Anna B. Corrahane
Geo. W. Craig
L. D. Curtright
Thos. B. Donnelly
Arthur T. Eagan
W. Burton Ellis
A. Finley
A. Fisher
R. Herts Service
Sam'l M. Evans
George S. Teal
J. W. Glenister
W. A. Faver
Theodore Biers
Ray E. Willcox
J. G. Dialer
G. S. Myers
Griffith Bonner
H. H. Patterson
Publicity Bureau
Glenn C. Wilson
O. Wor
Chas. H. Forman
A. W. Seaborn
J. H. Muget Co.
A. P. Robyn
Richard Neville
Clinton E. Woods
C. S. Persons
V. H. Austin
W. E. Hornaday
R. D. Van Alstin
C. S. Kendall

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
184 W. Washington Street, CHICAGO

OLD TIMER IS ILL.

F. R. Van Hamm, one of Chicago's old time newspaper men, is seriously ill at a Chicago hospital and his recovery is not expected. Mr. Van Hamm is more than sixty years of age and was for many years connected with the staff of the old Chicago Herald.

MACHINERY FOR SALE.

For Sale Stereotype Equipment At a Bargain

One Hoe Metal Pot, 3600 lbs. capacity, in excellent condition; used only a few years.

One Curved Goss Casting Box, 8 columns—13-em column.

One Flat Wesel Casting Box; 8 columns core—13-em column; automatic lock.

One Goss Curved Shaver: 8 columns.

All above in good condition.

For detailed description and prices, write Business Manager, Pittsburg Press, Pittsburg, Pa.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour. 32, 34, 26, 28, 30 and 32 page papers at 86,000 per hour. For prices and terms write
WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

FOR SALE—1 double-deck Potter Press, with Kohler starting system, prints up to 16 pages, has extra folder for magazine size, pump furnace and four curved pieces, eight tables and chases. Hoe double stream table, matrix roller, two Connersville blowers, motor driven saw and trimmer, two No. 5 Mergenthaler Linotypes with motors. Newspaper Supply Company, United Bank Building, Cincinnati, Ohio.

FOR SALE—Monotype equipment, consisting of two keyboards and two casters. Will sell separately if desired. Bargain prices. Walker, Evans & Cogswell, Charleston, S. C.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 2, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8016, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

MODEL 2 LINOTYPE—Three magazine machine. Complete with three magazines and molds and Lee Feeder. First-class condition. Without matrices, \$2,000.00. Bargain to quick buyer. Address Box 880 care of Fourth Estate.

POLLOCK'S NEWS

You can reach 8,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 80,000 of them in a year for ten dollars. Send for samples and display rates.
710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices,
373 Fourth Avenue NEW YORK

SITUATIONS WANTED.

Financial Editor

With Columbus Daily Monitor during its year of life. Had one of most complete afternoon pages in middle west, and accurate. I can make your page readable with newsy facts and figures that are vital. Wm. J. Nolle, 17 Fifteenth avenue, Columbus, O.

BOOST YOUR SUBSCRIPTION LIST. Use original subscription-getting campaigns, prepared by circulation expert and adapted especially for your publication. No contests. Subscriptions come on merits and "stick." Write George F. Bucknam, Box 2792, Boston, Mass.

Experienced copy editor, news editor, managing editor, seeks position. W. L. Burns, 345 North Ritter avenue, Indianapolis, Ind.

Circulation manager with years' experience. Can furnish the best of references. Now employed. Not subject to draft. Address Box 838, care The Fourth Estate.

First-Class Advertising Man

now comfortably employed on a small city daily, wants to associate himself with a live newspaper in a city of 30,000 to 200,000. An able and aggressive solicitor, with references of the best. Address in confidence Box 840, care The Fourth Estate, 232 West 59th street, New York.

OBITUARY NOTES.

JOHN PORTER LAMBERTON, for years librarian and bibliographer at the University of Pennsylvania, died on July 27 at Lansdowne, Pa., in his seventy-ninth year. In 1881 he became associate editor of the American supplement of the Encyclopaedia Britannica, and in 1890 was reviser of Worcester's Dictionary.

He also contributed to Chambers' Cyclopaedia. He was the editor and principal writer of "Historic Characters and Famous Events," which was published in 1904 in twelve volumes, and "Literature of the Nineteenth Century." He was the author of an "English Literature" published in 1905.

ROY JOHNSON, former city editor of the Dayton (Ohio) Herald, died a few days ago in Chicago.

THOMAS M. POWELL, well known to publishers and editors of the Middle West, died a few days ago in Manitowoc, Wis., aged sixty years.

WILLIAM H. FARNHAM, for sixteen years on the staff of the Boston Post, died in Chelsea, Mass., a few days ago.

ROBERT E. RAY, until recently publisher of the Attica (Ind.) Daily Tribune, died last week. He was sixty-one years old.

LESLIE WILLIS, a cartoonist formerly with the Columbus (Ohio) Citizen, died last week in Toledo, as the result of a nervous breakdown. He was thirty-two years old.

MAURICE WEIDENTHAL, editor and reporter in Cleveland for more than thirty years, died suddenly at his home a few days ago. He was for many years reporter and political writer on the Cleveland Press and in 1906 founded the Jewish Independent, a weekly of which he has since been editor. He was sixty-three years of age.

JOSEPH S. C. MULRONEY, formerly a sporting writer and once editor of the Tammany Times, died in Brooklyn, N. Y., of a complication of diseases on July 31. He was forty years old.

EDMOND CECIL HUBBELL, associate editor of the Yonkers (N. Y.) Statesman, died on August 1. He was born in New Haven, Ct., on Oc-

SITUATIONS WANTED.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland. 74-76 Church Street, TORONTO, CAN.

Experienced Newspaper Man with successful record on desk and street of metropolitan dailies

Immediately Available in Eastern field or for publicity promotion work. Above draft age. References furnished of the best. Director publicity several leading campaigns during past year. Close of campaign makes me available. Address Box 831, care The Fourth Estate.

PRACTICAL PRINTER

with four years' good all-around experience, now taking a course to become a

MACHINIST-OPERATOR.

will be at liberty after August 4. Wants to connect with some publication or a private plant where attention to business is appreciated and advancement made accordingly. Best of references from former employers. Address Machop, care The Fourth Estate.

tober 11, 1854. For many years he was engaged in newspaper work in New York, having been employed in an editorial capacity by the World, the Press, the Herald and the Journal. He was night editor of the Press when the news of the sinking of the battleship Maine came in.

CHARLES DUNCAN BRADLEY, a member of Popular Mechanics Chicago staff for four years, died on July 30 at his home in Chicago. He was fifty-four years old.

CHARLES E. ELLIS, a former New York special representative and magazine man, and later in the general advertising field, died in New York last week, aged sixty-two years.

ROBERT E. RAY, until recently publisher of the Attica (Ind.) Daily Tribune, died last week. He was sixty-one years old.

CAPTAIN ROY B. STAYER, who during the past year has instructed many New York newspaper and advertising men in the rudiments of military affairs, died in New York on July 30, following an operation for appendicitis. He was an instructor at the Plattsburg camp, where several of the men he had trained were students, and was brought to New York for an operation in the hope of saving his life.

Captain Stayer was thirty-four years old and served in the Philippines from 1907 to 1911, when he entered the advertising business in New York. He also did magazine work, but since the Mexican trouble last summer, his chief concern had been the dissemination of military information among the publicity men of New York.

MRS. MARTHA URE, widow of William A. Ure, who was one of the founders of the Newark (N. J.) Sunday Call, died in Newark on July 30.

ISAAC B. OWENS, formerly for a number of years with the editorial department of the Scientific American, died in New York on August 2. He was an expert on patent, trade-mark and copyright laws.

S. S. Gosman and J. E. Davis are the new proprietors of the Dowdle (S. D.) Pioneer.

SITUATIONS WANTED.

A YOUNG MAN

eighteen years old, who graduated from high school last February, now employed, desires a position in either a

TRADE, or DAILY NEWSPAPER, ADVERTISING AGENCY, or a PRINTING OFFICE.

Is ambitious enough not to want the position unless there is a chance to advance himself. Willing to demonstrate his worth. Address J. A. S., care The Fourth Estate.

Do you need a competent editor or reporter? I can deliver the goods, as employers for last 15 years will testify; will be glad to give full details; why not write me at Box 798, care The Fourth Estate.

Desk Man and Reporter

wants job on daily. Quick, accurate, eager for responsibility; 7 years' experience. Address C. A. L., care The Fourth Estate.

A first class advertising solicitor, with years of experience, is open for any good offer after August 1. Know how to get contracts, handle men, write ads, do special stunts, in fact, a good all round advertising man. References, any publisher I ever worked for. Address Make Good, care The Fourth Estate.

Capable Advertising Man

experienced as manager, solicitor and copywriter, seeks connection with live mid-West publication where ability, character and general worth will be valued. Ten years' successful record with papers of 20,000 to 50,000 circulation. Always made good. Employed at present. References unquestioned. Address at once, Box 889, care The Fourth Estate.

Live circulation manager of evening daily of 13,000 desires to make a change; 22 years of age, 10 years in present place. Recently has been through a raise of 50 per cent in price of paper and got by with flying colors. Best of references given. Address Box 241, care The Fourth Estate.

SITUATIONS WANTED.

DO YOU WANT TO INCREASE YOUR

Classified Advertising

30 TO 100 PER CENT IN TWO MONTHS?

WRITE ME ABOUT MY PLAN. 15 years' experience; no schemes or hot air. Just knowing how to use your own help if efficient, I will train them. References all former employers. You know some of them.

William H. Yale, 350 West 57th Street, New York City.

Newspaper Man—Successful experience all editorial desks in cities 15,000 to 40,000, desires position on either large or small daily; good reporter and editorial writer; unmarried; perfect health; 25 years of age; university graduate; knows good English. Address Box 486, Lynchburg, Virginia.

Editor—Extensive experience daily, weekly, monthly; writer, reviewer; familiar with make-up; engaged, desires change; references. Not subject to draft. Address Box 838, care The Fourth Estate.

WANTED—Position on first class daily as business or advertising manager, by a high-class man of unusual character, ability and experience. Best of references. Address Box 888, care The Fourth Estate.

Circulation and advertising man with a record of 20 years' successful work seeks position in the West or Southwest. Address Box 792, care The Fourth Estate.

Experienced newspaper man wants business or entire management of small city daily, or would lease the property. Good references. Now located Pacific coast and prefer to stay there, but will go elsewhere if advantageous. Address L. L. K., care The Fourth Estate, 288 West 59th street, New York.

Business Manager—Competent efficiency man now "making good" in metropolitan field desires general management of small city paper. Excellent record in all departments as an organizer and producer. Preference for position demanding careful, economical development. Address Box 830, care The Fourth Estate.

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

HEMSTREET
PRESS CLIPPINGS

Tenth Avenue at 45th Street

NEW YORK CITY

NEWS OF THE AD AGENCIES.

The Commonwealth Advertising Company of Pennsylvania has been chartered in Delaware to do a general advertising business, with a capital of \$1,250,000. Its local Wilmington (Del.) incorporators are M. L. Rogers, T. A. Irwin and Harry W. Davis.

The same men are also named in the papers of the Commonwealth Advertising Company of New Jersey, which is incorporated for \$750,000.

Arthur T. Wilson, formerly advertising and sales manager of a Toledo motor car company, has joined the staff of Arthur M. Crumrine, advertising agent, Columbus. Mr. Wilson was formerly a newspaper man, but recently has been associated with Middle Western advertising agencies.

R. H. Barrett of Chicago has joined the art staff of the Crumrine office.

C. E. Walberg of the W. H. Rankin Advertising Company, Chicago, has just completed a six week's business tour of the East in the interest of one of the principal Rankin clients, the B. F. Goodrich Company of Akron.

The executive committee of the Western Advertising Agents' Association has nominated the following ticket: Governor, Paul Faust; first vice-governor, J. Howard Start; second vice-governor, Charles H. Green; secretary-treasurer, James O'Shaughnessy.

Chester M. Cogswell has been added to the staff of the Coolidge Advertising Service, Des Moines. He was formerly with the Des Moines Capital and Register and Leader.

The Gardiner Agency has been established in Los Angeles by H. W. L. Gardiner, formerly vice-president of the Curtis-Newhall Agency. R. L. Corbaley is in charge of the Gardiner Agency's art department.

An advertising agency and service bureau has been opened in Elgin, Ill., by Fred R. Lufkin, formerly with Walter B. Snow & Staff, Boston.

M. D. Sackheim has been elected secretary and a director of the Ruthrauc & Ryan Agency, New York, of which he is also account manager.

The Maritime Advertising Agency, Ltd., has been incorporated with headquarters in Rotherham, N. B. The capital stock is \$10,000, and the directors are H. V. MacKinnon, A. E. McGinley and Stanley DeW. Granville, all of St. John.

CHANGE FOR WILLOCK.

Fred J. Willock has left the Today's Housewife organization, in which he was office manager, and is now with the People's Home Journal, New York. He will assume his new duties on August 6, on which day he returns from his vacation.

THE BROOKLYN DAILY TIMES

In 1916 Carried

(Publishing 6 days a week, no Sundays)

3,230,368 ^{Aggregate Lines of} Advertising

An increase over 1915 of

151,417 lines

Brooklyn's FASTEST GROWING NEWSPAPER

CHANGES IN DIRECTORY OF REPRESENTATIVES.

The first of August brought several changes that should be made in "THE FOURTH ESTATE Directory of Daily Newspapers having Representatives in the National Advertising Field," which was printed last week. Change:

Richmond Virginian (national representation)—from Putman & Randall, New York, and A. Roy Keator, Chicago, to Cone, Lorenzen & Woodman, of New York, Chicago, Detroit, Atlanta and Kansas City.

Waterloo (Ia.) Times-Tribune (national representation)—from the G. Logan Payne Company to M. C. Watson, Inc., New York, and A. W. Allen, Chicago.

The Decatur (Ill.) Review has appointed Cone, Lorenzen & Woodman, of New York, Chicago, Detroit, Atlanta and Kansas City, to represent it in the national advertising field. Heretofore the Review has had no representatives.

Incidentally, a few corrections need to be made.

The North Adams (Mass.) Herald, which was omitted from the list, is represented by W. F. Long & Co., New York and Chicago.

The Meridian (Miss.) Dispatch is represented in the East and the West by the John M. Branham Company, instead of by the Beckwith Agency in the East.

The Meridian (Miss.) Star is represented in the East and West by the Beckwith Agency, instead of in the East by the John M. Branham Company.

Readers of THE FOURTH ESTATE will be able to keep their Directory revised by watching these columns each week for changes in representation and making them at once in their list.

LONG TO FLY, SELLS INTEREST TO A. R. LOWE.

A. R. Lowe has purchased an interest in and been elected vice-president of the W. F. Long Company, Inc., New York and Chicago, representing Canadian newspapers.

Mr. Lowe has had long experience as representative of Canadian publications and is well known to the advertising agencies and advertisers interested in developing Canadian trade. He is thoroughly familiar with Canada and its business interests.

W. F. Long, president of the company, has joined the Royal Flying Corps of Canada and will soon leave to assume his duties with that branch of the service.

MISSOURI WRITERS ACTIVE.

Missouri Writers Guild will meet during Missouri Journalism Week at Columbia, Mo., next year, and award prizes for the best short story, the best poem and the best non-fiction article written by Missourians and published during the year February 1, 1917 to February 1, 1918.

The guild will hold its annual outing at Elk Springs, Mo., September 22 to 29 and expects to entertain several Missourians who have achieved fame along literary lines.

VALUABLE TO ADVERTISERS.

EDITOR THE FOURTH ESTATE.

SIR: I want to congratulate you heartily on the annual review section of THE FOURTH ESTATE. I believe records of this sort are very valuable to the advertising business. This is merely another evidence of the prominent place THE FOURTH ESTATE occupies in its field. CARL M. GREEN, President, Carl M. Green Company, Detroit.

Charles J. Fenske has leased the Noonan (N. D.) Miner.

AD FOLKS' NEWS.

Lectures on business will be given this fall under the auspices of the Milwaukee Advertising Club for the benefit of all business men in the city, according to F. G. Effinger, its new president. The meetings will be open to the public and an admission fee will be charged, the latter phase being a departure from the club's previous course.

President Effinger also states that an advertising show will again be put on by the club, for the purpose of educating the advertising man and advertiser, and converting the non-advertisers.

Many special programs will also be put on during the year to help finance a special train that the club intends to charter to carry the Wisconsin delegates to the San Francisco convention of the A.A.C.W. next year.

Besides Mr. Effinger, the officers are:

Vice-president, Norman L. MacLean; secretary, A. W. Hahn; treasurer, James Allman; directors, A. B. Cargil, chairman; S. Lacy Crolius, R. O. Jasperson, L. McMeekin and H. P. Olsen.

Paul Gifford has been made advertising manager of the Hamilton Watch Company, Lancaster, Pa., succeeding Robert E. Miller, who has become secretary of the Hamilton Corporation, New York.

Charles K. Woodbridge, formerly with the Loose-Wiles Biscuit Company, is now in charge of sales and advertising for the Kellogg Products Company, Inc., of Buffalo, N. Y., making "Nut-Margarine," a coconut-oil substitute for butter. His present headquarters are in the Hotel Statler, Buffalo.

J. J. Flynn, formerly with the Conde Nast publications and with several advertising agencies, has become associated with the publicity department of the Society for Electrical Development, New York.

Lewellyn E. Pratt, chairman of the New York Advertising Club educational committee, has appointed the following members of that committee: Frank L. Blanchard, George B. Hotchkiss, C. R. Lippmann, Oscar M. Miller, and Carl B. Lichtenstein.

The honor of opening the new \$250,000 Hotel Aurora in Aurora, Ill., fell to the Admen's Club of that city, which held a banquet on the date of its regular July meeting. Speeches were made by John H. Clayton of the Clayton Service Company, Chicago; Colonel J. K. Groom, manager of national advertising for the Aurora Beacon-News, and E. P. Hoerr of the Aurora Millwork Company. President H. M. Edmund, business promoter of the Western United Gas & Electric Company, presided.

The first match of the golf tournament between the Poor Richard Club of Philadelphia and the New York Advertising Club at Philadelphia last week ended in a tie, the Rodman Wanmaker trophy remaining for the present in the hands of the Philadelphia contingent.

The Ellis Gimbel Cup for the best net score was won by Jack Frazier of Philadelphia, with a 74 while the Bellevue-Stratford Cup, for the low gross score was captured by W. Roy Barnhill, the New York captain, with a 78.

Foster M. M. Reeder of the Poor Richard team won the golf club presented by M. F. Hanson of the Philadelphia Record for the second best net score. Mr. Reeder's victory grew out of a four cornered tie between himself, Hal Reed of New York and C. H. Bowden and Rowe

Stewart of the Poor Richards, the flip of a coin deciding the draw.

The putter for the smallest number of putts was won by Captain Barnhill. Hal Reed, C. H. Bowden and Rowe Stewart divided a dozen golf balls.

The next match will be played in New York on either the Siwanoy or Fox Hills courses about the middle of this month.

G. Lynn Sumner, advertising manager of the International Correspondence Schools, Scranton, has been elected vice-president of the Woman's



G. LYNN SUMNER, Institute of Domestic Arts and Sciences, which is associated with the

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
480 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
25 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS

JAMES ZOBIAN CO.

GENERAL ADVERTISING
225 Fifth Avenue NEW YORK

I. C. S. and has headquarters in New York City. Mr. Summer will be in charge of sales and advertising and will continue to handle the I. C. S. advertising, dividing his time between Scranton and New York.

Honors (and work) are closely following the path of W. Frank McClure the well known religious advertising man of Chicago. He has been appointed chairman of publicity for the Sunday Evening Club, having direction over twenty advertising and publicity men. He has already appointed to his committee S. DeWitt Clough, G. W. Robnett, Arnold Joerns and Homer J. Buckley.

Mr. McClure is carrying a rosewood cane, silver mounted and engraved, as a token of esteem from his advertising class, which suspended for the summer a short time ago.

Officers for the coming year were installed by the Kansas City Advertising Club at a luncheon last week. They are: President, M. M. Blackman; vice-president, H. S. Frazer; treasurer, George Buecking; secretary, J. H. Craig. L. E. Holland was reappointed chairman of the advertisers' protective bureau.

Henry P. Williams, advertising manager for Hart, Schaffner & Marx, last week addressed the Western Efficiency Society at the Auditorium Hotel in Chicago. In discussing his subject: "Advertising: Its Effect on the New Business Era Resulting from the War," Mr. Williams paid his respects to Congress, referring to some of the members as "cheap politicians elevated to power by an inexplicable triumph of mediocrity."

The advertising men of Chicago, working through the Chicago Advertising Association, are giving a picnic today at Comisky Park for the benefit of the "Off-the-Street Club." One of the interesting features of the picnic will be a bitter ball game between a team representing the advertising agencies and a team from the publishers' representatives.

The second ticket for the officers' election of the Chicago Advertising Association has just been placed in the field. It includes: President, Arnold Joerns; first vice-president, James A. Young; second vice-president, Henry Schott; secretary, Wallace F. Brown; treasurer, Robert J. Virtue.

It is anticipated that at least one more ticket will be placed in the field before the date of election, which will be early in September. A recent change in the by-laws of the association fixes May as the month of elections, following the decision of the present campaign.

Norman H. Chase is the new assistant advertising manager of the Allen Motor Company, Fostoria, Ohio, succeeding T. L. Young, who has gone with the service department of the Willys-Overland Company, Toledo. Mr. Chase was formerly on the editorial staffs of Detroit and Toledo newspapers; with the advertising department of the Conklin Fountain Pen Company, Toledo; and sales manager of the Walter S. Miller Engraving Company, Toledo.

William A. Hart has become assistant advertising manager of the Detroit Steel Products Company. Until recently he was Western advertising manager of the Burroughs Adding Machine Company, with headquarters in San Francisco.

HONOR RECRUITERS.

The Chicago Press club gave a dinner Saturday evening in honor of British and United States army recruiting officers on duty there.

MEDIUMS IN BANK ADVERTISING.

DAILY, WEEKLY AND FOREIGN NEWSPAPERS PRODUCE BEST RESULTS.

By JOHN RING

Advertising Manager, Mercantile National Bank, St. Louis.

Before considering the comparative value of mediums, it is proper to analyze just what is meant by mediums. In a broad way, I would consider mediums as being ways to advertise and the following as under this heading:

Daily papers—English and Foreign.
Local weekly publications.
Weekly foreign papers (Italian, Bohemian, Yiddish, Greek & Polish).
Religious weeklies.
Financial publications.
Publications of national circulation.
Billboards—painted and posted.
Street car signs.
Electric signs.
Personal letters.
Booklets, circulars, folders, enclosure cards.

Mailing lists.
Blotters.
Pay envelopes.
Theatre programs.
There might be added also:
Personal solicitors.
Savings banks.
Novelties.

The value of mediums depends, to a large degree, on the product advertised. There would be many things that a daily paper would not perhaps be the best medium for, while on the other hand magazines might be the ideal mode of reaching consumers for certain products.

The proper use of mediums cannot be boiled down to any fixed rules. It is not possible to figure out an ideal campaign for all banks. What is suitable for a bank in Michigan might not be suitable for a bank in Texas. What is suitable for a large bank is not suitable for a small bank. The reasons for this are very evident.

The large bank, for example, might be in a community where every possible form of medium would be available. The small bank, on the other hand, might be in a community that would have only one daily newspaper or possibly a newspaper published only once a week. The fixing of rules, therefore, in the use of mediums is absolutely a piece of folly.

DAILY PAPERS—ENGLISH AND FOREIGN.

People have been educated to look in the newspapers for what they wish to buy. Reading a daily paper has become a daily habit. They may look in a magazine once or twice a month, but they read at least one paper every day. As a medium to reach all people—of every kind, creed or condition—there is none equal to the daily papers. How else can you so readily reach thousands of people and within a few hours' time.

For banking institutions, however, I believe that the daily paper alone is not calculated to produce the most effective results. Other forms of advertising should be used in conjunction with newspaper advertising. I should say that this rule is imperative. The cultivation of selected lists, also the solicitation of business from your present patrons on behalf of departments with whom do not at present do business, are two typical examples to be used as adjuncts to newspaper advertising.

LOCAL WEEKLY PUBLICATIONS.

Nearly every community has such papers, and while their rates as a rule are higher per thousand of circulation than a daily paper, their pages are read a little more closely and they have, to some degree, a more intimate following.

For the savings department especially the foreign papers have un-

doubted value. If you seek depositors among the foreign population, the use of the Italian, Bohemian, Yiddish, Greek and Polish papers is bound to influence foreigners into coming to your institution to do business. The advertising rates of most foreign papers are very low, and you can afford to use these publications at least for the issue around the first and fifteenth of the month—that is around pay-days.

NATIONAL CIRCULATION.

Under these might be classed the magazines of every description. I am not a believer that a publication like the Saturday Evening Post, for example, is a good one to use for financial advertising. You pay for an enormous amount of circulation, that can not be considered as investment prospects. If a banking institution can do a savings business in a national way, such a publication should prove productive of results—the savings being a \$1 and up proposition.

I believe class publications—that is, those with a smaller circulation and composed of people who have a greater buying power—are far the best for investment offerings.

I expect to be told immediately that such concerns as Packard Motor Car people use the Saturday Evening Post—and why? The answer is, of course that they pay a certain amount for what I might call prestige publicity. They do not and cannot expect very great results in proportion to the money they spend in this publication. Many national advertisers use mediums of national circulation purely to create a general sentiment in favor of their product among people who are not possible buyers. They talk and think favorably of their products and some day may be in position to buy it.

OTHER MEDIUMS OF ADVERTISING.

To all of the above might be added under mediums, personal solicitors, savings banks, and novelties. Taking them in turn, I would say that personal solicitors are a desirable feature of getting business, if everything can be worked out satisfactorily. Usually, however, the man paid for a brief campaign is a dangerous proposition for a bank to consider unless you are absolutely sure of the people with whom you are dealing. A representative might presume in many ways that would embarrass the officials of the bank and any good secured in other directions would be offset by some unfortunate occurrence resulting from a poor representative. The best solicitor is, of course, a man in your own employ who is a capable salesman. Such a man should know how to present his story and to handle any situation that might arise. These men cannot be gotten readily, nor can they be trained quickly. A banking institution's best salesmen are their tellers and others coming in contact with the public. How few banks realize this.

SAVINGS BANKS AND NOVELTIES.

The use of savings banks is one that many institutions are divided upon. I believe in the main, however, that the bulk of banks have come to regard savings banks as more of a hindrance in the conduct of their business than they are a help in the getting of deposits. Novelties may have their value in certain fields, though the trust company with which I am identified has never looked upon them as essential elements in an advertising campaign.

Summed up, I think the value of mediums is a good deal like clothes. There are certain kinds of clothes that are desirable for certain climates and they won't do at all in others. It is not possible, therefore, to have any fixed rules as regards mediums or other value, as each case should be analyzed separately.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO-ENGRAVING COMPANY

154 Nassau Street, NEW YORK

Telephone 4200 Beekman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO ENGRAVING CO.

251-253 William Street NEW YORK
Phone, Worth 1687-8

STANLEY PROCESS

a quality to a down
up made to a price
METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the

ALLIANCE PRESS

110-114 West 82d Street NEW YORK

SERVICE CORNER

573—"Can you recommend to us one or more circulation contest companies which can be depended upon to give efficient service?"

574—"Will you please put me in touch with syndicates issuing a pictorial, sport women's department, etc., in mat form?"

577—"Will you please refer this inquiry to the syndicate which issues the comic strip 'Doings of the Van Loons,' as I desire to secure this service?"

578—"We are desirous of locating the business and home addresses of James Keating, formerly with Hampton's Magazine."

MERGER IN MISSOURI

The Saline Progress, established in 1865 at Marshall, Mo., has been consolidated with the Marshall Democrat-News and will hereafter be published from the office of the Democrat-News.

THE TERRE HAUTE TRIBUNE

The big home evening paper of its section of Indiana.

In Charge of Fiction Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

THE PITTSBURG PRESS

HAS
THE **Largest**

DAILY AND SUNDAY.
**CIRCULATION
IN PITTSBURG**

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

SEATTLE "P-I"

The only seven day A. P. paper in the
Metropolis of the entire Northwest.

The one paper in the entire West without
competition in its field. It reaches
into the homes of the most prosperous
people on earth.

IWM. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

U. S. APPEALS FOR STORAGE.

(Continued from Ninth Page.)

lishing industry, the advice of the
experts to the newspaper owner who
has heretofore bought in lots from a
ton up to a carload is to henceforth
buy in carload lots to his own ac-
count, providing such additional
storage facilities as may be required
are available or else to pool or lump
his paper purchases with those of
other publishers in the same town or
territory so that, even though buying
no more paper at a time than under
the old plan he will have the bene-
fit of carload quotations and tariffs
and will at the same time help the
railroads in their present dilemma.

"The effect of the storage 'habit'
upon the attitude of manufacturers
of paper, supposing that any consid-
erable number of newspaper owners
acquire this habit, must also receive
attention at the hands of any stu-
dent of newspaper conditions who
attempts to peer into the future.

"The standard contract for the sale
of news print does not contain a
'storage clause'—so the purchaser
must provide his own storage, and
there is no reason to predict a
change in this status.

"At the same time, the very con-
ditions that today impel many a pub-
lisher, who gave it very little
thought heretofore, to ponder over
the question of storage, also tend to
counsel the storage of liberal man-
ufacturers' stocks in the cities.

AUTOS FOR HAULING PAPER.

"The storage committee at Wash-
ington is much taken with the idea
of developing the use of motor trucks
for short hauls in order to release

The Remarkable Advertising
Pulling Qualities of the

WASHINGTON TIMES

are built on the
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,
The Times is Preferred.

Topeka Daily Capital

GOVERNMENT REPORT

for six months ending April 1, 1917,
showing net paid circulation

34,567

Member A. B. C.

Arthur Capper PUBLISHER
TOPEKA, KAN.

freight cars for the longer hauls.

"Of course, such an expedient
could have little or no application
with respect to news print shipments
from the mills, but if the United
States should adopt the rule now in
force in certain European countries
calling for motor transport for all
haulage under 40 miles, the arrange-
ment might effect a formidable aggre-
gate of small lots of paper sent out
from the warehouses of jobbers and
sales agents.

"Just consider, for example, the
possible scope of such operations as
applied to the paper supply for the
small dailies and weeklies within a
radius of 40 miles of Pittsburgh, Buf-
falo, Cleveland or Detroit.

"All of which explains why it is
yet an open question whether the
news print jobber will have greater
or less power under this new deal."

FOSTER'S VIEWS ON SECOND CLASS READ TO CONGRESS.

A letter by Marcellus E. Foster,
president and editor of the Houston
(Tex.) Chronicle, was read before the
House of Representatives the other
day by Representative Garrett of
Texas, expressing Mr. Foster's views
in favor of zone second class post-
age. It was introduced by Mr. Gar-
rett as "a very patriotic letter, which
I think will do good if read in the
Record and considered by the solons
at the other end of the capitol while
they are considering the revenue bill."

Mr. Foster's letter follows:

"I thought Congress had acted wisely
and well when it adopted in its War Re-
venue Bill the section which provided for
a graduated postal rate, effective July 1.
What is known as the zone system of
postal rates has always impressed me
as being the only sensible way of
handling newspaper postage. It is cer-
tainly not good business to charge the
same price for sending a paper from
Houston to Galveston by mail as from
Houston to New York.

"The graduated zone system is the
proper system, and I can't see how any
one could find anything wrong with it.
Quite naturally it may hurt some of the
magazines that are now given a postal
rate that is practically a subsidy, but
from the standpoint of fairness and jus-
tice, it is the proper system, and would
undoubtedly bring the Government much
additional revenue.

"If it is true, as claimed, that second
class mail is handled by the postal de-
partment at a loss of close to \$90,000,
annually, then there is all the more
reason why a zone system should be es-
tablished. In my opinion it should be
maintained not only during the war per-
iod, but for all time to come.

"Increased postal rates are really not
a tax in the proposed section 1801; it
is simply a charge for service, and in

BOSTON POST

CIRCULATION JULY, 1917
"NO RETURNS"

The Daily Post 523,332

The Sunday Post 354,316

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK.
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid For Every
Guaranteed Issue



GEORGE A. McCLELLAN, Gen. Mgr.
401 Fourth Avenue NEW YORK

my opinion a most proper charge. No
other institution on earth would carry
big bundles of newspapers or magazines
5,000 miles at the same price as for 50
miles. Let us have the zone system, in
preference to a tax on gross business in
any department or special extra taxes on
our net incomes.

"While it may be true the Government
has carried some newspaper and mag-
azine mail at a loss, this, in my opinion,
has been due to the lack of a business
system rather than to any other cause.
Even now the express companies will
frequently carry newspapers within a cer-
tain zone at a considerably lower price
than the United States Government un-
der its all inclusive blanket system of
second-class postal rates.

"I do not think publishers want any-
thing that could be called a subsidy. We
want freedom of expression and the
right to conduct our business in accord-
ance with Constitutional guarantees. We
believe that a free press is absolutely
essential to this great republic, and that
it is to the interest of the Government
to see that the newspapers are given
the widest circulation possible.

"The United States Government could
make little or no progress in its present
fight for the world's freedom without
the aid of the press of the country.

"We have given this aid freely and
without hope of recompense. In the
matter of the Liberty Loan we came to
the rescue of the Government, and that
loan could not have been made popular,
nor could it have been oversubscribed,
or even subscribed, had it not been for
the fact that the newspapers gave it
their editorial endorsement and gave col-
umn after column and page after page
of space for impressing the necessity and
value of the Liberty Bonds.

"In the matter of registration we came
to the aid of the Government, and in
the matter of recruits our columns have
been thrown open for the use of the War
Department in all its branches day after
day and week after week.

"The newspapers of the United States
are doing all this without being paid one
cent for advertising by our Government,
which is in strong contrast to the meth-
ods used in England and Canada, where
many hundreds of thousands of dollars
was spent for newspaper advertising,
both in securing recruits and in making
bond issues popular.

"Please bear in mind that every news-
paper worthy of the name is willing and
anxious to do its part in this crisis. If
the Government wishes to take all our
profits, I am entirely willing to submit.
I do not want certain industries penal-
ized, however, while others are allowed
to go free.

"Our present fight for world-wide
freedom should make every man and
every industry willing to furnish the Gov-
ernment all the aid possible.

"I am sure the newspapers are willing
to give their columns freely and to
give a good portion of their profits or all
of their profits.

"I know the Houston Chronicle is to-
day subject to the command of Woodrow
Wilson. I am for him, and our paper
and our business is offered to him and
this Government freely and fully."

1916 Broke All Records of the

Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
350 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Krege Building, DETROIT

YOU MUST
USE THE

LOS ANGELES EXAMINER

TO COVER THE

GREAT SOUTHWEST

Largest Sunday Cir-
culation—more than 150,000

DAWE'S BIG ANALYTICAL PRO- BLEM.

Grosvenor Dawe, who used to be
editor of the Nation's Business, in
Washington and since 1914 has been
engaged in lecturing and analytical
work, is now busy on a big and un-
usual proposition in Rochester, Ind.

Having an intimate acquaintance
with nearly 300 cities of the United
States, and being a student of pub-
lic affairs, Mr. Dawe became con-
vinced long ago that the deepest
social question of the United States
was the gradual loss of rural power
through unsocial influences and the
drainage of the younger element
from the country to the city.

When he went to Rochester in
April of this year, to organize a
commercial body for the people there,
he saw at once that he was in a
country typical of the conditions
which he considered so harmful and
he has therefore made Rochester his
future headquarters for analytical
work, incidentally applying all the
organized knowledge to the creation
of a different social spirit in the
county, which like 73 other counties
of Indiana, showed a declining rural
population in the last census.

Mr. Dawe expects that if he can
solve the rural problem in Rochester
the answer will be found for 1000
other counties of the United States.
"You will therefore understand," he
said to THE FOURTH ESTATE, "the
enthusiasm with which I am attempt-
ing the stimulation of this entire
county."

REPORTERS AT CANTONMENTS

The Chicago Tribune will have a
man at each training camp for the
American conscript army. The assign-
ment of men to cover the various
cantonments has not been announced.

Coin Cards Pull Solicit—Sell—Collect

Our cards are machine made, uni-
form, and of the highest quality.

Write or telephone for samples and
prices.

NEW YORK COIN CARD CO.

320 Broadway NEW YORK
Telephone, Worth 2308.

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market. Foreign Representatives: John Glass, Peoples Gas Bldg., Chicago; I. A. Klein, Metropolitan Tower, New York

NOTES OF JOURNALISTS IN THE FAR EAST.

Glenn Babb, International News correspondent at Tokio and news editor of the Japan Advertiser, left Yokohama on July 27 to return to the United States, with the expectation of entering the officers' reserve training camp at Fort Riley, Kan., on August 27. Babb was colonel of the student regiment at the University of Missouri in 1913-14, during his senior year. He went to Japan in March, 1915.

Mrs. Martin Egan arrived in Tokio recently, en route to the Philippines, Australia and India, which she will tour for the Saturday Evening Post. She writes as Eleanor Franklin Egan. She was formerly with the American Red Cross in Serbia. Martin Egan, former Associated Press correspondent in Tokio and former editor of the Manila Times, recently gave up his position with J. P. Morgan & Co. for the period of the war to become associated with Henry P. Davison in the executive headquarters of the American Red Cross.

Samuel S. McClure, who is preparing a book on the foreign relations of Japan, is spending July and August in Peking and will return to Tokio the first week in September. Through numerous lectures he is coming into contact with Japanese and Chinese of all the social and intellectual strata.

Gregory Mason formerly of the Outlook staff, arrived in Tokio just in time to take part in the Americans' patriotic and exotic celebrations of the Fourth of July. His first two editorials in the Japan Advertiser, of which he has become managing editor, won him instant recognition from the foreign community of Japan, if congratulations telephoned to the Advertiser office are a safe indication. His subjects were "Russia Reviving?" and "Shut the Back Door," on the topic of limiting the foodstuffs to Scandinavia. Mrs. Mason was unable to get a ticket on the same train out of Petrograd and will join her husband in September.

Dr. Clay MacCauley of Tokio, the oldest American newspaper man in

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburgh

CONE, LORENZEN & WOODMAN. Special Representatives, New York, Detroit, Kansas City, Chicago



Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This 'food atmosphere' and 'housewife interest' will increase your sales.

KELLY-SMITH CO.

220 5th Av., N. Y. Lytton Bg., Chicago

Baltimore News

Net Daily Circulation MAY, 1917, 91,734

GAIN over MAY, 1916, 19,793

Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

Japan, is spending his summer vacation at the famous Volcano House, near Hilo, Hawaii.

Miss Isabel Haggood recently left Japan for the United States after a tour of Russia, where she gathered material for some of her best work.

Dr. Kiyoshi K. Kawakami, of San Francisco, celebrated Japanese publicist in America, is spending the summer in his native country and China.

Japanese newspapers have called attention to General Pershing's former residence in Tokio as military attache of the American Embassy. Viscount Kaneko, Privy Councillor to the Emperor, is quoted as saying "We who know General Pershing know him to be a brave officer, highly competent to command the United States Army in Europe."

RUSSIAN CENSOR'S ORDERS STIFFEN.

New orders issued by the Russian Provisional Government extend the scope of newspaper censorship.

Publication in any periodical or any printed matter of any information with relation to the operations of the Russian armies or fleets, or news of any measure of a military character, the divulging of which might prove harmful to the interests of the Russians or allied armies or fleets, without a preliminary examination by the military censorship, is prohibited. Any one infringing the order is liable to sixteen months' imprisonment and a fine of 10,000 rubles.

SPANISH CENSORSHIP ENDS.

The Spanish Minister of the Interior on July 29 called the editors of the principal newspapers together and announced the abolition of all censorship henceforth, except such as may be exercised by the editors themselves.

The minister said the government was confident that the publications issued by Spaniards would realize that the internal situation in Spain was an extremely delicate one. He declared, however, that not the articles alone would be suppressed if editors did not take this situation into consideration.

NEW TRIBUNE CITY EDITOR.

A. R. Fergusson, the new city editor of the New York Tribune, has been assistant on that desk since January, 1914, serving under William A. Orr, Robert E. MacArlaney and William E. Moore. He has never

St. Louis Globe-Democrat

dominates the morning field.

A. B. C. Statement March 31, 1916 140,970

Net Paid Circulation June 4, 1917 138,135

Between March 31, 1916, and June 4, 1917, daily price was raised to 2c.

The clean home-going family newspaper.

PATERSON New Jersey's Famous Manufacturing City PRESS

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY New York Chicago Detroit Boston

been on any other paper than the Tribune, joining its staff as a reporter in 1910. He has served at various times as district man, copy reader, rewrite man, exchange editor, dramatic editor and ship news man. Mr. Ferguson is twenty-nine years old and graduated from Yale in 1910. He has travelled extensively, mainly in the Far East, where his father was at one time executive secretary of the Philippine Islands.

NEW PRESS CLUB MANAGER.

R. Frank Taylor, the new resident manager of the New Orleans Press Club, has been active in hotel management for several years. He has served as associate manager of the Piedmont Hotel, Atlanta, and assistant manager of the St. Charles Hotel, Pass Christian, Miss., which recently was destroyed by fire. He re-organized the Southeastern Greeters, a hotel men's association, and served as president for two years.

HEAD'S NEW VENTURE.

J. M. Head has become editor of the New York Home Furnisher, a monthly journal for the retail furniture dealer, which will make its first appearance in September under the management of J. W. Babcock.

Mr. Head was for many years a financial writer on the staff of the Chicago Daily News and was later in the advertising department of the Sperry & Hutchinson Company, New York, resigning to go with the New York Globe.

TEUTONIC JOURNAL SEIZED.

The plant and offices of El Imparcial, a pro-German newspaper of San Jose, Costa Rica, have been seized by order of President Tinoco after an investigation had shown that the newspaper belonged to the Government, having been paid for with money out of the treasury during the Gonzales administration.

The seizure of El Imparcial deprives the Germans of their only means of propaganda in Costa Rica.

PRISON FOR ANARCHISTS WHO RAIDED NEWSPAPER OFFICE.

Three anarchists who tried to wreck the office of Il Progreso Italo-Americano, a New York Italian daily, last winter, were convicted of rioting in the Court of General Sessions, New York, last week. The trio, who raided the newspaper's office because it refused to support I.W.W. lawlessness in the West, may be sentenced to a maximum of five years in the state prison.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press "MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps. NEW YORK CHICAGO DETROIT

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,884 lines more local business than its only competitor. With the Springfield News (the two at .065 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO DAYTON, OHIO. J. A. Klein, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicago

CONSOLIDATIONS.

GORDON, NER.—The Gordon Journal and Gordon Democrat have been consolidated.

MORRILTON, ARK.—The Headlight, owned and edited for the past nine years by V. A. Beeson, has been leased to A. W. LaVasque, who has taken charge.

CUNNINGHAM, KAN.—B. S. Edwards has sold the Clipper to Mr. Brady of Garden Plains. Mr. Brady is contemplating moving here and taking charge of the office personally, but has retained H. O. Woodruff as foreman for the present.

BLOOM, KAN.—Lorin Wallace has purchased the Booster from Dr. Goodwin.

GRANT CITY, MO.—W. J. Granger is now editing and publishing the Star, that paper having been turned over to him by J. W. S. Dillon for a number of months.

CHANDLER, OKLA.—With last week's issue of the Tribune, George F. Clark became the publisher, and S. Deane Wasson, formerly of the Oklahoma City Oklahoman, became editor of the paper.

STAFFORD, KAN.—E. A. Briles, editor of the Republican, has purchased the Stafford Courier from Nate E. Reece and has consolidated the two papers under the name of the Stafford Courier. Fred Reece, who has been business manager of the Courier, has located in Missouri, where he will enter the newspaper field.

GIRARD, KAN.—H. W. Shideler, owner and editor of the Press, has purchased the local Enterprise from H. W. Bouck and will consolidate it with the Press.

E. R. Little has established the Odessa (Minn.) Signal.

The BILLBOARD

covers the entire field in which the actor and professional entertainer lives and breathes and has his being, and dominates every section thereof.

There are other papers that attempt to cover this and that section of it, but The Billboard carries the advertising.

Weekly Circulation 40,000 Copies Member A.B.C.

The Billboard Publishing Co.

Broadway and 42d St., New York Chicago, Cincinnati, St. Louis and San Francisco

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

Member A. B. C.
EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
220 Fifth Ave., NEW YORK.
Lyttton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

CHURCHILL-HALL, 50 Union
Sq., N. Y.—Has secured account of
Silverberg Import Co., 239-4th av.,
N. Y., manufacturer of "Slip-pon"
veils and other specialties.

SEAMAN, 461-8th av., N. Y.—Re-
ported to be preparing plans for an
extensive advertising campaign for
the Kellogg Products Co., of Buffalo,
N. Y., on "Nut Margarine," a new
coconut-oil substitute for butter.
The Kellogg Products Co., is said to
be a \$2,500,000 corporation headed
by Spencer Kellogg, Jr. Charles K.
Woodbridge of the Hotel Statler,
Buffalo, is in charge of sales and ad-
vertising.

GUNDLACH, 122 S. Michigan av.,
Chicago—Planning a \$50,000 adver-
tising campaign, beginning in Sep-
tember, for the Adams Publishing
Company, Morton Bldg., Chicago.

McJUNKIN, 35 S. Dearborn st.,
Chicago—Reported will place a
\$25,000 appropriation this month for
the Heppes-Nelson Co., 4505 Fill-
more st., Chicago, maker of "As-
phalt Paint, Roofing and Shingles."

ATLAS, 450 4th av., N. Y.—Pre-
liminary campaign in Pennsylvania
only for Joy Products Co., 430 4th
av., N. Y.

TOMER, 294 Washington st., Bos-
ton—Placing advertising for the
Trico Carbonated Beverage Co.,
"Trico," Journal Bldg., Boston.

CECIL, Mutual Bldg., Richmond,
Va.—Placing 8,400-line contracts in
New England papers for Planters
Nut & Chocolate Co., "Pennant
Brand Salted Peanuts," Wilkes-
Barre, Pa.

CHESMAN, 1127 Pine st., St.
Louis, Mo.—Placing orders in Min-
nesota newspapers for Blatz Brewing
Co., "Barma," Milwaukee, Wis.

CONOVER, Boston, Mass.—Re-
ported to be placing the advertising
for True J. F. & Co.

CROSS, 214 S. 12th st., Philadel-
phia—Reported placing advertising

St. Paul and the Northwest

best can be reached by advertising your
wares in the columns of the

St. Paul Dispatch and
St. Paul Pioneer Press

In St. Paul, the St. Paul Dispatch has
an average total daily circulation of 53,
674; the St. Paul Pioneer Press, an aver-
age total daily circulation of 45,022; the
St. Paul Sunday Pioneer Press, an aver-
age total Sunday circulation of 47,892.
They also enter thousands of homes, lo-
cated in cities, towns and rich farming
districts of the Northwest.

TOTAL CIRCULATION

St. Paul Dispatch (daily). Over 81,000.

St. Paul Pioneer Press (daily). Over
64,000.

Sunday Pioneer Press (Sunday). Over
77,000.

They Cover The Field.

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
360 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
301 Devonshire Street, BOSTON.
Kreage Building, DETROIT.

THE Philadelphia Bulletin HAS THE Largest TWO-Cent Circulation in the East.

Net Daily Paid Average for June
358,191 Copies
WILLIAM L. McLEAN, Publisher.

of Gilpin, Langdon & Co., "Black
Flag Insect Powder," 300 W. Lom-
bard st., Baltimore.

ELLNER, 25 West 39th st., N. Y.—
Placing 3-columns in Connecticut,
Illinois, Iowa, Kansas, Massachusetts,
Pennsylvania and Wisconsin for Peo-
ple's Council of America, 2 West
13th st., N. Y.

JENNE & BUTLER, 803 State
Life Bldg., Indianapolis—Placing
copy in Indiana newspapers for In-
diana Electric Assn.

JONES, Binghamton, N. Y.—Mak-
ing new contracts for California for
the Booth's Hyomei Co., Buffalo,
N. Y.

KORBE, 212 5th av., N. Y.—Plac-
ing advertising in newspapers in New
York State during August and will
gradually extend the advertising
through territory east of the Mis-
sissippi for Chase-O-Mfg. Co., Han-
cock st. and Columbus av., Philadel-
phia.

MATOS, Bulletin Bldg., Philadel-
phia—Sending out 21-lines t. f. on
contracts for Eckman Mfg. Co.,
medial, Sixth and Market sts.,
Philadelphia.

REISMAN, Peoples Gas Bldg., Chi-
cago—Placing 5,000-line 1-year con-
tracts in Middle West newspapers for
Chicago & Alton R. R.

WILLIAMS, 108 Fulton st., N. Y.—
Placing copy in a few Georgia
cities for El Zernac Company, 108
Fulton st., N. Y.

STANDARD, 150 Nassau st., N.
Y.—Placing in large cities 70 lines 1
t. a. w. t. f. orders for Hammond
Typewriter Co., N. Y.

STREET & FINNEY, 171 Mad-
ison av., N. Y.—Sending out copy gen-
erally for Penn. A. C., Inc., 100
Lafayette st., N. Y.

STROUD & BROWN, 303 5th av.,
N. Y.—Making 5,000-line yearly con-
tracts with Sunday newspapers for
Brown-Durrell Co., N. Y.

THOMPSON, Lyttton Bldg., Chi-
cago—Sending out 5,000 lines, 1-year
contracts to a selected list of news-
papers for Superior Underwear Co.,
Piqua, Ohio.

CHAMBERS, Maison Blanche
Bldg., New Orleans—Now handling
advertising of the Dunbar Molasses
& Syrup Co.

PEARSALL, 203 Broadway, N. Y.—
Series of advertisements of Frank-
lin Society, New York. Preferred
positions only in newspapers are be-
ing used.

SNITZLER, Garland Bldg., Chi-
cago—Sending out 14 lines 3 times

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail
in Greater Montreal is larger than
that of any other Montreal morning
newspaper, English or French.

Verve & Conklin, Inc., 295 6th Av., N.Y.
I. S. Wallis & Son, 1st Nat. Bk. Bg., Chicago

a. w. generally for Dearborn Supply
Co., Chicago.

Also making 5,000-line, 1-year con-
tracts with newspapers for A. Stein
& Co., Chicago.

STERNBERG, 1457 Broadway, N.
Y.—Has secured accounts of:

U-Auto-C Corporation, maker of
"Klean-Sight" windshield cleaner, 21
W. 34th st., N. Y.

Rotograph Co., photograph picture
manufacturer, 512 W. 41st st., N. Y.
Schwab Brothers & Baer, makers
of "Centrill" mild Havana cigars,
1179 Broadway, N. Y.

RANKIN, Monroe Bldg., Chicago—
Placing large copy in farm papers
for E. G. Staudt, St. Paul, "Mak-a-
Tractor."

DIRECT—Walter Baker Co., Bos-
ton, is making 6-inch d. c. 26-time
contracts in large cities.

Vicks Chemical Co., Greensboro,
N. C., is making yearly contracts di-
rect with newspapers.

UNDELIVERED SECOND CLASS MAIL PUT TO GOOD USE.

In response to the plea of Ameri-
can troopers for papers and maga-
zines from home Postmaster General
Burleson has officially enlisted the
aid of every post office in the coun-
try. Soldiers in training at the
various cantonment camps also will
be supplied by the postmasters.

In the big post offices of the coun-
try, said the Postmaster General,
there continually accumulates a
large quantity of non-deliverable and
non-returnable periodical literature—
monthly magazines and weekly peri-
odicals of high character.

Ordinarily it is destroyed, but
henceforth it will be transmitted free
of charge to the boys behind the fir-
ing line.

Postmasters in many of the larger
cities have been directed to place
these undelivered magazines and peri-
odicals in packages and transmit
them to an American port which has
been designated. From there they
will go directly to the expeditionary
forces, where arrangements have been
made for their distribution.

In addition postmasters in other
offices have been instructed to trans-
mit their undeliverable magazines to
certain centrally located cities gen-
erally not far from cantonment
sites.

Reading matter will be distributed
from these points to soldiers in the
making.

In this manner the department
hopes to aid materially in keeping

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE
newspaper—increases its circulation
lead:

CIRCULATION 55,498
Daily (Net Paid)

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metrop-
olis of a rich, agricultural and man-
ufacturing territory.

Represented by PAUL BLOCK, Inc.
350 Fifth Avenue, NEW YORK.
Mallory Building, Chicago.
301 Devonshire St., BOSTON.
Kreage Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO.

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
People's Gas Building, CHICAGO.

up the spirit and the morale of the
troops while they are actively en-
gaged in military duties as well as
to improve their minds.

This arrangement is in addition to
the plan heretofore announced by Mr.
Burleson of permitting individuals to
send reading matter to soldiers in
camp and at the front simply by
placing a one-cent stamp upon a
magazine or periodical without name
or address.

Newspapers and magazines bearing
1-cent stamps hereafter may be
posted, unwrapped and unaddressed
no matter what their weight, by per-
sons other than publishers, and will
be forwarded by postal authorities to
American soldiers and sailors in
Europe.

In announcing plans for gathering
reading matter conveying home news
and fiction to the boys abroad, Post-
master-General Burleson suggests
that publishers print the following in
the upper right-hand corner of their
front covers:

"Notice to the reader. When you
have finished reading this publication,
place a 1-cent stamp on this notice,
hand same to any postal employe
and it will be placed in the hands of
our soldiers and sailors at the front.
No wrapping-no address."

CLASSIFIED RESULTS.

EDITOR THE FOURTH ESTATE.

Sir: I am delighted with the re-
sults from my classified advertise-
ment in THE FOURTH ESTATE under
"Situations Wanted." I never
dreamed I could get so many replies
from insertion in just one issue of
your publication.

BREYARD STEPPENSON.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

THE Boston Herald (Morning and Sunday) and the Boston Traveler (Evening)

Net Paid Circulation:
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations

PRES. WILSON COMPLIMENTS THE N. Y. WORLD.

Ralph Pulitzer, publisher of the New York World, has received a letter from President Wilson in which he says:

"I have heard with the greatest pleasure and admiration of the action of the World in regard to the men in the World office and their service in the war. I think perhaps you cannot know what genuine and deep satisfaction such evidence of patriotism excite in me.

"May I not send you and the men this line of warm appreciation?"

The service referred to by President Wilson in the above letter includes fifty-one men from the editorial, reporting, advertising, publication and mechanical departments of the World who have entered one branch or another of the national forces, and who are now in the service. These men, well-equipped for what they have to do, range from colonel to private in the army, and from lieutenant to apprentice seamen in the Navy.

To enable the spirit of loyalty and desire for service among the staff of the World to find due expression, Mr. Pulitzer, soon after the entry of the United States into the war, announced to the staff of the World that all who were called into service in the national guard, the naval militia, or the Army or Navy reserves, or who volunteered for service in these organizations would have the difference between their Federal pay and their World salaries made up to them by the World, for the duration of the war, in every case where the Federal pay was less than the World salary.

Mr. Pulitzer himself has joined the Naval Reserves as lieutenant on board a "submarine chaser" in a section patrol of the Atlantic Coast. His "chaser," which was built at his order especially for this form of ser-

BRIDGEPORT

CONNECTICUT
(The Easton of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Published by A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning
37,659 NET PAID average during 6 months period ending April 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
738 Tribune Building, NEW YORK

vice, has been accepted by the Government.

GERMAN PAPER THAT WOULD NOT ATTACK WILSON.

Because the Frankfurter (Germany) Zeitung refused to join in the general chorus of abuse of President Wilson that paper was accused by Professor Behrendsen and the Pan-German press, particularly the Deutsche Zeitung, of being influenced by an American holding a number of its shares. By this is probably meant the son of one of the former proprietors called Simeon, who is an American, living in Buffalo, and who spent the winter before the war in Germany.

The Frankfurter Zeitung refused to publish a letter from Professor Behrendsen charging Wilson with being financially interested through his son-in-law's connection with the Morgan group. The professor asserts that Germany's victory would mean Wilson's and Morgan's ruin, and that financial interests were Wilson's main reason for his anti-German attitude.

The Frankfurter Zeitung, in refusing to publish the article, said it was unable to publish such accusations without proof or evidence.

NEW GEORGIA OFFICERS.

The officers of the Georgia Weekly Press Association elected last week in Thomasville are: President, Paul Harber, Commerce Observer; first vice-president, J. Kelley Simmons, Telfair Enterprise; second vice-president, W. G. Sutlive, Savannah Press; corresponding secretary, H. M. Stanley, Dublin Courier-Herald; recording secretary, C. E. Beems, Butler Herald; treasurer, J. J. Howell, Cuthbert Leader.

A committee was appointed to protest before the legislature against any change in law regulating the price of advertising. The committee consists of Frank Mangum, chairman; Kelley Simmons, Volney Williams, Trox Bankston, J. T. Burkhalter and J. D. Durden.

The next place of meeting was left to the executive committee.

AN INDEX TO THE YEAR.

EDITOR THE FOURTH ESTATE.

Sir: Congratulations upon the annual review section of THE FOURTH ESTATE. It is admirably done, affording an excellent and easy reference to the year 1916 in journalism.

WALTER WILLIAMS,
Dean, School of Journalism, University of Missouri.

THE DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle NEW JERSEY'S LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

ON CANADA'S FIGHTING LINE.

Quartermaster-Sergeant James Elsworth, formerly on the staff of the Regina (Sask.) Leader, has been decorated for conspicuous gallantry.

Lieutenant J. J. Walters, formerly night city editor of the London (Ont.) Advertiser, was recently killed at the front by a shell.

James Annand, a former member of the Toronto Star staff, has been promoted to captain after two years as a lieutenant.

Lieutenant William Wallace, who was a member of the Toronto Star editorial staff before enlisting, has arrived in Toronto after being "gassed" by the Germans at Vimy Ridge. He won the Military Cross in the early battles on the ridge.

Major Charles Bresford Topp, formerly with the Toronto Mail & Empire, has been mentioned in dispatches for gallantry under fire. He originally intended to be a war correspondent for his paper, but when England refused him permission to go to the front, he applied for a commission, received it and later won his promotion to major on the field.

Lieutenant Gregory Clarke, a former Toronto Star reporter, has been awarded the Military Cross for gallantry in action.

John A. McGrath, formerly of the St. John's (N. F.) Evening Herald staff, has been commissioned in the Eleventh Division of the Dublin Fusiliers. He has been at the front since 1914.

NEW EMPIRE STATE UNION.

Publishers of weeklies in Eastern New York formed a new association last week, under the title of the Hudson Valley Weekly Press Association, and elected the following officers:

President, Ernest L. Haight, Highland Post and Ravenna News-Herald; vice-president, Jacob H. Strong, Rhinebeck Gazette; secretary, Fletcher Quick, Marlborough Record; treasurer, L. G. Goodnaugh, Cornwall Press.

AMEN CORNER ELECTION.

Congressman Thomas F. Smith is the new president of the Amen Corner, the old New York political reporters' association. The other officers chosen are: James J. Montague, vice-president; Walter Lauder, secretary; and William Leary, treasurer.

It was decided to hold the annual dinner for 1917 at the Waldorf-Astoria on December 18.

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNES, CHICAGO.
FERREE & CONKLIN, Inc., New York

CYLCONES ARE NO OBSTACLES.

A storm of cyclonic violence swept the business district of La Porte, Ind., on July 23, partially wrecking the electric light plant of the La Porte Gas & Electric Company, which furnished electric power and light in the city.

The storm occurred at 2.15 p. m., close to the press time of the La Porte Herald and the La Porte Argus. While other industries in the city depending upon electric power had to shut down the two papers mentioned got out their editions.

The La Porte Herald induced the Advance-Rumely Thresher Company, whose big plant is in the city, to hook up a farm tractor with the large Goss press, the tractor being connected with the press in the basement by a belt from the street.

The La Porte Argus press was similarly operated with a so-called "Helping Henry" apparatus attached to the rear of a Ford automobile.

The Herald printed its regular eight-page edition and the Argus a smaller edition. Both papers were no more than two hours late.

ITALIAN DAILY QUILTS.

The high cost of print paper and the loss of subscribers through enlistments in the Italian army last week caused the suspension of Il Giornale di Chicago, a well known Italian daily.

NEARING TWENTY-FIVE.

The Providence (R. I.) Evening News is preparing a "Twenty-Fifth Anniversary Number," under direction of J. A. McAvoy.

ANOTHER TEXAS MEETING.

The Northwest Texas Press Association will meet at Seymour, Tex., on August 16 and 18.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star	83,194
Evening Times	35,569
Washington Post	34,293
Washington Herald	30,454

Since this statement the circulation of the Star, Times and Post has materially increased.



LIGHTEN UP
your copy with
CARTOONADAY CUTS
Howell-drawn

Write Now for Folder, Right Now!

CARTOONADAY
Incorporated

303 Fifth Ave., New York City
Copy specially prepared to fit cuts, if desired.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREB & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING Union Star
EXCEPT SUNDAY.

AUDITED CIRCULATION 20,643
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

A SERIOUS TALK FOR THE RETAIL ADVERTISER.

Here's a heart to heart talk for re-
tail advertisers, not only for those who
read THE FOURTH ESTATE, but one
that it would be well for newspaper
publishers generally to give to local
merchants who are working along the
wrong lines in advertising.

The matter is extracted from an ad-
dress by H. H. Hershey, advertising
manager of the Peruna Company, be-
fore a recent meeting of the Colum-
bus (O.) Advertising Club, which has
drawn commendation from those who
heard it. The advice is:

Of the many branches of advertis-
ing, there are less educational efforts
made on the part of the merchant
who spends his money than in any
other line of advertising. The ex-
perience of any solicitor of adver-
tising among the merchants would make
a very profitable book for all mer-
chants, as they would see therein the
representation as to what they think
of advertising and how well prepared
they are to make an investment along
these lines.

The ordinary merchant anticipates
that by the mere placing of an adver-
tisement in the paper, he is able to
build up a better and bigger business.
If results do not come in as he an-
ticipated, he will condemn the so-
licitor who persuaded him to advertise
and will say that advertising in that
paper which carried his advertising is
a waste of money.

Such a merchant is forgetful of the
fact that he probably did not write
his own advertisement, and the dis-
tinctive line of sales talk that he uses
every day over the counter is totally
absent in his advertisement. A mer-
chant cannot expect to make a suc-

If this territory presents a sales problem to you, the Merchandising Service Department

of the Boston American will, upon
request, make a trade investigation
covering various sections of Metro-
politan Boston and submit a report
which will help you solve that prob-
lem. Ask how this department
works.

BOSTON AMERICAN

W. D. BOYCE CO.

500-514 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS
THE FARMING BUSINESS

High-class farm weekly, magazine form.
BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM FOR
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.

Peoria JOURNAL

Only evening paper in Peoria with As-
sociated Press franchise. Leads in cir-
culation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate

HENRY M. PINDELL, Proprietor.

CHAS. H. EDDY CO., Representative.

NEW YORK BOSTON CHICAGO

cess at advertising by simply filling up
the space and signing his name. He
must use as much care in the selec-
tion of copy as he does in the pur-
chase of his wares.

If he is careless in his purchases, he
naturally would be considered careless
in his advertising. But if he is con-
servative and careful in his purchases,
it seems strange indeed that he should
be careless in the expenditure of
money that he uses for his adver-
tising.

"Why should I be conservative in
my statements?"

"Why not do as the other fellow
does?"

"Why not continue my advertising
as I have in the past?"

"Why do I prefer to revise my
copy?"

"Why don't I conduct my business
as my father has done?"

"Why forget the parental teaching
and use my own methods?"

Those and a host of other questions
are continually asked by many adver-
tisers.

In other words they are afraid to
depart from their past standards, be-
cause they think they will lose some
business, since they have not tried the
new way they do not know anything
about it and are afraid to change.
They do not anticipate that it would
be much better.

Perhaps they see some merchant
playing the old method whose busi-
ness becomes less every day. This
should be an eye-opener to them. It
should be convincing that old meth-
ods don't work.

Everything else has been changing,
why not merchants' advertising?

The merchant would not think of
putting in stock that was used several
years back when other newer things
were on the market. If some one
should ask him to do this he would
think that person crazy. Yet, at the
same time he is carrying his advertis-
ing on in the same old way. He has
been progressive in every department
of his business except advertising.
Really it does seem strange, but it is
the fact.

Just take up the newspapers; glance
over the advertisements; they tell the
story of the merchant who is abreast
of the times, and of the one who is so
far in the rear that field glasses would
be needed to locate him.

When you buy goods, you take all
things into consideration. You weigh
the price and what you expect to get
for it and calculate how much the
public will stand.

Why should not you use the same
care in advertising?

The BEST Advertising BUY in CLEVELAND THE LEADER Morning and Sunday, and THE NEWS

Quality Evening Newspaper
With Quantity Circulation
Represented by PAUL BLOCK, Inc.,
250 Fifth Ave., NEW YORK
Mallers Building, CHICAGO
301 Devonshire St., BOSTON
Krease Building, DETROIT

THE NEW ORLEANS ITEM

Largest Afternoon Circulation in the
entire South.

(April A.B.C. Net Paid Statement)

Sunday 68,875 Daily 55,041

THE JOHN BUDD COMPANY

NEW YORK CHICAGO ST. LOUIS

It is your personal treatment of cus-
tomers that builds up business. Ad-
vertising helps you to build this up
much more quickly. If you co-ordi-
nate the two in a systematic way, the
result will be satisfactory, no doubt.
But if you have one to offset the
other, there may be neutral results
without any profit.

You are in your business for the
money that you can make out of it.
In the same way you will consider ad-
vertising. If you don't think that you
can make money out of advertising,
better not try "the game," because the
chances may work contrary to your
desires.

Much more can be said on this sub-
ject, but the same would bring this
down to one thing generally, namely,
know your merchandise as well as
copy that you expect to sell your
goods.

Know your people whom you expect
to reach just as well as you know
your merchandise.

AGENTS ELECT FREEMAN.

R. S. Freeman, of the Richmond
(Va.) advertising agency bearing his
name, is the president of the newly



R. S. FREEMAN
organized Southeastern Advertising
Agents Association, the objects of
which, according to the by-laws, are

THE PITTSBURG DISPATCH

with its dominating influence brings
advertisers paying results.

H. C. Rook, Real Est. Trust Bdg., Phila.
W. G. Brooke, 235 Fifth Ave., New York
Ford-Persons Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 10 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes.

In all VIRGINIA it's the same.

STORY, BROOKS & FINLEY, Inc.

New York Philadelphia Chicago

to promote efficiency in all depart-
ments of general advertising agency
work and their representatives in the
development of business to mutual
benefit. The ideals of the association
are of a democratic nature.

The members say that they are co-
operating to build up bigger and bet-
ter advertising accounts throughout
the South, their clientele now run-
ning into millions of dollars of adver-
tising appropriations annually. The
South is growing rapidly, they state,
and new advertising accounts are be-
ing developed all the time.

President Freeman's associate offi-
cers are: Vice-chairman, Dillard
Jacobs, Dillard Jacobs Advertising
Agency, Atlanta; secretary-treasurer,
William Alden, Southern Advertising
Agency, Atlanta.

The executive board consists of R.
S. Freeman, Dillard Jacobs, William
Alden, C. N. Page and B. R. Mont-
gomery.

The Southeastern Agents Associa-
tion will meet each year at the time
and place of the annual convention
of the Southern Newspaper Publishers
Association.

INTERESTING AND VALUABLE.

EDITOR THE FOURTH ESTATE.

SIR: Your annual review for 1916
is not only interesting reading at this
time, but a valuable reference book
for any newspaper man. I expect to
have numerous occasions to refer
to it.

I am sure this work on your part
will be fully appreciated by the news-
paper publishers of the country.

G. J. PALMER,
Vice-President and General Manager
Houston (Tex.) Post.

The Circulation of the NEW YORK EVENING MAIL

represents a greater pur-
chasing power per unit of
circulation than is found
in any other New York
Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Germania Herold 36,989
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(German Farm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,002

Eastern Representatives
LOUIS KLEBAHN
1 West 34th Street NEW YORK
Telephone 318 Greeley



A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium
Phone Stuyvesant 2004
90 East 10th St., NEW YORK

HARMSWORTH AID FOR U.S. PAPERS.

(Continued from Second Page.)

committee, Mr. McIntyre and members of the A.N.P.A. and their attorneys.

It is understood that the paper committee will be very glad to hear from any section of the country where paper is needed, even if it may be the smallest publisher of a local weekly paper. He desires all the information he can secure to enable him to most satisfactorily meet the conditions as they arise in the distribution of this tonnage where it will do the most good.

ONLY FOR THOSE IN ACUTE NEED.

Following is the official statement of the A.N.P.A. paper committee:

"The paper committee has closed a contract with the Anglo-Newfoundland Development Company, Ltd., Grand Falls, Newfoundland, for its output of news print paper and sulphite pulp, and with the Albert E. Reed (Newfoundland) Company, Ltd., for its entire output of groundwood pulp, to be distributed in the American market under the most favorable conditions.

"This contract was made possible by the guarantees of a number of publishers in behalf of others. Part of the terms of this agreement and guarantee are that a block of this tonnage of the Newfoundland mill will be disposed of at their contract prices, the balance to be disposed of at actual cost. All of these prices will be substantially better than the open market.

"It is the hope of the paper committee that this tonnage will have a

The Open Door
to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
5th Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY
IN NEW ENGLAND

Kuryer Bostonski

27 Beverly St., BOSTON, MASS.
reaches 600,000 Poles in New England. They want to buy your goods

Use Kuryer Bostonski.

great effect on the market, relieving the very acute situation of any small publishers and assisting to keep the market in good condition for fall contracts.

"The paper committee urges every possible economy between now and the end of November to build up as large stock as possible of paper.

"With this tonnage placed where it can do the most benefit and have the most effect on prices, we look for very much better conditions than would have existed if the committee had not accomplished these results.

"A company has been organized, the Publishers Paper Company, Inc. As soon as organization is completed and a staff arranged, they will be in shape to take care of all orders with dispatch and care.

"On account of the fact that most of this paper will be delivered by boat, it will probably be shipped mostly to publishers along the Atlantic seaboard. Where freight rates permit, it will be shipped further inland. This paper is only available for those who are in acute need, and will not be used where publishers are taken care of under a satisfactory contract.

"These negotiations were instituted through the courtesy of Roy Howard of United Press Associations, whose benefit and cooperation we specifically wish to mention. The Federal Trade Commission was largely instrumental in having these negotiations opened in cooperation with Mr. Howard.

"The publishers are indebted to the commission for its activities in their behalf and for its willingness to cooperate and make possible the negotiations and contract which the paper committee has concluded. This is only one of the many beneficial activities of the Federal Trade Commission, and we regret that there are some publishers in the country who are not inclined to give it credit for the real work it has done. That the commission has not accomplished some things it attempted is not its fault, and under very difficult conditions it accomplished a great deal of benefit to both large and small publishers in this country."

TEXAS MEET IN DECEMBER.

The annual meeting of the Texas Editorial Association will be held at Palacios, Tex., on December 3-6.

NEW PUBLISHING COMPANY.

The United Publishers of Canada, Ltd., has been incorporated in Ottawa with a capital of \$200,000.

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars.

W.M. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, ENG., 19 Sicilian Avenue
Southampton Row.
PARIS, 6 rue du Rocher.

THE JEWISH MORNING JOURNAL carries more advertising than any other Jewish newspaper in NEW YORK CITY

UNION HEAD SAYS THERE IS
NO PAPER SHORTAGE.

John T. Carey, president of the executive council of the International Paper Makers, declares that there is now no scarcity in news print paper.

In fact, according to President Carey, many of the news print paper mills of the country are either idle altogether or else working on short time.

The mills at Hudson Falls, N. Y.; Sheboygan, Mich.; Groveton, N. H., and Holyoke, Mass., are running reduced time. Many of the men have gone into other trades in order to work full time.

One of the purposes of the executive council meeting held last week in Albany, N. Y., was to discuss alleged discriminations against young men of draft age, many of the mill owners, it is charged, having refused to employ young men between 21 and 31.

The executive board adopted a resolution condemning this. President Carey supplemented the action by declaring that the union was collecting the facts and would forward them to Washington as soon as they could be verified. It was charged that many of the mills had been employing foreigners while young Americans remained idle.

MANAGER RESIGNS.

Richard Holmes has resigned as business manager of the Toronto Telegram after a service with the paper covering forty-one years.

G. O. P. DAILY QUILTS.

The Galion (Ohio) Daily Leader, a Republican newspaper, has suspended publication, no reason being assigned.

CONDENSED NEWS NOTES.

Major Arthur M. Nelson has sold his interest in the Fairmont (Minn.) Sentinel Publishing Company to Frank A. Day.

The Eureka (Cal.) Times is to have a new building shortly. It is under construction on E. street and it is said it will be the most complete plant between San Francisco and Portland.

The Advertising Association of Chicago held its annual picnic at Ravinia Park, near Chicago, on July 28.

Rush A. Culver has leased the St. Anagar (Ia.) Enterprise, which has been conducted by his father, Miles K. Culver.

NEW YORK America's Greatest Jewish Community THE DAY

America's Foremost
Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America.
CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY

The National
Jewish Daily.

Member A. B. C.
Main Publication Office:
183 East Broadway, NEW YORK

NARODNI List

Established 1898.

An American newspaper published every day in the year in the Croatian Language

Sworn Circulation as required by law, OCTOBER, 1, 1916, 25,066
Ideal Newspaper for National Advertisers
Phone 2939 Beekman
61 Park Row, NEW YORK

HOLMAN EDITS UTAH WEEKLY

Theodore L. Holman, who recently became editor and publisher of Goodwin's Weekly, Salt Lake City, when Judge C. C. Goodwin retired, has gained a reputation in Utah as an alert journalist and public-spirited politician. He has been in the state for eleven years, first doing local newspaper work and then purchasing both newspapers in Bingham, Utah, issuing them as the Bingham Press-Bulletin.

He has been associated with Judge Goodwin and J. T. Goodwin, his son, in the publication of Goodwin's Weekly since 1913.

He served in the state legislature for two terms, taking an active part in the councils of the majority party. He was appointed assistant secretary in 1913, holding office until January 1, 1917.

FIRES.

FORT WORTH, TEX.—A fire on July 7 damaged the contents of the Southwestern Engraving Company's establishment to the amount of about \$200 and the building which it occupies to the extent of \$300. The Southwestern Engraving Company belongs to Reimers Publishing Company.

MOVING TOMORROW.

The St. Louis Post-Dispatch will move into its new building on August 5.

FIFTY YEARS OLD.

The Cheyenne (Wyo.) State Leader has just celebrated its 50th birthday, issuing a 64-page special edition.

The Blue River (Wis.) Informer has made its initial appearance.

When you mention the National Capital you KNOW its Leading Newspaper, the

Washington POST

DAILY 2c—SUNDAY 5c

Always Reliable

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

The Average Daily (*Week Days*
Only)

Paid Circulation of

The Chicago Tribune.

for the month of

JULY

was

376,986

This is the Largest
TWO-CENT CIRCULATION
in America,
Morning or Evening

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Weekly at 330 West
50th Street (Near Broadway)

NEW YORK CITY

SATURDAY, AUG. 11, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED 1894 No. 1224

Supremacy Maintained!

Day by day, week by week, month by month—year in and year out, the Cleveland Plain Dealer *maintains supremacy* in its field—by reason of the fact that its readers include those who have money to spend on advertised products, and the inclination to spend it. No better proof, regarding Plain Dealer supremacy, could be asked than the following figures, which tell the story more forcefully than can mere words.

DURING JULY, 1917

The Plain Dealer published 1,034,698 lines of paid advertising, being an increase of 73,976 lines over the same month last year. (The largest increase of any Cleveland newspaper.)

EXCEEDING Cleveland's second newspaper (evening)
by 220,766 lines.

EXCEEDING Cleveland's third newspaper (evening)
by 531,146 lines.

EXCEEDING Cleveland's fourth newspaper (morning)
by 476,182 lines.

Show them the way; tell Cleveland Plain Dealer readers *your* story.
You can *bank* on the results.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Advertising Representative:	Western Advertising Representative:
JOHN B. WOODWARD	JOHN GLASS
Times Building, NEW YORK	CHICAGO, Peoples Gas Building

WHY A.N.P.A. SAYS: "DON'T STORE NEWS PRINT."

CAR SHORTAGE ARGUMENTS ANSWERED —PAPER HOARDING NOT IN THE NATIONAL INTEREST.

Whether to store up now news print paper for future protection against possible shortage, higher prices or delay in freight shipments, caused by war; or to hold off buying extra paper in the hope of lower prices in the future—this is the question that is probably uppermost in every publisher's mind today.

The paper committee of the American Newspaper Publishers' Association says: "Don't store paper."

The United States Chamber of Commerce, in conjunction with the Committee of National Defense, calls for storage of every possible product to relieve the strain on the railroads now and in the future when crops, soldiers and war munitions have the right of way.

Last week THE FOURTH ESTATE told of the view taken by the Chamber of Commerce and the Defense Committee. This week it presents the argument of the A.N.P.A. paper committee on why not to store paper.

The explanation is in the form of an interview given THE FOURTH ESTATE by A. G. McIntyre, special representative of the committee. Mr. McIntyre said:

"Storage of paper by publishers is being urged by many interests, and for varying reasons.

"Manufacturers particularly ask them to take in shipments as far ahead as October commitments. Some are advising stocking up at present prices, urging the statements of manufacturers that costs of raw material are still advancing to unheard of figures, which will force the price of paper still higher.

"This would be a logical argument, except for the fact that it has been demonstrated in the past that the selling price of paper has never had any relation to its cost of manufacture, but has been artificially stimulated and regulated by agreements among manufacturers and by distribution of territory.

"We find the special committee of the Chamber of Commerce of the United States, in conjunction with the storage committee of the Committee of National Defense, issuing an appeal to business, to increase the storage and immediate movement to relieve the railroads in the car crisis, expected when the crops begin to move.

"We have pointed out that this car shortage was a serious problem, that the usual easing off in car difficulties at the present season has not been experienced as it should be, that the prospect on all sides for fall conditions is very serious and that without a doubt there will be a fall car shortage.

"We have asked publishers to meet this by every possible economy. Those who have already, in their own opinion, cut to the bone, must even pare further and build up their supplies and surplus in view of the coming shortage of cars.

"We regret that the Paper Committee has to advise against storing a heavy surplus paper even in view of a claim to benefit the national defense. If mills shipped out their future commitments at the present time, they must still receive their raw materials coal, and other supplies during the fall period, but if publishers are filled up with paper, there will come such a congestion that the paper mills will shut down. Supplies coming to the mill make empty to be loaded, particularly for the mills in Canada.

"If they are forced to send these cars out light it will only increase the difficulties in car shortage. If the interests of efficiency, paper must

be moved in fairly regular movements.

"We do not believe it will be to the advantage of the national defense to have large quantities of paper stored at the present time with no shipments during the congested periods.

"Warehousing conditions throughout the country are serious, and rates have increased.

"The increased cost of carrying this paper is serious.

"It very much adds to the difficulties of publishers financing their business under present conditions, and if as they are faced with extreme high costs of supplies and paper, they are forced to use large quantities of liquid capital, carrying in storage quantities of paper in addition to paying the extra cost of so doing, the money situation will tighten seriously.

"Since the war broke out there has been a depletion in the supply of capital, and with the further prospects in view of \$10,000,000,000 in Government bonds being sold during the next year, it is imperative that those operating any kind of business do so on as small capital requirements as possible.

"Financial institutions are advising businesses to act quickly if they require any liquid capital.

"By hoarding supplies of paper at present enormous prices, we are working against the financial plans of the Government and the Allies in this country in tying up a lot of money in supplies which cannot be liquidated. As the war progresses we will see higher average level bank rates for this money and certainly a publisher should not add to the financing troubles of the country under present conditions.

"Canada has met its car shortage, which in proportion was more acute than that of this country because of smaller equipment and fewer transportation lines. Canada was more severely taxed under war conditions with the additional movement of supplies which came from the United States. A great deal of this duplication of transportation will now be eliminated with both countries in the war.

"With the elimination of much of the passenger service, freight congestion can be helped materially.

"We urge on the Government the elimination entirely of the exports of news print paper, ground wood and sulphite pulp. All the movement of

this paper and pulp is co-incident with war supplies to the ports.

"On the other hand, a very large part of the paper moved for publishers does not conflict with this war traffic. If all publishers make a scramble at the present time to hoard paper, the small publishers who are today almost on the brink of destruction will be ruined.

"Bankers are refusing to carry publishers any further with their supplies and if publishers attempt to strain their limited resources by carrying heavy stocks, it would be most dangerous.

"Storing paper will mean two extra handlings and extra labor. In the interests of labor economy these unnecessary handlings should be avoided.

"We regret we must urge in the interests of low paper prices, and in the interests of the national defense from our point of view, only carrying such supplies as are needed for proper protection and stocks of not more than a month's supply. Otherwise we will have a distinct and dangerous reaction."

OHIO SELECT LIST OFFICERS.

Members of the Select List of Ohio Daily Newspapers held their annual meeting in Columbus on August 7. The meeting, at which officers for the coming year were elected, was well attended.

Officers elected are: President, W. O. Littick, Zanesville Times-Recorder; vice-president, Harry E. Taylor, Portsmouth Times; secretary-treasurer, C. H. Spencer, Newark Advocate.

As the board of directors, Fred W. Bush, Athens Messenger; Oliver J. Jones, East Liverpool Review; John H. Shearer, Marysville Tribune, and L. E. Wall, Findlay Republican, were elected.

The association, which has forty-five members, meets bi-monthly. The October meeting is to be held in Columbus and the December session in Pittsburg, Pa.

KOBLER ON HEARST STAFF.

A. J. Kobler, for the past seven years on the New York Globe, will join the Hearst publications early in the fall, doing free lance work. He will devote most of his time to the American Weekly, a section of the Hearst Sunday newspapers, with distribution in New York, Boston, Atlanta, Chicago, Los Angeles and San Francisco.

John W. Hunter, now assistant publisher of the Globe, will assume the duties of Mr. Kobler upon his resignation. Mr. Hunter is well known in the newspaper and advertising field and has been with the Globe for the past eight months, joining its forces after his resignation from the firm of Knill-Chamberlain-Hunter, Inc., newspaper representatives.

NEW NONPARTISAN PAPER.

The Grand Forks American is the name of a new paper to be launched at Grand Forks, N. D. A company has been organized with a capitalization of \$100,000 to conduct the newspaper, which will be the organ of the Nonpartisan League. A. G. Sorlie of Grand Forks is secretary-treasurer of the company.

WAR CORRESPONDENTS HERE.

Charles F. Bertelli, Paris manager of the International News Service, and Karl H. von Wiegand, its Berlin correspondent, are now in New York, having arrived from their European stations during the past few days.

Mr. von Wiegand was the last American correspondent to leave Berlin and spent a short time in Stockholm before coming back to America.

RE-ORGANIZATION IN LOUISVILLE.

COMMITTEES AND MANAGERS DIRECTING TIMES AND COURIER-JOURNAL.

Under the Louisville Courier-Journal and Louisville Times reorganization, an executive committee (consisting of W. B. Haldeman, editor of the Times; Bruce Haldeman and Bennett H. Young) will have general control and direction of matters pertaining to the Courier-Journal Company and the Louisville Times Company. The executive committee has been created and will be, as a matter of course, subject to the board of directors.

The board of directors consists of Bruce Haldeman, W. B. Haldeman, Henry Watterson, Clara Haldeman Bonnie and Bennett H. Young, representing Isabel Haldeman. These directors are owners of the stock in the Courier-Journal Company and the Louisville Times Company.

Bruce Haldeman will continue as president of both the Courier-Journal and Times Companies at the same salary he has always received.

Any changes that may be made in the editorial or business departments will be for the future consideration of the new general editorial manager (Arthur B. Krock) and the new general business manager (Robert E. Hughes).

Messrs. Krock and Hughes are delegated very full authority in their respective positions, but, of course, are subject to the executive committee and the board of directors.

NEW A. P. MEMBERS.

The following newspapers have recently been elected to membership in the Associated Press: Juneau (Alaska) Empire, Nome (Alaska) Nugget, Ketchikan (Alaska) Progressive Miner, Seward (Alaska) Gateway, Fredonia (Kan.) Gazette, Quitman (Ga.) Free Press, Hot Springs (Ark.) New Era, Brunswick (Ga.) News, Orlando (Fla.) Sentinel, Goldsboro (N. C.) Argus,

Drumright (Okla.) Derrick, Moberg (S. D.) Tribune, Fairmont (W. Va.) News, Peru (Ill.) News-Herald, Monterey (Mex.) El Progreso, Mexico City (Mex.) El Pueblo, Mexico City El Excelsior, Havana (Cuba) Diario de la Marina, Virginia City (Nev.) Chronicle, Carson City (Nev.) News, Hilo (H. I.) Tribune, Ashbury Park (N. J.) Press, Kearney (Neb.) Times, Bridgeport (Conn.) Standard, Morgantown (W. Va.) New Dominion, Clarksville (Tenn.) News, Flagstaff (Ariz.) Leader, El Centro (Cal.) Press, Conneaut (Ohio) News-Herald,

Plattsburg (N. Y.) Press, Miles City (Mont.) Journal, Alpena (Mich.) News, Passaic (N. J.) News, Passaic Herald, Sterling (Colo.) Advocate, Klamath Falls (Ore.) Herald, Jerome (Ariz.) Sun, Taylor (Tex.) Democrat, Battle Creek (Mich.) News, Mitchell (S. D.) Morning Republican.

UNDER A.N.P.A. BANNER.

The American Newspaper Publishers Association has elected the Bridgeport (Conn.) Standard-American, the Fitchburg (Mass.) Daily News and the Morristown (N. J.) Daily Record to active membership and the Ludington (Mich.) Daily News to associate membership.

PAPER FOR MISSOURI TROOPS.

The Missouri Guard is the name of a new six-column weekly newspaper issued for the troops of the Missouri National Guard. It is edited by men in the service.

CO-OPERATION BETWEEN U. S. AND CANADA.

INQUIRY BY COMMISSIONER PRINGLE REVIVES HOPE FOR TRADE BOARD'S RECOMMENDATION.

The more complex the news print situation becomes in Canada, the stronger becomes the belief of officials at Washington that time will bring about close cooperation between the Dominion Government and the Government of the United States in the handling of news print problems.

As another straw to indicate which way the wind is blowing comes the request of the Canadian investigators for the figures compiled by the Federal Trade Commission as to the cost of production in Canadian mills.

The Canadian Government has written the Federal Trade Commission asking use of such figures obtained in the Federal Trade Commission's investigation into costs of news print as might aid Canadian officials now engaged in an investigation into news print costs in the Dominion.

The request came from R. A. Pringle, K. C., commissioner in charge of the Canadian investigation. Accountants are now at work at Canadian mills preparing statements of costs. Such statements, it is understood, are to be submitted to the manufacturers, when completed, following which a public hearing will be held at which all parties interested will discuss the statements.

Commissioner Pringle has suggested that Geoffrey Clarkson, at the head of the Canadian accountants, confer with the accountants who handled the news print investigation for the Federal Trade Commission and submit copies of the Canadian accountants' reports.

Commissioner Pringle also has requested a meeting with Chairman Harris, of the commission, in Washington.

The Federal Trade Commission has replied that it would be glad to comply with Mr. Pringle's request at some future date to be settled by agreement.

COMMISSIONER PRINGLE'S STATEMENT.

The request by Commissioner Pringle gave rise to the questions of whether it indicated that he had reconsidered his decision not to consider the business done by Canadian paper manufacturers in the United States in his investigation of the price of news print in Canada (which caused the withdrawal of the Canadian Press Association from participation in the Pringle inquiry), or whether it was a step toward cooperating with the Federal Trade Commission of the United States in the latter's recent proposal for joint United States and Canadian governmental control of paper prices and distribution in the two countries.

In answer to a query by THE FOURTH ESTATE, Commissioner Pringle, in Ottawa, said:

"I have not in any way intimated that I would investigate conditions in the United States. It is just possible, after the accountants get through here on their cost figures, that a conference may be held with the accountants who acted for the Federal Trade Commission, but only in regard to cost of paper manufacture in Canada."

A. R. Alloway, assistant manager of the Canadian Press Association, Inc., said:

"We do not think there is any connection between the request of Commissioner Pringle to the United States Federal Trade Commission and the commissioner's decision that led to the withdrawal of the newspapers

from the Pringle news print investigation, as explained in THE FOURTH ESTATE of August 4."

But the fact that Commissioner Pringle has got into touch with the Federal Trade Commission has led to a revived hope that the United States and Canada will finally come together for a settlement of their paper problems.

Arguments were advanced to THE FOURTH ESTATE by men in close touch with the situation in Washington that the trade commission unearthed evidence to convince it that important manufacturers in the United States and Canada "were banded together to secure unreasonable profits," rendering it logical that the governments of the two countries may act together if any remedy or relief is to be sought through special legislation or Governmental control.

While there has all along been a feeling of optimism that Washington and Ottawa will ultimately get together on a mutual understanding as to news print regulation, it is no harm to point out that a couple of rather potent influences are at work to drive into camp any Canadian officials that might be inclined to hang back owing to a feeling of friendliness toward Canadian news print interests.

The influences in question being practical ones, having to do with the future of the physical aspects of the Canadian paper industry, may be expected to "get" Canadians who might not be so readily swayed by the moral or sentimental considerations.

First of the two currents of influence now drawing Canada to an understanding is the recommendation of the Federal Trade Commission to the United States Senate to the effect that if the Canadian Government does not join in a cooperative enterprise, then all importation of paper and mechanical and chemical pulp into the United States shall be made only on Government account to or through a Federal agency charged with such supervision and distribution.

It seems that when the trade commission first submitted its report, the Canadians paid very little attention to the obscure paragraph containing this alternative recommendation; but latterly it has gradually dawned on some persons in high places in the Dominion that this is very much a case of the mailed fist in the velvet glove.

Inasmuch as 75 per cent of Canadian news print comes to the United States, any action such as is hinted at might serve to put a crimp in a class of business that is paying comfortable dividends to many Canadian stockholders and tidy taxes to the Canadian Government.

The second influence—or it might more rightly be denominated a group of influences—is of even more re-

cent origin and grows out of the conditions prevailing in the fields of commerce and industry on this continent at the present time.

The spectacle of the Harmsworth mills in Newfoundland, denied for a time a profitable market in the United States simply because the powers that be in America would not bestir themselves to provide ocean tonnage, has afforded an object lesson to Canadians as to the indirect pressure which American interests can bring to bear.

DANGLING SWORDS.

Even more to the point have been the swords dangling over the heads of various Canadian paper makers ready to fall at a signal from this side of the line.

A Canadian paper maker here with no American coal for the operation of his mill; one there with troubles of his own in securing empty cars from American railroads that have no freight to ship into his locality; and another, beyond, worried over the difficulty of chartering American steamers on the Great Lakes to transport pulpwood; all go to attest the interdependence of American and Canadian interests.

Yankee newspaper interests, to be sure, cannot "get back" at Canadian paper producers at the present writing, but there are other Yankee interests that can.

Quietly and unofficially there have also been conveyed to Canadian officials who are favorable to Canadian paper producers an intimation that it may be short-sighted policy for paper-producing interests in the Dominion to crowd American consumers to the point where there is a general movement, such as is now in progress for the erection of publishers' mills on this side of the border.

Some of the publishers' plants, especially the cooperative plants projected in the South, are planning to make use of raw material heretofore neglected as a base for news print. As an argument why the Canadians should get together on a more uniform, and more favorable price for American supplies, it is cited that a dent may be made in Canadian sales if the publishers' plants should so multiply as to take care of the wants of a considerable number of publishers.

While there is as yet no intimation of the possible use of forceful measures to bring about equitable treatment for American publishers at the hands of Canadian paper-makers, it is known at Washington that there are various opportunities, under the sweeping import and export control legislation likely to be passed by the present Congress, for applying pressure to Canadian producers.

For example there might be cited the convenience to one Canadian manufacturer of his arrangement with an American manufacturer whereby the latter exported for the former from Pacific Coast ports, when the Canadian interest could not obtain shipping facilities, and took in exchange Canadian paper delivered at other points.

That is but one of a number of instances in which Canadian paper interests are dependent upon American support or cooperation.

In some quarters there is expectation that Canadian paper makers might, if the subject be presented clearly, actually welcome rather than resent a United States Governmental agency for the disposition of their product in the United States. This view is based on the premise that such an arrangement might insure to the Canadians as high or a higher net profit than they have heretofore received, with less bother.

It is well known that the high profits made by many Canadian mills

have been due to low cost of material, etc., and that when there is segregated the item of selling expense it is found that in normal years it is costing the Canadian mills very much more than their American rivals to sell their output, the cost being on an average perhaps 50 to 66 2-3 per cent more in the case of the Canadian mills than in the case of the American mills.

This high sales expense on the part of the Canadians is attributed to the fact that most of the Canadian manufacturers having no sales organization of their own are compelled to sell through selling agents or brokers.

The theory is that in selling through a Governmental agency in the United States, the Canadians could dodge entirely the brokerage charges and that consequently the paper makers might be reconciled to such an arrangement even though their paper went to consumers at a lower price.

Indeed, it is claimed that a United States governmental sales agency would further work economies in the distribution of Canadian paper by placing a greater proportion of the Canadian output at points of consumption where it would not be necessary to make such heavy freight expenditures to secure delivery.

WIRES CRIPPLED BY "EARTH CURRENTS" FOR TWO HOURS.

Telegraph and telephone wires leading out of New York in all directions were affected shortly after midnight on August 9 by "earth currents," as telegraphers call them. For more than two hours a majority of them were out of commission.

The disturbance began soon after 11 o'clock, affecting wires between New York and Atlanta. Later it was felt on all wires between New York, Buffalo and Pittsburgh, and even as far west as Chicago. Lines to Boston and the cable station at North Sydney, N. S., ceased to work.

The most serious disturbance was from 1.11 a. m. to 1.45 a. m., when the wires cleared for a few minutes, but soon afterward the waves again gripped them and continued for half an hour, when the wires began to clear.

Officials of the Western Union Telegraph Company said that fully 90 per cent of the wire facilities in the country east of Chicago had been affected.

NAYLOR IN HANNIBAL.

W. G. Naylor, former manager of the Olean (N. Y.) Times, is in charge of the Hannibal (Mo.) Morning Journal for the next three months, installing efficient methods of handling the paper's work. He has made several mechanical shifts in the plant and is now planning advertising and circulation campaigns.

John Knott, editor and manager of the paper, recently died and the plant is now under the management of his relatives.

WORK AHEAD FOR STAFFORD.

R. E. Stafford, editor of the Oklahoma City Oklahoman, is a member of the appellate board in Oklahoma, whose duty it will be to pass on exemption claims appealed from the lower boards. Recent anti-draft riots in Oklahoma indicate that the board will have plenty of work.

DR. BRUCE NAMED EDITOR.

The Rev. Dr. William Patterson Bruce has been chosen editor-in-chief of the Christian Intelligencer, succeeding the Rev. Dr. N. H. Van Arsdale and the Rev. Dr. A. De Witt Mason, who have been appointed honorary editors.

WAR REVENUE TAXES NOW THE ISSUE.

VARIOUS POINTS OF THE PROPOSALS AS THEY AFFECT NEWSPAPERS—HOUSE AND SENATE BILLS COMPARED.

The big drive on the "war revenue" issue is on at last at Washington, with every indication that this matter of new taxes will remain the principal question before Congress until settled, be it a month or longer.

There is scant comfort for newspaper publishers in the act that, after its double revision, has finally been reported from the Senate Finance Committee as a bipartisan measure.

Secretary McAdoo's eleventh-hour alarm for more revenue dissipated whatever faint hope there may have been that the Senate Committee would, in the end, grant the publishing interests more favorable treatment, and made it certain that the newspaper industry must fight, and fight hard, in the open Senate for any relief it obtains.

Placing in deadly parallel the Revenue Act, as it passed the House, and the revised and amended act that is now before the Senate, it is found that, by and large, the Senate version is vastly more unfavorable to newspaper interests and would operate to take vastly more toll from the publishers' already depleted coffers than would the House program.

In this respect, newspaper publishers are in exactly the opposite position from the rest of the business world, or at least a considerable share of it.

Big business in many lines has hailed the Senate Bill, stiff as are the taxes it imposes, as a welcome relief, a great improvement over the House Act, and not a few prominent newspaper advertisers have let the editors know that they favor the Senate program for taxation over the House schedule.

All is explained when the two bills are compared and it is found that under the Senate bill there is no tax whatever on such advertised products as automobile tires, talking machines and records, pianos and player-pianos, jewelry, motion picture films, chewing gum, etc.

The tax on cigarettes is lighter under the Senate scheme, and on soft drinks, many of which are largely advertised, the Senate impost is little more than half the House levy, while the Senate has likewise slashed to less than half the House tax penalties on sporting goods, perfumes and cosmetics, proprietary medicines, etc.

Unquestionably, this is fine and dandy for all of the aforesaid advertisers and maybe, as some of them claim, it will enable them to spend more money for newspaper space than would otherwise be the case.

At the same time there is cold comfort for the newspapers that are singled out by the Senate Committee for special taxation, just as all these other manufacturing interests are freed from it, on the plea that special taxation is wrong in principle.

HITS NEWSPAPERS ALL ALONG.

An analysis of the Senate Bill by THE FOURTH ESTATE discloses the fact that it hits the newspaper publishers all along the line.

First there is the increased income tax—individual and corporate.

Second, there is the war "excess profits" tax, which has been more than doubled in the Senate over the House.

Third, there is the increase in second-class postage rates.

Fourth, and most serious of all, is the special tax which the Senate Committee persists in imposing upon publishers' profits, in amazing contradiction of its mandate that special taxes upon chosen industries are not justified.

Although the new Revenue Bill is unpleasantly clear and explicit with respect to some of the burdens which it lays upon publishers, there are certain sections or clauses the meaning of which as applied to the newspaper industry is obscure, but which, if interpreted in their most unfavorable form, are menacing indeed.

For one thing, there is uncertainty among newspaper circulation managers as to what tax, if any, will be imposed upon bundles of newspapers sent to news agents outside the city of publication.

There is provided under the new act a tax of 3 per cent on freight bills, but that does not seem to strike the paper bundles nor, on the other hand do they appear to come within range of the tax upon express packages, inasmuch as these bundles are in most instances not carried by express, but are transported in the baggage cars of passenger trains under a special arrangement with the railroad.

TELEGRAPH AND PHONE TAXES.

Even more puzzling is the situation that is bound to grow out of the tax of 5 cents upon each telegraph or telephone dispatch, message or conversation on which a charge of 15 cents or more is imposed.

"What," inquires the mystified newspaper owner, "will be the status of leased wires under this arrangement?" And how is it to be determined, in the face of modern newspaper practice, what constitutes a dispatch or message within the meaning of the law?

Will a publisher be called upon to pay his little 5 cents upon every bulletin and "flash" and "add to a continuing story?"

Another angle of the Senate bill,

as compared with the House, is in clapping on a tax of \$5 per year, upward, on every automobile. This levy may not have any effect upon motor advertising, but it will be an appreciable drain upon the expense account of the average city newspaper which employs automobiles.

The tax of two per cent of the selling price of cameras, likewise added by the Senate, will also make itself felt in newspaper offices whenever a new camera is requisitioned.

SECOND-CLASS POSTAGE RATES.

Protests coming to Washington from newspaper publishers in various parts of the country indicate a considerable sentiment in favor of the House plan to increase second-class postage rates on the "zone" plan, as preferable to the Senate proposal for a flat increase of one-fourth of a cent per pound. Small publishers, in particular, seem to be imbued with the idea that they will fare better under a zone system than under the flat rate plan.

The position of these small publishers having circulation only within a restricted area will be better understood when it is borne in mind that they are to continue to enjoy the "free in county" privilege which will take care of most of their mail circulation. For the small fraction of circulation outside the county they would, so they say, prefer to pay on a sliding scale, even if that scale represents a bigger increase over the present rate than would the flat advance of one-fourth of a cent per pound proposed by the Senate.

Canny small publishers figure somewhat in this wise: The present increase in postage rates is liable to be but a starter. If the zone rate is adopted the successive increases must, perforce, be slight in the first, second and third zones where such publishers have most of their circulation. But if the flat rate is boosted the small publisher will feel the full force of the blow, along with the metropolitan publisher, although he sends comparatively few copies on the long haul.

Finally, among the perplexities precipitated by the Senate Revenue Bill is the uncertainty as to the status of "house organs" and similar publications.

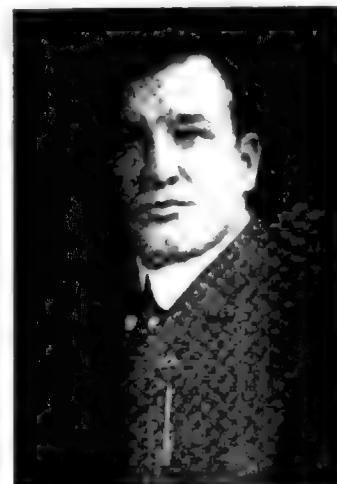
The law says that the publishers' special tax of 5 per cent must be paid upon the net income of all newspapers, magazines and periodicals entitled to be entered as second-class mail matter "whether or not so entered."

Will the Post Office Department have to get busy and rule on the admissibility of hundreds of private publications that have never attempted to get into the second-class category?

R. H. LEE JOINS THE N. Y. TRIBUNE.

WILL WORK WITH S. H. ADAMS IN CAMPAIGN FOR TRUTH IN ADVERTISING.

Richard H. Lee, special counsel of the national vigilance committee of the Associated Advertising Clubs of



RICHARD H. LEE.

the World, will join the staff of the New York Tribune on September 1, taking charge of that newspaper's campaign for truth in advertising in cooperation with Samuel Hopkins Adams.

Mr. Lee will be director of the Tribune bureau of investigations.

Mr. Lee is a practicing attorney of Cleveland who has won nation-wide attention through his work in investigating the practices of various advertising frauds. He has brought several notorious firms to trial and put to an end to the mal-practice of others.

He is a strong believer in the power of publicity in the correction of dishonest advertising practices and has more than once been cited in the Tribune's clean advertising propaganda for his effective work.

E. A. Sutphin, who has been with the Tribune for some time, has been appointed to take charge of its national advertising department, succeeding W. G. Woodward, recently resigned.

Richard H. Waldo will resign as a director and as secretary of the company on September 1.

COMMISSION FOR WALLACE.

Alex. F. Wallace, who left the Duncan (B. C.) Leader staff soon after war broke out and has been serving at the front in the Canadian Infantry, has been granted a commission as a lieutenant. He worked on the staff of the Vancouver (B. C.) Province, New Westminster (B. C.) Daily News and Coquitlam (B. C.) Star before going to Duncan.

VAN NESS IN FILM WORK.

Frederick A. Van Ness has resigned from the editorial staff of the New York Evening Journal to join the publicity staff of the Goldwyn Picture Corporation as assistant to L. L. Arms, editorial director.

NEW MEMPHIS EDITOR.

George Morris, formerly connected with the Memphis Commercial Appeal, has been appointed editor-in-chief of the Memphis News-Scimitar.

Over Half Million Lines Gain

In seven months of 1917 The New York Times published 7,011,799 lines of advertising, a gain of 555,690 lines over the corresponding period of 1916, a gain of 1,704,802 lines over the corresponding period of 1915, and, deducting help and situation wanted advertising, a greater volume than any other New York newspaper.

The average net paid daily and Sunday circulation of The New York Times, exceeding one-third of a million copies, represents in one grouping the largest number of intelligent, discriminating, and responsive readers ever assembled by a newspaper.

GERMAN PRESS PUT TO TEST.

SECURITY LEAGUE OF U. S. CALLS FOR PROFESSION OF PATRIOTISM.

The National Security League has issued a challenge to the 450 German printed newspapers in the United States to make a patriotic "profession of faith."

The demand follows the announced failure of German-American organizations of the United States to satisfactorily answer a request made by the league to "stand up and be counted" as opposed to the German Government and let the members' relatives in Germany know that the United States is undivided in its war determination.

In a statement the Security League says:

"Undaunted and believing that the tenor of these replies is conclusive evidence of the need for the accounting of German-Americans, started by it, the Security League has sent a further letter to the editors of the some 450 German-American newspapers of the country, suggesting a statement of their position. One of the principal reasons for this letter is the general adverse criticism which has been made by the German-American press on the league's original letter."

The editors of the German-American newspapers were asked to subscribe to the following "Confession of Faith":

"1—I believe that the objects of America in this war are noble, unselfish, and that they square with the highest aims of morality and religion."

"2—I believe that the aims of Germany in this war are sordid, selfish, and opposed to the principles of human liberty."

"3—I believe that the statement of the German monarch and his Prime Ministers as to German aims and purposes in the war have been false and hypocritical."

"4—I believe that the methods sanctioned by the German Government and rulers in this war are brutal, barbarous and revolting to civilized thought."

"5—I believe that the preservation of human liberties and the ideals of civilization and morality depend upon our victory in this war."

"6—I believe we cannot win this war alone, and that our own future and all that we strive for is inseparably bound up with the success of our allies."

"7—I believe that the peace of the world cannot rest on any contract made with perjurers; and that our own preservation and the accomplishment of our objects in the war require the permanent effacement of the present German dynasty and radical changes in the present system of German Government."

"8—I believe that the war must continue until this result is achieved by military victory for ourselves and allies or by revolution within the German nation."

"9—I believe that there can be no qualified allegiance to the United States and the principles for which it is struggling; those who do not support the war wholeheartedly cannot claim to be wholly loyal."

The league will make public the replies of the editors of the German-American newspapers.

GERMAN LOYALTY PROVEN.

The New York Times comments on the test put to German societies and newspapers, as follows:

"We see multitudes of Americans of German origin enlisting, supporting the draft, acting as the patriotic

Americans of every strain ought to act. If the officers of any of the German-American societies are of another mind, they are not representative German-Americans."

"When we come to the German-language press, we have to wonder whom, in this country, it represents."

"The president of the German-American Alliance of Tennessee writes that many of its members have stopped their subscriptions to such papers. It was a natural thing for loyal men to do."

"Much of the German-language press in this country has been and is steadily pro-German."

"It has been eager for German victory."

"It throws cold water on the American cause and the American preparations for war."

"It abuses and sneers at the Allies, especially England."

"Now that the German plan of world-dominion is hopeless, the German-language press, as a whole, seems to be working for a German peace, for the status quo ante, for the salvage of as much as is possible of the German hopes."

"A peace victorious for democracy and ending the German terror to the world is not to the mind of most of the German-language papers. By direction and indirection, by suppression of the truth, innuendo, in many ways it seeks to bolster up Germany. In the midst of a war with Germany, this is a curious attitude, an attitude that can hardly continue."

"Is the German-language press loyal?"

"That is a matter of public interest."

"It is to be regretted that the National Security League has put the 'Confession of Faith' to which it asks the German-American papers to subscribe in language which, considering the persons to whom it is addressed, seems superfluously harsh and offensive."

"None the less, there is not an article in it to which any loyal American, of whatever descent, should not be able to say Amen!"

"We shall await the answers with interest."

"Meanwhile a translation into English of the peculiar utterances of some of the German-language newspapers may serve, in some cities, as it did in Cincinnati, to check, at least for a time, their dithyrambic fervor for Germany."

WOULD HAVE PAPERS SUPPRESSED.

The New York Herald says:

"It is explained in news reports dealing with the onslaught made upon marriage license bureaus that much of it is due to improper and misleading translations in the foreign language press of this city of Provost Marshal General Crowder's ruling regarding exemptions."

"Whether these translations were intentionally misleading should be easily determined. It is the duty of Federal officials to make an immediate investigation."

"America's foreign language press presents a serious war problem."

"Colonel Roosevelt is right in contending that all publications in the German language should be suppressed during the period of our war with Germany."

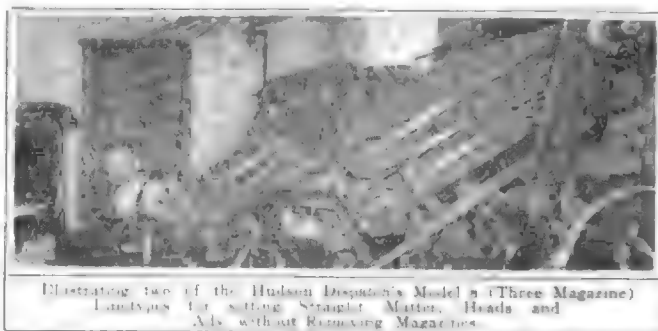
"In almost all of those publications enemy aliens—Germans, who make no pretense at being American citizens—hold editorial positions. It is worse than a scandal that such persons be so circumstanced as to be able to aid the cause of this country's enemies either openly or by the more sinister method of misrepresentation, as is constantly being done by the publications with which they are connected."

"The existence of German language publications is a direct menace (Continued on Twenty-ninth Page)"

When the Hudson Dispatch Changed to Multiple Magazine Linotypes Their Profits Grew.

On July 6 the Hudson Dispatch, of Hoboken, N. J., replaced all its earlier model Linotypes with modern Multiple Magazine machines. The economies effected by the change are summed up as follows by Mr. T. F. Martin, the Publisher:

"We figure that our Linotype efficiency is greatly increased by the change to Multiple Magazine machines. The service made possible for straight matter, ad work, and heads is even greater than your salesman represented. The time saved in making changes quickly, without removing magazines from the machines, adds greatly to their efficiency. I am convinced of the pretty well established fact that the Linotype way is the *best way*."



"The Linotype Line" illustrates and briefly describes all Linotype Models. Write for it.

Mergenthaler Linotype Company
Tribune Building, New York

CHICAGO TORONTO SAN FRANCISCO NEW ORLEANS

INFORMATION COMMITTEE ABANDONS "STORIES".

ADOPTS A SYSTEM CONFINING ITS NEWS
TO BALD OFFICIAL ANNOUNCEMENTS
—CHANGE IS WELCOMED.

The first thing the Government Committee on Public Information has done that has met with the approval of newspaper men in Washington, since it was created last April, came on August 6 in the form of an announcement that a complete change of policy in dealing with the press has been adopted by Chairman Creel.

By Mr. Creel's direction the committee is to abandon the practice of preparing the news "stories" for the newspapers concerning matters regarded as of public interest and will confine its statements to bald official announcements, without embellishment, elaboration or the application of imagination.

The change in policy causes a material reduction in the working force of the committee and hereafter newspaper men must work up their own stories for themselves and do their own writing, as they did in the days before the Committee on Public Information. The correspondents welcome the return to the old order of things.

At the same time the committee is reaching out to obtain all the authority possible to enable it to concentrate in its own hands the control of the Governmental news.

Although it had been denied that anything of the sort had been arranged, a copy of an official order issued by Secretary Baker shows that the Secretary of War instructed all responsible officials of the War Department that the Committee on Public Information "is the sole medium for the issuance of war news from the War Department."

In the face of this, it is asserted by officials of the Creel Committee that this does not mean that Brigadier General Frank McIntyre has been displaced as press censor for the War Department. Mr. Creel said General McIntyre is a part of the information bureau.

On the contrary, it was said, all war news must first be passed on by General McIntyre, and, if it is regarded as necessary to issue a formal statement, a copy of the statement is sent to the Committee on Public Information for copying and distribution.

Through this method the committee is able to receive copies of official statements as quickly as the newspapers and to print them synchronously with the newspapers in the official bulletin which the committee publishes.

The order from Secretary Baker to War Department officials is marked "Confidential." It directs these officials to treat representatives of the Committee on Public Information who seek news as Government employees and not as newspaper men, and to place trust in them. The instructions given by the Secretary of War regarding representatives of the Creel Committee follows:

"These representatives of the committee will be treated with confidence. There should be a clear understanding that they are not members of the press, but Government employees under oath, entitled to all proper confidence.

"When chiefs of the bureaus and offices find it necessary to discuss with these representatives information that they believe should not be made public they need only to give an intimation to that effect.

"They should give freely not only information specifically requested, but any information which the chiefs of bureaus or offices believe should be made public."

Hereafter Mr. Creel said representatives of his bureau would be assigned to the departments to get news from the officials who are forbidden

to talk to newspaper men and the Creel men then, after consultation with the Department heads, will give to the correspondents directly whatever information is deemed advisable.

Mr. Creel explained that while this in effect might be virtually a censorship of news sources it was necessary on account of war conditions. He insisted, however, that it was his plan to facilitate the work of the correspondents here as much as possible and that if requests were reasonable they would be permitted upon application to get in touch with officials.

HEAVY MORTALITY OF PRESS IN SOUTHWEST.

Uncertain income has caused the demise of nearly a score of newspapers in northern Oklahoma and southern Kansas, according to a summary just published by the Wichita Eagle. Some of the changes are:

Henry C. Mayes, editor of the Clark County (Kan.) Clipper, has been appointed postmaster and his paper has been merged with the Record. The two papers now appear under the caption of the Clipper.

The Belpre (Kan.) Bulletin, edited by J. W. Busenbark, has absorbed its competitor, the Argosy.

The Oakland (Okla.) News was recently burned out and R. H. Baine, its editor, has decided to try his luck elsewhere, having purchased the Canton (Okla.) Record.

The Taloga, (Okla.) Times has ceased publication, leaving a clear field for the Advocate.

The Waynona (Okla.) Record has given up the fight against the high cost of news print and has turned the field over to the Enterprise.

The Peckham, (Okla.) Derrick has also given up the struggle.

HIGH PRICES FOR PAPERS.

The Chicago Daily News continues to do a heavy business in old newspapers. The current price is 50 cents per hundred for clean, folded, flat newspapers, and since this tops the Chicago market, the supply being handled by the News is very large. All profit from the business goes to the News Fresh Air Fund.

THANK YOU, BILLY FREEMAN.

Ernest F. Birmingham, publisher of THE FOURTH ESTATE, rendered the advertising world a real service last week by printing a directory of the daily newspapers in the United States having special representatives in the advertising field.

PARKE GOES TO FRONT FOR INTERNATIONAL NEWS.

"Big doings" are a certainty when the American troops in France get on the firing line, and when these big doings come Newton C. Parke of the International News Service will be on the spot. Mr. Parke sailed today for France, where he will act for the I.N.S. at the front with General Pershing's forces. Mr. Parke will replace Daniel Dillon, who has been with the Pershing forces, but who in future will be attached to the Paris office.

"Level-headed" is the epithet often applied to Parke by many news service men and newspaper men who know his work. He has also an almost uncanny understanding of the significance of apparently little things.

"Parke was handling cables for us at the outbreak of the Russian revolution," said Barry Faris, day news manager of the I.N.S., "and several days before the announcement of the revolt, while reading the morning reports, he came across a small item from Petrograd on an inside page under a small head. In this item was one sentence describing the crowds in Petrograd.



NEWTON C. PARKE.

"It was almost an exact paraphrase of a sentence in Carlyle's 'French Revolution' describing the mobs in Paris at the outbreak of the revolution. From this one sentence Parke 'hunched' the fact that the Russian revolution, long expected, must be a reality. He insisted that we go after the story hard.

"We did so, got it in a few hours and found that the revolution had in fact burst loose."

Mr. Parke has worked in most of the larger cities of the United States and has a wide acquaintance among newspaper men.

PROSE POEMS IN MOVIES.

Walt Mason, syndicate humorist and poet resident of the Emporia Gazette, is now to break into the movies. Some of his symphonic poems are to provide material for one-reel comedies.

MOXIE COMPANY WINS SUIT.

CHICAGO BREWER ENJOINED
FROM SELLING NEAR-BEER
AS "PROXIE."

The Moxie Company has just been awarded a decision by the Examiner of Interferences of the United States Patent Office in its suit against the Wacker & Birk Brewing & Malt-ling Company, Chicago, to prevent the latter from marketing a non-alcoholic drink under the trade-mark "Proxie."

Testimony in the suit, which was filed in July, 1916, was taken in Boston, Chicago and Washington, the latter hearing being held in April, 1917. The decision has just been handed down by the Patent Office.

The Moxie Company objected that the mark "Proxie" is so similar in sound and appearance to "Moxie" that confusion would arise and the public would be liable to imposition, with the probability of damage in consequence to the Moxie Company.

The "Proxie" manufacturer held that the different properties of the two drinks eliminated the idea of confusion and also averred that the similarity of names was not confusing.

In giving decision in favor of the Moxie Company, the Examiner of Interferences said:

"It is clear that the marks—that is, 'Proxie' and 'Moxie'—are so nearly alike as to cause confusion and mistake in the minds of the public. In the case of 'Moxie' vs. 'Modox,' the Circuit Court of Appeals held 'Moxie' was infringed by 'Modox.'

"Certainly these words are not so nearly alike in sound and appearance as 'Moxie' and 'Proxie.' As has so often been said, it is difficult to understand why a new-comer in an established line of business selects a mark quite like that of a well advertised mark, if he really wishes to distinguish his goods from those of a competitor. There is no necessity for so doing.

"The field of distinctive marks is limitless, yet the applicant has apparently selected a mark as near like that of a known and extensively advertised mark in the same line of business as it was possible to do and avoid exact duplication."

The Moxie Company, immediately after the rendering of the decision, announced its victory in four-column advertisements in a large number of newspapers and asked readers of the advertising to bring to the attention of the company any further infringements of the "Moxie" trade-mark that might come to their attention.

FOWLER WITH V. L. S. E.
Phillip A. Fowler, until recently make-up editor of the New York Evening Sun, has been added to the publicity staff of the Vitagraph V-L-S-E. He has worked on the Philadelphia Public Ledger, the New York World, American and Press, and the Hearst papers in various cities.

The appointment is in harmony with the expressed intention of Nat. S. Stronge, V. L. S. E. publicity director, to appoint only seasoned newspaper men, who know what newspapers want and can get away from extravagant adjectives and "fakes."

TOO TALL FOR U. S. A.

The tallest soldier in kilts, says a dispatch from Montreal, is not a Scotchman, a Briton or even a Canadian, but an American citizen—Robert E. Sherwood, former head of the editorial department of Harvard Lampoon and the librettist of the Hasty Pudding musical comedy at Harvard University. Sherwood is 6 feet, 7 inches in height and was denied a commission after training at Plattsburg because of his unusual height.

WISDOM OF GEN. HARRISON GRAY OTIS.

SHOWN IN REMARKABLE LETTER ON THE
FUTURE OF THE LOS ANGELES TIMES
THREE YEARS BEFORE DEATH.

Nearly three years before his death on July 31, 1917, General Harrison Gray Otis addressed to Mr. and Mrs. Harry Chandler, his son-in-law and daughter, to whom his controlling interest in the Los Angeles Times was transferred, a remarkable letter or declaration. It was in the form of carefully-wrought instructions and suggestions as to the lines on which the Times should be conducted after his demise. While expressing confidence in the purposes of Mr. and Mrs. Chandler, it laid down in an affectionate, fatherly and confident way his parting injunctions to his successors in interest, control and management.

This document is a classic and shows the wisdom of the venerable editor and manager, whose sagacity and able generalship made the Times a wonderful institution. To comment on this telling document would be superfluous. Mr. and Mrs. Chandler are now the controlling owners and managers of the Times. The General's letter to them, dated November 12, 1914, is here reproduced and, following that, their statement as to the future course of the journal:

"After mature deliberation I write you as follows:

"1.—In placing in your joint and trusted hands the high trust and valuable property conveyed or to be conveyed by me, I explain at the outset that my matured purpose in this acting will be to concentrate the future ownership and control, and also the destiny, of the most precious of all my material possessions, the Los Angeles Times, in the hands (before my death) of members of my own family, whom I specially trust in this connection and who have had long, practical experience with me in the building up, care, control and training of this stalwart child of our mutual efforts and affections, and of my own almost lifelong professional skill, labor and devotion.

"In doing this, I lay upon you only these fundamental injunctions as to its future course and conduct in your hands, and (as far as I may properly enjoin you personally) as to your own course as its future responsible conductors, viz:

"(1.) Using the legal and other legitimate powers and prerogatives that will be yours as the sole owners of more than two-thirds of the capital stock of the corporation, take and exercise at all proper times complete control and authority in all departments, including especially the editorial and business, as well as the news-gathering branches, which impart tone, temper, character and stability to a journal, and make it respected and influential. Make sure of your board of directors and of the loyalty, zeal, competency and faithfulness of your lieutenants and the entire working force at all times.

"(2.) Preserve and protect with steadfastness and determination the record, traditions and achievements of the Times, and continue its fixed and leading policies and methods; uphold its aims, purposes and aspirations in all large and essential particulars, and throughout the varying mutations of present day journalism, perpetuate unimpaired its independent and unfettered course.

"(3.) Constantly, consistently and loyally uphold and defend the Constitution and the Flag, the Congress

and the courts, the executive power within its prescribed and lawful limitations, and cherish the Army and the Navy, those bulwarks and strong arms of the government.

"(4.) Stand undeviatingly for liberty under law, for industrial and all other forms of republican freedom, and for sound government as the surest safeguard of the nation, the state, the city and the home. Bravely face in their defense, whenever the need comes, the frenzied mob and the proscriptive madness of the hour.

"(5.) Stand for honor, honesty and order in the state, the nation and the home, and for that private and public morality which are essential to the perpetuity of sound, human government. While courageously supporting these virtuous principles, at the same time oppose with all your might their opposites and whatever tends to the demoralization of human society or jeopardizes the safety of the land or the rights and liberties of its citizens.

"Antagonize unceasingly all allied private or semi-private industrial combines which would unlawfully wrest from the free-born American citizen his guaranteed constitutional right to industrial, personal or political freedom and make him the slave of an arrogant and monopolistic trades despotism.

"While striking hard and deserved blows against these and other intolerable evils, keep in mind that better state when there shall be peace upon earth and good will among men.

"Scourge as with a whip of scorpions dishonesty, pretense, hypocrisy, scoundrelism, treason to truth and the country and every form of evil that threatens with destruction the home, the community or the country, and at the same time encouraging every sound tendency and condition in human society that makes for its preservation, stability and endurance on high and right lines.

"(6.) Stand for sound, rational and tested business methods and policies in the management of the Times newspaper, as well as in the conduct of commercial and public business, in order that this journal and all honest people may 'live long and prosper,' grow in grace and be happy. Hold up the hands and cheer the hearts of the lowly and deserving, no matter how humble they may be; quail not before the aggressions of unjust power, and live and die game and true. Fear God and do right.

"(7.) Encourage all free, independent and honest labor, no matter how humble, so it be honestly conducted; at the same time not hesitating to support and defend powerful financial, commercial and industrial alliances, provided that they, too, operate honestly and legitimately, when organized to accomplish mighty and worthy tasks too formidable to be undertaken by single individuals; for true it is that it is not the size of the operation, but the integrity with which it is conducted, that determines its legitimacy.

"Always bear in mind the demonstrated truth that it is, after all, the same, brave, level-headed, self-restrained, right-hearted, honest men and women of the land upon whom rests, and will always rest, the responsibility for holding the family, society, business, government and

the country together.

"(8.) Continue the upstanding and long-pursued policy of this journal in working, day in and day out, for the upbuilding and sound lines of the favored and favorite city and section wherein the Times and its makers have their homes; and continue also to aid and abet the unhalting advance of all California, the entire Pacific Coast and the ultimate West.

"(9.) Ever place patriotism, duty and honor, public and private morality and the true interests of the state and country before mere commercialism or material success in the conduct of the Times. Thus may this journal of ours be caused to grow in strength, usefulness and power, able to plough through the turbulent sea of journalism like a full-rigged man-of-war.

"(10.) Concerning the all-important subject of the matter and scope of the general contents of the paper after it shall have come under your ownership, control and management, it is, of course, neither practicable nor proper for me to speak here, except in a very general way.

"You know, and will always bear in mind, the paramount fact that this journal is, and must continue to be, first of all a newspaper—a vehicle for the dissemination of current news reports and information; a faithful recorder of contemporaneous history and affairs, of new knowledge and of the tremendous daily happenings of the mighty present around all the globe, no matter of what nature or complexion the occurrences may be, provided they possess human interest.

"Moreover, the Times, being a proper medium for thinkers, they will be given, as always in the past, impartial hearings in its broad columns whenever they are able to enlighten the world, or contribute to those transcendent problems of human life, human living and human government which, if they are to be wisely solved, will always require the best thought and effort of the best men and women upon earth.

"In the columns of the Times will be found, I doubt not, in the future as in the past, graphic accounts of the doings of the far-flung human race; absorbing narratives of adventure and achievement of research and investigation; of travel and discovery; of progress in the arts, science and invention; of toil and triumph; of hardship, endurance and ultimate success; of everything, indeed, that is new to men and of living interest.

"The press is a colossal surveyor of the world-wide news field, scanning the entire civilized globe and faith-

fully purveying to an ever-waiting public the luminous record of daily and mighty happenings among men and nations.

"I am convinced that you will continue to make the Times do its full share in the strenuous work of the press in general, making it what it has long aimed to be—but even more so—a powerful, far-reaching daily news field-glass, exposing to the public view the world's foremost events and occurrences, and proclaiming them widely to the sons of men at Sol's diurnal revolution; to make this newspaper, in brief,

"A map of the busy world,
Its fluctuations and its vast concerns."

"So may we confidently hope for the Times an honorable, a foremost and a permanent place in the large field of American journalism, and that always those men and women who serve it faithfully may feel high and genuine pride in their personal alliances with 'Ours.'"

"Accurate news-gathering, correct reporting, skillful editing, graphic illustrating and good printing all go to make up a finished modern newspaper, which should, of course, be written in pure, forceful, unstilted and luminous English.

"Finally—Bearing in mind that Truth is the greatest thing in all the world, and Duty the first concern of good men and women, I enjoin the foregoing precepts, principles and practices upon you in the future conduct of the Los Angeles Times, because of my affections for you and for it. I enjoin you both to guard well your precious health, as well as the sacred trust now by me committed to your trusted and trustful hands and hearts.

"With good aims and generous purposes toward all concerned in this pregnant transaction, with unfeigned regards and my living blessing, to be followed, let us hope, by a blissful reunion in the mysterious Beyond, coupled with undying associations and imperishable recollections of our mutual campaigns upon earth.

"I subscribe myself your steadfast and affectionate father."

NEW OWNERS' STATEMENT.

Following the death of General Otis, Mr. and Mrs. Chandler gave out the following statement:

"In assuming the sacred trust and grave responsibilities conveyed to us, the faithful carrying out of which is dearer than life itself, it is fitting for the undersigned to say:

"(1.) That insofar as human power and limitations will permit, the Times will be conducted in harmony
(Continued on Thirty-first Page.)

INTERTYPE

"The BETTER Machine"

Model A

Single
Magazines

\$2100

Model B

Two
Magazines

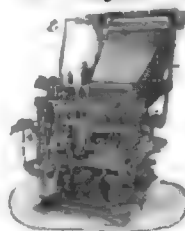
\$2600

Model C

Three
Magazines

\$3000

Side Magazine Unit, Applied Before Shipment, \$150 Extra



About April 1st we refused an order from a publisher who was ready to buy an Intertype, because his foreman was not convinced that we had "the better machine."

This surprised the foreman so much that he thoroughly investigated our claims for the Intertype and today an Intertype is running in this plant, backed by the foreman's unqualified endorsement.

INTERTYPE CORPORATION

Terminal Building Brooklyn, N. Y.

FIRST HARMSWORTH PAPER ARRIVES HERE.

DATES OF LOADINGS—HOW BRITAIN AND AUSTRALIA PROTECT THE PRESS—CANADA AND THE U. S.

The first cargo of news print paper from the Harmsworth Mill in Newfoundland for the American Newspaper Publishers Association's paper committee arrived in New York on August 9.

The second cargo started loading in Newfoundland on August 8.

The third cargo will be loading on August 15.

Further loading dates will be announced next week.

Publishers of smaller newspapers using sheet news print, as well as larger publishers using roll paper, will find it to their advantage to communicate immediately with the Paper Committee of the A.N.P.A., World Building, New York City.

The current report of the A.N.P.A. paper committee on the news print situation follows:

ANOTHER AUSTRALIAN SHIPMENT.

"A large cargo of paper is being shipped from Canada this week to Australia and picking up on the way 1,000 tons of Newfoundland paper. This was arranged under the auspices of the Australian Government, which insists during war time it must have paper to assist the country in the prosecution of the war."

"Similarly England has found it necessary to provide a supply of paper for her newspapers."

"It is not difficult to get cargo space on food ships sailing from New York to England for news print. Further than this the Australian Government, in spite of all the shortage of shipping tonnage and war contingencies, has allowed the Anglo-Newfoundland Development Company to keep one of its ships, namely, the Alceda, for shipping paper all the time to England."

"The examples of that Government protecting the press as one of the army in the prosecution of the war, is commendable and worthy of imitation in the United States."

"We are glad to acknowledge the hearty cooperation and assistance of the administration in Washington in more than one of its departments, and very particularly the Federal Trade Commission."

"While we are sorry to see the exports from Canada go to Australia, which practically means this paper is taken from the United States, we are glad to see the Australian Government appreciates the importance of the press. This is the first shipment which has gone from Canada in many months, and probably there will not be any other in some considerable time."

"The sudden jump in exports to Australia through New York has dropped somewhat. The steps which have been taken by the paper committee have, we believe, had considerable effect in reducing these exports to a minimum."

"Publishers must ask our own Government to insist that exports be held down to the irreducible minimum during the present crisis."

SHORT PRODUCTION.

"Production for August will be very far short of normal. A number of mills are shut down for drought, labor troubles and repairs; a number of others are arbitrarily closed due to help stimulate the market."

"This is cutting production down enormously, with a view of stiffening up the market for fall contracts. As this is a slack time with publishers, the paper committee urges every publisher to keep to a minimum to meet this reduction, in order to maintain

at least the present market of paper for the fall.

"The new tonnage now being brought in by the paper committee will have considerable effect, and the reduction of exports will also be of great benefit. Now is the time to think about 1918 contracts, and hold down our consumption to make it easy for next year."

PAPER COMPANY'S STOCK JUMPS.

"The jump of the common stock of Price Brothers & Co. on the Montreal Stock Exchange to the unprecedented high level of 134, is an indication of the very handsome earnings which this company is making under present conditions."

CANADIAN ADMINISTRATION AND U. S. NEWSPAPERS.

"We believe that publishers must take cognizance of the fact that American consumers are at a serious disadvantage in connection with the subject of paper coming from Canada, which now amounts to almost one half our total consumption in the United States."

"The Canadian Government has insisted that Canadian publishers in war times be protected against the avarice of the Canadian paper manufacturers. They have tacitly agreed that they may charge the highest possible price in the American market, which has worked a hardship on American publishers."

"Canadian mills depend entirely on American coal to manufacture this paper, which is now sold to them at a price lower than the law of supply and demand, so favored by the paper manufacturers, would allow."

"The Government has forced the price of coal down and Canadian paper manufacturers are benefiting by this concession in price, but the American consumer of news paper does not receive the benefit which he is thereby entitled to."

"The discrimination is unfair, as both countries are now bending their energy toward the prosecution of the war, as both Americans and Canadians will fight on the same battle fields for the same cause. The newspapers of both countries who are supporting their respective governments should be on an even basis and accorded equal privileges and rights."

"The United States Government has not yet been able to protect the press of the country, as the press of the other countries at war have been protected, but there at least should be some way to stop pillaging the American newspapers by foreign manufacturers who should be interested equally in the present war."

CAR SITUATION.

"The car situation is by no means satisfactory at the present time, par-

ticularly as this is usually the time of slack season."

"While it is much improved over the past, it is not nearly as good as it should be at this time of the year."

"With the moving of the crops this will become much worse, and the movement of paper and supplies to the paper mills more difficult."

"There is a surplus of paper at the present time in the present summer consumption."

"Publishers should effect all economy possible to keep their supply of paper ahead without injuring the market by hoarding and storing large quantities of paper. The situation will certainly become more difficult in the next few weeks, particularly as the publishers' demands for more paper with increasing fall business comes at about the same time."

PROPAGANDA.

"Announcement of the taking over of the Northcliffe mill by the paper committee has started a flood of propaganda against publishers of more than usual volume and bitterness in manufacturers' trade papers. Publishers are accused of almost everything under the sun. Imaginary interviews are published and absurd statements made. It seems that manufacturers feel that publishers of this country have not even the right to go out and buy paper where they wish to without consulting them. A broadcast campaign of slander is now started against the press for their effort to relieve a little bit their own situation by straightforward business methods."

WATER POWER.

"The committee considers water power legislation of so much importance that arrangements have been made with a former director of the association to attend to the interests of the Paper Committee in connection therewith at Washington. It is hoped to secure the passage of legislation at this session, but we must urge the active cooperation of all our members."

"The proposed water power legislation is thoroughly justified by its value to the country at large, and

especially as having a bearing on the war situation."

"Trade press reports say the St. Regis Paper Company proposes to reduce its production of news print substantially. It is now manufacturing 100 tons a day."

"This is probably somewhat of a scare to the trade, for orders on other grades are not as attractive now as they were a few months ago. Many of these firms in northern New York State are forced to rely on the open market for all or part of their pulp and wood supply. For this reason they cannot manufacture news print as a mill with the necessary resources can."

"Publishers must consider these mills which can jump back and forth from one grade to the other as a shortage, and attempt to replace this tonnage by mills that will manufacture a print paper continuously."

STOP WASTE PAPER.

"The Chicago Daily Journal has brought to the attention of the committee a very satisfactory way of helping to stop the flood of waste paper received from circulars and other literature sent promiscuously through the mails. The attached postal card is printed and sent back to the address of all people sending such literature which is not used, saying:

Chicago—1916
To help keep down the price of paper we ask you to kindly remove the Chicago Journal from your mailing list at once.
Yours truly,
The Chicago Journal.

"We suggest that this be adopted by all publishers, as it would not only stop the supply of paper which comes to their office through the mails, but it would bring to the attention of these people the necessity of paper economy."

RENEWALS AT 3 CENTS.

"More publishers are reporting renewals of contracts for the balance of this year at 3 cents mill. Present offer market has influenced contract prices considerably with these renewals at prices lower than the original contracts for the first part of the year."

U. S. NEWS PRINT IMPORTS AND EXPORTS FOR MAY.

	IMPORTS.		EXPORTS.	
	1914	1915	1914	1915
	Tons	Tons	Tons	Tons
January	23,749	24,156	2,294	2,402
February	21,598	24,943	3,402	2,285
March	30,612	26,652	5,480	4,118
April	24,585	28,854	6,841	4,202
May	27,739	28,156	5,042	5,109
Total for five months	134,243	131,901	19,102	19,862
June	25,010	34,880	6,045	6,707
July	26,680	31,531	4,510	3,467
August	26,064	31,245	5,794	4,182
September	28,531	31,947	2,948	7,377
October	28,229	34,618	9,273	5,805
November	28,084	36,193	5,279	3,243
December	28,112	36,042	4,998	5,831
Total for year	310,050	368,407	64,011	55,084

The imports are practically all from Canada.

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FOR LAND OWNERS.

The Realty Record is a new publication launched by the Cleveland (Ohio) Real Estate Board. It will be devoted to the real estate interests of Cleveland.

AS LARDNER SEES IT.

King Lardner, feature humorist of the Chicago Tribune, is in Washington covering the "world's greatest aggregation of humorists"—Congress.

NATIONAL PRAISE FOR GERARD BOOK

PHILADELPHIA LEDGER IS
WIDELY QUOTED ON
GERMANY.

Following the publication in the Philadelphia Public Ledger during the past few days of the opening chapters of Ambassador Gerard's book on conditions in Germany, reports from Philadelphia indicate that interest in the story is nation-wide and that Cyrus H. K. Curtis, publisher of the Public Ledger, is likely to reap a rich harvest, in profit and prestige, for his enterprise in securing the rights to the book.

Press comment has been favorable all over the country and many leading newspapers including the New York Times have reprinted interesting excerpts from the revelations of the former Ambassador to Berlin.

Previous to the appearance of a line of the story, the Ledger had carried on an extensive advertising campaign in the trade press and in dominant newspapers from coast to coast, arousing the public's curiosity as to the contents of the "little black bag" which Mr. Gerard brought with him from Germany and which he so zealously guarded. He trusted its safe-keeping to no man but himself and at each hotel where he stopped he personally deposited the bag in the house safe.

Naturally, such a story as Mr. Gerard's appeared to be attracted stiff competition among newspaper publishers as well as magazine and book people for the publication rights both in serial and book form and the Public Ledger assigned Raymond G. Carroll, one of its correspondents, to the task of approaching the former Ambassador.

Mr. Carroll was the last man to see Mr. Gerard on the publication question and returned to Philadelphia with a forty-eight-hour option on the story, whereupon Mr. Curtis promptly went to New York and closed the deal in ten minutes.

Many amusing stories have been told of the relations between noted writers and their publishers, but the conversation which ensued when this contract was closed will probably mark a new epoch in American literature.

When publisher and statesmen met they grasped hands, for the first time in several months. Both had been friends in former years and both had always stood for the same ideals. After the exchange of greetings Mr. Curtis said:

"Well, Judge, I understand you

**400
small-town
papers
now use mats**

The Prestomat method gives the small paper perfect reproduction at smaller cost. Over 400 papers in New York, Pennsylvania, and Ohio have facilities for using Prestomats. Write for full particulars.

**Associated
Representation Co.**
31 Nassau St., NEW YORK

PRODUCTION IN LOUISIANA IS INCREASING THE STATE'S WEALTH

The Times-Picayune Leads All Other Mediums in New Orleans Producing for Advertisers

Approximately one-half of all the sulphur in the world is produced in Louisiana, and this state is the largest producer of rice and cane sugar in America. With one exception Louisiana is the largest manufacturer of lumber in the world. It has the largest salt deposits in the world, and its chief city, New Orleans, is the largest manufacturing city in the South. Louisiana is about sixth in the production of oil and gas in the United States. Its crops alone this year will amount to \$170,000,000. Many mills, factories and the navy yard are working overtime. Banks of the state never had such a volume of money on deposit. Retail stores had the best July business they ever knew.

THE TIMES PICAYUNE

"GREATEST NEWSPAPER SOUTH"

Business conditions are further reflected in the advertising columns of The Times-Picayune—the largest volume any New Orleans medium ever knew. For the first seven months of 1917 it amounted to 4,329,592 lines—922,584 lines more than its nearest competitor and 1,351,143 lines more than its next nearest, and this without advertisements of liquor, beer or alcoholic beverages in The Times-Picayune. Every month gave an increase over last year.

The Times-Picayune produces, hence its advertising patronage.

Besides prestige with the people The Times-Picayune has a larger circulation adjacent to the stores of New Orleans than any other medium—82 per cent of its entire circulation being city and suburban. The Audit Bureau of Circulations has just issued its report on The Times-Picayune. Get a copy, analyze it and see for yourself.

The report shows that The Times-Picayune makes truthful statements to the Bureau, and does not try to mislead its advertisers.

Foreign Representatives: **CONE, LORENZEN & WOODMAN,**
New York, Chicago, Atlanta, Detroit, Kansas City
(Member Audit Bureau of Circulations)

are to write the book I am to publish. How much do you want for the rights?"

"I don't know," replied Mr. Gerard. "I never wrote a book before and I haven't any idea as to values."

"You've had some offers," said Mr. Curtis. "Give me an idea of the best figure offered you."

The former Ambassador smiled, added that he had so many different kinds of offers he really could not differentiate between them. Then he named a price which was well up in the five figures.

"If I buy the rights," said Mr. Curtis, "I want everything—book rights, too, as well as the newspaper serial rights."

The judge pondered a minute and then named a sum three times the amount first suggested.

"Very good," answered Mr. Curtis quietly. "I'll take it. Don't you want me to sign an agreement or a contract?"

"Not a bit of it," replied Mr. Gerard. "Your word is good enough for me. I'm glad that you are to be my publisher and I hope that your judgment is justified."

To advertise the work and the publication in the Public Ledger, Mr. Curtis spent a sum as large as the amount paid for his purchase, indicating his faith in his own teachings—liberal expenditures for judicious advertising.

The German censorship on August 8 placed its ban temporarily upon publication of the writings of former Ambassador Gerard in German papers.

SELLING PAPER TO "SAMMIES"

Gerald Kiley of the Chicago Tribune staff, who went to Paris to drive the Chicago Press Club ambulance is now serving as circulation manager for the Paris edition of the Chicago Tribune. He expects to become a member of the air corps soon.

HANDLING ARMY PUBLICITY.

Kenneth C. Perry, formerly on the advertising staff of the San Antonio (Tex.) Light, has been promoted to a lieutenant in the Texas National Guard and has been placed in charge of the publicity of the Texas military organization.

Hubert F. Mottet has leased the Van Horn (La.) Record to C. W. Canfield.

AD AND NEWS PROBLEMS FADE OVER DINNER TABLES.

Editorial and advertising departmental dinners to discuss matters in connection with the work of those in the departments have been inaugurated by the St. Paul Dispatch and Pioneer Press.

The first advertising department dinner was held last week, presided over by A. J. McFaul, director of advertising, at which it was announced that dinners would be held every second Monday evening. A chairman, J. J. Bennett of the display department, was appointed to have charge of the next meeting and instructed to assign five topics to five different men for ten-minute speeches. A general discussion is to follow the talks, the entire dinner not to last more than two hours.

The editorial department held its first dinner on August 2, more than fifty being present. H. R. Galt, managing editor, said the dinner was a meeting place where all could get acquainted and where everyone could speak frankly with regard to the work of others in the department or of the Dispatch Printing Company itself.

Ray Schroeder spoke for the reporters, touching on the ancient enmity of reporters and the copy readers and suggesting certain matters which could be rectified by the Dispatch Printing Company with regard to equipment.

C. U. McDowell answered for the copy desk, suggesting a closer co-operation between reporters and copy readers, and also pointed out where changes could benefit the company, the reporters and the copy readers.

D. DeLong spoke generally of mistakes made by the reporters and copy readers.

As a result of this meeting, a number of suggestions made by the speakers already have been made effective.

The editorial department's next meeting probably will be about September 1.

Both the advertising and editorial departments were, and will be at future meetings, guests of the Dispatch Printing Company, the dinners being served in the Dispatch Printing Company's own tea rooms by its own force.

The Green (La.) Press has suspended publication.

KELLY'S NEW WORK.

Joseph F. Kelly, the new associate advertising manager of the Chicago Daily News, has been manager of the advertising development department



JOSEPH F. KELLY.

of that paper for three years, prior to which he was advertising manager of the Chicago American.

He spent five years previous to going to Chicago on the Philadelphia Evening Telegraph, first as national advertising manager and then as advertising manager.

PRAISE FOR INDIANA PAPERS.

The Indiana State Council of Defense has issued an announcement commending the hearty cooperation being received from the Indiana press. To more than 800 editors who are "doing their bit" by cooperating with the council, an appreciative statement has been issued.

The council notes that only two newspapers in the state have refused full cooperation.

NEW PAINT TRADE PAPER.

A new trade paper has just made its appearance in Chicago, the Decorating Contractor, devoted to the interests of the decorating and painting business, and published monthly by the Decorating and Painting Contractors' Association. N. J. Nelson is president of the association, George E. Hart is secretary and E. Osterholm is treasurer.

Walter B. Roderick is publisher and business manager of the paper and E. M. Craig is associate editor. Offices of the publication are at 111 South Clark street.

NEW OWNER IN DODGE CITY.

W. E. Davis has sold his interest in the Dodge City (La.) Daily Globe to J. C. Denious, who has been part owner and manager of that paper for several years. Mr. Denious is now sole owner.

LEDERER IS BUSY.

Charles Lederer, Chicago's veteran cartoonist, has been doing much of the special designing for the Great Lakes Recruit, published by the Great Lakes Naval Training Station.

FOREIGN PULP AND PAPER CONDITIONS.

SWEDISH PULP EMBARGO TO ENGLAND LIFTED—EFFECTS AROUSE INTEREST HERE—HARD TIMES IN FRANCE.

In his current report on the world's paper and pulp conditions, George F. Steele, secretary of the News Print Manufacturers Association, says:

Pulp markets in England eased off toward the end of June due to the arrival of large shipments from Canada and the United States and also because of the running out of British licenses to import.

The North American pulp can be purchased in England at a lower figure than is asked for the Scandinavian product, as freights and insurances are considerably lower than those from Scandinavia.

On July 1 the British Paper Commission issued a renewal of licenses for importing up to the first of October, but it is not yet known how the new buying affected the general market situation, although English papers are united on the fact that British buyers expect to close at much lower prices than have recently been asked by the Scandinavians.

Sweden has lifted its embargo on the shipment of chemical pulp to England and it will be interesting to note what effect this move will have on the British and American markets. This question has been carefully followed by exporters and importers of pulp for a possible effect on the United States market.

Sweden placed an embargo on chemical pulp shipments to England in retaliation for the embargo on the shipment of coal and other commodities from England to Sweden. This has worked a great hardship on the English paper maker by a starvation of the market, a forced limitation of the production of some grades of paper and the forcing of chemical pulp prices to unheard-of heights. Many attempts have been made to bring about a reconciliation which have only now culminated in success.

The effect of this measure on market conditions both here and in England is hardly expected to be serious. In the first place, there is a serious shortage of bottoms and both Sweden and England will endeavor to fill the available space with the most important and most valuable cargoes. England only allows importation of chemical pulp to the extent of one-fourth of the quantity imported in 1914, and further controls these imports by the license system.

Unfilled licenses in England are few and a large part of the expected imports is contracted for with Norwegian and North American firms.

The final importance of the raising of this embargo, the first of the week ending July 23, will depend largely on the shipping situation as regards submarine activities.

There was a slight change in the world's pulp markets in June. Freight in some instances were lower and some parcels of pulp were sold at easier prices. Imports into England were on a larger scale than for some months, but production in both Norway and Sweden is at a low point. Unfilled licenses are few, but upon their renewal a more brisk trade is expected.

FRANCE.

The paper crisis in France is going from bad to worse, according to the New York Herald's Paris correspondent, and the French papers, in spite of the great reduction in the

size of their editions, have but three months' supplies on hand. Some Paris newspapers have appeared as a single sheet four days a week, while all observe the recent decree of the Government limiting the papers to two pages twice a week. The press generally is advocating the increase of street sales from one cent to two cents.

According to a French correspondent of L'Industria della Carta, Milan, Italy, June 1, there is a strong feeling that the expression of public opinion and the publication of information vital to the French nation at this time will be dangerously impaired if further reductions are enforced. The difficulties attending the importation of pulp and paper are fully understood, and the press is looking to a curtailment of the use of paper by the Government and the limiting of catalogs, posters, etc., to partially relieve the shortage.

HOLLAND.

Following is the report from the American consul at Amsterdam, published in Commerce Reports:

"Newspapers and periodical publications in general give practically no evidence of a scarcity of printing paper in Holland on account of the war. Daily newspapers usually have a morning and an evening edition every day excepting Sunday, when there is no evening edition. The only observable economy now practiced is the suspension of the Monday morning edition, by direction of the Government. This was done with a view to economy in fuel.

"There also seems to be no scarcity of paper for book printing in Holland. Statistics just published give the number of books produced in the Netherlands during the last five years and show a steady increase in the publication of books except for the year 1914, when panicky conditions followed the beginning of hostilities.

"In normal times about 80 per cent of the printing paper used in Holland was made here and 20 per cent imported from Germany. Now the import from Germany is only 5 to 10 per cent of the total consumption, the rest being made locally. There is no present scarcity of paper in Holland, and no prospect of any unless the shortage of fuel reduces the production of it.

ITALY.

There is little new in the Italian situation, according to L'Industria della Carta, Milan, Italy, June 1, 1917, except that both the paper makers and the newspapers are at odds with the Government over the handling of the paper situation.

The publishers criticize the limiting of the size of their publications and the waste of paper by the Government, and the provincial papers state that while the general price for news print paper is \$140.11 per short ton, they have to pay \$202.22. The claim is made that the Government has furnished coal at cost price to mills manufacturing other grades of paper than news print and that some of this paper has been exported to the advantage of the mills rather

than the publishers and the public. It is also claimed that the importation of materials was hampered because the Government would not remove the customs tariff. The shortage of paper is becoming more acute and there is little chance of betterment in conditions until after the war.

ARGENTINA.

The following article has appeared in the World's Paper Trade Review, London:

"There has been presented to the Ministry of Agriculture a proposal of a Norwegian capitalist, residing in New York, to establish a paper mill in the Territory of del Fuego, Argentina. The necessary capital for the construction and maintenance of the mill has already been provided. The idea having been accepted in principle by the head of the ministry, two Norwegian engineers left for Ushuaia to study the region and select the most advantageous point for the establishment of the mill.

"The technical reports agree in recognizing the good quality of some of the woods of the territory for industrial uses, and especially for the manufacture of paper pulp. The resulting proposal to the Government includes the future creation of a line of direct sea communication between Ushuaia and Buenos Aires."

If this project is consummated and the mill produces an appreciable tonnage, it will unquestionably have an effect on the South American market for exporters.

GERMANY.

According to Tidsskrift for Papirindustri, Christiania, Norway, June 15, 1917, the Newspaper Publishers Association, of which all the larger Berlin papers and papers in the large cities in Germany are members, sent the following telegram to the German chancellor on May 8:

"The Association of Newspaper Publishers of the large cities respectfully begs to report that there is imminent danger that the Berlin newspapers, owing to the paper famine, will not be able to appear on and after the last days of this week or the beginning of next week. Because of the fatal political consequences, which the standstill of the great daily press of Berlin unavoidably would cause to our Fatherland, we beg your excellency immediately to prevail upon the authorities to do everything possible to secure a sufficient paper supply for our newspapers, and especially to supply the news print mills with necessary quantities of coal."

"In his answer to this petition the Chancellor states that the shortage of news print paper depends on the difficulties of distributing coal, and assures the association that the Government constantly tries to provide all the important industries, and among them the news print mills, with the necessary coal. He expresses the hope that within a short time the news print mills will have received sufficient coal, but at the same time he accentuates the fact that the war industry must have preference, and warns the newspapers that it may be necessary to reduce their consumption of paper.

"The explanation of the Chancellor is not greeted with satisfaction in the Berlin press, and has resulted in an attack on the Department of the Interior.

"That Germany, in spite of its abundance of all raw materials for the production of paper, suffers from a shortage of paper, depends, asserts the Berliner Morgenpost, upon the deplorable fact that the authorities, and especially the Department of the Interior, have engaged in obligations to export, which can be done only at the expense of the domestic consumption. Not only is coal exported in great quantities, but, despite the domestic shortage, the exports of paper are continued freely. The (Continued on Twenty-sixth Page)

The Elkhart Truth

ELKHART, INDIANA

Announces the following

NEW RATES

Effective July 1st

DISPLAY ADVERTISING

	Per Inch
Run of Paper	22½c.
Next Reading Matter	25c.
Full Position	27c.

READING NOTICES

Pure reading matter set in body type of paper (6 words to the line) 10 cents per line. Discounts on quantity contracts.

CLASSIFIED ADVERTISING

1c. a word each insertion. 25c. minimum charge.

INFORMATION

Seven columns to a page, 21½ inches long, 13 ems wide. Can use unmounted electros or matrices.

All advertising is accepted with the understanding that the Elkhart Truth is the most widely read evening paper in Northeastern Indiana and Southern Michigan. Books audited by the Audit Bureau of Circulations.

Eastern Representative
FRANKLIN P. ALCORN
Merbridge Building, NEW YORK.

Western Representative
FRANK W. HENKEL
Peoples Gas Building, CHICAGO

"THINGS DOING" IN THE SOUTH.

TOPICS OF THE MOMENT OF INTEREST TO PUBLISHERS
—S. N. P. A. BUSY.

The membership of the Southern Newspaper Publisher Association is now 100. A survey of the daily papers in the 12 Southern states represented in the S. N. P. A. shows that about 60 daily papers are of sufficient size to justify their becoming members of the association. In view of the fact that the annual dues will remain at \$12.50, it is thought that a large number of these non-members will be coming members of the association during the next twelve months.

The legislative committee of the S. N. P. A., elected at the recent convention, has already demonstrated that it is on the job. Major E. B. Stahlman, Nashville (Tenn.) Banner, has been in close touch with the two members of his committee, Colonel L. J. Wirtham, Fort Worth (Tex.) Star-Telegram, and Colonel Robert Ewing, of the New Orleans Daily States.

In anticipation of the war revenue bill being considered at a very early date and especially those sections affecting newspapers, the committee has arranged to be in Washington in ample time to appear before Congress in behalf of Southern daily papers. Headquarters have been established at the New Willard Hotel.

According to the stereotyper of the Macon (Ga.) Daily Telegraph, who for the past twelve months has been making experiments with old mats, the most satisfactory plan is as follows:

"Soak in water 3 or 4 hours, strip reds and tissue from blotter, spread out blotters on apron on steam tables to dry and use when dry same as new blotters, pasting newspaper on in place of red rags, use 2 or 3 tissues, as suits your case best; best results obtained by laying over for 20 hours for seasoning or making your mats tonight for tomorrow night's use. If mats are hard to strip, just wet blanket and let stand for several days or a week; you will find will strip easily, using old blotters saves time in pasting so many newspapers."

Evidences that a large stock of West India tissue is now on hand in this country have been received in the announcement of supply dealers to the effect that several shipments have recently passed the customs and they are now able to fill orders. The prices now quoted as compared with that of ninety days ago reveals the fact that practically all matrix papers have taken a drop.

For a number of years Southern publications have classified as objectionable all advertising of labor wanted received from sources outside of their immediate territory.

DETROIT SATURDAY NIGHT

Holds a commanding position in the progressive and prosperous homes of Detroit and Michigan.

One reason why it gained 35% in circulation and advertising during 1916.

Represented by
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

While it is doubtful if this had any effect in checking the migration of negro laborers to the North and East, owing to the activity of labor agents, a great many seem to think that it was the means of retaining desirable skilled labor in the South and especially in their own sections.

The great demand for labor at the present time and especially in certain points throughout the South is causing a number of Southern papers to receive orders for insertion of advertising calling for labor.

While some papers have accepted these ads, a great many have gone on the theory that community interest demands that they decline to publish any advertising of this nature. They state that local contractors and builders are having great difficulty in obtaining labor themselves, even though they are paying high wages.

The Savannah Morning News, of which F. G. Bell, president of the S.N.P.A., is publisher, has up to the present time lost nine men, who are now in the national service or have volunteered for service at the Officers' Training Camps. Numbers of other daily papers throughout the South have been affected in a like manner. They are managing to meet the situation, although it is expected that the selective draft will make further inroads on the editorial and business staffs and mechanical departments. How to meet these situations is proving quite a problem with many publishers.

The Atlanta Georgian and American, W. G. Bryan, publisher, are using a neat little envelope folder entitled, "Business as Usual." This contains a reprint of four editorials, from a collection of twenty-six, which recently appeared in that paper. There is little doubt but that these editorials are largely responsible for having kept the wheels of business turning in Atlanta and giving them a momentum which is keeping things moving with a hum.

The New Orleans (La.) Times-Picayune is sending out an attractive folder containing the reproduction of the advertisements placed in the Times-Picayune in behalf of the War Council of the American Red Cross. The copy was prepared and sold by the Advertising Club of New Orleans under the direction of the publicity committee and \$670,000 was raised, \$170,000 more than the allotment of the New Orleans district.

The Van Noy Interstate Company, operating railroad news and hotel service, through its general superintendent, H. C. Koehler, is writing publishers as follows:

"For a number of years you have been printing in your paper the following notice:

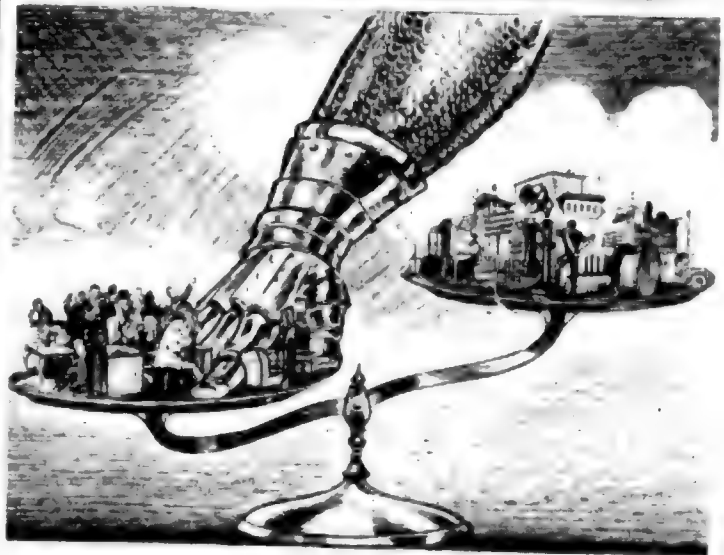
"Traveling Men, Attention!

"When you are through with this paper on the train, throw it to the first gang of section men you pass, so they can read and enjoy it. They will appreciate it."

"I have always thought that it was a waste of good paper to throw it to the average section gang as of late years section laborers throughout the country have been of a foreign element, who could not read English, but I think that you have a chance now to change the wording a little bit so that it will do a world of good, and permit me to suggest that you change it to read something like this:

"Owing to the war conditions existing in this country today, nearly every bridge, viaduct and tunnel throughout the country is guarded by our soldiers, who have little or no chance to buy a daily paper or reading matter of any kind. If you will throw this paper off to one of them when you are through with it, or a magazine you may have read, we feel sure that it would be much appreciated."

The Jackson (Miss.) Daily News



The Weight of War

The heavy hand of war has distributed the balance between supply and demand the world over. Our problem of serving the public has all at once assumed a new and weightier aspect.

Extraordinary demands on telephone service by the Government have been made and are being met. Equipment must be provided for the great training camps, the coast-defense stations must be linked together by means of communication, and the facilities perfected to put the Government in touch with the entire country at a moment's notice.

In planning for additions to the plant of the Bell System for 1917, one hundred and thirty millions of dollars were apportioned. This

is by far the largest program ever undertaken.

But the cost of raw materials has doubled in a year. Adequate supplies of copper, lead, wire, steel and other essentials of new equipment are becoming harder to get at any price, for the demands of war must be met.

Under the pressure of business incident to war, the telephone-using public must co-operate in order that our new plans to meet the extraordinary growth in telephone stations and traffic may be made adequate.

The elimination of unnecessary telephone calls is a patriotic duty just as is the elimination of all waste at such a time. Your Government must have a "clear talk track."

American Telephone & Telegraph Company
And Associated Companies



One Policy One System Universal Service

has filed application for membership in the Southern Newspaper Publishers' Association, and thereby hangs a tale. Service, personnel, dues, privileges, etc., did not enter into the consideration which prompted the paper to become number one hundred and six on the association's membership roster.

The name of the business manager of the Jackson News happens to be Walter C. Johnson, who is no kith or kin to the individual of the same name who occupies a similar position on the Chattanooga (Tenn.) News, when his time is not taken up as secretary-treasurer of the S.N. P.A.

When Johnson of Jackson observed that Johnson of Chattanooga bore the same initials as himself and was also an executive officer of the asso-

ciation in which he had been importuned to join a number of times, he hastened to file the application.

Application has been filed at Nashville, Tenn., for the incorporation of the Tennessee Paper Mill Company, with a capital stock of \$200,000, of which \$100,000 has already been subscribed. The mill will be located in Chattanooga. Experienced paper men have been engaged to look after the manufacturing end. In the beginning only two kinds of paper will be manufactured, straw board and chip board. As this product is manufactured largely from waste paper and straw, it will open up a market for a great deal of waste paper. The purpose of the promoters is to eventually manufacture other grades of paper.

THE GUARANTEE VALUE OF TRADE MARKS.

WHY ADVERTISING IT IS A DISTINCT AND DIRECT BENEFIT TO THE PUBLIC AND NEEDS AD FOLKS' ATTENTION.

BY THOMAS E. WILSON,
President of Wilson & Co., Chicago.

I wish that all advertising managers, advertising representatives, publishers, and so on, would increase their efforts to drive home to the consumer the guarantee value of the trade-mark.

Much good work has been done and is being done along this line, and certainly there never was a day when more intensified work of this nature was demanded.

It will be a distinct and direct benefit to the public. Show the consumer that the prices of trade-marked goods do not fluctuate as rapidly as those of goods which have no trade-mark.

Show them, for instance, that while wheat—an untrade-marked commodity—advanced over \$2 per bushel in the past year, the prices on trade-marked meat products and even on dressed beef which cannot be trade-marked, certainly did not go up in proportion, and at no time has the price of meats given the packer more than his normal profit in normal times.

The meat industry has suffered from criticism. People have come to think that meat is an expensive food, when it is not by any means, as compared to many other necessities for the table. A potato never bears a trade-mark, and you know how the price of potatoes jumped in a month's time, while trade-marked bacon and hams advanced in a most reluctant manner.

Teach the consumer to look for the trade-mark, to insist upon receiving trade-marked goods. With truth in advertising there has to be truth in the trade-mark and truth in the trade-marked goods.

This will result in better business for the institution which puts its good faith behind its trade-mark and in its products. It will result in better business for the advertising and publishing fraternity.

And most of all it will result in better business methods in the household. It will mean greater economy, less waste and better satisfaction.

It will increase the value of advertising to the advertiser, and it will be another big step toward proving finally that advertising lowers the ultimate cost to the consumer.

A trade-mark is three kinds of an advertisement—it is a reminder, it is an identification and it is collateral against consumer-loss.

The consumer has not yet fully realized the real value of the trade-mark. He does not yet give it its rightful place as the downright pledge of the manufacturer that the goods on which it appears are guaranteed to him both as to value and quantity.

He does see in the trademark a means of identification; and the trade-mark does service as a reminder to him when he is in the buying mood.

In our organization we look upon our trade-mark as something more than a mere symbol of identification, something to serve the purpose of a string tied around the finger to stimulate memory.

In fact, I believe that practically every manufacturer of trade-marked goods is producing better goods and selling them at more reasonable prices because they carry his trade-mark.

His trade-mark on his goods is to him the same as his signature on a check.

Into his trade-mark goes everything that makes up his business. By itself, considered as a simple design, it signifies nothing unless it is regarded by the manufacturer as absolutely the finishing touch to his product.

It stands for good faith; it carries with it the personality, the principles, the ideals of the manufacturer.

We say of our own trade-mark: "This mark is your guaranty." We mean just that. In the case of food products the trade-mark is of a great deal more importance, to my mind, than in other lines of endeavor.

EFFECT ON THE BUYER.

The buyer of a food product has to believe in it if he is going to eat

it. Our trade-mark, we emphasize, is a guaranty that the product is worth eating.

With us, our trade-mark means that every step in the preparation of the product on which it appears has been right. It covers everything, from the selection of the live stock, or fruits, or other raw materials, to their transportation to our plants, their inspection, handling, preparation and packing. We made of our trade-mark the symbol of the respect we give the food products we offer to the public.

I am using this personal illustration because I want to write along lines with which I am familiar, and our business is the one I know best.

When I took my present position I made up my mind that any man or woman anywhere on earth could buy a Wilson product with the definite knowledge that it was just what we represented it to be.

And that is why we try to inform the public that the "W" shaped label with the big red "W" trade-mark is the finishing touch, the hall mark of quality, the authoritative stamp that everything is "O.K." from start to finish. We want the people to accept that label and that trade-mark at 100 per cent face value, because we honestly put that belief in it ourselves.

Now, the reason I am dwelling for these few moments on the trade-mark from this viewpoint is that to my mind it has a most important and most lasting connection with advertising.

You can invent almost any kind of a trade-mark. It may be clever; it may be attractive; it may be unusual. You can put it on almost any kind of goods. They may be high priced, they may be low priced, they may be rare, they may be common. But the value of the trade-mark itself

will be determined by the value the consumer places on the product.

The consumer can't eat the trade-mark; he can't wear it; he can't sing it or drive it. But he can eat, wear, sing, drive, drink or otherwise use the article on which the trade-mark appears.

If he is satisfied with his purchase that trade-mark forever afterward reminds him of a good investment and he repeats that investment.

If he is dissatisfied with his purchase, every time he sees that trade-mark it is a danger signal to him, and through his comments to every person he knows.

But if that trade-mark has been given some standing with that consumer it is going to mean a lot more to him than merely a beckoning finger or a warning hand.

If he has come to regard that trade-mark as something which says to him that the product on which it appears has got to live up to what that trade-mark means in the business world, then he knows beforehand that there is going to be one of two things in connection with his purchase.

Either the goods are going to please him, are going to live up to his conception of his own money's worth—

Or, for the mere reason that the product bears that trade-mark, he is not going to be allowed to lose a penny because the goods by chance are not up to their proper standard of quality or quantity.

I have said that the value of the trade-mark will be determined by the value the consumer puts upon the product after buying and using it. And that is correct.

No matter how well advertised anything is, when you or I buy it we insist that that article stand back of its own advertising. And so, when we buy anything whose trade-mark or trade names has been "sold" to us by advertising, we demand the final evidence from the goods for which we have spent our good money.

Thus a trade-mark might be a liability instead of an asset to a manufacturer who was foolish enough to put it on goods which would not back it up to the limit.

But before the consumer puts his first valuation on the trade-mark, which is the valuation of buying-belief, he has to know what the trade-mark is, where he will see it, and what it means when he sees it.

WHERE ADVERTISING COMES IN.

There is where advertising comes in and comes in right.

When we buy advertising space—and we buy a good deal of it—we buy it, if you please, as we do live stock.

It is raw material for us. We buy it because that space looks good to us. We buy it because we know where it was bred and fed, so to speak. We buy it at the market price, as judiciously as we can, and we use it as we do every other raw material we get—for the benefit of ourselves, our dealers and our customers.

Sometimes we buy advertising space as we put up a new plant—we look at it as an investment that is sure to show an ultimate profit. But when we put up a new plant, we do not build it in a location where the supply of live stock is limited and where the facilities for shipping the finished products are so small that the goods cannot be moved.

And when we buy space as an investment we see to it that it offers the proper sources of supply and means of development. The meat industry operates on an extremely small margin of profit, and our advertising has to show its investment value.

In the main, however, our advertising investments are made on what looks to us as an immediately profit-

able basis. The question is not, "Will it pay?" but "Will it pay now?"

We packers have been paying the farmer around \$16 a hundred for his hogs for several months. Believe me, when you see a husky porker scampering about the pen and realize that you've got to put up sixteen cents for every pound of it just as it stands, and then convert that hog into pork ribs and shoulders and hams and bacon and lard and curled hair and sausage and so forth, you have to do some mental arithmetic.

And when those pork products reach the consumer by way of the dealer, the packer's margin of profit has been so slight that he must create a huge volume of sales in order for his profit to be respectable.

Here, then, as so many of my advertising friends have told me so eloquently and so earnestly, is where advertising comes in. And I want to pay them the compliment of saying that their arguments are sound and their promises are right, and I only wish the margin in our business were wide enough to allow us to respond as we feel like responding to every one of them—with a nice big order.

But we can't buy all the live stock that is driven into the stock yards, and we can't assimilate all the advertising space that we wish we owned.

I am often asked what is our preference among advertising mediums. In fact, I have had a great many letters, telegrams and personal inquiries on that point in the past few weeks.

We believe in all kinds of advertising—each kind properly used. I believe in applying the proper advertising remedy to correct or improve the condition demanding advertising.

POINT OF VIEW.

Right here I am going to say a few words on advertising agencies. I have come in contact with a great

(Continued on Twenty-first Page.)



IF YOU WANT MORE circulation—
If you are contemplating A RAISE
IN RATE—

If you want circulation SUPREMACY
in your field—

Send for Hollister!

In the field of newspaper circulation experts, Hollister's organization is without a peer. It stands alone. Publishers in every section of the United States know the value of Hollister service. They know they can depend on Hollister when circulation books show a decrease.

Hollister has just completed a successful campaign on the Portland (Ore.) Evening Telegram, and his organization is now at work on the Tacoma (Wash.) Ledger and Daily News.

Complete information and details of the Hollister plan can be had by addressing

C. B. HOLLISTER

General Manager

Northeastern Circulation Company

Home Office Davenport, Iowa

OR
Care Tacoma Ledger & Daily News
Tacoma, Wash.

BOOKS USEFUL TO EDITORS AND ADVERTISERS.

"THE STREET OF INK," by H. Simonis. Funk & Wagnalls Company, publisher.

If the reader wants an ably written, chatty survey of the British press of 1917, with first-hand anecdotes of leading British publishers, Mr. Simonis has provided both in his well-titled book. Fleet street, the "street of ink," stands for newspapers and journalism in Great Britain just as indelibly as Park Row formerly represented New York's great dailies. And this book is nothing more nor less than a history of modern English journalism, entire chapters being devoted to the "high lights" in the existence of John Bull's best newspapers.

To the British trade press, Mr. Simonis pays a high tribute, giving special attention to the Newspaper World and its editor, Charles Baker, who received his inspiration for the paper in 1898 from a copy of THE FOURTH ESTATE which had reached him by chance.

There is also an interesting chapter on American and French journalism, as seen by a Briton. Of American publishers, Mr. Simonis has singled out for mention James Gordon Bennett, the late Whitelaw Reid and William Randolph Hearst, whom he calls "the Pierpont Morgan of journalism."

"CHURCH ADVERTISING, ITS WHY AND HOW," Compiled by W. R. Ashley; J. B. Lippincott Company, publisher.

This is a collection of papers on church publicity delivered before the church advertising department of the Philadelphia convention of the Associated Advertising Clubs. Mr. Ashley is executive secretary of that department and was formerly associate editor of the Christian Herald.

"TYPOGRAPHY OF ADVERTISEMENTS THAT PAY," by Gilbert T. Farrar; D. Appleton & Co., publishers.

One of the strongest factors in the success of an advertising man is his knowledge of the proper use of type in his messages to the public—a knowledge that can be gained only by study and experience. Mr. Farrar's work is an excellent text book for the young advertising man, giving explanations and examples of the proper combinations of types and engravings in the production of effective advertising.

"IN THE CLAWS OF THE GERMAN EAGLE," by Albert Rhys Williams; E. P. Dutton & Co., publishers.

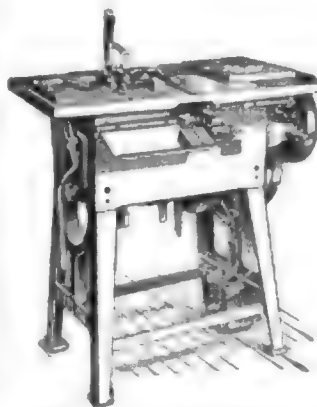
The very frankness and evident impartiality of this narrative of the German drive through Belgium in 1914, neither conferring praise nor blame nor withholding it from the invaders has claimed to third place

Save Your Print Paper

A large percentage of roll breakages is due to excessive impression to bring up low type. This results in a tremendous waste of print paper. *Ease up your impression* by using

Ludlow Typograph

slugs, which are type-high and will not give down under any method of matrix making. There are no low letters.



W. R. HASTINGS, President of the LYNN (Mass.) ITEM, says:

"Since we commenced using the Ludlow machine the breaks in the paper roll are less frequent, which saves a considerable amount of waste paper."

Send for Ludlow Literature

**MERGENTHALER
LINOTYPE CO.**

Sole Selling Agents

Tribune Building, New York

CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

dener in increasing the land's yield vaders, is a damning indictment of the "Boche" and of the institution of war in general. Mr. Williams is an American writer, well known as a social worker, and saw practically all of what he describes at first hand, often at considerable personal risk and with the assistance of remarkable ingenuity. The book is an excellent impressionistic record of the opening days of the Great War.

"LEGAL POINTS FOR AUTOMOBILE OWNERS," by Leslie Childs, J. S. Ogilvie Publishing Company, publisher.

While the several states have various rules governing the ownership and operation of automobiles within their limits, there are a few general principles which run through all such statutes and it is with these that Mr. Childs would familiarize the automobilist. He also takes up exceptions to the general rules, giving the states in which they apply.

"STORY OF THE AUTOMOBILE," by H. I. Barber; A. J. Munson & Co., publishers.

Mr. Barber, a well known economist and financial writer, gives the history and development of the automobile from 1760 to 1917, with an analysis of the standing and prospects of the motor car industry.

The book answers many pertinent questions about the development of the automobile and the intelligent reader will be able to draw his own conclusions about the future of an industry which in a comparatively few

years has climbed to third place among American industries, passing the billion dollar sales mark in 1916.

It will be useful to buyers and sellers of advertising either in the motor or the motor accessory field.

"THE MENACE OF JAPAN," by Frederick McCormick; Little, Brown & Co., publishers.

America's relations with China and Japan, understood and misunderstood in many ways in this country are set forth in great detail by Mr. McCormick, for years a journalist at Far Eastern capitals. He sees war as an inevitable consequence of Japanese ambition and American insistence on the "Open Door" principle for China, coupled with diplomatic errors by American statesmen.

There are also some interesting references to the part played by American journalists, notably Melville E. Stone, general manager of the Associated Press, in American-Japanese relations. The work is likely to achieve considerable currency among editorial writers, as it affords a valuable background for a more technical study of the situation with regard to the possible turn of affairs in future years.

"THE JOYOUS ART OF GARDENING," by Frances Duncan; Charles Scribner's Sons, publishers.

With the stress of war demanding that every available patch of ground pay its own way in providing food for the country, knowledge of what to plant and how to cultivate it is of value to the amateur farmer or gar-

This is the aim of the author, which she carries out well in this book.

"GUIDE TO THE STUDY OF ACCOUNTING," by Samuel F. Racine, C. P. A.; Western Institute of Accountancy, Commerce and Finance, publisher.

For the young man preparing to enter the field of scientific accounting this book by an expert in the subject provides much food for profitable thought. Over 750 problems are included, with sample state examinations for the degree of certified public accountant.

"THE HOTEL BUTCHER, GARDE-MANGER AND CARVER," by Frank Rivers; Hotel Monthly Press, publisher.

Suggestions for the buying, handling, sale and service of food stuffs in hotels, restaurants, clubs and institutions are given by one who has spent thirty years in various branches of kitchen, pantry and store-room work and has also served as steward and buyer.

"THE STANDARD DICTIONARY OF FACTS" and "THE STANDARD QUESTION BOOK AND HOME STUDY OUTLINES," Frontier Press Co., publisher.

An excellent reference work on most subjects of interest to school children is accompanied by a question book, which if properly used, can greatly aid the reader in increasing his general knowledge.

"ENGLISH SYNONYMS, ANTONYMS AND PREPOSITIONS," by James C. Fernald; Funk & Wagnalls Company, publisher.

Common words, with their uses and variations, are discussed briefly and simply by the author, who is the editor of a similar department for the Standard Dictionary. It is designed as an aid in the study and as a textbook for use in schools.

"THE NEW PEERLESS SCHOOL AND OFFICE DICTIONARY," editor-in-chief, George J. Hagar; Adair & Petty, publishers.

Mr. Hagar, editor of Harper's "Encyclopedia of United States History" and other works, has based this dictionary on the principles laid down by Noah Webster and other lexicographers, this edition being enlarged, revised and modernized by the American Board of Lexicography. It is illustrated and well printed.

"OBSTACLES TO PEACE," by S. S. McClure; Houghton-Mifflin Company, publisher.

For a logical and comprehensive survey of the European conditions that brought about the war, those that enhance its continuance and those which stand in the way of its settlement, this work by a well known American magazine and newspaper editor is the equal of any that has

(Continued on Twenty-third Page)

NASSAU QUALITY METALS

ALWAYS UNIFORM
ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
608 West 29th Street NEW YORK

J. M. HUBER
Manufacturer of
black and colored
News Inks
Main Office: 65-67 W. Houston Street
NEW YORK CITY

Color, Varnish & Ink Factories
BROOKLYN, N. Y.
Carbon Black Works, DOLA, W. VA.

SERVICE BRANCHES
Boston, Baltimore, Chicago, Omaha,
Cincinnati, Los Angeles, St. Louis,
Philadelphia, San Francisco.

WHY N. Y. STOCK EXCHANGE SHOULD ADVERTISE.

PUBLIC GOOD WILL, STIMULATED BY KNOWLEDGE OF EXCHANGE'S HIGH AIMS, WILL MEAN BETTER BUSINESS.

BY MACLAY & MULLALLY, INC.,

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No criticism can be fairly said to be constructive unless it suggests a practical alternative.

It is with this point in mind that we have stated the following reasons for a campaign of paid publicity which, by its very character, disposes of any possible objection that might be raised to a similar effort on the part of biased or prejudiced individuals or organizations.

Such a campaign faithfully represents the true purpose and policy of this all-important market, because the public naturally has confidence in announcements appearing over the paid signature of a responsible organization.

The New York Stock Exchange is a world institution. Through its members and the great banking interests the exchange is an integral part of industrial, commercial and financial progress everywhere.

As the world's greatest money market and financial clearing house, the exchange is to an exceptional degree open to the attacks of the unthinking, the prejudiced, the misinformed and the deliberately vicious.

ANTAGONISM DUE TO IGNORANCE.

Not only is this antagonism basically wrong and almost wholly vicious—it is to a great degree unnecessary. It can be rendered practically innocuous. The exchange itself must make proper use of the very weapon which has so often in the past been turned against it—the compelling force of public opinion.

How much more effectively can intelligently directed effort create general enthusiasm and good will by the simple means of acquainting the public with the facts in the case.

In no great branch of activity in the world is it so emphatically true that confidence is the keynote of trading, as in Stock Exchange transactions. Destroy public confidence and the market tumbles like a house of cards. Recent financial history is full of the disasters caused by the loss of this confidence, and everyone appreciates the slow and difficult task of restoring it.

Outside of Wall Street and the financial centers few people realize, and fewer still appreciate, the wise and timely action of the exchange in averting country-wide disaster by closing its doors in August, 1914. The successful efforts of the exchange within the last decade in driving out bucket shops, suspending unscrupulous members and making it unprofitable for any stock selling organization to do business on other than legitimate lines, is little understood by the public.

THE PUBLIC SHOULD BE ENLIGHTENED

How much more profitable it would be for all interests concerned if the Stock Exchange took the public wholly into its confidence—explained in terse business English the intricacies of financial operations and security markets and replaced widespread suspicion with general public good will.

Such a process is simplicity itself. It requires only a campaign of education along broad, well matured and permanent lines. Not only has the public an unquestioned right to know about the exchange and its dealings, but it would be greatly to the advantage of the institution, its members and the country's prominent banking

interests, that the public be fully informed.

The public doubts only because it does not know. Tell it. It is suspicious solely by reason of its belief that the Stock Exchange purposely draws the veil of mystery around many of its transactions.

Favorable publicity is all that is required. It can be obtained along the same basically sound lines so successfully employed in creating public good will for many of the greatest and most successful commercial institutions in America.

Make known the fact that the research department of the exchange is always at the service of the public on all matters financial—that the bureau of information welcomes inquiry regarding and security dealt in by its member firms.

Tell what the exchange is—why it has grown to be such a vitally important factor in world finance, commerce and industry and its necessity as the greatest central money market ever known.

Explain the wonderful police power of the exchange, and the thoroughness with which this power is constantly being exercised.

Demonstrate the fact that the exchange is the lever which gives mobility to capital and flexibility to credit—without which the great railroad, industrial and commercial systems of the country and the world could not continue to serve the public along present lines.

Let it be widely known that the exchange is governed by the strictest code of business ethics, and that even a suspicion of irregularity on the part of any of its members is the occasion for rigid inquiry and drastic action.

Acquaint the public with the fact that the exchange does not buy or sell anything—that it is solely a market place—that it dominates and to a great extent controls every other financial market in America because of the standing, character and probity of its members, its methods and its purposes.

Emphasize the point that under Federal or state control the exchange could not operate so greatly to the advantage of banking and commercial interests as it does today.

The Stock Exchange reflects manufacturing, commercial and economic conditions throughout America. It can do more to foster a favorable public attitude toward investments than any known agency.

With the great strength of its position as the central money market of the world, the exchange can tell its official story with such compelling force as to interest and favorably influence a great majority of the thoughtful investors everywhere throughout the United States. In doing

this the exchange would be performing an act of far-reaching and permanent public benefit. It would advance its own interests as an exchange and also those of its members, its allied banks and trust companies, and all who are connected in any way with financial circles everywhere.

More than ever before, the public wants to know the facts regarding investment. It has a right to know these facts—it will know or it will not invest.

Let it be known that the Exchange will promptly undertake the investigation of seemingly questionable transactions between the public and any of its members. Drive home the fact that the successful operation of the exchange is of personal importance to every business man, whether or not he buys or sells a single share of stock.

Were it not for the exchange his banks would not keep on loaning him money—his local mills could not get capital for needed raw material purchases or factory additions—his town would find no market for municipal improvement bonds—it would be impossible for the railroad on which he lives to maintain its present service to shippers and travelers—and neither the state nor the nation could undertake these great public enterprises which make for the progress of civilization.

The exchange is a business necessity. Wherever its integrity may be questioned, the fault lies in the fact that the public—even that large percentage which wants the real truth—misinterprets the sensational financial articles which have appeared in the press.

Generally it is true that the interests involved in questionable transactions, have nothing, even remotely, to do with the exchange; yet the public is prone to classify the deal as still another instance of pernicious stock gambling for which the exchange is held primarily responsible. For its own protection and for the protection of every financial and investing interest in the country, the Stock Exchange should tell its official story.

The economic necessity and commercial advantage of creating and maintaining public good will is splendidly exemplified in the development of dozens of the great manufacturing industries of the country, which spend millions of dollars annually in the public press to tell about their products. Each of these concerns has something to sell, and realizes that public confidence is prerequisite to public investment, no matter how small this investment may be.

In the field of informative publicity note the campaigns of the Guaranty Trust Company, the Bankers Trust Company, the interesting educational work of the Bell Telephone Company and many others. All of this publicity has for its purpose the creation and maintenance of public confidence and good will.

Of how much greater and far reaching importance is it that the New York Stock Exchange—engaged in a service that directly affects every commercial, industrial financial and economic interest in the country—should establish public confidence in the security market by telling its official story to the great American public.

The Exchange has never told this story.

The nearest is "The Stock Exchange From Within," which is filled from cover to cover with just the sort of information the public should have. Mr. Van Antwerp tells the story of the exchange in clear, crisp and interesting language, yet comparatively few people have seen his excellent brochure, or appreciate its value as

an important contribution to the subject of American economics.

The story that the exchange should tell the public—the story that the public is not only willing but anxious to hear—can best be told through the great periodicals of national circulation, standing and influence. Several of these media maintain regular financial information departments for the benefit of investors.

This group of publications reaches and influences a larger percentage of intelligent citizens who are interested in investments than can possibly be approached through any other established channel of publicity.

Admitting that the primary function of the exchange is to bring capital and investment opportunity together on a mutually satisfactory basis, and that the exchange prospers in exact ratio as it successfully fulfills this function—it is clearly impossible to expect anything more than a traders' market unless the public is actively in sympathy with exchange plans, methods and results.

Properly applied to the present altogether unprecedented requirements of the financial situation, such a plan is certain to return steadily increasing dividends to the exchange, and the great railroad, industrial, commercial and financial interests of the country and the world.

These dividends will be—greater confidence, more general and intelligent investment interest, and wider security markets.

THE TIME IS OPPORTUNE

Never was there a more opportune time than the present to launch the campaign of education herein outlined. There is a far-reaching public interest in matters speculative and financial. Crystallize this interest—make it not only favorable to a degree hitherto unknown, but permanent and increasingly widespread, by informing the public fully as to the exchange and its methods in a series of official announcements in metropolitan newspapers and the leading magazines of America.

And do this before any decided change in market conditions opens the flood gates of an opposition which is certain to be the most bitter and adversely effective attempt to cripple not only the exchange itself but the great banking, financial and commercial interests of the country, unless the effort is not rendered ineffectual by the action of the exchange in forestalling it.

The recurring clamor of prominent and supposedly well informed legislators, "market professionals" and business men for Federal or state control—for incorporation of the exchange—for the restriction or practical elimination of legitimate speculation—can best be overcome by preparedness.

Continued public confidence and good will point the way to the permanent expansion of financial and investment markets, and a still greater increase in the powers and activities of the New York Stock Exchange.

NEW ATLANTA AD HEAD.

Harry A. Casey has been appointed advertising manager of the Atlanta Georgian and Sunday American. He succeeds Joel Chandler Harris, Jr., who has been appointed advertising director.

Mr. Casey was formerly with the Los Angeles Examiner and has been connected with the local display advertising department of the Atlanta Georgian for over a year.

OFFICERS HAVE PRESS CLUB.

A Training Camp Press Club has organized at the officers' training camp at Fort Oglethorpe, Ga. The club was entertained recently at a special dinner at Signal Mountain Inn near Chattanooga.

THE NEWSPAPERS' SOCIAL SERVICE

MEANS OF WINNING READERS
OF INTELLIGENCE AND AN
AID TO GOOD WORK.

By FREDERIC B. HODGINS.

There are some newspapers which claim to be strictly newspapers and nothing more. There are, however, many more which claim to be positive moulders of public opinion in a constructive sense. There are comparatively few newspaper owners and publishers who wish to forgo the right to admonish and educate the public.

The editorial page is standing evidence that the role of critic and educator has not been abandoned by the newspaper press.

This being the case, it is useful to see just how the newspaper may be made what it claims to be—the chronicler, critic and reconstructor of human life.

That it is the chronicler of life goes without saying.

That it is the critic of life is also self-evident.

But is it the constructive educator of human endeavor? Many there be who would say that it was nothing of the kind. And these have many good arguments to support their assertion. But it would be unjust to agree with these critics unreservedly. They generalize from too narrow and restricted an outlook.

Let us try to see the newspaper as it really exists today.

Its primary business is, of course, to report the happenings of the world. This it does with amazing fullness and with equally amazing truthfulness, when the speed at which it has to work is taken into account. Cable and telegraph and even radiogram help to get the news for our daily consumption from every part of the world.

We read what has happened today as well as what happened yesterday. We have also forecasts of what is to happen tomorrow. And the forecasts are very likely to be true to the facts, for the newspaper is held in awe by the public as a power that cannot be lightly regarded. And publicity is desired by nearly all those who have to do the world's work.

But after all is said and done, the newspaper has really more to do than merely to print the happenings of yesterday, today and tomorrow. People look to it to advise them on the meaning of the news. They have not the time or the knowledge to interpret the news and its significance for themselves.

Here is the reason for the editorial page. It should be the clearing-house for the reader's difficulties. It should be a sort of "interpreter's house," where the public could be taught the meaning and import of all the news in the other departments of the paper.

I once heard it said that the wonderful success of the Christian Science Monitor, the daily paper of the Christian Science Church, was attributed by its managers, not to the patronage of their fellow-religionists, but to the fact that it made a specialty of those "by-products of life," so to speak, that most papers overlooked, viz: the home, education, religion, social service, and the like.

While the Monitor does not refuse to print the ordinary news of the day, it does try to give it some sort of ethical valuation and proportion. It reflects the true balance of the world's work and refuses to see only the evil and morbid happenings in it or to let it appear that they are the preponderating forces of the world's efforts.

It is of the opinion that the majori-

BEST IN THE WORLD

"American business men do not realize the value which trade journals and technical magazines may have for them in increasing the efficiency of their factories and in giving them a broad and comprehensive view of their business.

"Our foreign competitors read almost every article published upon their business with great care and thoroughness. Many of them have duplicate copies of their favorite trade paper sent to their homes so that they may read them away from the business without being disturbed. Many foreign manufacturers contribute articles to these journals on phases of the business with which they are most familiar. Such articles are bound to be helpful and have a constructive effect.

"Our trade journals and technical papers are the best in the world, and they should be supported and encouraged by our business men. Copies should be placed where employees can see them and they should be urged to read and study them.

"These papers are preaching the gospel of sound business on practical lines and are helpful not only to business but to the country as a whole.

"If the suggestions made by them in the past had been followed by our business men it would not be necessary at this time to point out some of the fundamental weaknesses in American business."

—Edward N. Hurley, formerly chairman of the Federal Trade Commission, in "The Awakening of Business."

ty of people are sane-minded and engaged in good, honest effort, and while there are sure to be many who are not so minded or active, that they are in the minority. Thus, it emphasizes the decent things, the heroic things, the things worth while, that are current in the world's work, which it takes only the discriminating eye to see and the well-balanced mind to appreciate.

It goes on the assumption that the majority is interested in such things and gives its public what it really wants and what it had educated it to look for.

A circulation of a million readers a day is sufficient proof that this policy had good reason, good business acumen and good newspaper sense to commend it. It shows also that journalistic ethics do cut a large figure in success, notwithstanding all that is usually quoted against them by the average newspaper man.

"HUMAN INTEREST" OF A DIFFERENT SORT.

Every family lives in a home; every family must send its children to

school; every family is interested in the welfare of the community. Therefore, every family is, by its very constitution, interested in the things that concern the home, education and social service. But every family is not interested in the scandal of the hour to the exclusion of the permanent things that most often concern it, such as those just mentioned. Therefore, it is good common-sense and good business to play up the things in which most readers are interested in during most of the waking hours of their lives. Hence, the success of the Monitor.

When I was associate editor of the Evening Telegraph in Philadelphia, I adopted this policy and was fortunate enough to have as my editorial chief a man of wide vision who, while he did not, perhaps, attach the same importance to these things as I did, nevertheless was wise enough to see the sound underlying philosophy of my position. He let me have my way as far as he could and the result was that we occupied the field of social service almost exclusively and made a multitude of friends for the paper who

were not in sympathy with its politics at all.

HOW IT WAS DONE.

We devoted our entire back page, a most valuable one to every paper, especially for news or advertising purposes, to what we called "The World of Workers." On this page we featured the things that intimately concerned the home education, and social service, domestic science, school lunches, vocational training, etc. Helpful articles were printed on such subjects as "Thrift," "How to Develop Self-Help," "How to do Things," what the best experts thought and advised on all sorts of difficult questions, and such like things.

The page was devoted to the worker and his problems. It was a great success, as a feature, but it was not a money-maker for the paper nor can I say that it did, in the short time the experiment was tried, increase our circulation.

But I am convinced that if it had been tried longer, it would have done all these things. Unfortunately, the wise editor left the paper and the page was dropped. We not only made friends for ourselves, but for the things that were worth while. Our experiment fully justified itself, for, when we abandoned the field, every other paper in town took up the work and made a feature of one or more of the departments of community welfare which we had tried to cover as a whole.

GIVING THE READER JUSTICE.

Is a newspaper which carries twenty-two columns of advertising and fourteen columns of news giving its readers a "square deal?" A London newspaper man, writing to the Newspaper World, thinks that the purchaser of that paper sacrificed a good deal to the advertising and that he might be justified in complaining at having to pay a penny for fourteen columns of news. "At all events," he says, "I think the reader is entitled to half the space, as against the advertiser."

The editor of the Newspaper World, in commenting on the complaint, quotes the British post office rule that a registered newspaper weighing more than two ounces must consist wholly or in great part of news and comment on news, with or without advertisements.

"But," he says, "in practice the department does not stop papers until they contain less than one-third news or comments on news. As to the general question, we think that evening paper readers would discontinue a paper if it did not give them what they required and that it would cease to be prosperous."

DAILY FOR EL DORADO, KAN.

A new eight-page morning newspaper will be launched in El Dorado, Kan., about September 1. It will be called the Citizen and will probably be managed by Russell E. Fisher.

H. W. Semple has sold the Yale (La.) Ledger to Emery A. Odell.

YES!

SOFT DRINKS OF ALL KINDS are in demand at Parks, Fairs, Circuses, Carnivals, Celebrations and other places where light beverages are served, and can be SOLD through

The BILLBOARD

In fact thousands of agents who have the selling privileges for SOFT DRINKS with the various Amusement Enterprises look to THE BILLBOARD to supply their needs and requirements for anything new or good in this particular commodity.

Circulation, 40,000 Copies

Member A. B. C.

The Billboard Publishing Co.
Broadway and 42d St., New York

GETTING READY FOR THE NEXT WAR LOAN.

LIBERTY BOND PUBLICITY COMMITTEE CALLS ON GOVERNMENT TO BUY ITS ADVERTISING.

The very pertinent question of paid advertising has again arisen with the approach of the date for the next installment of the Liberty Loan.

The publicity committee that handled the first section of the loan in the Second Federal Reserve District, the most important territory in the whole country, took the stand in the last campaign that it should not ask the newspapers to contribute free advertising space.

The fundamental principle was absolutely clear—that advertising is a commodity and that the Government should pay newspapers to carry Government advertising just as it pays railroads to carry Government freight.

In its report the committee points out that:

"The experience of Great Britain in floating her war loans should serve as a conclusive argument in favor of a definite and adequate appropriation to effect the sale of the next issue."

"If the present appropriation, or what remains of it, is not adequate for the purpose as determined by qualified experts, Congress should be urged to provide the necessary funds."

Collin Armstrong, advertising agent and member of the committee, in his report, said:

"The selling or distribution of United States bonds, even for so lofty and imperative a purpose as that of the present issue, is a matter of business as well as of patriotism, self-protection and re-establishment of civilization. So far as we know, no one profited by the last flotation. All personal services were contributed by principals and whatever compensation subordinates received came from their regular employers who contributed most liberally to the selling and clerical forces."

"The question is pertinent, can a duplication of all this gratuitous service and material be relied upon in conducting the next campaign? Is it logical or just to ask bankers, advertising interests and all others who contributed to the success of the last loan to bear a larger share of the burden than their citizens who share or will share equally in the beneficent results of victory? In our judgment the 'sins of war' are as essential in a financial campaign as on the battlefield. The Government should provide the first as well as the last mentioned—not necessarily at a profit, but at a fair compensation to those who render service or deliver the goods. Only in this way, it seems to us, can a comprehensive campaign be laid out and successfully conducted."

W. T. Mullally, another advertising agent on the committee, said:

"We firmly believe that all work should be paid for—advertising space, copy writing, designing, etc."

In bringing its report to a conclusion, the committee said:

"We would definitely recommend, therefore, that publicity headquarters be opened immediately and half a dozen competent people employed to form a nucleus for the larger committee which can be gradually developed until shortly previous to the actual opening of the next campaign, when the entire machinery can be in complete co-ordination and ready to start off efficiently."

The committee is on the anxious seat to know what Congress is going to do with regard to its recommendations.

But at the same time it is going ahead making preparations for pushing the new section of the loan, profiting from its first experiences.

At the time of going to press THE FOURTH ESTATE received word that an official of the Treasury Depart-

ment had made the following statement:

"It appears certain that the Treasury Department will ask Congress for no advertising appropriation for the next bond issue."

"According to present plans, the advisory commission of the Associated Advertising Clubs of the World will act in the same capacity in the coming bond issue as in the last. That is, a member of the advisory commission will act in an advisory capacity in each of the Federal Reserve Districts."

The committee believes that the time to prepare for the next loan is now. Some of the men who worked so effectively during the last campaign have already been approached and have indicated their willingness to undertake the same work next time provided they have reasonable notice, in order that the various interests which are asked to do work involving considerable sacrifice to them may have reasonable time to prepare.

On organization the committee says:

"This course is highly advisable not only because it produces better results, but also because it makes it possible for the various interests who desire to cooperate to mobilize their resources more fully and to render the Government a fuller measure of assistance without almost impossible sacrifices to the parties involved."

"It may be added that many of the men who worked in the last loan, if they are not immediately enlisted for this work, will go off to officers' training camps or other services and thus be unavailable in September or October, when their help will be badly needed here."

"Many of the weekly and monthly magazines which will appear during the course of the next loan are now being made up. Articles must be supplied to them immediately if they are to appear when needed."

"The newspapers will be very glad to take from time to time during the next two months interviews with prominent men regarding the results of the first loan and carrying constructive suggestions with regard to the next loan."

"In the last campaign no one knew from day to day what space or publicity could be commanded or relied upon in furtherance of the work; and it is a matter of common knowledge that important and reasonably fertile fields were not cultivated because of inability to reach them. The farm-

ing population is a conspicuous instance.

NEWS IN THE LAST CAMPAIGN.

In the Liberty Loan sale which closed on June 15, the support rendered by the newspapers outside of their advertising columns was an important factor, and how the committee covered them is interestingly by J. I. Clarke, formerly of the New York Sun, and now with the National Bank of Commerce in New



J. I. CLARKE.

York, who was in charge of this department. In his report to the secretary of the committee Mr. Clarke said:

"The press room was organized under my direction along the general lines of the city room in a daily newspaper. My relation to it was that of a managing editor, reporting to a publisher. Mr. Caldwell, of the New York Globe, was city editor, and the reporters, loaned by different newspapers, worked under his general direction. The newspaper stories were issued on the typewriter and the mimeograph."

"We had a perfectly appointed city desk, with reference books, telephone, dead book, date book, assignment book, and daily schedule. The stories were ready for the newspaper men at eleven a. m. and four p. m. each day."

"The reporters were given regular assignments, either by Mr. Caldwell or by me through Mr. Caldwell. The stories were covered in the usual newspaper fashion and turned out in newspaper style."

"The following newspaper people worked regularly in the press room:

Gurden Edwards, Associated Press; Leonard Smith, the New York Times; E. R. Caldwell, the New York Globe; P. F. Hanley, the New York Sun; Milton Bronner, Scripps-McRae News Service; Mrs. Lewis M. Isaacs, the New York Evening Post; Joseph R. Lissen, New York American; J. W. Workman, New York Tribune; John Kirby, the New York World, and J. W. McConaughy, the New York Evening Mail.

"I have estimated that we had fifteen thousand columns of newspaper publicity in the Second Federal Reserve District alone between May 10 and June 18. This estimate is conservative. During the last days of the loan, many papers, particularly in the metropolitan district, ran each day from three columns to a full page on the Liberty Loan. Our press clipping bureau sent us more than 58,000 clippings weighing over 170

lbs. I believe this count represents hardly one-quarter of the actual number of Liberty Loan stories.

"The press room sent out 377 newspaper stories of sufficient length to be numbered. We did not number stories of one paragraph. Several of the Liberty Loan stories were over 20 typewritten pages in length and on some of the heaviest days we prepared over 50 pages amounting to fifteen columns of material."

"Our work included two special stories each day for the United Press, one special story each day for the Associated Press, a special story for the American Press Association three times a week to be used in its plate service, and a special rapid-fire service to the tickers."

"We had sixty-five photographs taken during the campaign. Every one of them, with the exception of a single photograph, was used in one or more newspapers. Some of them did not appear in New York newspapers. Few of them appeared in more than one New York newspaper but in almost every instance they were used widely throughout the entire United States. Many of them were sent out by services such as the Scripps-McRae News Service, the American Press Association or the Associated Newspapers."

NEWS FEATURES.

"The news force in cooperation with volunteers from the banking community, were able to develop a great many items of interest which the papers considered worth while putting on their front pages. These included, for example, a fight over New York of seventeen aeroplanes dropping Liberty Loan literature. There were notable subscriptions to the Liberty Loan by professional baseball teams, statesmen, prize fighters, soldiers, opera stars, sailors, babies, millionaires and citizens of foreign birth."

"When these subscriptions were signed they were made the subject of photographs which were largely used in New York, and still more widely throughout the United States. Our pictures of Chinamen subscribing to the loan, babies subscribing, sailors subscribing, and the farmer signing the subscription blank while standing in his furrow beside his plow and horses, were published in practically every section of the United States."

"Other front page stories included a meeting arranged in honor of the Secretary of the Treasury, a statement from President Wilson, a cable from Marshal Joffre, letters from Colonel Roosevelt, Mr. Taft, etc."

"It should be added that this bureau supplied to the papers each day at least twice as much material as they could use in fairness to those of their readers who retained an interest in the war news and other current events."

"One of the most effective pieces of work was done by Parke F. Hanley, of the New York Sun, who made

(Continued on Twenty-third Page)

**The
William L. Betts
Company
NEWSPAPER
CONTEST
SPECIALISTS**

Suite 406, World Bldg., NEW YORK

PUTTING OVER



THE BIG CAMPAIGNS

ARTICLE VI.

MORE PRIVATE BUSINESS NOT WANTED, BUT BELL TELEPHONE CO. ADVERTISES ITS AID TO UNCLE SAM.

BY W. LIVINGSTON LARNED.

The American Telephone & Telegraph Company, familiarly known as the Bell System, has done a very remarkable thing. It has pledged its entire service, unreservedly, to the United States Government.

In its internal mechanism, the cry has been "Our Country First!"

Thousands upon thousands of Bell System employees have enlisted in the various branches of governmental effort, from the Army and Navy to the most exacting engineering duties.

Men long in Bell service, and trained through years of study and experience to do one certain thing as near perfectly as it can be done, have silently yet cheerfully swept their desks clean and a neat placard is officially posted on that desk, stating that Uncle Sam has claimed his services.

Irrespective of a highly important advertising campaign that is to occupy the main thread of this story, we mention the above because it shows the full sacrifice that the Bell System has made. It is willing to sacrifice its own interests that the country and the Government may be served. The men left on duty will do double work and shoulder twice as much. New talent will be developed.

All through the sinews of the Bell System from the highest executive to the lowliest lineman has circulated this one dominant spirit:

"The Bell quota of men at the front must be representative of the working principle of this organization."

Not content with this, it has been decided to still further aid that vast system which, being rapidly whined into efficiency, shall give us a fighting force on land and sea, second to none.

Few persons realize the highly important part that the telephone plays in the present drama of war and preparedness.

It is the hour of action!

Messages "there and back" must go with all possible speed.

From Washington alone 294 long distance wires artery out to the uttermost corners of these United States—an increase of 148.

And every time a new line is installed there must be new switchboards and new operators.

Washington is hungry for greater telephone facilities. Departments, springing up over night, occupying entire buildings and literally honeycombed with the urgent business of war, need an equivalent in telephones.

At mobilization camps the demand is quite as exacting and urgent. Here is one item alone:

"Notice has been received from the Signal Corps that the commercial telephone companies must be ready to provide a large amount of telephone service, both local and toll, which will be required at the mobilization camps that will be established shortly for the training of the new army."

"At each one of these camps it is expected that at least 30,000 men will

be trained, and this means practically the establishment of a new city of 30,000 inhabitants for which complete telephone service, both local and toll, must be provided, not only for the military purposes of the camp, but also for the personal needs of the officers and men. It has already developed that 32 such camps will be required for the training of the militia and the first draft of 500,000 men.

"To provide this service, it will be necessary to build, maintain, and operate all these new telephone systems, which will call for hundreds of positions of special switchboard operators, a large amount of outside plant, and equipment for thousands of stations. Beyond this it will be necessary to make considerable additions to the local telephone plants of the nearby cities or towns as well as additions to the toll lines radiating from those places."

But there has been one drawback to a full and speedy realization of these demands—ability to secure raw material resources. Think of the stupendous task of manufacturing and laying a new underground cable the entire distance from Washington to New York, this cable made up of 80,000 miles of wire. It is significant to note that at this time excellent telephone service exists between Washington and the headquarters of every Army department and Navy district in the United States.

Very few people know that methods have been perfected whereby the War, Navy and other Governmental departments have a special telephone and telegraph wire system for their own exclusive use.

All of this has been a severe tax on equipment.

In a market already depreciated and cut down by universal mechanical demand, orders for telephone parts, wire, etc. have been well-nigh impossible to fill. It has taken superhuman effort and indefatigable and untiring zeal to make this great new telephone service match up with stern, official edict.

NEW BUSINESS NOT WANTED, BUT ADS GO ON.

A peculiar condition of affairs has arisen as a consequence.

The Bell System isn't eager for more installations, because it is not practical to provide them.

The Bell System doesn't care to stimulate increased use of the telephone, because of the heavy traffic now existing.

And yet, never for a moment has it ceased to use advertising. The same standard three-column campaigns are appearing in newspapers.

And when the Bell System and its subsidiary companies decide to advertise, that advertising, through

newspapers, seeks out the most modest little village and the largest city. It does the job thoroughly. There's nothing halfway about it.

Not so very long ago, inhabitants of small towns were not familiar with the workings of a great telephone system. They did not realize the vastly intricate story of progress and science that lay back of a long distance call, we'll say, from Holton, Kan., to San Francisco.

The telephone merely meant a telephone!

There on the desk or on the wall was a piece of wood and metal. By lifting a receiver from a hook, you could talk with someone else miles away. The vast area between was an unknown quantity.

Through the medium of its advertising in newspapers, the Bell System has taught people not only how to use the telephone to their own profit, but the history of the telephone and the impressive army of experts essential to telephone service.

But now comes this most remarkable series of Bell System advertisements, in newspapers from coast to coast.

The public is asked, during the war crisis, to be lenient—to take second place, to sometimes make as many sacrifices as the Bell System itself has cheerfully made.

THE BELL WAR MESSAGES.

Here is the spirit of the present newspaper appeal:

"As our military strength grows, and we become larger participants in the great war, the demands of the Government upon our service will continue to increase, and must always be met.

"An extraordinary increase in telephone traffic, due to the unprecedented commercial and industrial activity incident to the war, must also be adequately provided for.

"Like the other resources of the nation, our resources must be conserved, and we appeal to the American public, always patriotic to the core, to assist us in meeting these extraordinary conditions by avoiding as far as possible wasteful and extravagant use of the service."

One advertisement shows an illustration of a civilian stepping aside and permitting an officer to have the "right of way" at a telephone booth. As the copy suggests "This typifies the attitude of the nation and it also typifies the attitude of the Bell System. The nation is at war and it is necessary that private interest shall be subordinated to the Government's need for telephone service."

Another illustrated advertisement pictures significantly a civilian's hand, proffering a telephone to the hand of Uncle Sam. One of the paragraphs beneath reads:

"Each individual American will cooperate in this patriotic service, and submit cheerfully to inconvenience or delay in his telephone service, when he understands how vital it is that Government service shall take precedence over all else."

Has there ever been a more surprising campaign than this—an appeal to a nation to really cut down demands on telephone service, that the Government may have the right of way? It is a brand new reason for advertising.

WOULD BAR BILLBOARDS

Columbus, Ohio, is about to undertake a legislative campaign against billboards in residential sections of the city, headed by Councilman Nailor, who has sent to Chicago for a copy of its local ordinance which has been upheld by the courts. The measure will contemplate not only prohibition of further construction of billboards, but will demand that those now standing be torn down.

NEW ADVERTISING MEN FOR THE HOUSTON CHRONICLE.

B. L. Ridley, formerly of New Orleans and Birmingham, has been appointed advertising manager of the Houston (Tex.) Chronicle. Mr. Ridley served as advertising manager of the New Orleans Daily States for a number of years, and prior to that



B. L. RIDLEY.

was advertising manager of the Birmingham News and the Nashville (Tenn.) American.

In Birmingham and New Orleans he was identified with the several civic bodies of those cities and took an active part in public affairs. He was one of the five organizers of the Birmingham Rotary Club and served



J. L. PARKER.

that organization as secretary for one and a half years. In New Orleans also he was an active Rotarian.

Another new-comer in the Chronicle office is J. L. Parker, manager of automobile advertising. Jack Parker has for the past two years been connected with Houston Post in the same capacity. He is well known among the local automobile dealers.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING

Entered as second class matter in the New York Post Office, March 29, 1904. Issued every Saturday by The Fourth Estate Publishing Company. Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 222 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 50c; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS. (Except Special Editions, TWENTY-FIVE CENTS.)

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, 50 cents.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
222 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus.

ERNEST F. BIRMINGHAM, Publisher

No. 1224.

FOR THE WEEK ENDING AUGUST 11, 1917.

"UNLOCKED" WATER POWERS AND NEWS PRINT.

For many years various interests throughout the United States have been trying to compose a controversy over unlocking the water powers of the United States, but it has only been recently realized that this accomplishment might be able to do more to lower the price of news print paper than any other single thing which has been or might be effected.

Lately the paper committee of the American Newspaper Publishers Association has been working in cooperation with various interests and as a result there has been introduced into Congress the Walsh Bill, the Small Bill and the Shields Bill, which, their advocates say, meet exactly the requirements of newspapers, give capital the minimum return necessary and preserve and protect the public interest and domain.

The A.N.P.A. paper committee says it is in touch with many interests—both large and small—who are willing to proceed immediately with such development and increase the paper tonnage of the United States enormously, provided only that they are given the necessary legislative conditions, such as are given to paper mills and other industries in Canada, Norway, Sweden and other countries which possess such water powers as does the United States.

Water power legislation is something that is acknowledged by practically everybody in the country to be desirable and necessary, but it has in the past suffered from its friends.

It is hoped this difficulty has now been obviated, but to help matters along publishers are asked, besides supporting the bill, to point out in their columns how the unlocking of these water powers is a public and war necessity and deserves to be put through during the present session as a war measure.

It seems that there can be no denial that our country has no greater need today than the development of its water powers, for this is the basic and fundamental condition of accomplishing other necessities.

The A.N.P.A. paper committee points out that:

The release of these water powers will at this time relieve one-tenth of the freight cars on railroads which may be electrified.

It will also release enormous quantities

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 25 lines in depth of column) double price.

ties of coal, at a time when coal is urgently needed.

It will develop resources of fertilizer and increase our food production.

Of the 60,700,000 water horse-power in the United States, but 5,300,000, or 8.8 per cent, has thus far been developed.

Of the 40,000,000 water horse-power contained within the Pacific Coast states, being 70 per cent of all the water power of the United States, but 727,000 horse-power, or 1.8 per cent, has thus far been developed.

The states of Oregon and Washington contain more available water power and more pulp wood than any other two states in the Union.

Out of the 17,500,000 horse-power within the borders of these states, but 2.6 per cent in all has thus far been developed. The Government forest reserves in these two states contain over 44,000,000,000 feet of timber suitable for the manufacture of wood pulp.

It seems almost incredible that an enlightened government like ours should keep laws in force which bar the way to the development of this great natural resource.

Canada, Norway and Sweden have been developing their water powers, and the United States census shows that over 400,000 tons of wood pulp were imported into the United States from those countries during 1915.

A natural resource, which may not be used, might as well not exist. It like a would-be banker, who mistakes the safety deposit business for banking, and locks up all the money in the vaults and keeps it there unused, to the detriment of both depositors and the public.

In short, the greatest single possibility of the country for economy and for meeting the high cost of living and these special and severe war conditions is being allowed to be wasted.

On the paper side the economical manufacture of news print hinges on four things:

The low cost of wood.

Transportation.

Management.

Low cost of hydro-electric power.

There are hundreds of opportunities in the United States, which have all these conditions, except the power, and the only necessity to give them this requirement is proper legislation, which the A.N.P.A. paper

committee believes has been worked out in the Walsh, Small and Shields Bills.

This proposition embodies the releasing of public lands for such power development and involves the proper releasing of navigable streams.

Nature has largely segregated her natural resources in the far Western states.

There the forests necessary to the manufacture of wood pulp and paper line the banks of the falling water. Farm ore spruce, larch and hemlock timber is coming to fruition and wasting each year in our Western forests, contiguous to also wasting water-powers, more than sufficient to produce, at cheapest cost, all the wood pulp and paper required by the newspapers of this country.

Why not give those who would develop our wasting water-power the right to work, the right to build and expand and develop, the right to help create a greater and more powerful industrial nation?

Why not give them laws to work under, which, while placing them under the constant supervision of the public authorities, and safe-guarding every public interest, yet shall be of such fair and businesslike character that under their operation men may hope for a generous return for their work and their risk in a necessarily hazardous business, and capital be assured of a safe investment?

Were the present Congress to enact practical water-power legislation under which capital could be obtained for development purposes, the erection of plants for production of wood pulp and news print paper would be undertaken, of a capacity sufficient to supply the full requirements of this country without importations, and at fair prices.

The point of issue, as the laws governing water powers now stand, is that it is impossible to secure capital investment for the reason that the Secretary of the Interior has the power to cancel contracted rights to government water powers, practically without notice. Capitalists will not invest their money and stand the possible chance of losing it.

The proposed Walsh Bill, the Shields Bill and the Small Bill in the House and Senate, that have been endorsed by the American Newspaper Publishers Association, the Southern Newspaper Publishers Association, and other organizations, provide for the passage of a law authorizing the Secretary of the Interior to issue permits to responsible citizens covering a period of 50 years, or more or less as the permittee would elect, to water power lands, which will allow the making of improvements and guarantee protection by the Government.

These provisions are the whole milk of the coconut. When investors can be guaranteed protection for their money, there is bound to be a great rush to put capital into water power enterprises.

H. M. Addinsell of Harris, Forbes & Co., investment bankers of New York, makes the following statement from a banker's point of view. Mr. Addinsell is also chairman of the Water Power Committee of the Bankers' Association, and speaks as a conservative banker and not as a promoter of power companies:

"The interest of the investment houses in this matter is after all not a purely selfish one, as if this opportunity for investment on a safe basis is not available, the investment funds in any event will go into other channels, and probably their investment in banks will have their investment of it anyway. The old saying is that 'money makes the mare go,' and I submit that money and water make the water wheels go. Money seeks and demands the safest investment. Water power must compete with the other investment opportunities. Capital holds the whip-hand, and until in-

money will not be available therefore.

"But the investment bankers are anxious to see this latent natural resource of the country developed, because it will affect not only their business, but indirectly the business prosperity and economic status of the entire country."

The publishers of the United States so far have not given the water power project of the A.N.P.A. the support it deserves. All that is asked is editorial endorsement and a small campaign of public education for the readers in the news columns, showing the public the widespread advantage to the nation of such a law—plus whatever personal influence can be brought to bear by the publisher on his Senators and Representatives to vote for the Water Power Bills.

Some publishers seem to think the water power project is of no personal importance to them.

They are wrong. This is a matter of the utmost importance to every newspaper publisher in America. By their combined aid only can the A.N.P.A. paper committee accomplish its objective. It is the biggest thing of the hour in new newspaper world.

Let everyone get busy today and do his part to help the Water Power Bills through Congress at this session.

Get into touch with the A. N. P. A. paper committee, World Building New York, for instructions, if you are not fully acquainted with the details of the matter and find out how you can best help.

If you know about it get on the job at once.

ON THE RIGHT TRACK AT LAST

The long and hard work by the newspapers to make the Administration realize that its system of war news distribution was wrong seems at last to have borne fruit.

There are certain signs of the disintegration of the Committee on Public Information. It is acknowledged by some of its most sincere friends and well wishers that the policy under which it has been conducted has been a failure.

The complete reversal of policy, by the committee, this week, by which it will hereafter supply the newspapers only with announcements made up of the bald official statements is welcomed by the newspapers.

Hereafter newspaper men must work up their own stories for themselves and do their own writing, as they did in the days before the advent of the Committee on Public Information.

When the committee started business last April, editors of magazines and magazine contributors were employed to take charge of the various departments created and every day they furnished to the newspapers literally yards of statements and "stories" telling of the various activities of the Government in connection with the war.

Literary men of wide reputation, like Wallace Irwin, author of "The Letters of a Japanese School Boy," were assigned to cover the various departments, and they turned out a large amount of high-class copy.

The great problem in newspaper offices was to determine what to do with this large amount of "copy." There was too much of it to send over press wires already overcrowded.

It is felt in newspaper circles that Mr. Creel has conferred a real boon on the Washington correspondents in suspending this method.

THE FOURTH ESTATE months ago pointed out that if the committee was going to be able to deal properly with newspapers it must have a proper representation of newspaper men on its executive staff, and it must install a newspaper system of news handling.

This was never done and the result has been a constant conflict be-

tween the newspapers, the committee and Cabinet officers. These have been told of time and time again in THE FOURTH ESTATE.

The magazine and story-writer staff of the committee has proven a flat failure as a news handler.

Mr. Creel, who is a magazine writer himself, attempted to prepare a newspaper statement of the trip of the first contingent of American soldiers going across to France, that resulted in a decidedly humiliating experience for him.

The publicity committee would say it was all right to print a certain thing; then, after it was done, the Secretary of War or of the Navy would say it had no right to do so.

The new order of things appears to be swinging around in the right direction.

The "stories" will be abolished and there will be only one outlet for news—the Committee itself.

If there is any trouble the Committee must be responsible.

Mr. Creel made it plain when he came to Washington to be chairman of the Committee on Public Information that he objected to being called a censor. His purpose, he explained, was quite the contrary of what was suggested by a censorship. He desired, he said, to give to the press all the news that it was possible or proper to give, and there would be little if any suppression if he could help it.

But the Administration has made him its responsible censor also—and the result has been that the duties of publicity agent and censor have been unable to agree.

If Mr. Creel will gather around him some capable newspaper men as advisers and keep on the road he has now taken he will do much to get down to a satisfactory system of news-distribution.

The Government should relieve him of censorship responsibility—leaving that to the War and Navy Departments.

Mr. Creel has proven himself a mighty hard and earnest worker—but it has taken him until now to realize that news handling is not a job for magazine and story writers.

NEW DRAMATIC CRITIC.

Monroe Lathrop has returned to his old post as dramatic editor of the Los Angeles Express-Tribune, succeeding the late Maitland Davies, whom he had preceded on that desk. His father and both brothers are newspaper men and he has been in various phases of newspaper work since his graduation from Columbia University several years ago.

He has been editor of the Carbondale (Pa.) Leader, news and city editor of the Paterson (N. J.) Press, news editor of the Williamsport (Pa.) Grit, editor and part owner of the Waterbury (Ct.) Republican, editorial writer on the Los Angeles Herald and on the Los Angeles Tribune and dramatic editor of the Express-Tribune.

For the past eighteen months he has been handling publicity for a Los Angeles motion picture exhibitor.

EDITOR IN PEACE LEAGUE.

Vance C. McCormick, publisher of the Harrisburg (Pa.) Patriot and chairman of the Democratic National Committee, has become a member of the executive committee of the League to Enforce Peace, the active governing body of the organization. Mr. McCormick is spending most of his time in Washington working with the Government Exports Council.

DUTCH PRICES UP.

The Dutch newspapers are again advancing prices. It is now necessary to pay 8 cents for copies which formerly cost 5 cents. Advertising rates also have been increased.

PURELY PERSONAL.

William Allen White, editor of the Emporia (Kan.) Gazette, has been ordered abroad as a member of the Red Cross War Council Investigation Committee. He left an Eastern port a few days ago.

Charles T. Dodd, business manager of the Newark (N. J.) Evening News, is receiving the sympathy of friends on the death of his mother, Mrs. Emma I. Dodd, who succumbed to heart prostration on August 8. She was seventy-seven years old.

William Boeshans, business manager of the St. Joseph (Mo.) Gazette, has just returned to his post after an automobile trip through six states.

Ellis Parker Butler, the author and press humorist, who lives in Flushing, is being seriously considered by the Queens County (N. Y.) fusion leaders as candidate for borough president. Mr. Butler has been active in public affairs in Flushing and the borough for a number of years.

Frank M. Wheeler on August 8 celebrated the close of his twenty-fifth year of service on the Newport (R. I.) Herald, which he joined shortly after its establishment in 1892. He received congratulations from his associates in the office and from prominent naval officers and leaders of the summer social life with whom he has formed an intimate acquaintance during his long service. He is also Newport correspondent of the Associated Press and sent the famous "U-53" story last October.

George F. Keener has been assigned by the Wilmington (Del.) Evening to cover a camp meeting which is now in progress at Brandywine Summit, Pa., eight miles from Wilmington.

Frank C. Van Horn, editor of the San Angelo (Tex.) Observer, has been appointed justice of the peace in his precinct.

Ella Costello Bennett, well known feature writer whose newspaper experience has covered special work in Chicago, Kansas City, Denver and Pueblo, has been winning new laurels by her feature work for the San Francisco Bulletin, in connection with the celebrated Mooney trial in that city.

Harold H. Baker of Chicago is the proud father of a new boy. Mr. Baker was formerly Chicago advertising manager for Good Health Magazine and is now connected with the Quaker Oats Company.

Mrs. Lucille Brian Gilmore, formerly a well-known newspaper woman in Texas, has been chosen as one of the speakers on food conservation in the Chicago campaign being conducted by the National Council of Defense.

Miss Lenna Frances Cooper, associate editor of Good Health Magazine, Battle Creek, Mich., is the author of a new book, "How to Cut Food Costs."

Harry G. Evans, telegraph editor of the Louisville Times, is recovering from a fracture of the skull which he received while playing golf recently near Louisville. He was accidentally struck on the forehead by the club of Miss Katherine Robinson of the Courier-Journal art department, who drove as he was stooping to pick up his ball.

Johnstone Vance, part owner of the New Britain (Ct.) Daily Herald, is retaining his position as managing editor of the Herald though he has enlisted in the United States Navy. The affairs of the publication are being conducted by the remainder of the editorial force.

STAFF CHANGES.

C. L. Perkins has become classified advertising manager of the New York American.

Freeman H. Hubbard has resigned as proofreader with the Plimpton Press, Norwood, Mass., to join the editorial staff of the Meriden (Ct.) Morning Record.

Albert Nicholas has resigned as reporter on the Springfield (Ill.) State Register and is now with Luther Frame, manager of the Associated Press bureau at Springfield, Ill.

Philip A. Steinbach of the Wilmington (Del.) Evening news staff, has enlisted in the First Delaware regiment as a member of the headquarters company.

Kent Watson has resigned his position as night editor for the Associated Press at Dallas, Tex., and has enlisted in Battery D field artillery, known as the "scopers' troop," because of the fact that it is made up of more newspaper men than any other company in Texas.

Leon M. Wickersham, who was in the automobile business at New Castle, Del., has rejoined the advertising force of the Wilmington (Del.) Sunday Star.

Oakes S. Dunham, for twenty-nine years editor of the Digby (N. S.) Courier, has resigned to edit the Bridgetown (N. S.) Monitor, which he has just purchased. He is succeeded on the Courier by George H. Chisholm, formerly connected with that paper.

Mark Huber has resigned from the staff of the Columbus (Ohio) State Journal to return to Lima, Ohio, his home city.

Thomas Marvin Johnson of the Pittsburg Press staff has gone to join the American army in France to give the Press a special war service by cable.

Edward W. Patker, a member of the San Francisco Chronicle staff for eleven years, has resigned to enter the practice of law.

Miss Ora Barth, circulation manager of the Marion (Ill.) Post, has resigned.

Alvin J. Katzenstein has joined the advertising staff of the New York Globe. He was formerly connected with the New York Evening Mail, from which he resigned on August 4.

Robert Reed has become city editor of the El Dorado (Kan.) Republican, succeeding Noah Halfhill.

WEDDING BELLS.

Edgar L. Maines, a member of the staff of the Rockford (Ill.) Register-Gazette, and Miss Jennie Stewart of Columbus, Kan., were recently married in Rockford.

William J. Parker, a former Quincy (Mass.) newspaper man, and Miss Mollie C. Stearns of Dorchester, Mass., were married recently in the last named city.

AID TO STATE EXECUTIVE.

Chester Moores, automobile and real estate editor of the Portland Oregonian, has been selected as secretary to Governor, James Withycombe of Oregon. Mr. Moores will take up his new duties on September 1, succeeding George Palmer Putnam, who has resigned to give his attention to his private business. Mr. Putnam is publisher of the Bend (Ore.) Bulletin. Mr. Moores recently was admitted to the bar, having studied law at night while handling the automobile and real estate beats of the Oregonian. He is also a graduate of the University of Oregon academic course.

VACATION NOTES.

John F. D. Aue, auditor for the Des Moines Register and Tribune, has returned to his desk after a week's outing and fishing at Long Lake, Brainard, Minn.

George E. Kenney, assistant day city editor of the Chicago Herald, is on his vacation.

George Herriman, sports cartoonist for the New York Evening Journal, has returned from a fishing and hunting vacation spent as he expresses it, in "The Wilds of the Woods Somewhere in Maine."

John M. Imrie, manager of the Canadian Press Association, is off duty on a well earned vacation.

John Sullivan, manager of the Association of National Advertisers, is on his vacation until August 15.

De Lyle Ferree Cass, editor of the Dead-Line, Chicago, has returned from a vacation spent at Lauderdale Lakes, Wis., where he visited Earl H. Dakin, hydro-bathing champion and a member of the Chicago Press Club.

Royden K. Jones, city editor of the Wilmington (Del.) Evening, is spending his vacation at Rehoboth, Del.

NEWSPAPER MEN DRAFT EXEMPTIONS.

While there are no specific class exemptions in the draft for the National Army, now in operation, a case of a newspaper man decided by a local exemption board in New York City, is of special interest to readers of THE FOURTH ESTATE.

After much discussion the claim of Ralph J. Block, writer for the Sunday magazine of the New York Tribune, was sustained.

Block earns \$45 a week, and has \$1,200 in savings. He is twenty-eight years old, married, and has no children. His wife was a school teacher in Indiana before her marriage.

The wife's father has three minor children, and cannot support her, it was argued.

"This is a hair line case," the board stated. "The wife of the day laborer always is utterly dependent on him. The wife of the professional or business man often is a woman of sufficient intelligence and training to earn her own living in an emergency."

"If we were to regard nothing more than the question of dependents, we would send all our more intelligent men to war and keep the less intelligent at home. For that reason we act as we do in this case."

CHANGES ON THE DES MOINES REGISTER-TRIBUNE.

William Lambert, who has managed the credit department for the Des Moines Register-Tribune for nearly fifteen years will leave August 10 for Ottumwa, Ia., to take charge of the Connecticut Life Insurance agency. His place will be filled by Henry Rhumland, assistant auditor. Mr. Rhumland started with the Register-Tribune Company thirteen years ago as office and errand boy for the country circulation department and has pushed himself to the front rapidly.

J. A. Sellards will take over Mr. Rhumland's work, leaving the circulation department. He has been connected with the circulation department for the past ten years.

THIS MIGHT BE IN CODE, TOO.

Junius B. Wood, of the city staff of the Chicago Daily News, who is with the American expeditionary force, postcards a friend that "Paris is a great old city." This is about all that he could write and get by the censor.

THE PATRIOT-O-T-WHIRL

The Newest and Best Automobile Accessory

Join in the Patriotic Spirit of Liberty and FLY YOUR COLORS

The Patri-O-T-Whirl is rainproof and indestructible. Consists of three heavy sheet steel wheels, enameled in red, white and blue, and attached to the radiator cap or wind-shield of the automobile, it revolves with great velocity and makes a very striking appearance.

PUBLISHERS:
Here's the Biggest Winner Ever Offered!

Can be used on boats, bicycles and motorcycles. Retail Price, \$1.00
Write today for special price in quantity orders.

S. BLAKE WILLSDEN

Premium and Advertising Specialties
29 E. Madison St., CHICAGO.

THE FUTURE DAILY OF A SMALL CITY

WILL NOT HAVE TO MEET STRONG LOCAL COMPETITION OF BIG CITY PAPERS.

By W. S. MITCHELL.

Circulation Manager, Portland (Me.) Express.

Are the metropolitan dailies of the future to be big papers, in the sense number of pages?

If they are not bulky papers, what reading matter carried in the past will be eliminated in the future?

Can the metropolitan newspaper reduce its average daily size and hope to get circulation that logically belongs to the smaller city daily?

To the first question, there seems at present, to be but one answer that the future metropolitan papers must be smaller in pages.

To the second question, opinions will differ as to just what reading matter will be eliminated, but all will agree that matter of local interest in the city where the paper is published will be printed.

This being true, it naturally follows that local news from the district where the smaller daily is published cannot be given so much space.

This conclusion leads us to answer the third question by venturing the assertion that metropolitan papers without local news of the locality in which they seek circulation cannot hope to compete with the smaller dailies published within that field.

If therefore, the above conclusions are true we have every reason to believe that the smaller daily of the future will fill a larger place than in the past.

The larger field will come to the smaller daily because it is human nature for people in the smaller towns and cities to want to know just what their friends and neighbors are doing. Through the medium of the newspaper, their curiosity has been appeased in the past by both metropolitan and local papers. In future, it seems to me, the local paper will assume the burden of publishing the brief news notes that are so generally read by all members of the newspaper family.

The metropolitan paper of the future will aim to concentrate its circulation, but, of course, will never be confined to any particular district.

There will always be a demand everywhere for the big city paper for some illustrated articles, editorial comment or department features, but the local paper with the daily happenings of the vicinity will also be demanded.

Other things that should boost the smaller dailies are numerous and among them may be mentioned the "no return" privilege now so generally in vogue. Most dealers will play safe in ordinary papers and the metropolitan daily published in a distant

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

National Electric Bulletin Corporation.

NEW LONDON, CONN.

city cannot duplicate orders. The local daily can supply a late order within a certain radius and thus pick up many sales that might otherwise go to the metropolitan paper.

Local pride in having a live daily published in one's city can also be fostered by the proper news and editorial comment. This is an asset that never fails to awaken public interest especially if the paper gives its support to every good local undertaking.

The use of a slogan such as "Spend your money in your own city" also helps the smaller daily, which is the medium in which the merchants advertise their bargains.

The smaller city merchants do not take kindly to the stunts for increasing the circulation of the metropolitan newspapers.

The big city stores are apt to receive a visit or mail order if the larger city papers monopolize the attention of readers in the "Home town."

To sum up this matter one should consider the metropolitan daily and the smaller city daily as mediums with missions that are vastly different. The metropolitan paper with its news and editorial comment, has a bearing on world wide affairs almost wholly, while the smaller city daily is more of a news letter that not only has its general news of the country but also the smaller matters of personal interest that concern the people and localities in which the local paper circulates.

The future should see the small dailies forging ahead, gradually extending the limits of their necessarily limited territory, while the metropolitan papers will maintain a circulation that knows no territorial bounds but with a large percentage confined to the metropolitan district in which the paper is published.

NEWS NOTES OF CIRCULATORS.

Earl R. Foster, circulation manager of the Des Moines News, is improving very rapidly after an operation for appendicitis.

Earl Shovers, country circulator for the Des Moines News, has left to take charge of the circulation on the Waco (Tex.) Morning News. Under the management of E. S. Fentress and E. E. Battenfield, formerly business manager and editor of the Des Moines News.

Russell Osterdinger, street circulator for the Des Moines Capital during the past eleven years, has resigned to take charge of street sales for the Waco (Tex.) Morning News.

James McKernan, circulation manager of the New York World, is receiving the sympathy of his many friends on the death of his mother last week.

M. Edelstein, who for the past two years has been accountant and

The True News FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK

circulation manager of the Grain Growers' Guide, Winnipeg, has resigned to become circulation manager of the Farmers' Advocate (Western edition) also of Winnipeg. Before leaving the Guide Mr. Edelstein was presented with a purse of gold by his associates.

SOUTHERN LADIES END LONG TRIP.

SEE SIGHTS IN MANY CITIES —ROYALLY ENTERTAINED IN NEW YORK.

Thirty-five young ladies from the Tennessee and neighboring states, members of the Memphis News-Scimitar Travel Club, have returned to their homes after a long jaunt through the Eastern states, covering 15 days and seventeen nights.

The first stop after leaving Memphis was at Chicago, seeing that city in twenty-eight hours before proceeding to Buffalo via Lakes Michigan, Huron and Erie, with short stops at Detroit, Mackinac Island and Cleveland. A day was spent at Niagara Falls, whence the party proceeded to Albany and arrived in New York after an all-day sail on the Hudson River.

Five days were spent in New York with headquarters at the Hotel



JOSEPH H. LACKEY.

Majestic and there was little in the city that the tourists did not see, under the guidance of Joseph H. Lackey, circulation manager of the News-Scimitar, and Mrs. Lackey, who had

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription Everywhere \$2.40. (Established 1898)

Specimen Copy Sent Free

Address: 14 Cross Street FINSBURY, LONDON, ENG.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes Write for Samples.

The Limoges China Co. SEBRING, OHIO

House Plans

It's time to be thinking of FALL BUILDING. Start right by taking on our Sedgwick Plans, issued for upward of TEN YEARS.

The International Syndicate Established 1899. BALTIMORE, MD

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders" 37 West 39th Street, NEW YORK

The Booklovers Sales Co. ANNOUNCES Incorporated

Its Perfected Plan for a BOOKLOVERS' PICTUREGAME

Complete for 350.00 - Complete means Complete. SEND FOR THE DETAILS 110 West 40th st., New York City



I Get the Money!

J. A. McAVOY

Special Editions Weekly Reviews Pages Cartoon Books

Nat'l Exch. Bk. Bldg. PROVIDENCE, R. I.

charge of the party. They took in all the conventional sight seeing trips visited Coney Island via the Iron Steamboat Line and spent an afternoon in Luna Park, the courtesies of which were extended by Frank T. Buell, press representatives.

Two theatres also entertained the party. Percy Heath, press representative of the Forty-Eighth Street Theatre, inviting them to a performance of "The Thirteenth Chair" and Frank J. Wilsch acting as host at the Winter Garden.

Leaving New York, the tourists took an Old Dominion Line steamer to Norfolk, spending a day there and continuing to Washington, which with its many points of interest, was inspected in three days. The homestretch was entered after that, the party making connections for Memphis via Cincinnati.

THE AD VALUE OF TRADE-MARKS.

(Continued from Twelfth Page.)
Many very pleasant gentlemen representing different agencies, and I admire their aggressiveness and their intentness in going after business.

It is up to you who manage the advertising agencies to give them their proper plane—what would be called an ethical standard in the medical profession.

For that matter, the ideal advertising agent should regard himself as a specialist—as a man who renders professional service just as a doctor or a lawyer. He should go at his work in the same way.

When a surgeon takes a case the first thing he tries to find out is what will have to be done, and then he makes his recommendation.

You never think of disputing the decision of an eminent physician or surgeon. If you do—if you try to treat yourself or tell him how to treat you—he has too high a regard for his own professional standing to permit such a thing for a minute. He tells you so very quickly.

Now, an advertising agent, or an advertising organization, should be familiar with the ins and outs of the businesses whose advertising it handles. If not familiar, it should be able to study that business and grasp its needs. It should know methods of production and distribution, it should know markets and possible markets, and on that knowledge it should prescribe advertising to fit the case.

There should be no room in the advertising profession for the man or organization that is willing simply to get an order or to handle an appropriation. I know that this problem of advertising ethics has been before you and that you are working the problem out as rapidly as you can, but I wanted to give you my own opinion in the matter and let you know that the advertisers—the organizations that are investing millions and millions of dollars in space—are also thinking and studying the same problem and that they are going to insist upon dependable service and accurate service not only from advertising agencies, but from advertising mediums.

In other words, the trade-mark of an advertising agency or of an advertising medium should represent as much and guarantee as much as the trade-mark of an advertiser.

In our advertising we try our best to emphasize three things: The label on our goods, the trade-mark on the label, and the goodness of the products so labeled and trade-marked.

I do not mind saying to you that our trade-mark is a very valuable asset in our business. Nor do I mind going further and saying to you that advertising has added to the value of the trade-mark and has made of it an advertisement much as I first mentioned—a reminder, an identification and a guaranty.

A trade mark properly established in the minds of the public is an insurance policy. It first of all guarantees to the purchaser full value and full quality, and it goes further and says that if the product doesn't make good the producer will. It is the good faith and good will and good name of the concern.

NEW BANKING BRANCH IN SOUTH AMERICA.

American advertisers having business in South America now have the benefit of another valuable banking convenience there. The First National Bank of Boston has opened a branch in Buenos Aires, Argentine. The office is at 501 Bartolome Mitre, and is under the management of Noel F. Tribe.

PRIZES FOR LOAN POSTERS.

A competition for posters to announce the next Liberty Loan has been started by the Art Alliance of America. New York bankers have contributed \$850 for prizes and an additional \$100 has been put up by the Federal Woman's Liberty Loan Committee. The competition is open to all artists and art students who submit designs by August 25 at the Art Alliance Galleries, 10 East 47th street.

The first prize, \$150, will go to the poster having the highest artistic qualities combined with the power to induce subscriptions. The second prize will be \$100. If the Government selects one of these posters it will be bought for \$250.

A prize of \$250 will also be paid for a poster designed by a woman artist, which is particularly adapted to present to women their duty to purchase Liberty bonds.

The judges are Herbert Adams, president of the National Academy of Design; J. Herbert Case, vice-president of the Farmers Loan and Trust Company; Frank G. Cooper, publicity expert; James P. Haney, director of art in city high schools; W. Frank Purdy, president of the Art Alliance of America; Henry Reuter Dahl of the United States Navy Publicity Bureau; Frank A. Vanderlip, president of the National City Bank, and Mrs. Frank A. Vanderlip, who is chairman of the poster committee of the Federal Woman's Liberty Loan Committee.

BRISK MOVING IN ILLINOIS.

The Decatur (Ill.) Review has moved quite briskly in the past three months. Within that time it has:

Raised its subscription rate 50 per cent.

Adopted the standard eight-column page.

Installed a complete Ludlow Typograph equipment (claimed to be the first in Illinois, outside Chicago) in order to give its advertisers new display type every day.

Has issued a new rate card, doing away with all extra charges for composition, casting plates for matrices, etc., and has announced a new flat rate.

But this is not all.

The Review has abandoned the traditions of over a quarter century, by placing the management of its foreign advertising in the hands of a special representative—Cone, Lorenzen & Woodman, of New York, Chicago, Detroit, Kansas City and Atlanta.

In taking the latter step, the Review management says:

"The wonderful increase in the volume of national advertising that now comes to the daily newspaper and the great and constantly increasing number of national advertisers and advertising agencies have made separate and specialized organizations necessary to adequately cover this field for the daily newspaper."

CHICAGO VACATIONISTS.

The Chicago Daily News force is well represented among the vacationists. Among those who are away from the News for their annual period of recreation are:

W. K. Hollander, movie editor; Henry A. Spalding, assistant telegraph editor; Clarence Bradley, local copy desk head; Jens Eriksen, head of the art department.

Ted Brown, cartoonist, has just returned from his vacation.

PICNIC IN BIRMINGHAM.

The Birmingham (Ala.) News will hold its annual picnic at East Lake, August 14.

N. Y. NEWSPAPER GOLF CLUB IS ACTIVE.

Two new motives have actuated the New York Newspaper Club in introducing a mixed foursome event on the public links at Van Cortlandt Park, one being to make it more pleasant for the men and women who use the municipal course, and the other to help raise funds for the Red Cross. If it proves successful and is enjoyed by those who participate the organization in question will continue to run off these affairs one day each week until the season closes.

In order that all those who care to may enter the nominal fee of 25 cents will be charged for each entry. Under the circumstances the prizes will be necessarily small, unless some generous person or firm comes forward with a helping hand.

MAGAZINE PUBLISHERS ARE STILL IN THE C.P.A.

The recent organization of a Canadian magazine publishers association gave rise to a rumor that it was to take the place of the magazine section of the Canadian Press Association, Inc., of which there was talk of dropping from the C.P.A. at the last annual meeting.

On the question, A. R. Alloway, assistant manager of the C.P.A., said to THE FOURTH ESTATE:

"The organization of the magazine publishers has not, so far as we are aware, any bearing on the memberships of individual magazines in the C.P.A. The magazine organization was formed entirely apart from the C.P.A., although doubtless most of the magazines in it were and are still members of the C.P.A."

OPEN NEW GOLF COURSE.

Fred Flaugh led a field of New York newspaper golfers in a tournament played on August 8 over the Forest Park public links in Queens. His score was 89 for the eighteen holes.

It was the opening of the new holes recently arranged for by Commissioner John Weier.

BOMB NEARLY "GETS" LORD ATHELSTAN.

The summer home at Cartierville of Lord Athelstan (Sir Hugh Graham), publisher of the Montreal Star, was dynamited on the night of August 9. Lord Athelstan was in his residence at the time, but was not injured. The house was badly damaged.

The Montreal Star has been a warm advocate of conscription. The evident attempt to take Lord Athelstan's life followed the receipt by the publisher of numerous threatening letters, posted in the United States, warning him that the passage of the Canadian conscription bill would result in his death.

The explosion ripped off the balcony of the sleeping quarters and filled the lower rooms with wreckage.

AT ORGANISTS' MEETING.

S. E. Gruenstein, telegraph editor of the Chicago Daily News, went to Springfield, Mass., recently to speak before the National Convention of Organists. In addition to his newspaper duties, Mr. Gruenstein is organist at the Lake Forest Presbyterian Church, one of Chicago's aristocratic churches.

ENEMY CHECK BAD FOR PARIS EDITORS.

Miguel Almereyda, editor of the Paris *Bonne Rouge*, has been arrested. Manager Duval, of the paper was arrested a month ago.

The arrests followed the discovery of the transmission of a check to the newspaper from supposedly enemy sources.

NEW BRITAIN RUMOR DOESN'T MATERIALIZE.

On the rumor, recently noted in THE FOURTH ESTATE, that there might be a new daily paper soon in New Britain, Ct., H. N. Lee, business manager of the Herald, said:

"We presume that this is a continuation of such a rumor that started about five years ago. We know of no new effort along such a line."

THE FOURTH ESTATE

232 West 59th Street, NEW YORK

<i>The News</i>	For over two decades THE FOURTH ESTATE has been furnishing the newspaper and advertising world with prompt reports of the happenings in this great field of endeavor and accomplishment.
<i>But \$2.00</i>	In the course of one year, fifty-two issues, over 21,000 items of interest, information, importance and genuine value, are furnished to subscribers for \$2.00.
<i>An Army of Generals</i>	The subscription list of THE FOURTH ESTATE is a representative roll of the men who are known for their activities and accomplishments in the advertising and newspaper field—a real army of generals.
<i>Fifty Millions in Newspapers</i>	A canvass of those on the subscription list who direct the advertising investments of large concerns shows that regular readers of THE FOURTH ESTATE spend approximately \$50,000,000 annually in newspapers.
<i>Fearnest Advocates of Advertising</i>	THE FOURTH ESTATE has concentrated its efforts for almost a quarter of a century on having the newspaper recognized as the pre-eminent publicity medium—and its efforts have borne fruit.
<i>Two things YOU can do</i>	For the news of the great field it covers, read THE FOURTH ESTATE. To reach those who spend millions in newspaper advertising and buy the machinery and supplies for newspaper making: Advertise in THE FOURTH ESTATE.

Sample copies, rates and information furnished to those interested, with the greatest of pleasure.

THE FOURTH ESTATE

232 West 59th Street, NEW YORK

BUSINESS OPPORTUNITIES.

\$20,000 Cash
available for first payment
on purchase of an attractive
daily newspaper property.
Atlantic coast
locations preferred.

Proposition P. J.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Over 30% Profit

Only daily in prosperous and
popular Florida town, gaining annu-
ally 25 per cent in population. Busi-
ness in fine shape and making over
30 per cent on investment. \$10,000
cash will swing the deal. Quick
action advised. Proposition 971x.

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

Newspapers For Sale!

Opportunities few to buy California
dailies in good location. Evening pa-
per, job shop, good equipment. Town
12,000. Price \$30,000 to move it. Lib-
eral terms. No agents. Box 1156, Los
Angeles, California.

FOR SALE—Mats: four sets of 8-pt
Roman No. 2, with Bold Face No. 1; five
sets 7-pt Roman No. 2 with Bold Face No.
1. Write for details of font arrangement.
News, Dayton, Ohio.

For Sale—16-page Potter Press in
good running order, in use by Daily
Argus-Leader, over 10,000 circulation,
including stereotype outfit, also 12 turtles
and 12 chases. Delivery about Decem-
ber 1, following installation larger press.
A big bargain. Write the Argus-
Leader Co., Sioux Falls, S. Dakota.

BOOKS USEFUL TO
EDITORS AND
ADVERTISERS.

(Continued from Thirteenth Page)
come to the notice of the American
public. Mr. McClure quotes authori-
ties of every belligerent, often at
length, and while he draws few con-
clusions, his reasoning is uniformly
sound.

He sees no early peace, but points
out tentative ante-bellum agreements
hitherto unknown to the public on co-
operation in Asia Minor and Meso-
potamia between Great Britain and
Germany that he believes might
serve as a strong card in future ne-
gotiations. In his treatment of the
Teutonic actions in Belgium, France
and Armenia, he gives all sides of
the case, but his judgment is strongly
against Germany.

"Kultur" is given much attention
from the German viewpoint, as a
necessary background for the reader's
thorough understanding of how the
German looks upon the war.

"CORRECT MENTAL ATTITUDE,"
by M. J. Kensella; Frontier Press
Company, publisher.
Compiled for the education of the
salesforce of the Frontier Press
Company, this book is an excellent
treatise on the requirements of suc-
cessful salesmanship. Several unique

BUSINESS OPPORTUNITIES.

Daily
Newspapers

We have at this time several attractive
opportunities to buy Daily Newspaper
Properties in New York and adjacent
states. Cash payments required range
from \$10,000 to \$300,000.
The owners of all the properties in
question are represented exclusively by
this firm.

AUDREY HARWELL HENRY P. CANNON

Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

EXPERT
IN NEWSPAPER
Publishing Methods

ADVERTISING
MECHANICAL
CIRCULATION
DEPARTMENTS

"He knows more about the
newspaper business in this
country than most anybody
else."—George French, Editor
Advertising News.

CHAS. S. PATTESON
Prince George Hotel, N. Y. City

For an exceptionally good weekly
will trade clear California property,
part or all, valued at \$15,000, or will
apply as part payment for interest
in evening daily. Years of experi-
ence qualifies me to handle either
business or editorial end. Address
Box 834, care The Fourth Estate.

methods are used to drive home
the author's points, which comprise
every essential of selling.

**"THE PROBLEM OF THE UNEM-
PLOYED,"** by Rev. W. S. Wil-
liams, M. D.; Richard G. Badger
(The Gorham Press), publisher.
Dr. Williams, who is both clergyman
and doctor, goes earnestly and
searchingly into the problem of un-
employment: its causes, its dangers,
and its remedies. Since unemployment
will be a grave international
problem after the war is over,
thoughtful men and women will do
well to read "The Problem of the
Unemployed."

**"PRINCIPLES OF MONEY AND
BANKING,"** with explanatory in-
troductions by Harold G. Moul-
ton; University of Chicago Press,
publisher.

This material has been assembled
from a large number of authors, and
gives to the volume a richness of
content that a single writer could not
hope to furnish.

Although these papers were origi-
nally prepared for use in a univer-
sity classroom—the development of
the many points of view upon the
topics covered is so interesting that
the book offers real value as col-
lateral reading to those interested in
the problems it discusses.

**"CONCRETE STONE MANUFAC-
TURE,"** by Harvey Whipple; Con-
crete-Cement Age Publishing Com-
pany, publisher.

The development of industrial tech-
nique in a specialized industry is
oftentimes seriously hampered by a
lack of willingness among the qual-
ified manufacturers to cooperate in the
exchange of experiences. One field
of trade journalism is to foster such

HELP WANTED.

Young man wanted on a trade paper
who can get news and write it in con-
densed form. He must also know some-
thing about circulation, advertising and
general office work. Small salary to
start, but good prospects. Address Box
836, care The Fourth Estate.

Business Manager Wanted

Monthly trade paper (non-technical)
with a growing national circulation
wants experienced man to take charge of
its advertising and circulation.

This publication is only one year old
and has already won leadership in its
field through editorial excellence. Is
now published in Ohio city but may
move to Chicago.

A favorable contract will be given to
right man. Preference given applicants
who can invest \$500 or more.

State age, experience and other qual-
ifications. Address Owner, Box 826, care
The Fourth Estate.

Special Writer Wanted

Catholic Publishing House has opening
for competent special writer. Must have
good command of English and be able to
prepare interesting special articles and
occasional editorial. Whole or part time.
State education, experience and refer-
ences. Address Box 837, care The
Fourth Estate.

ADVERTISING MAN with good rec-
ord who can deliver the goods. Sun,
Durham, N. C.

EDITOR to handle local and telegraph
in a short, snappy manner. W. W.
Weaver, Sun, Durham, N. C.

cooperation and this book is sat-
isfying evidence of a modern spirit
among concrete stone manufacturers.
The book is a credit to the trade
journal under whose direction it is
published.

**"OFFICE ORGANIZATION AND
MANAGEMENT,"** by Carl C. Par-
sons; La Salle Extension Univer-
sity, publisher.

Throughout the work, which is one
of the most recent in the series of
texts of the business administration
course of La Salle Extension Univer-
sity, an effort has been made to re-
cognize adequately the importance of
all the factors entering into office
administration. The result is a suc-
cessful handbook of conventional
and modern office practice.

**"THE STRUCTURE OF AN EF-
FECTIVE PUBLIC SPEECH,"**
by Harry B. Bradbury; Sherwood
Company, publisher.

An efficient aid to professionals and
laymen and an interesting pocket vol-
ume for those who desire to become
proficient in the art of public
speaking.

"HOW TO ADVERTISE," by
George French; published by
Doubleday, Page & Co. for the As-
sociated Advertising Clubs of the
World.

The object of this book is to sug-
gest how advertising may be made
more attractive—giving it more "At-
tention Value."

The thorough treatment of every
aspect of the subject recommends
this book as a work of reference for
every one whose business bears in
any way upon advertising.

**"THE BUSINESS OF TRADING
IN STOCKS,"** by "B"; Magazine
of Wall Street, publisher.

This collection of articles that have
appeared in the Magazine of Wall
Street is a concise technical text-
book on the art of success in stock
transactions.

"LABOR & LIBERTY," by Samuel
Rabinowitz; Samuel Rabinowitz,
publisher.

The author goes deeply into the ques-
tion of capital vs. labor, drawing up
a model constitution, which he states
"embodies all the benefits of collec-

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight
line Five Roll Double Width Press
equipped with all modern improvements
and in very good condition. This press
prints 4, 6, 8, 10, 12, 14, 16, 18 and 20
page papers at 72,000 per hour. \$2, 24,
26, 28, 30 and 32 page papers at \$4,000
per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

FOR SALE—1 double-deck Potter
Press, with Kohler starting system, prints
up to 16 pages, has extra folder for ma-
gazine size, pump furnace and four curved
pieces, eight tables and chases. Hoe
double steam table, matrix roller, two
Connorsville blowers, motor driven saw
and trimmer; two No. 5 Mergenthaler
Linotypes with motors. Newspaper Sup-
ply Company, United Bank Building,
Cincinnati, Ohio.

GOSS FOUR DECK PRESS—Prints
4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32
pages. Overhauled and rebuilt. Will sell
at very low price. The Goss Printing
Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines
with complete equipment of molds, ma-
gazines and matrices. New Haven Union
Co., New Haven, Ct.

LINOTYPE—Model No. 3, Serial No.
10109; 1 magazine, assortment of ma-
trices. Fort Wayne Printing Co., Fort
Wayne, Ind.

LINOTYPE—Model No. 1, Serial No.
8010, and Model No. 1, Serial No.
8011, with 1 magazine, liners, ejector
blades, foot of matrices (for each ma-
chine). Tribune Printing Co., Charle-
ston, W. Va.

MODEL 8 LINOTYPE—Three mag-
azine machines. Complete with three
magazines and molds and Lee Feeder.
First-class condition. Without matrices,
\$2,000.00. Bargain to quick buyer, Ad-
dress Box 830 care of Fourth Estate.

tive industry without the loss of in-
dividual liberty." The constitution
covers 188 pages, the remaining 100-
odd pages being devoted to a commen-
tary on the various reforms outlined.

**"2,000 POINTS FOR FINANCIAL
ADVERTISING,"** by T. D. Mac
Gregor; Bankers Publishing Com-
pany, publisher.

The idea of the author is to provide
a handy compendium of ideas and
phrases suitable for use in the pre-
paration of financial advertising
matter of all kinds. It is meant as
a companion volume to "Pushing
Your Business," which is a text-
book on the same subject by Mr.
MacGregor.

**"HENLEY'S TWENTIETH CEN-
TURY BOOK OF RECIPES, FORMU-
LAS AND PROCESSES,"** by
Gardner D. Hiscox; Norman W.
Henley Publishing Company, pub-
lisher.

Ten thousand household and work-
shop formulas, recipes, processes
and money-saving methods for the
use of manufacturers, mechanics,
house-keepers and home-workers are
given in simple, understandable terms.

**"CRABB'S ENGLISH SYNO-
NYMS,"** by George Crabb; Harper
& Bros., publishers.

This is a centennial edition of a book
published 100 years ago by a firm
established in the same year. It is re-
vised and enlarged by the addition of
modern terms and definitions arrang-
ed alphabetically with complete cross-
references throughout.

**SALESMANSHIP AND BUSINESS
EFFICIENCY,"** written and
published by James Samuel Knox.

While somewhat technical for the
novice in salesmanship, this book
would be a valuable addition to the
library of most salesmen, its clearly
stated principles enabling them to co-
ordinate and classify the knowledge
they have gained from experience.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange, Inc.

Third National Bank Building
SPRINGFIELD, MASS.

Circulation manager with years' experience. Can furnish the best of references. Now employed. Not subject to draft. Address Box 638, care The Fourth Estate.

First-Class Advertising Man

now comfortably employed on a small city daily, wants to associate himself with a live newspaper in a city of 30,000 to 200,000. An able and aggressive solicitor, with references of the best. Address in confidence Box 840, care The Fourth Estate, 232 West 39th street, New York.

A LIVE WIRE
experienced newspaper woman, young and enthusiastic, and willing to handle any sort of assignment, will fill in gap, caused by conscription, on your editorial staff. Has handled general and feature work on large city dailies for several years. Address Box 843, care The Fourth Estate.

PREPARE FOR NEXT LIBERTY LOAN.

(Continued from Sixteenth Page)
an extensive tour of New York State, personally explaining to local editors and Liberty Loan committees the plans laid out by the general committee.

REAL COOPERATION.

The newspapers became more and more friendly to the undertaking and gave the Loan every form of display known to the newspaper world, including news, editorials, hundreds of cartoons, special announcements at the bottom or top of various pages, treatment in the general news columns, on the sporting page, women's page, and financial page and in other columns.

Some of the leading metropolitan papers ran more than sixty consecutive news stories more than one column in length. This is said to be a record in newspaper history.

Mr. Clarke, the "managing editor" of the loan publicity, is a young man as the accompanying photograph shows. He got his initiation into journalism at Cornell University, where he was an associate editor of the Cornell Daily Sun and publisher of the Cornell Era, a monthly literary magazine.

After leaving college, in 1912, he went with the Chalmers Motor Company of Detroit, leaving there to join the editorial staff of the New York Sun.

He was connected with that newspaper for four years in various capacities, including that of night city editor. He resigned from the Sun to join the National Bank of Commerce.

WASHINGTON PRESS MEETING.
The Washington State Press Association will hold its annual meeting in Chehalis from August 22 to 25.

SITUATIONS WANTED.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

Experienced Newspaper Man
with successful record on desk and street of metropolitan dailies

Immediately Available
in Eastern field or for publicity promotion work. Above draft age. References furnished of the best. Director publicity several leading campaigns during past year. Close of campaign makes me available. Address Box 831, care The Fourth Estate.

MANAGING EDITOR of morning newspaper in Southern city of 75,000 wishes to make change. Experienced on larger Southern dailies. *Afternoon newspaper preferred.* Address O. K. L., care The Fourth Estate.

CIRCULATION MANAGER WANTS PLACE

as general, mail or city circulation manager on a live paper. Competent to promote special campaigns and successfully handle any kind of territory. Familiar with all approved systems. Experience covers large and small cities. Am employed, but desire a change at once. Age 32, references. Address Box 842, care The Fourth Estate.

EXPERT TYPOGRAPHER
with fifteen years' practical experience desires connection with substantial advertising agency. University man. State full particulars. Address E. C. T., care The Fourth Estate.

Successful advertising man of wide experience in newspaper work is seeking new connections. Can write fetching copy and is live, energetic solicitor. Married, sober, industrious. References on request. Address Box 844, care The Fourth Estate.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 30,000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices,
878 Fourth Avenue, NEW YORK

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for
A. B. Codrington
S. Chivers-Wilson
Anna B. Corbaine
Geo. W. Craig
L. D. Curtright
Thos. H. Donnelly
Arthur T. Eagan
W. Burton Ellis
A. Finley
A. Fisher
R. Herts Service
Sam'l M. Evans
George S. Teall
J. W. Glenister
W. A. Faver
Theodore Bisens
Ray E. Wilcox
J. G. Disher
G. S. Myers
Griffith Bonner
H. H. Patterson
Publicity Bureau
Glenn C. Wilson
O. Wog
Chas. H. Forman
A. W. Seabolt
J. H. Musgat Co.
A. P. Robyn
Richard Neville
Clinton E. Woods
C. S. Persons
C. S. Kendall
W. E. Hornaday
R. D. Van Alstin

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
164 W. Washington Street, CHICAGO

SITUATIONS WANTED.

Do you need a competent editor or reporter? I can deliver the goods, as employers for last 15 years will testify; will be glad to give full details; why not write me at Box 798, care The Fourth Estate.

Desk Man and Reporter

wants job on daily. Quick, accurate, eager for responsibility; 7 years' experience. Address C. A. L., care The Fourth Estate.

A first class advertising solicitor, with years of experience, is open for any good offer after August 1. Know how to get contracts, handle men, write ads, do special stunts, in fact a good all-round advertising man. References, any publisher I ever worked for. Address Make Good, care The Fourth Estate.

Capable Advertising Man

experienced as manager, solicitor and copywriter, seeks connection with live mid West publication where ability, character and general worth will be valued. Ten years' successful record with papers of 20,000 to 50,000 circulation. Always made good. Employed at present. References unquestioned. Address at once, Box 839, care The Fourth Estate.

Cortoonist

Can do any kind of cartooning. Can supply one comic strip a day; also comic cards or animated cartooning; samples on request. Address C. Williams, 415 15th street, West New York, N. J.

A Practical Printer with four years' good all-around experience and a thorough course at the Mergenthaler factory as a *machinist-operator* wants to connect with some publication or a private plant where attention to business is appreciated and advancement made accordingly. Best of references from former employers. Address Austin Savadel, 108 Targee street, Stapleton, N. Y.

Circulation Manager, resourceful, successful business getter, using original campaign methods; many years' experience; methodical, economic; wishes to connect with metropolitan newspaper. Best references. Address Box 841, care The Fourth Estate.

SITUATIONS WANTED.

DO YOU WANT TO INCREASE YOUR

Classified Advertising
50 TO 100 PER CENT IN TWO MONTHS?

WRITE ME ABOUT MY PLAN
15 years' experience; no schemes or hot air. Just knowing how to use your own help if efficient, I will train them. References all former employers. You know some of them.

William H. Yale, 350 West 57th Street, New York City.

Editor—Extensive experience daily, weekly, monthly; writer, reviewer; familiar with make-up; engaged, desires change; references. Not subject to draft. Address Box 838, care The Fourth Estate.

WANTED—Position on first class daily as business or advertising manager, by a high-class man of unusual character, ability and experience. Best of references. Address Box 888, care The Fourth Estate.

Circulation and advertising man with a record of 30 years' successful work seeks position in the West or Southwest. Address Box 798, care The Fourth Estate.

Experienced newspaper man wants business or entire management of small city daily, or would lease the property. Good references. Now located Pacific coast and prefer to stay there, but will go elsewhere if advantageous. Address L. L. K., care The Fourth Estate, 823 West 39th street, New York.

Business Manager—Competent efficiency man now "making good" in metropolitan field desires general management of small city paper. Excellent record in all departments as an organizer and producer. Preference for position demanding careful, economical development. Address Box 836, care The Fourth Estate.

Live circulation manager of evening daily of 13,000 desires to make a change; 22 years of age, 10 years in present place. Recently has been through a raise of 50 per cent in price of paper and got by with flying colors. Best of references given. Address Box 241, care The Fourth Estate.

HEMSTREET PRESS CLIPPINGS

Tenth Avenue at 45th Street NEW YORK CITY

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a **BUSINESS-BUILDER** for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

NEWS OF THE AD AGENCIES.

C. L. Ronta, who has been conducting an advertising agency at 437 Fifth avenue, New York, has merged his organization with that of the Wales Advertising Company, also of New York City, where he will continue to specialize in drug, medical, chemical and pharmaceutical advertising and merchandising.

Mr. Ronta's experience was gained as a successful salesman, and in handling the advertising and merchandising problems of retail stores and of large national advertisers.

Edwin F. Archibald has resigned as secretary of the Charles Advertising Service, New York, to become Eastern manager for the Photoplay Magazine, also in New York.

The Gardner Advertising Company, St. Louis, has appointed Robert A. Wallace as manager of a department to place advertising of American manufacturers in Australian and New Zealand newspapers. Mr. Wallace has been an advertising counsellor and copy-writer in the Antipodes.

The McAllister-Stevens-Wallis, Inc., Advertising Agency, Salt Lake City, has moved to enlarged offices in the Ness Building. Since the incorporation of this firm two months ago, two additional members have been elected to the board of directors. They are Alva L. Scoville and C. Clarence Nelson.

The Daws Advertising Service has been established in Denver, succeeding the Tuholski Advertising Service, Mr. Tuholski being retained in the new organization in charge of the copy-writing department. H. E. Daws, formerly identified with several dailies and with numerous publicity enterprises in the Middle West, is the new head of the agency.

Chicago advertising agencies were given an opportunity last week to demonstrate their selling ability in a practical way. Thirteen cases of "cracker-jack" left over from the Off-the-Street Club picnic were distributed among the agencies for sale. The agencies sold the confection to luckless publishers' representatives who dropped in to sell, but remained to buy. Taylor-Critchfield-Clague, J. Walter Thompson and Nelson Chesman were some of the agencies disposing of banner lots.

The advertising agency of Woodwards, Inc., of Chicago, has opened a New York office in the Astor Trust Building, at Fifth avenue and 42d street.

NEW CHICAGO "SPECIALS."

M. C. Young and Thomas W. Farrell, operating as Young & Farrell, publishers' advertising representatives, are new arrivals in the Chicago "special" field.

Mr. Farrell is an advertising salesman, and has wide acquaintance both East and West. He has been with the Hearst organization in the East and for several years with Thomas Halmer in the Western field. For the last four years, Mr. Farrell has been Western advertising manager for the Simmons Publishing Company, Springfield, Ohio, publisher of Farm News and the Family Magazine. These two papers will continue to be represented by Mr. Young and Mr. Farrell.

They have offices at 30 North Dearborn Street, Chicago.

The Popejoy (La.) News is a new publication just started by James C. Barnes.

TRADE AND CLASS PRESS.

A committee of trade journal editors dined with Governor Whitman of New York at Albany last week and assured him of their hearty support and active interest in the state's war program, which includes "business conservation," "food conservation" and "fuel and daylight conservation."

Power Plant, New York, has been consolidated with the Practical Engineer, Chicago.

Frederick J. Beecroft, advertising manager of the Exhibitors Trade Review since the establishment of that publication, has become advertising manager for the Motion Picture News.

S. T. Salmond, general manager of the Monetary Times Publishing Company, Toronto, has been elected president of the company.

GERMAN EDITORS ARRESTED.

Dr. Fritz Bergmeier, president of the St. Paul Volkszeitung, was arrested on August 9 under the President's proclamation of April 6. The policy of the Volkszeitung has been to "cast aspersions by innuendo" on American war measures, it was charged. Bergmeier was committed to jail pending further orders from Washington.

In a statement, Dr. Bergmeier said he had tried to make all matter printed in the Volkszeitung conform to Federal regulations. Bergmeier came from Germany twelve years ago and has taken out first naturalization papers.

Reflections on General Pershing were among the objectionable articles in the Volkszeitung, it is understood. The St. Paul district attorney said no trial would be held and that the editor would be held as an enemy alien until President Wilson permitted his release.

Curtis Ackerman, editor of the Little Rock (Ark.) Staats-Zeitung, was arrested on August 9 charged with encouraging resistance to the draft.

The local assistant United States district attorney said that a young man of German parentage who had been called in the first raft had informed him that Ackerman offered to give him powders which would reduce his weight so that he would be physically disqualified.

Ackerman was released on \$2,500 bond.

AD MEN AND "SPECIALS" PLAY BALL FOR CHARITY.

The advertising men of Chicago played "daddy" to a thousand boys and girls—members of the Off the Street Club, organized by the Chicago Advertising Association—at a picnic on August 4 at White Sox Park. Refreshments were served free and the visitors were entertained by a baseball game between teams representing the advertising agents and a team representing the publishers' representatives.

The "specials" walked away with their opponents by the lopsided score of 8 to 1 and would have won by a wider margin except for a lurking fear that the agency men might even up by cutting down space contracts. The Off the Street Club treasury was enriched by \$4,000, receipts for the ball game.

READY RESIGNS.

Martin C. Ready has resigned as New York and general advertising representative for the Brooklyn (N. Y.) Times. No successor has been appointed yet.

AD FOLKS' NEWS.

R. T. Gebler, formerly advertising and sales manager of the Keasbey & Mattison Company, Ambler, Pa., has been appointed advertising and assistant sales manager of the Martin Truck & Body Corporation, York, Pa.

The headquarters of the National Advertising Commission of the A.A.C.W. has been transferred to Indianapolis, with offices in the Merchants Bank Building.

Paul Gifford has been appointed advertising manager of the Hamilton Watch Company, Lancaster, Pa., succeeding Robert E. Miller, who has become secretary of the Hamilton Corporation, a subsidiary company manufacturing measuring and recording instruments.

A promotion has come to V. L. Yersen, advertising manager of the National Fire Proofing Company, Pittsburg, in the form of election to the office of second vice-president of the company and manager of sales.

Hurriedly planned advertising campaigns are not error proof, but emergencies arise in commercial as well as governmental affairs and campaigns must be organized quickly.

The Advertising Club of Des Moines has arranged to have a "round table" discussion on the subject for the quick "selling" of Des Moines housewives on a supposed "new brand" of laundry soap.

Harry T. Watts, advertising manager of the Register and Tribune, is to tell how newspapers can do their share.

B. F. Spry of the Des Moines Duplicating Company will fit direct by mail advertising into the plan and T. I. Stoner, of the Stoner Bill Board and Outdoor Advertising Company, will prove the ease of the outdoor or painted word.

After they have finished, John P. Norman, advertising director of the Homestead farm weeklies, will check over the plans and tell the club of its mistakes.

The Birmingham (Ala.) Ad Club is to be reorganized. The Hotel Hillman has been chosen as the official headquarters and the temporary organization has already been effected.

J. W. Cambridge has been appointed advertising manager of the Canadian Universal Film Company, Toronto. He was formerly with the Smith, Denne & Moore Advertising Agency, Toronto.

Following the lead of the Chicago Advertising Association, the San Francisco Ad Club is to organize a Junior Ad Club.

Waitresses garbed in overalls provided a feature of interest at a recent luncheon given to the Kansas City Advertising Club by the H. D. Lee Mercantile Club. J. M. Mitchell, advertising manager for the Lee company, spoke on "Advertising Experiences."

Ralph Bertini, assistant advertising manager of the A. C. Gilbert Company, New Haven, Ct., is in charge of the department during the absence of Victor Thompson, who has enlisted in the army.

The Cleveland Advertising Club held its annual picnic on August 4. One of the features was a ball game which was voluntarily umpired by Charles Mabane, at the imminent risk of his life.

Otis R. Tysen is the new advertising manager of the Owl Drug Company, San Francisco, owner of a

chain of about twenty-five Pacific Coast stores.

LINKING ADVERTISERS AND RETAILERS IN BOSTON.

The management of the Boston American has a strong system for co-operation with its national advertisers, conducted through a merchandising service department. Its latest step is the issuance of a paper called "The Link," connecting the advertiser with retailer. The columns are devoted to explaining points on goods advertised in the American that may influence Boston retailers to stock up and sell them.

The American is holding a contest in which \$35 in prizes will be awarded for the best window display of medicinal preparations, toilet goods and other products sold in drug stores, and which are advertised in the American. This display can be made during any week in August. Local contesting windows will be photographed without charge, and all the pictures will be considered in meeting of the American's advertising staff. Awards will be made according to the display's selling value, neatness and attractive arrangement.

A.C.A. IS INCORPORATED.

The Association of Canadian Advertisers was recently incorporated at Toronto with the following as provisional directors: William M. Mackay, George H. Campbell, Henry E. Minell, Benjamin H. Bramble, Clifford Elvins, Allan C. Her, William A. Lydiatt, Joseph R. Kirkpatrick, Harry H. Morris.

WITH UP-TO-DATE FARMING.

Jacob F. Weinta, who has been with the St. Louis office of the John M. Branham Company, has been appointed advertising manager of Up-to-Date Farming, Indianapolis.

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
436 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
60 Broomfield St., BOSTON
Kreng Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
88 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS

JAMES ZOBAN CO.

GENERAL ADVERTISING
225 Fifth Avenue NEW YORK



INTRODUCING AD FOLKS.

Edwin F. Johnson, secretary of the new Southern Advertising Agents Association, is president of the Johnson-Dallis Company, Atlanta, and has been in the agency business for seven years. Prior to that he was a newspaper man, starting as a "cub" just out of college on the Atlanta Journal. He was later on the Atlanta Constitution and then became city editor of the News in the same city.

He next started North, stopping at Memphis for a time as sporting editor of the News. Proceeding further North, he landed in New York, covering municipal politics for the Brooklyn Eagle and later the New



EDWIN F. JOHNSON.

York American. After two years in New York he returned to Atlanta as city editor of the Georgian.

At this point he shifted from the editorial end of journalism to the counting room, becoming business manager of the Georgian. He resigned to become advertising manager for the Atlanta Street Railway, Gas & Electric Company and then entered the agency business, starting the Johnson-Dallis firm in company with E. E. Dallis.

At the recent convention of the Southern Newspaper Publishers Association, Mr. Johnson, on behalf of the Southern Advertising Agents Association and the American Association of Advertising Agents, outlined the following "Standards of Practice" for advertising agents:

"Realizing the increased responsibilities of the general advertising agent due to the enlarged scope and requirements of modern agency service, every agent should use his best efforts to raise the general Standards of Practice, and should pledge himself:

"1. To first recognize the fact that advertising to be efficient, must deserve the full confidence and respect of the public and, therefore, to decline to give service to any advertiser whose publicity would bring discredit on the profession.

"2. To recognize that it is bad practice to unwarrantably disturb the relations between a client and an agent who is faithfully serving him and with whose work the client expresses satisfaction.

"3. To avoid unfair competition, resolve to carry into practice the equitable laws of 'one price-to-all' and determine that the minimum charge for service be the full communication allowed to recognized agencies, and, that no rebates, discounts,

or variations of any kind be made, except those regularly allowed for cash payment, and such special discounts as may be generally announced and available to all.

"4. To conserve advertising expenditures by making investigation in advance of all conditions surrounding a contemplated campaign, by counseling delay where preliminary work must first be accomplished, and, by using every effort to establish the right relations and cooperation between the advertising and selling forces.

"5. To avoid, in the preparation of copy, exaggerated statements and to discountenance any willful misrepresentation of either merchandise or value.

"6. To construe offers of rebates or concessions from printed rate cards, or the free publication of press notices as evidence that an inflated price is asked for advertising space and to rate mediums offering such concessions accordingly.

"7. To require exact information as to the volume of circulation of any medium used and specific detail as to the distribution of this circulation, both territorially and as to class of readers. In figuring the value of a medium to regard information as to the methods of obtaining this circulation and the care in auditing this circulation as an essential consideration in estimating its worth.

"8. Never to issue agency house or gains soliciting or estimating paid advertising from publishers or owners of space.

"9. To cooperate heartily with every division of advertising in the earnest effort to establish mutual confidence and equal opportunity among all concerned."

D. J. T. Kennedy, who was recently appointed advertising manager of the Mason Tire & Rubber Company, Kent, Ohio, spent several years in Holy Cross College in Worcester, Mass., and at the University of Michigan before entering the business world, and was entitled to sign himself B. A. and M. A. by the time he became a newspaper man in Philadelphia.

He was with the Philadelphia News Bureau, the Philadelphia branch of Dow, Jones & Co., and the Wall Street Journal. He was later man-



D. J. T. KENNEDY.

ing editor of the Monitor, Newark, N. J., and then assistant editor and advertising manager of Benziger's Magazine, New York.

Agency work then claimed him for several years, during which he became interested in the growing rubber tire industry, thereby resulting in his recent connection with the Mason Company.

Charles William Stokes, who is the new assistant general publicity agent of the Canadian Pacific Railway, with

headquarters at Montreal, is an Englishman by birth and education. After graduating from London University, he served as a reporter for the London Standard and the London Express and did some freelance work.



CHARLES WILLIAM STOKES.

He then became editorial assistant in the publishing firm of Sir Isaac Pitman & Sons, London, resigning to join the C.P.R. service in 1907 as assistant in its European advertising organization in London.

He was transferred to Calgary, Alta., in 1912 and four years later was made assistant publicity agent of the company's department of colonization and development at Calgary, holding that post until his present appointment.

He has contributed to several magazines both in the United States and Great Britain.

Maxton R. Davis, manager of the Detroit offices of the Dunlap-Ward Advertising Company, and also vice-president and secretary of the company, has been in the advertising business about 15 years, most of that time in connection with the automobile business in Detroit. He gained



MAXTON R. DAVIS.

a wide knowledge of trade conditions during two years as commercial editor of the Motor World. His articles during that time appeared weekly under the caption "Wideawake Merchandising" and were read by

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO ENGRAVING COMPANY

154 Nassau Street, NEW YORK

Telephone 4200 Beekman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO ENGRAVING CO.

251-253 William Street NEW YORK
Phone, Worth 1657-8

STANLEY PROCESS TYPE METAL
quality a not down up made to a price

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 33d Street NEW YORK

automobile dealers and manufacturers throughout the country.

For several years, he was connected with the J. Walter Thompson Company, served four years as advertising manager of the Peninsular Stove Company of Detroit, and four years with the Brownell-Humphrey Advertising Agency.

Mr. Davies has been president of the Exchange Club, a Detroit organization of business men, and is president of the Church Club of the Episcopal diocese of Detroit.

SERVICE CORNER

579.—"Can you inform me of the address of the Premium World?"

580.—"Can you give me the address of Notions & Novelties?"

581.—"Please send me a list of newspapers and magazines which are for sale."

582.—"Can you give me the address of Reed McBride, a cartoonist?"

ARGUS-LEADER GROWING.

The Sioux Falls (S. D.) Daily Argus-Leader has let contracts for the construction of an additional story to its present building and for a new press-room in the rear of the present structure. Improved mechanical equipment will be installed and the editorial and business departments will be allowed room for expansion.

Part of the new machinery has already been ordered, in the shape of a 24 page Goss Acme press. This will print a newspaper, either quarter or half-fold in any size from 2 to 24 pages at an average speed of from 12,000 to 15,000 copies an hour. It also has a three-color attachment, permitting the printing of four-page supplement in colors.

THE PITTSBURG PRESS

HAS
THE **Largest**

DAILY AND SUNDAY.
**CIRCULATION
IN PITTSBURG**

Foreign Advertising Representatives
J. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

SEATTLE "P-I"

The only seven day A. P. paper in the
Metropolis of the entire Northwest.
The one paper in the entire West with-
out competition in its field. It reaches
into the homes of the most prosperous
people on earth.

W. M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK
Tribune Building, CHICAGO

NEWS OF SCHOOLS AND COLLEGES.

Four students, Aristides Monteiro
of Sano Paulo, Brazil; William H.
Wheeler of Fort Dodge, Ia.; Henry
F. Temple of Paducah, Ky., and Vir-
gil S. Beck of Texarkana, Tex.,
completed the requirements for the
degree of bachelor of journalism at
the University of Missouri School
of Journalism during the summer ses-
sion.

The Missouri school has granted
the degree of bachelor of journalism
to 148 students in the nine years
since the school has been established.
More than 90 per cent of the gradu-
ates are engaged in some phase of
journalism.

Three of the graduates of this
year of the school of journalism of
the University of Missouri are already
in France. Two, Ira B. Hyde, Jr.,
of Princeton, Mo., and Benjamin G.
Kline of Savannah, Mo., are drivers
of transport, and John A. Murray,
of Meadowville, Nova Scotia, is in
an infantry company of the Cana-
dian Expeditionary Troops.

Charles G. Ross, professor of jour-
nalism in the University of Missouri,
who for the past year while on fur-
lough served as sub-editor on the
Melbourne (Australia) Evening Her-
ald, returned this week on the
steamship Niagara landing at Van-
couver. Professor Ross was accom-
panied by his wife and children.

He will resume his work in the
University of Missouri in September.

Miss Margaret Keating has become
the editor of the Wabasha (Minn.)
Standard in place of Judge H. J.
Paine.

THE NEW YORK WORLD

(Morning Edition)

**Prints MORE
ADVERTISING**
than any other
newspaper prints.

*The Remarkable Advertising
Pulling Qualities of the*
**WASHINGTON
TIMES**
*are built on the
Foundation Stones of*
Size of Circulation

Confidence of Its Readers
A Right Rate

*In Washington, D. C.,
The Times is Preferred.*

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending April 1, 1917,
showing net paid circulation

34,567

Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN.

GERMAN, ALLEGED REPORTER, HELD AS SPY IN DENVER.

The Federal authorities are still
holding Emil Italiener, German prop-
agandist and alleged writer for the
New York Staats-Zeitung, who was
arrested in Denver, Colo., last week,
and placed in jail. The authorities,
according to officials in the United
States Department of Justice, are not
so much concerned about what to do
with Italiener as they are about find-
ing out who the Germans in Denver
are with whom the alleged spy had
business.

When Italiener was arrested
Charles Koehler, of the circulation
department of the Denver Herald, a
German newspaper was with him.
Koehler denied friendship with the
arrested man and said he merely met
him as a representative of a newspa-
per which had business with the New
York Staats-Zeitung.

The arrest of Italiener has caused
considerable interest among newspa-
per men in New York. It was said
at the offices of the Staats-Zeitung
that Italiener's name did not ap-
pear on the list of employees of the
editorial department of that newspa-
per.

CHANGED IN VERMONT.

The Wilmington (Vt.) Deerfield
Valley Times has again changed
hands. For several months it has
been published by F. J. Brabston, who
has gone with a paper in Philadelphia.
The Wilmington paper is now under
the control of John E. Gale of Guil-
ford, Vt. The property is owned by
Martin A. Brown.

FIRE IN ALBERTA.

The office of the Raymond (Alta.)
Leader was burned to the ground
the other day. The fixtures and
stock were totally destroyed. The
fire is thought to have had incendi-
ary origin.

NEW EASTERN MANAGER.

Harry A. Johnston has been named
Eastern advertising manager of the
American Garage & Auto Dealer, New
York.

CAPITAL DOUBLED.

The Golfers' Magazine Company,
Chicago, has increased its capital
from \$6,000 to \$12,000.

NOW A FLYER.

Clarence P. Miller, formerly on
the staff of the St. Thomas (Ont.)
Journal, has joined the Royal Flying
Corps.

BOSTON POST

CIRCULATION JULY, 1917
"NO RETURNS"

The Daily Post 523,332
The Sunday Post 354,316

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK.
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid  For Every
Guaranteed Issue

GEORGE A. McCLELLAN, Gen. Mgr.
401 Fourth Avenue NEW YORK

PULP AND PAPER CONDITIONS.

(Continued from Tenth Page)
fact that foreign consumers do not
always pay as much as the market
price in Germany is not taken into
consideration.

"The present paper famine gives a
reason to consider the export condi-
tions in regard to paper and also to
a consideration of Germany's whole
economical life, the newspaper says
in the close of its article.

"The question has been brought be-
fore Congress, inasmuch as from the
number of Conservatives an in-
terpellation was made about the news-
papers' paper shortage and the mea-
sures of the Government to relieve
the situation."

The World's Paper Trade Review,
London, England, June 29, stated:

"The paper supply of the German
press has again been reduced by or-
der of Dr. Helfferich, Minister of the
Interior, which means for some of
the bigger political journals a reduc-
tion of as much as 44½ per cent of
their consumption in 1915.

"The German Press Bureau has is-
sued a list showing that of 3,500
newspapers existing before the war
362 have disappeared. The largest
circulation is 270,000 and the small-
est 150.

"A decree issued by the German
Chancellor prohibits the exhibition
for sale of all German newspapers.
Therefore they may be supplied only
to persons who subscribe for at least
a month. Those which infringe these
regulations will be liable to a fine of
about \$4,000 and their proprietors
will be liable in addition to impris-
onment for six months."

FINLAND.

The following is from the World's
Paper Trade Review, London, June
29:

"In common with most other coun-
tries, Finland, in its paper and pulp
industry, has suffered a good deal of
dislocation. In addition to higher
prices, the import of raw and semi-
raw materials and the export of the
finished paper have been affected."

The Paper-Maker and British Pa-
per Trade Journal, London, England,
for June 1, states that so great is the
importance of waste paper in the
manufacture of munitions (cartridge
cylinder linings, shell charge con-
tainers, exploder tubes, washers, pa-
per collars for fuses, fuse boxes, Leon
torpedo tubes, etc.) that the Minis-
ter of Munitions has decreed that no
person may sell or buy a quantity of

1916 Broke All Records
of the
Toledo BLADE
9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Krege Building, DETROIT

YOU MUST
USE THE **LOS ANGELES
EXAMINER**

TO COVER THE
GREAT SOUTHWEST
Largest Sunday Cir-
culation—more than **150,000**

waste paper in excess of 660 pounds
without special permit.

The British Government has re-
voked the order of February, 1916,
appointing a Royal Commission on
Paper, and has made new elections to
the commission. The new Royal Com-
mission has issued revised regula-
tions as to the importation and dis-
tribution of paper and paper-making
materials, further restricting the im-
portation of paper, printed and un-
printed, and granting priority to im-
ports and manufacture for Govern-
ment or War Department account.

The new regulations were printed
in full in THE FOURTH ESTATE on
July 28.

In regard to the news print paper
market, the ruling price for July is
4½ pence, or 9½ cents, a pound, an
increase of half a cent a pound over
the previous price. The Government
is taking the output of so many
mills that little is offered for sale.

The World's Paper Trade Review,
London, June 15, 1917, states as fol-
lows:

"For the time being prices ap-
pear to have reached their maximum
and at the same time business has
become very dull all round. In nor-
mal times June commences the slack
season, which continues with us un-
til the advent of September. The
fact that no great advance in paper
is now looked forward to, combined
with the fact that most users already
hold a little surplus of stock, is suf-
ficient to create extra dullness in
the trade so far as makers are con-
cerned. The majority of orders now
in hand are for direct Government or
war work. With these orders most
makers are quite content, as owing to
depletion and shortage of material
they are in no position to receive
general orders or inquiries.

"The trafficking in Government
paper licenses has had a decided ef-
fect on the paper market, as they
have brought from \$87 to \$108 a ton,
but the recent revised regulations of
the Paper Commission have put a
stop to this by forbidding their sale
or exchange without permission."

SALES IN ILLINOIS.

Samuel T. Coffman, managing edi-
tor of the Ina (Ill.) Observer, has
sold his interest in that paper to
Postmaster E. L. Coffman of Ina. Mr.
Coffman, who was formerly circula-
tion manager of the Mattoon (Ill.)
Commercial-Star, purchased the Ob-
server in 1916.

The Massac Journal-Republican,
published at Metropolis, Ill., has been
leased by W. A. Spence to Rev. R.
B. Butler.

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market. Foreign Representatives John Glass, Peoples Gas Bldg., Chicago I. A. Klein, Metropolitan Tower, New York

"STEER CLEAR OF MAYORALTY" BRISBANE TELLS HEARST.

Being mayor of a city is "no business" for a real newspaper man, Arthur Brisbane in his Washington Times advised William Randolph Hearst on August 7.

Mr. Brisbane offered his counsel on the theory that the Democrats and independents in New York city want Mr. Hearst to accept the nomination for the mayoralty.

It is much better, says Brisbane, for Hearst to stay where he is, in a position where he is able to wield much greater power and do much more for the people than he could as the mayor of only one city, even if that city is as large as New York.

For, observes the new proprietor of the Washington Times, "Hearst with his newspapers all over the United States can regulate half a dozen mayors and make them attend to business."

Not only that but, "it would be neglect of duty for him to concentrate his mind on the New York City Hall and its duties for four years."

He further asserts that Mr. Hearst has no right to concentrate on details. Mr. Brisbane reverts to ancient history thus:

"He (Mr. Hearst) was nominated once, elected and swindled out of the election. And on that occasion he carried the city of New York without the help of any politician or any organization except that of a newspaper protecting and working for its readers."

"Now the Democrats need somebody strong enough to win for them against a combination of big money and fake reform, and they want to get Hearst because they know he can win whenever the voters are allowed to count their votes."

"The Washington Times advises Mr. Hearst most earnestly to keep out of it."

WANT AD HOUSE ORGAN.

John Harvey, manager of the want ad department of System Magazine, has launched a brand new house organ for his department. It is called Want Ad News.

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburgh



CONC. LORENZEN & WOODMAN, Special Representatives, New York, Detroit, Kansas City, Chicago

Trenton TIMES

New Jersey's Leading FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This 'food atmosphere' and 'housewife interest' will increase your sales.

KELLY-SMITH CO., 320 5th Av., N. Y. Lytton Bg., Chicago

Baltimore News

Net Daily Circulation JULY, 1917 91,250
GAIN over JULY, 1916, 15,388

Special Representatives DAN A. CARROLL J. E. LUTZ New York Chicago

FLORIDA EDITORS UNITE FOR PROFIT AND PROTECTION.

Florida editors are going to make a determined campaign before the legislature this year for protection against the "swat the newspaper" legislation which has been in vogue in recent years and they are also going to make a strong fight for more national advertising, according to Wayne Thomas, managing editor of the Plant City Courier and the new president of the Florida State Press Association.



WAYNE THOMAS.

The medium through which the fighting will be done is the Florida Publishers Auxiliary, which is the outgrowth of the ideas of several active members of the state press association. It has called a meeting of all members of the latter body on August 18, at which plans of operation will be explained.

The auxiliary will also act as a central purchasing station for supplies and will work to stop the "graft" that has prevailed in some quarters in this field.

Fraudulent advertising and free

St. Louis Globe-Democrat

dominates the morning field.

A. B. C. Statement March 31, 1916 140,970

Net Paid Circulation June 4, 1917 138,135

Between March 31, 1916, and June 4, 1917, daily price was raised to 2c.

The clean home-going family newspaper.

PATERSON New Jersey's Famous Manufacturing City PRESS

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY New York Chicago Detroit Boston

publicity schemes will fall under the ban of the united publishers, who also intend to present a unanimous opposition to any anti-newspaper schemes that manifest themselves in Florida's legislative halls.

NICHOLSON FREED, AS SANE.

James Nicholson, for many years connected with English and American newspapers and at one time private secretary to the late "Buffalo Bill," has at last, after a long and hard fight, won his battle for freedom from the New York State Hospital for the Insane.

He claims that while employed in the general manager's office of the New York Herald, quite a long time ago, he was put away in the insane asylum, wrongfully and illegally, by persons whose jealousy and animosity he had innocently aroused.

For the present Mr. Nicholson is trying to recover his health and freedom from the ill effects of the constant mental strain incident to confinement among the insane, by helping out friends, farming and gardening, at East Hauppauge, N. Y. Incidentally, he says, his savings and property were confiscated during his incarceration and he is making efforts now to recover them.

Being a British subject, Mr. Nicholson has appealed to the British ambassador, but he has not availed himself of the offer of aid as yet, having preferred to fight out his battle alone.

During his confinement Mr. Nicholson kept a diary of his experiences, and it is said to contain some interesting facts about life in an insane asylum, but he is unwilling to have it published while he is alive.

In commenting upon his confinement, all Mr. Nicholson would be quoted as saying was this:

"The knowledge that no friend of mine in any sense of the word had anything to do with my incarceration, or ever doubted my sanity; and that the attempt to place the unjust stigma of insanity upon my family, through me, has so far failed, is gratifying beyond all words."

"I have always believed in playing the game of life fairly and squarely, and accepting without a murmur whatever cards were dealt out to me. But I certainly have had a raw deal this time. However, I am still an optimist."

P. H. Volbach has taken over the management of the Reeder (N. D.) Western Call.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press "MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN Foreign Reps. NEW YORK CHICAGO DETROIT

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,264 lines more local business than its only competitor.

With the Springfield News (the two at .065 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO DAYTON, OHIO.

I. A. Klein, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicago

FORMER SOCIALIST EDITOR QUILTS PARTY.

Chester M. Wright, formerly managing editor of the New York Call, has resigned from the Socialist party because of its attitude and tactics toward the labor movement and the war.

Mr. Wright is a member of the advisory council of the American Alliance of Labor and Democracy, founded last week to fight pro-Germanism in the labor movement. He was police commissioner in Milwaukee under Mayor Seidel, a Socialist. Before coming to the Call, Mr. Wright was editor of Socialist papers in Milwaukee, Chicago and California. He left the Call last March.

WILL PRINT WEEKLIES.

The Calgary (Alta.) Western Standard has just closed a deal whereby it becomes interested, in conjunction with the A.B.C. Printing Company, in the publication of the following Alberta weeklies: Champion Chronicle, Blackie Bulletin, Barons Bugle, Travers Times, Brant Banner and Redlaw Review.

Options have been obtained on other newspapers in Alberta and Saskatchewan.

NEW SCIENCE OFFICERS.

William P. McKenzie of Boston has been elected editor of the Christian Science Journal, Christian Science Sentinel and Der Herold der Christian Science, succeeding the late Archibald McLellan. John R. Watts was elected manager of the Christian Science Publishing Society.

The Kindred (N. D.) Times has been sold to Alf Ringen.

Your advertising campaign is not complete if it does not include the large national dailies and weeklies published in the various

FOREIGN LANGUAGES

For rates, information and particulars apply to the

Charles SIMONE Advertising Agency

305-306 Curry Bldg., PITTSBURGH, PA. Branch Office: 500 Kanawha Nat'l Bank Building, Charleston, West Virginia

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
220 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

STREET & FINNEY, 171 Madison av., N. Y.—Placing account of A. C. Penn, Inc., "Penn. Safety Razor" and "Wallace Lamp."

CROSS, 214 S. 12th st., Philadelphia—Placing orders in farm and mail order papers for Botanical Manufacturing Co., "Rat Corn," Philadelphia.

FRANKLIN, 62 W. Madison st., Chicago—Sending out orders to mail order and class publications for Loftis Brothers, jewelry, Chicago.

JONES, Exchange Bldg., Binghamton, N. Y.—Making contracts with Pacific Coast newspapers for advertising of Booth's Hyomei Co., Buffalo, N. Y.

MUMM-ROMER, 508 E. Broad st., Columbus, Ohio—Sending out orders for the Monitor Stove & Range Co., Cincinnati.

Also New Idea Spreader Co., Coldwater, Ohio, to selected agricultural publications.

Onward Manufacturing Co., Glass Onward Sliding Furniture Shoes, Menasha, Wis., is placing orders direct in class publications.

CECIL, Mutual Bldg., Richmond, Va.—Making contracts with Eastern publications for Planters Nut & Chocolate Co., "Pennan Brand Salted Peanuts," Wilkes-Barre, Pa.

REISMAN, Peoples Gas Bldg., Chicago—Placing yearly contracts with Middle West newspapers for the Chicago & Alton R. R., Chicago.

MATOS, Bulletin Bldg., Philadelphia—Sending out some orders on contracts to newspapers for Eekman Manufacturing Co., Philadelphia.

CLOUGH, Merchants Bank Bldg., Indianapolis—Placing the advertising of Dyer Packing Co., "Alice Pork & Beans," in metropolitan papers.

BROOKE, SMITH & MOORE, Kresge Bldg., Detroit—Placing accounts of Parker Rust Proof Co., Detroit Auto Products Co., McCord

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

St. Paul Dispatch and
St. Paul Pioneer Press

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 52,474; the St. Paul Pioneer Press, an average total daily circulation of 45,522; the St. Paul Sunday Pioneer Press, an average total Sunday circulation of 17,802. They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION

St. Paul Dispatch (daily). Over 81,000.
St. Paul Pioneer Press (daily). Over 61,000.
Sunday Pioneer Press (Sunday). Over 77,000.

They Cover The Field.

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
201 Devonshire Street, BOSTON.
Kresge Building, DETROIT.

THE
Philadelphia Bulletin
HAS THE
Largest TWO-Cent
Circulation in the East.
Net Daily Paid Average for June
358,191 Copies
WILLIAM L. McLEAN, Publisher.

Mfg. Co., Traug Mfg. Co., Porine Laboratories, Detroit Twist Drill Co., Murphy Iron Works.

RANKIN, Monroe Bldg., Chicago—Sending out orders to religious publication for Starck Piano Co., Chicago.

Placing newspaper contracts for Farquhar-Moon Company, Chicago, for "N-R-G Laundry Tablets."

Placing page advertisements in seven English dailies and ten foreign language papers in Chicago for Chicago Underwriters Assn.

SMITH, Lansing, Mich.—Placing advertising of Duplex Truck Co., "Duplex 4 Wheel Drive Truck," Lansing, Mich., in Western publications.

OSTENRIEDER, 168 N. Michigan av., Chicago—Handling advertising of the "Ton-Ford" truck for Detroit Sales Corp.

FERRY-HANLY, 1120 Walnut st., Kansas City—Placing advertising of American Sash & Door Co., "American Fruit & Vegetable Dryer," Kansas City, in farm publications.

HENRI, HURST & McDONALD, Peoples Gas Bldg., Chicago—Placing advertising of Indiana Rubber & Insulated Wire Co., "Pye Musselman Cord" bicycle tires, Jonesboro, Ind.

DEBARATS, Bay and Adelaide sts., Toronto—Has secured account of Mentholum Co., Buffalo, N. Y.

NICHOLS-FINN, Consumers Bldg., Chicago—Making up list of agricultural publications for advertising of William Galloway Co., agricultural implements, Waterloo, Ia.

MILLER, Nashy Bldg., Toledo, Ohio—Making up a list of papers for advertising of Interstate Traffic School, Fort Wayne, Ind.

SEEDS, Central Union Tel. Bldg., Indianapolis—Will soon make up a list of daily, weekly and monthly publications for the advertising of Pinex Company, Fort Wayne, Ind.

SEHL, City Hall Sq. Bldg., Chicago—Will place orders in national publications for Wasmuth Endicott Co., kitchen cabinets, Andrews, Ind.

FREE, People's Trust Bldg., Fort Wayne, Ind.—Will place orders for the Housier Paint Co., Fort Wayne, Ind., in Indiana papers.

CLOUGH, Merchants Bank Bldg., Indianapolis—Preparing copy for the Bycol Company, stomach remedy, Connersville, Ind., and making up a list of publications.

ROBERTS & MACAVINCHE, 32 N. Dearborn st., Chicago—Placing or-

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail in Greater Montreal is larger than that of any other Montreal morning newspaper, English or French.
Verree & Conklin, Inc., 225 5th Av., N.Y.
I.S. Wallis & Son, 1st Nat. Bldg., Chicago

ders in a list of weeklies and monthlies for Sam Katz, catarrh cure, Chicago.

Also placing additional copy in agricultural publications for Sears, Roebuck & Co., Chicago.

Placing in daily, agricultural and mail order publications orders for the Chicago Tailors Assn., Chicago.

ASKING RATES—Miller Agency, Nashy Bldg., Toledo, Ohio, is asking rates and other information from daily newspapers for the Hull Medicine Co., Toledo, Ohio.

Conrad Co., 601 Foster Bldg., Denver, Colo., has applied for rates and other information from metropolitan daily papers.

NICHOLS-FINN, 222 S. State st., Chicago—Placing newspaper and magazine campaigns—pages down—for Jackson Automobile Co., Jackson, Mich.

Pages and less in newspapers and magazines for Racine Tire Co., Racine, Wis.

CHESMAN, Goddard Bldg., Chicago—Placing fall campaign in newspapers for Dr. J. E. Cannady's eczema remedy. Small space being used.

DIRECT—J. B. Davis, Railway Exchange Bldg., Chicago, is placing classified advertising with large mail order papers.

McKinley Music Company, 1507 E. 55th st., Chicago, is placing orders direct with Eastern publications.

Valeine Glascock Company, Muncie, Ind., is preparing a campaign for advertising of baby swings. Orders will be placed in near future.

F. H. Seeley Truss Company, 117 N. Dearborn st., Chicago, is placing orders in daily newspapers direct and paying cash with order.

SHIFT IN VANCOUVER.

Arthur Lineham has resigned from all connection with the Vancouver (B. C.) News-Advertiser and the business management of that paper is now in the hands of P. J. Salter. Mr. Lineham is a well known capitalist of Victoria and his resignation from the News-Advertiser is looked upon as a preliminary to a merger between that paper and the Sun.

STATE FAIR PAPER ISSUED.

The Delaware State Fair Association has issued a magazine, entitled the State Fair Herald, which contains much information for the prospective visitors. The fair will be held in Wilmington the first week in September.

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

Daily (Net Paid) CIRCULATION 55,498

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
201 Devonshire St., BOSTON.
Kresge Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
People's Gas Building, CHICAGO.

"DRYS" TO SPEND MILLION IN NEWSPAPER ADS.

A million dollar newspaper advertising campaign will shortly be started for national prohibition by the Federal Council of Churches of Christ in America through its department on publicity. The chairman of this is the Rev. Charles Stelzle.

"The action of the Senate regarding national prohibition has made it seem wise to make known our arrangements earlier than we had intended," said Mr. Stelzle this week. "For several months we have been shaping up machinery the purpose of which is to obtain 10,000 deputies in 3,500 cities and towns to push a national million dollar advertising campaign against the liquor traffic."

In the campaign outlined by Mr. Stelzle it is proposed that the advertising columns of every worth while daily and weekly newspaper in the country will be used.

"Our million dollar campaign has been preceded by an exhaustive study of the economic conditions in both 'dry' and 'wet' states," he states, "so that the arguments of the liquor men may be fairly met in the newspaper advertising columns."

ADS TO BAR MORTARS.

A large majority of the residents of Kent Island, Md., in the Chesapeake Bay, who are engaged in a vigorous protest against the proposition of the Government to buy the island as a site for an ordnance proving station, have begun an advertising campaign in their behalf, with the hope of influencing Congress against the proposition. Their idea is to try to get public sentiment with them.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation:
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations

Joliet, Ill. (The PITTSBURGH of the West)

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News

ALCORN-HENKEL, Representatives
New York Chicago

GERMAN PRESS PUT TO TEST.

(Continued from Fourth Page)

to this nation. All of them should be suppressed.

"Is not there almost as great a menace in publications in some other languages?"

"We may not be at war with Austria-Hungary, but Austria-Hungary and Bulgaria and Turkey are at war with this nation when they continue to fight by the side of Germany. Every publication under the control of nationals of the countries allied with Germany is at heart anti-American."

"Authority to exercise a strict censorship over all such publications should be inherent in the war power that belongs to the President when the nation is at war. The fiction that we are at war only with Germany should not blind us to the obvious fact that Germany's allies are at war with us."

"Public opinion can be trusted to deal with the 'reptile' press published in English, but only the Government can deal with that portion of the foreign language press that is aiding the enemy. It is the duty of the Government to deal drastically with the menace it presents."

ON DOMINION FOODBOARD.

G. F. Chipman, editor and manager of the Grain Growers' Guide, Winnipeg, has been called to Ottawa as Manitoba's representative on the Dominion Food Control Board, which was recently organized. His new duties will not interfere with his publishing interests.

WILMINGTON DELAWARE

is the "High Spot" between Philadelphia and Washington.

EVERY EVENING

covers this territory more completely than any other newspaper.

Net Paid 13,280 Daily

A first class Home Newspaper for intelligent readers.

RYAN, GRIFFITH & FREDRICKS
New York Boston Chicago

BRIDGEPORT

CONNECTICUT
(The Essen of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Covers the afternoon field as completely as does the Dallas News in the morning.
37,659 NET PAID average during 6 months period ending April 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
738 Tribune Building, NEW YORK

FRENCH PAPER MAKING.

The manufacture of paper has long been a leading industry of Southwestern France and the Midi, but the present scarcity of labor, raw materials, and the means of producing power are causing concern among the operators, says Vice-Consul Asel D. Beeler, at Bordeaux.

It appears there is an unusual opportunity for the introduction of modern American-made paper-making machinery, raw materials, and even manufactured products into this territory, and should new tariff arrangements be effected, such as are being contemplated with a view to a more general use of raw materials from the French colonial sources, Consul Beeler thinks this market would become of even more interest to American exporters. He states:

"The natural resources and characteristics of the greater part of southwestern France are probably more favorable to the development and operation of the pulp and paper making industry than other sections of the country. Power for the operation of the plants may be derived from the rivers of the Pyrenees as well as from those flowing westward through Gironde, Dordogne, and Charente. Both Gironde and the Landes have extensive woodlands that furnish material for the pulp makers, and most of the cities supply considerable quantities of rags and waste for grinding and making into better grades of paper."

"Also the proximity of the plants to the seaboard and their favorable location on navigable streams afford a fairly ready means of access to French colonial and foreign markets and sources of raw material. These are some of the particularly advantageous features enjoyed by the French manufacturers of paper."

"The present difficulties have received unusual consideration on the part of those interested in the industry and also by economists and journalists generally."

PLEASURE AND PROFIT.

EDITOR THE FOURTH ESTATE.
Sir: Permit me to say that both Mr. Thomson, my partner, and I find THE FOURTH ESTATE not only interesting for the news which it contains, but also for the splendid advertising hints that it gives. It also enables us to keep posted on all current news of the newspapers, especially along legislative lines. We eagerly await its arrival each week.

GEORGE D. KITZINGER,
Business Manager, the Interstate Banker, Cincinnati.

THE
DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle
NEW JERSEY'S LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

MASSSES MAY BE BARRED FROM MAILS UNTIL OCTOBER.

The August number of the Masses, a New York magazine that was refused admission to the mails because it was alleged to contain matter that might prove an obstacle to the successful operation of the draft law, has small chance of being mailed while its contents bear on current events.

Judge Hough of the United States Circuit Court has stayed the operation of the injunction granted by Judge Learned Hand of the Federal District Court restraining Postmaster Patten from further withholding the magazine from the mails until the appeal taken by the Government can be decided by the Circuit Court of Appeals.

Notwithstanding that Judge Hough in his opinion said that the Circuit Court could be convened at any time, it is unlikely that the case will be argued before October. The case was argued before him last week at Windsor, Vt.

The opinion said that the Postmaster General had found that the Masses sought to promote a mutinous, disloyal, and insubordinate spirit among troops and that the district court did not disagree as to that, but held that because the publishers of the magazine stopped short of urging resistance, the law was not violated. As to the rights of the public to use the mails the opinion said:

"In respect to the mails the United States is certainly not a common carrier. It is pursuing a high governmental duty and it is at least arguable whether any constitutional government can be compelled to assist in the dissemination and distribution of something which proclaims itself 'revolutionary,' which exists not to reform, but to destroy the rule of any party, clique or faction that could give even lip service to the Constitution of the United States. So far as the parties are concerned, the present and actual situation is such that any wrong suffered by plaintiff can be wholly redressed by damages."

The order of Judge Hough requires the filing of a bond of \$10,000 by Postmaster Patten within five days to cover any costs which plaintiff may obtain.

The Masses for September is out but has not passed through the mails yet.

BARRED FROM MAILS FOR ANTI-DRAFT AD.

The entire edition of Kissimmee (Fla.) Gazette was barred from the mails because of an advertisement of a mass meeting to consider legality of the draft law and make preparations to fight it.

The Plain Dealer
First Newspaper of Cleveland, Sixth City
prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNESS, CHICAGO.
FERRER & CONKLIN, Inc., New York

PACIFIC CABLE SNAPPED, BUT WAS NOT CUT.

Rumors from Germanic sources attempting to connect interruption in the Commercial Cable Company's service to the Philippines and China with the recent British Government order prohibiting transatlantic wireless messages were disposed of on August 6 by officials of the company who said that the interruption was due only to a break in the cable between Guam and Manila. A repair ship had already left Shanghai, it was said, and the service was likely to be resumed shortly. There has been no interruption of messages to Japan.

Brigadier General Frank McIntyre, chief cable censor, commenting on a publication in a New York German newspaper regarding interruption from San Francisco to the Philippines and China, so that dispatches may only be sent by way of Europe, said that, although there might have been some slight interruption in the service, the War Department did not know of it.

"Certainly there is no reason for it, if there has been any interruption, that can be attributed to the war," he said. "It has happened several times in the last few years. The War Department sent a cablegram today over this cable route, and I have not heard that it failed to get through. No embargo has been put on this cable for commercial use."

SIAM CENSORS CABLES.

Siam has imposed a cable censorship and now only admits cablegrams written in English or French or in certain specified codes.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star	83,194
Evening Times	35,569
Washington Post	34,293
Washington Herald	30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREB & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION
EVENING 100,000
EXCEPT Union Star
SUNDAY.

AUDITED CIRCULATION 20,643
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

OBITUARY NOTES.

JOHN C. SNELL, editor of the Farmers' Advocate, died in London, Ont., recently following an illness of several weeks.

JOHN W. WRIGHT, one of the best known and most prominent advertising men of Philadelphia, died last week in that city. He was forty-six years old.

Mr. Wright went to Philadelphia from Chicago, where for several years he was advertising manager for Mandel Brothers. Following his arrival in Philadelphia, he was for a time advertising manager of Lit Brothers' store.

Later he opened an independent advertising agency with offices in the Drexel Building. His work will be continued by A. M. Bright.

EDGAR ILIFF, well known Indiana writer and frequent contributor to the Indianapolis Sunday papers, died recently at his home in Richmond, Ind.

DANTE BARTON, for fifteen years an editorial writer for the Kansas City Star and lately vice-chairman of the Industrial Relations Commission, died in New York on August 5, following an attack of typhoid fever.

THOMAS W. MULFORD, formerly of Wilmington, Del., died two weeks ago at his home in Rome, N. Y. He had served on newspapers in various parts of the country.

J. EDWARD LESLIE, Sunday and dramatic editor of the Pittsburgh Dispatch, died on August 6, aged sixty-four years.

Mr. Leslie had been in the newspaper business since his eighteenth

If this territory presents a
sales problem to you, the
**Merchandising Service
Department**

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

W. D. BOYCE CO.

500-514 North Dearborn St., CHICAGO
208 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS

THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.

Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate

HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representative.
NEW YORK BOSTON CHICAGO

year, starting as publisher of a small newspaper in the Pennsylvania oil country and a short time afterward began his acquaintance with the theater which stood him in good stead during his many years as a dramatic



critic. He was manager of a theater in New Castle for several years and learned dramatics from all angles.

He got back into newspaper work in Youngstown, Ohio, working for the Vindicator, Sun and News at different times and also serving as managing editor of the Youngstown Telegram. Early in the nineties he returned to Pennsylvania to become associated with newspapers in McKeesport. He was on the Herald and the News in that city and later went with the Allegheny Record.

Three years later he was Boston manager of the Publishers Press, for which he did some excellent writing and then returned to Pittsburgh. He was for two and a half years Sunday editor of the Pittsburgh Gazette and for the past seventeen years had been associated with the Dispatch, for about eight years handling both the Sunday and dramatic editorships.

At his funeral, which was held on August 8, Erasmus Wilson of the

The BEST Advertising BUY in CLEVELAND THE LEADER Morning and Sunday, and THE NEWS

Quality Evening Newspaper

With Quantity Circulation

Represented by PAUL BLOCK, Inc.,
250 Fifth Ave., NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Krege Building, DETROIT

THE NEW ORLEANS ITEM

Largest Afternoon Circulation in the
entire South.

(April A.B.C. Not Paid Statement)

Sunday 68,875 Daily 55,041

THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

Gazette Times, one of Mr. Leslie's early associates and a fellow member of the Newspaper Bunch, a small local body, delivered a brief eulogy.

JACOB LEWIS, for twelve years in newspaper work in editorial departments on the Pueblo (Colo.) Chief, the Topeka State Journal and the Topeka Daily Capital, died in Topeka recently.

JOHN A. KNOTT, for twenty-five years editor of the Hannibal (Mo.) Morning Journal, committed suicide last week.

HAMILTON MUSK, formerly with the business department of the American Press Association and later secretary of the Thomas A. Edison Company, died in East Orange, N. J., last week, aged forty years.

JOSIAH C. HARLOW, veteran linotype operator for the San Francisco Chronicle, dropped dead at his home in San Francisco recently. He had been an employee of the Chronicle for thirty-two years.

DR. SIMEON GILBERT, for twenty years editor of the Chicago Advance and for four years Western editor of the Boston Congregationalist, died last week at his home in Chicago. He was eighty-four years old.

W. J. ENGLISH, editor of the Bell Island (N. F.) Miner, died a few days ago in Bell Island.

BERT HOWDESELL, one time editor of the Ketchikan (Alaska) Miner and well known to Pacific Coast and Alaska newspaper men, died in Juneau, Alaska, last week.

A. C. REINECKE, who founded the old Fargo (N. D.) Daily News, died in Cleveland last week. He had been in the insurance business since retiring from newspaper work in Fargo eight years ago.

R. M. WILSON, a member of the firm of Wilson & Horton, proprietors of the Auckland (New Zealand) Herald and the Auckland Weekly News, died recently in Denver, Colo., aged forty-one years.

BAPTIST PAPER PURCHASED.

The Baptist Commonwealth, official organ of the Pennsylvania Baptist general convention, has suspended publication. That journal has been purchased by the Watchman-Examiner of New York, and will be merged with that publication.

Rev. Robert M. Hunsicker, editor of the Commonwealth for two years, will join the editorial staff of the Watchman-Examiner.

THE PITTSBURG DISPATCH

with proper conditions
seldom, if ever, fails its
duty to its advertisers.

H. C. Rook, Real Est. Trust Bldg., Phila.
W. G. Brooks, 226 Fifth Ave., New York
Ford-Persons Co., Michigan Ave., Chicago
W. E. Edg., Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond has 15,309 qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes.

In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

MAGAZINE NOTES.

Edgar G. Criswell, for almost three years executive manager of the Quoin Club, which is now the advertising division of the Periodical Publishers' Association, has resigned to return to his former connection with the advertising department of Doubleday, Page & Co., in their New York office. He will take up his work there August 20. In the meantime he is on vacation.

Harold A. Holmes has purchased a substantial interest in the Peoples Popular Monthly and has been elected a director of the company.

E. C. Wolf, formerly with the Curtis Publishing Company, has joined the staff of Collier's Weekly.

Bartley J. Doyle, president and general manager of the Keystone Weekly, Philadelphia, has purchased the entire capital stock of the company and will change the publication from the weekly to the monthly field, beginning September 1.

William G. Palmer, who was recently elected second vice-president of the Canton Magazine Company, publisher of Today's Housewife, has been appointed business manager of that magazine. Mr. Palmer has been associated with the magazine for two years and prior to that was with the Butterick Publishing Company.

Robert M. Harvey, publisher's representative, has been appointed New York representative of the Etude, Philadelphia.

The Circulation of the NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Germania Herald 36,989
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(German Farm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,008

Eastern Representative

LOUIS KLEBAHN

1 West 86th Street NEW YORK
Telephone 318 Greeley

TELEGRAM CODZIENNY

A National American Daily and
Sunday printed in the Polish
language reaching over 150,000
readers.

A Splendid Advertising Medium
Phone Stuyvesant 2004
90 East 10th St., NEW YORK

WISDOM OF GEN'L H. G. OTIS.

(Continued from Seventh Page.)
with the indomitable spirit, high
ideals and well-considered injunc-
tions of its great architect and build-
er, Harrison Gray Otis. The Times
will continue to be the Times—the
Times of General Otis, the Times
that he made.

"(2.) That every man and woman
concerned in the issuing of the Times
from day to day is so thoroughly im-
bued with the convictions, aims and
policies for which it has so long stood,
and so heartily in sympathy with the
causes for which it has so long bat-
tled, that it would be impossible for
them to disregard the last instruc-
tions of the great chief or to pro-
duce a newspaper out of tune with
the principles he has laid down.

"(3.) That not only duty and af-
fection and devotion, but inherent
conviction, will cooperate in the
hearts and hands of the makers of
the Times in carrying on the work
so efficiently directed by General Otis
for more than a third of a century,
and this shall and must be the sound,
brave newspaper that he would have
it be. Men may die, but influences
do not; and the spirit of its great
achieving editor shall still dominate
the Times.

"(4.) That there could be no loyalty
finer than that of the co-owners and
fellow-workers who have helped
General Otis raise up this great news-
paper and to whom it owes so much;
and shoulder to shoulder they will
keep up the warfare for truth, for
freedom, for the protection of honest
labor, for the decent treatment of
honestly-acquired wealth, for the en-

The Open Door
to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY
IN NEW ENGLAND

Kurier Bostonski

27 Beverly st., BOSTON, MASS.
reaches 600,000 Poles in New Eng-
land. They want to buy your goods

Use Kurier Bostonski.

couragement of noble enterprise and
for the development of the South-
land and the state.

"(5.) It was often said by General
Otis, and may be now reiterated that
the Times could not have won its
victories and registered its achieve-
ments for truth and right, but for the
loyal and steadfast support of the
great body of men and women, made
up of southern California's best citi-
zenship, who have been its friends
and patrons in every stress and cir-
cumstance.

"In its third of a century and more
of toil and struggle and success, the
Times has been heartened and
nourished by the wonderful faith and
support of the truest, most devoted
and most sympathetic clientele that
it was ever the good fortune of any
newspaper to be blessed with. It
shall be the highest endeavor of the
Times to merit and secure a con-
tinuance of this friendship and co-
operation.

"(6.) The years have vindicated the
rightfulness of General Otis' stand
in the long and arduous campaigns
against tyranny and injustice and
for liberty and fairness which he
waged.

"With an inspiration and a loyal
force like ours, there can be no fal-
tering, no wavering, no shadow of
turning. The Los Angeles Times will
go on, and on, and on."

WAR LECTURES PAY.

The war map being conducted in
the old Inter-Ocean building by the
Chicago Daily News continues to at-
tract public interest. It was the
plan to discontinue the map several
weeks ago, but the attendance has
held up and the conclusion has been
postponed. Funds raised by the war
map lectures go to the Red Cross.

NORTH AMERICAN PULP AND PAPER OFFICERS.

The North American Pulp & Pa-
per Company on August 6 elected the
following directors:

J. E. A. Dubuc, Chicoutimi, Can-
ada; G. Tracy Rogers, Binghamton,
N. Y.; Parmley W. Herrick, Cleve-
land, O.; J. M. Wilson, Montreal;
and C. S. Wilcox, Hamilton, Ont.
Mr. Wilson succeeds John H. Duffy,
and Mr. Rogers succeeds George W.
Robertson.

The statement for the six months
ended June 30, 1917, submitted to
the shareholders, showed \$832,105.98
available for bond, other indebted-
ness, and sinking funds. Deducting
these requirements leaves a balance

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city
—sixth in America in population; fourth
largest French city in the world—and a
wonderfully fine market for all kinds of
advertised goods

is Canada's largest circulating daily—
over 145,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.

WM. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, ENG., 19 Sicilian Avenue
Southampton Row.
PARIS, 8 rue du Rocher.

THE JEWISH MORNING JOURNAL NEW YORK CITY

carries more advertising than any
other Jewish newspaper. Circulation
in New York City largest of all
foreign language newspapers.

Member A. B. C.

FRENCH PAPERS ASKED TO RAISE PRICES.

An Interministerial Press Commit-
tee, which consists of delegates rep-
resenting the Parisian and French
provincial press and the Ministers of
Commerce and Interior, has decided
that 1-cent newspapers shall increase
the price to 2 cents on August 15,
when they will be permitted to ap-
pear as 4-page papers five times
weekly instead of two, as at present.

The committee's decisions have no
legal force, but depend upon the will-
ingness of the newspapers to observe
them. The committee wishes that
there shall be an agreement among
editors whereunder its acts should
receive a legal status. Several news-
papers question the possibility of
solving the paper crisis on such
lines.

The price of paper before the war
was 27 francs. Now it is 105. A
special importation from Scandi-
navia is advocated, especially as it
is no longer possible to count on
America, which L'Intransigeant says
has more important freight to send.

THE TIMES-PICAYUNE APPEALS FROM LIBEL VERDICT.

The New Orleans Times-Picayune
has filed in the Civil Court an appeal
to the State Supreme Court from the
decision rendered by Judge E. K.
Skinner, of the latter court, in the
\$100,000 libel suit brought by Dr.
Clarence A. Pierson.

The litigation was based on criti-
cisms contained in articles published
in the Times-Picayune, attacking the
system of management of the East
Louisiana Hospital for the Insane,
at Jackson, La., and the official con-
duct of Dr. Pierson. Judge Skinner
awarded Dr. Pierson a judgment for
\$7,500 damages, and it is from this
judgment that the appeal has been
taken.

PRINTERS PLAY BALL FOR SUN "SMOKES FOR SAMMIES" FUND.

A baseball game at Ebbets Field,
Brooklyn, on August 6 between the
Boston and New York teams in the
Union Printers Baseball League for
the benefit of the New York Sun's
Tobacco Fund for the American
troops in France was won by the
Boston typos, 9 to 1, and netted
\$308.50 for the "Smokes for Sam-
mies." Ervin Wardman, publisher
of the Sun, threw out the first ball
in the game.

NEW YORK THE DAY

America's Greatest
Jewish CommunityAmerica's Foremost
Jewish Daily.

Reaches the cream of purchasing power
of the Jewish element in America.

CIRCULATION OVER 70,000
Despite advance in price
from one to two cents.

THE DAY

The National
Jewish Daily.

Member A. B. C.

Main Publication Office:
158 East Broadway, NEW YORK

NARODNI List

Established 1898.

An American newspaper pub-
lished every day in the year
in the Croatian Language

Sworn Circulation as required
by law, OCTOBER, 1, 1916.. 25,066

Ideal Newspaper for National Advertisers
Phone 2939 Beckman
61 Park Row, NEW YORK

REGISTER-TRIBUNE BUILDING ALMOST COMPLETE.

For the first time the scaffolding
and board protection erected over
the side walk was removed last week
from the front of the new Des Moines
Register and Tribune Building, and
the public was given an opportunity
to form an idea of what its appear-
ance will be when completed.

The entire stone structure has been
enclosed for several weeks and work
is rapidly progressing within.

The beauty of the massive entrance
of polished granite and iron, sur-
mounted by a heavy metal balcony
has attracted great attention. The
balcony is hung with heavy chains
from the face of the building at the
second story and the pillars and iron
window castings extend to the third
story. Heavy and ornate grills pro-
tect the windows of the street floor.

The Register and Tribune will oc-
cupy the lower six entire floors and
basement of the building and the
twelfth floor has been leased.

SOCIETY EDITOR STRICKEN.

Mrs. Juliette Bray, society editor
of the Kansas City Star, recently
suffered a paralytic stroke at Annapo-
lis, Md., where she had gone to
visit her son, Paris Bray, a cadet
at the Naval Academy. Mrs. Bray's
recovery is considered doubtful.

FOR DELAWARE MOTORISTS.

The Delaware Automobile Associa-
tion, of which John B. Bird of Wil-
mington is president and Charles G.
Guyer of Wilmington is secretary,
has begun the publication of a
monthly magazine entitled Speed. It
is devoted to the interests of mo-
toring in Delaware.

THE WASHINGTON POST

WASHINGTON, D. C.

Net Paid Daily Circulation

For the Month of July, 1917

46,650

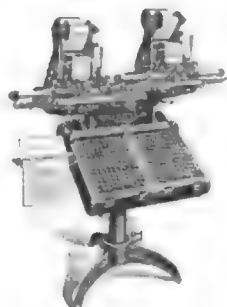
DAILY 2c—SUNDAY 8c

(Member A. B. C.)

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

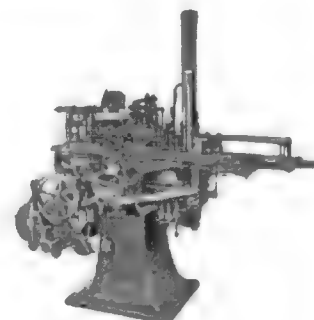
Why Not Adopt the Easy Way?

Economy, Efficiency, Elimination



*Economy of Cost
Efficiency of Results
Elimination of Lost Time*

FOLLOW THE
Entrance of the Monotype
Into the Ad Room



The Foreman of the Composing Rooms are
the Men Who Must Make Good;
Hear What They Say:

"The Monotype Non-Distribution System makes it possible for the compositor, under more likable conditions, to devote 97 per cent of his time to constructive work, while only 3 per cent is spent in distribution—certainly a most beneficial change."—J. E. MARTIN, Superintendent *New York Sun*.

"I fail to see how any progressive newspaper can afford to run a plant without this latest aid to the printer any more than it could afford to install case-type in place of composing machines for news composition."—HENRY D. ASHBY, Superintendent *Cleveland Plain Dealer*.

"I believe the Monotype has done and will continue to do more for the efficiency of newspaper composing rooms than any machine now in existence in the printing business."—MILLY S. MONTAGUE, Foreman *New Haven Union*.

"No time is lost in distribution or hunting for sorts, and our make-up men clean out dead pages in a fraction of the time formerly required. With our own complete type foundry we publish the *Star* each day with a brand new dress."—F. L. STEENROD, Foreman *St. Louis Star*.

"Recently we issued a 120-page edition without any appreciable call on our supply of type—never lost a minute for picking sorts. I consider that this alone should recommend the Monotype to every newspaper publisher in the land."—T. E. BILLINGS, Foreman *Macon Telegraph*.

"The use of the Monotype Type-and-Rule Caster spells efficiency and economy at every turn in production; there is no waste of time or lost labor."—HENRY J. THEIS, Foreman *Telegraph-Herald*, Dubuque, Iowa.

"What we are doing is to can or preserve idle time by converting it into tools for the hand compositor. When we have copy all day we simply open a few cans instead of putting on extras or working overtime."—J. H. S. KELLER, Superintendent *Times-Dispatch*, Richmond, Va.

"In our opinion the Monotype is one of the greatest time and labor saving machines on the market and under no circumstances could we be induced to go back to the old way of distribution and the continual picking, pulling, and searching for sorts, leads, slugs and rules."—R. E. L. BROWN, Superintendent *Daily Oklahoman*, Oklahoma City, Okla.

"There is no waste time in distribution, no sorting of leads or

slugs, no unsightly mounds of brass or galleys of pi; but all is productive."—JAMES STALLING, Superintendent *Pittsburg Post-Sun*.

"I am a great believer in the Monotype; especially the Non-Distribution System. It is a great time and labor saver for the printer and money maker for the office."—C. E. KING, Foreman *Arkansas Gazette*, Little Rock, Ark.

"In three months' time we produced 10,000 inches of ads in excess of the preceding year with the same number of men. We hardly believe it would have been possible to do this without the Monotype System."—CLIFFORD EMMONS FALES, Superintendent *Evening Gazette*, Worcester, Mass.

"We find the Monotype Non-Distribution System makes the composing room a constant producer, where formerly we used much valuable time for distribution. The Monotype with its Non-Distribution System is certainly a time saver and a success."—ARTHUR HEATH, Foreman *Cincinnati Enquirer*.

"I consider the Monotype a labor saver, time saver and all-around utility as a newspaper equipment—a crowning achievement in the matter of producing a daily newspaper."—ARTHUR COOPER, Foreman *Quebec Daily Telegraph*.

"We are operating Monotype Non-Distribution successfully in our composing room, and the time does not seem far off when every newspaper in the country will stop distributing, because Monotype Non-Distribution is so obviously practical, efficient and economical."—J. C. SHEPARD, *Knickerbocker Press*, Albany, N. Y.

"I do not see how we could get along without the Monotype Non-Distribution System. It is a mighty good thing for any newspaper plant, no matter how large or how small it is."—J. P. McCULLOUGH, *Harrisburg Telegraph*, Harrisburg, Pa.

"We produce the greatest volume in a given time with continuous type-setting, and no stoppages at any time to distribute or reclaim material."—W. V. GOWELL, Superintendent *Cleveland Leader and News*.

"A feature of the system as important as Non-Distribution is the increased efficiency of the compositors, resulting from abundant material—efficiency which, when necessary, makes time 100 per cent productive."—W. C. ACKER, *Sioux City Tribune*.

"The newspaper foreman is the fellow who must keep down costs in the composing room. We have found that the Monotype Non-Distribution System solves the problem of costs."—W. S. HANCOCK, *Flint Daily Journal*, Flint, Mich.

Why Not Get in Line With the Progressives?

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA, PA.

NEW YORK

BOSTON

CHICAGO

TORONTO

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Weekly at 332 West
59th Street (Near Broadway)

NEW YORK CITY

SATURDAY, AUG. 18, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship," Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1225

A Musical Record!

Buyers of Pianos, player pianos and talking machines are generally substantial, home-loving people.

Families like this are apt to read a newspaper that is brought *into* the home at night rather than taken away from the home in the morning.

Such a paper is The Chicago Daily News.

Sellers of musical instruments know this and buy more space in The Daily News six days a week than they buy in any other Chicago newspaper in six days. The figures for musical instrument advertising in Chicago newspapers for the first six months of 1917 are:

	Agate Lines
THE DAILY NEWS	156,380
The American	117,064
The Tribune	116,584
The Examiner	68,916
The Herald	57,176
The Post	38,973
The Journal	27,428

This musical record should be interesting to all advertisers wanting to tell their story to Chicago *homes*.

The Chicago Daily News

"It Covers Chicago"

Member Audit Bureau of Circulations

WAR TAXES ARE NOT ONLY HIGH BUT UNSOUND.

SENATOR WEEKS MOVES TO EASE LEVY ON PUBLISHERS—SMALL NEWSPAPER MEN AT ODDS WITH BIG DAILIES.

Are the "newspaper clauses" in the pending War Revenue Bill even more dangerous as precedents than they are costly as involving immediate additions to the expense of newspaper publication?

This is a question that has been shoved into top-of-column position by the developments of the past week.

It was forgotten for a while when Senator Weeks of Massachusetts introduced amendments to the War Revenue bill to eliminate Section 1101, imposing an addition of one-fourth of a cent a pound to the existing rate for second-class postage, and also Section 1106, which imposes an additional tax upon publishers of newspapers and periodicals of 5 per cent of net income in excess of \$4,000.

These two taxes, Senator Weeks contends, are excessive. In explaining his motive for offering the amendments he said:

"I am opposed to raising the second-class postage rate at this time because of the peculiar conditions which exist. For the same reason I can see no necessity for imposing a special tax on the newspaper and periodical publishers. If the statements made by the publishers are dependable, the newspaper and periodical industry has been hit harder by the war than any other business. While I believe that, when we return to normal conditions, the second-class postal rates should be increased, I think it would be unfair to increase them now, or to impose other special taxes upon the publishers."

The postal increase and the tax of 5 per cent on net incomes as carried in the bill are both extra levies, the publishers coming, besides, under the provisions of the normal income and other fixed taxes.

But an uneasy feeling has developed on the part of not a few newspaper publishers who are most closely in touch with the situation that the scheduled advance in second-class mail rates may be only an entering wedge and that the special tax upon publishers' profits, if sanctioned, may ultimately take on a higher percentage than the 5 per cent settled upon by the finance committee of the Senate.

From the very outset, a few of the newspaper publishers who journeyed to Washington to try moral suasion upon the members of the Senate finance committee had an uneasy feeling that bad as were the initial proposals it might be a case where the worst was yet to come. However, a majority of publishers seem not to have shared these misgivings. They figured that Congress was doing its dullest at the outset.

This week, the view of the minority that fears for the newspaper tax burden once a foothold has been gained, was strengthened appreciably by the bomb exploded by Secretary McAdoo.

When the Secretary of the Treasury explained that the war is costing far more than anticipated (especially the task of financing our Allies) and that an enormous additional loan must be floated within the next six or eight months, he as much as forecasted not only new taxes but sharp increases in most of the war taxes already determined upon.

Meanwhile, newspaper men who have been reading closely the Senate speech and the committee report prepared by Chairman Simmons in sponsoring the revised revenue bill

have found tangible evidence that the head of the finance committee anticipates that war taxes will have to be pyramided later on. For example, note one comment by Senator Simmons to the effect that:

"If the rates upon incomes and war profits were fixed at the highest level consistent with best revenue producing results, there might be but little margin left for such further increases in rates as it may be found expedient to impose to meet future demands for additional revenue."

The realization that there is more at stake than appears on the surface is what has brought about the quickened effort this week to stir up sentiment in the House of Representatives calculated to beget opposition to the publishers' special tax when the Revenue bill goes to conference.

SPECIAL TAXES ABHORRENT.

Representatives are being appealed to by newspaper publishers with the plea that the tax upon the net income of newspaper properties is wholly illogical and inconsistent and to back up the argument there is being called to the attention of the Congressmen certain damning acknowledgments on the part of the Senate finance committee.

For example, the report to the Senate indicates that the committee had under consideration a tax upon automobile manufacturers but abandoned the idea because it was found upon investigation "that over 80 per cent of the manufacturers were making very small profits."

Similarly, attention is being directed to the fact that the committee justifies its elimination of a special tax upon musical instruments, automobile tires, and other articles by the explanation that "these same manufacturers are subjected to high taxes upon their net profits and a heavy additional tax upon their excess profits." This raises the question of how, if double taxation is sought to be avoided, publishers are in any different position from the other manufacturers mentioned, because the Senate bill clearly states that the proposed extra tax upon newspaper income is "in addition to the taxes under existing law and under this act."

PUBLISHERS STILL NOT UNITED.

There is no question but what the most serious weakness of the newspaper publishers' campaign against objectionable features of the war tax (Continued on Thirty-first Page.)

SENATE BILLS HIT SEDITION.

ALIEN LANGUAGE PRESS MUST PRINT POLITICAL COMMENT IN ENGLISH, SAYS KING.

Seditious utterances by alien newspapers and individuals received attention in the Senate this week, when Senator King of Utah introduced two bills aimed at the suppression of unpatriotic sentiments, printed and verbal.

The first bill, aimed principally at newspapers printed in German and other foreign languages, provides that whenever they publish any comment upon the acts or policies of the United States Government during the war they must print, in parallel columns, an English translation of it. Violation of the statute is punishable by exclusion from the mails and it is also made unlawful for any person to publish or distribute the offending publication, under penalty of a maximum fine of \$500, a year's imprisonment or both.

The other bill, said to be directed chiefly against the lawless utterances of the I. W. W. and other agitators, provides that naturalized citizens who utter or excite sedition be deprived of their naturalization papers and be subject to deportation from the country. Alien enemies violating the law may be interned or otherwise dealt with.

The bill affecting publications printed in any language other than English provides:

"That during the pendency of the present state of war and until peace shall be concluded and the fact be declared by proclamation of the President, it shall be unlawful for any person to print or publish, in the German, or in any language other than the English language any comments respecting the Government of the United States, its policies, international relations, the state or conduct of the war, or of any matter relating thereto, without printing or publishing in a column parallel to such matter a true and complete translation of the same in the English language.

"Any print or publication in German or any other foreign language which does not conform to the provisions of this act shall not be admitted to the mails, and it shall be unlawful for any person to transport, carry, or otherwise publish or distribute the same.

"Any person violating the provisions of this act shall, on conviction thereof, be punished by a fine of not more than \$500 or by imprisonment for a period of not more than one year, or may, in the discretion of the court, be both fined and imprisoned."

The measure dealing with naturalized citizens provides:

"That if any person who shall have been naturalized as a citizen of the United States within twenty years prior to the date of approval of this act, shall speak, utter, print, or publish words or statements which shall in their nature or intent be disloyal to the Government of the United States, or which shall tend to excite sedition or insurrection, or to impede the prosecution of the war or of the laws relating to the same, such person shall be deemed to have procured his papers of naturalization by fraud and shall be deemed to have taken the oath of allegiance to the United States mala fide and with a mental reservation to retain a qualified allegiance to the foreign prince, government, or

potentate to which such person owed allegiance at the time of taking such oath.

"That in any such case, the Attorney General of the United States is directed to institute proceedings in any District Court of the United States having jurisdiction of the person of such naturalized citizen, for the cancellation of his papers of naturalization, such person shall have the status of an alien and shall be subject to deportation from the United States, as provided by law, or if such person have the status of an alien enemy, he may be interned or otherwise dealt with as provided by law."

The two bills will be called up for vote next week.

AMERICAN SOCIALIST LOSES MAIL PRIVILEGE.

The American Socialist, the official weekly publication of the National Socialist Party, has received word from Washington that its second class mailing privilege is revoked. This order is said to have grown out of the fact that the last three issues of the publication in June were held unavailable under the espionage law.

"Because these issues were held to be in violation of the censorship clause in the espionage act," said J. L. Engdahl, the editor, "it is asserted that the continuity of the American Socialist has been interrupted, and that therefore our mailing privilege must be revoked."

"We had a hearing before the Third Assistant Postmaster General in Washington three weeks ago. Our attorney had an interview with President Wilson early this week, and the President declared he thought it a mistake to suppress Socialist papers. The Department of Justice also declares there is nothing in violation of the law in our paper. Two Federal Judges, one in Baltimore and another in New York City, have overruled the edicts of the Post Office Department."

"While a score of publications have had various editions held up under the censorship clause of the espionage act, the American Socialist is the first publication to lose its second class mailing privilege."

"We are planning to make application for another second class mailing permit. In the meantime the paper will be issued as usual, and we shall try to reach as many of our subscribers as possible with the means at our disposal."

COLUMBUS MONITOR PLANT SALE ON AUGUST 29.

Appraisers' reports on the insolvent Columbus Daily Monitor were filed on August 10 and Common Pleas Judge Rogers ordered the property to be offered for sale on August 29. The order was requested by E. Howard Gilkey, receiver.

The report gave the furnishings and stock at the Monitor plant a valuation of \$87,685.65. A value of \$45,927.80 was given the contents of the press room; the composing room is figured at \$29,429.88.

According to the report the Monitor suspended publication with \$19,178.04 worth of print paper in the cellar.

The book value of the office half-tone cuts and matrices was placed at \$5740.59.

The engraving department was valued at \$1047.94.

WEATHER
 Hot and somewhat sultry today;
 but no wind, and
 moderate rain, clearing
 by night.
 The thermometer
 at 10:30 at 75° F.

New York Tribune

First to Last - the Truth - News - Editorials - Advertisements

CIRCULATION
 Over 100,000 Daily
 For Paid Mail Returnable

10c DAILY - No Extra

WEDNESDAY, AUGUST 1, 1917

ONE CENT

**Heat Kills 18
in the City;
194 Overcome**

Heavy Rainfall 10 in
Nation July 31 on
Record

No Relief Promised;
Fare Fell For Today

Four Five Deaths Night in
Porter, Five Dead in
Jamaica

**Frederickhuyssen
Defends Teuton
Reinsurance**

Reinsurers Suggesting That
"I Would Have Done as
German Spies"

Says It Keeps Funds
From Hands of Allies

Denies Hopes Will Ever
Deliver American Com-
pagnons to Enemy's Laid

**Allies Sweep Back Germans
On 25 Mile Line in Flanders;
11 Towns, 3,500 Men Taken**

Troops Sent to Dugout
at Seven Paces of 2 1/2
Miles

Star of Big Guns
Hauled to London

Troops Replenished by a
Quantity of Attack, but



The New York Tribune announces the addition to its staff of Richard H. Lee, now special attorney to the Vigilance Committee of the Associated Advertising Clubs of the World.

Lee is the man whose efforts led to the exposure of A. C. Bidwell and the International Automobile League. He uncovered the stock jobbing activities of the Emerson Motors and Ford Tractor Companies. His investigations put a stop to the deceptive advertising of the Alliance Tire and Rubber

Co., the International India Rubber Co., and the Ebert-Duryea Farm Tractor Co.

Mr. Lee has taken a place in American business as one of the most constructive and thorough investigators of dishonest practices in the country. In dealing with questionable advertising he has relied upon factful publicity as his corrective agent.

The sane and just manner in which Mr. Lee carries on his work has won him not only the confidence of the advertising fraternity but also the confidence and co-operation of legitimate business and public prosecutors, both federal and state.

Newspaper men know the constructive work so far done by Samuel Hopkins Adams. Those familiar with Richard H. Lee's ability can form a pretty accurate idea of what these two pioneers for truth in advertising can do working together. With Mr. Lee's coming September 1st, the Tribune will continue on even bigger and broader lines its fight for Truth in Advertising.

PAID NEWSPAPER ADS FOR LIBERTY LOAN?

McADOO CONSIDERING IT—OPPOSITION IS STRONG—POSTERS AND BUTTONS PLANNED—CONGRESS NOT HOSTILE.

"We will use all the mediums of advertising and publicity that were employed before—only more so."

This was the statement of policy made to THE FOURTH ESTATE this week by Oscar A. Price, the new director of publicity for the next installment of the Liberty Loan, when asked what the Treasury Department proposed to do to sell the American public the second slice of the world's biggest war loan.

When asked, however, what was to be the good word with respect to paid newspaper advertising for the new bond campaign Director Price side-stepped.

"That question is before the Secretary of the Treasury right now," he said.

"Secretary McAdoo, who recognizes that a decision must be made without delay, is giving this question of paid advertising in the newspapers his earnest personal consideration, and I anticipate that he will very soon announce his decision, perhaps in the form of a letter to one of the newspapers or the advertising agencies that have had this matter up with the Treasury."

According to the information given this week to the Washington correspondent of THE FOURTH ESTATE the Treasury Department Bureau of Publicity is disposed to sit tight with respect to the reemployment of all the forms of publicity that proved successful "last time," despite the fact that there has been some pretty sharp criticism of some of these publicity stunts and despite the even more significant fact that some of the private interests whose cooperation made a success of certain features of the last campaign will not chip in so generously this time nor engage in team-play so enthusiastically.

POSTERS APLENTY.

A visitor to the Liberty Loan Publicity Bureau scarce needs Mr. Price's assurance that the Treasury is going to plunge on posters even more heavily than it did in the spring.

The walls of the publicity quarters are covered with multi-colored posters in the one sheet and half sheet sizes, submitted as candidates for entry in the next drive. The chances are that this autumn's crop of Liberty Loan posters will run ahead of that in the spring, when an aggregate edition of 1,800,000 posters was put out by the United States Government Printing Office in addition to hundreds of thousands issued independently by banks, Liberty Loan committees, etc.

The plans for the next Liberty Loan call for another liberal appropriation for buttons to be worn in the lapels of purchasers of Liberty Bonds. This stunt, which involved the purchase last time of more than 4,000,000 buttons, represented one of the big expenditures of real money in connection with marketing the bonds and the plan was subjected to some pretty severe criticism from leading bankers, who contend that this form of advertising is so transient, so intangible and so indirect in influence that may be said to virtually represent a waste of money. Evidently Treasury officials do not share this pessimism.

TREASURY BUREAU BAN NEWSPAPERS.

If Secretary McAdoo decides, as evidence of good faith, to place some paid advertising with the newspapers

that have given and will give in future so much news space to free publicity for the Liberty Loan he will have to act, in a measure, against the advice of almost all the officials in the Treasury Department to whom he would naturally look for counsel under such circumstances.

This, at least, is the very definite impression gained by a representative of THE FOURTH ESTATE who this week sounded various Treasury executives who may be expected to have some say in the matter.

Various excuses were given for not purchasing newspaper space, but the most common one, strange to say, is the erroneous assumption so often advanced in connection with the previous campaign—namely, the claim that the Treasury Department has no money to pay for newspaper space.

Men occupying places of responsibility in connection with the marketing of the Liberty Loan gravely stated to THE FOURTH ESTATE this week that there appears to be no way in which the department can obtain funds for paid newspaper advertising, unless Congress can be induced to make a special appropriation for this specific purpose—something that everybody realizes is the height of improbability.

CONGRESS EXPECTED NEWSPAPER SPACE WOULD BE PAID FOR.

In taking this tack the Treasury officials persisted in ignoring the fact that the appropriation of \$5,000,000 made by Congress for the manufacture and marketing of the \$5,000,000,000 bond issue is a blanket appropriation, to be apportioned as the Secretary of the Treasury sees fit. Congress laid down no hard and fast rules.

There is nothing to prevent the expenditure of a portion of this fund for newspaper space any more than there is to dictate with respect to expenditures for street car cards, which were issued in great numbers for the previous campaign.

Indeed, a perusal of the debate in Congress when this item of allowance for marketing the bonds was under discussion will demonstrate conclusively that it was the expectation of the Congressmen that a con-

siderable share of the fund provided would go for newspaper space.

An objection to the purchase of newspaper display that has been urged upon Secretary McAdoo by influences within the Department is to the effect that if paid space is used in any newspaper in the country it will be necessary to buy space in every newspaper, even to the smallest weekly.

In elaboration of the dilemma—and this will cause newspaper men to smile—it is argued that there will be dissatisfaction if there is a difference in the rates paid by the Government and that the publisher of the small daily of limited circulation will feel that he should receive if not the same rate as the metropolitan daily, at least a rate out of all proportion, when circulation is considered.

HARNESSING THE "FREE HORSE."

By and large, the whole atmosphere at the Treasury Department is one of confidence that all the agencies of publicity and advertising can be counted upon to again rise to the occasion and give of their time, resources and service to push the sale of "war bonds."

A suspicion that there may be an overdose of optimism was engendered on the part of THE FOURTH ESTATE representative when, following his talks with various Treasury officials, he interviewed several bankers of national prominence who had come to Washington for a similar purpose—namely, to get pointers on the next bond campaign. None of these bankers was willing to be quoted, but one and all they said confidentially that the banks and the bankers' committees are not going to do anything like the amount of advertising for the next edition of the Liberty Bonds that they did for the initial issue.

"We felt from the first," said one prominent banker, "that there was nothing in it for us but a lot of hard work, and when our board of directors saw the bills they got cold feet in earnest."

"Take it from me, most of the banks will advertise the next bond issue but the advertising will be in limited space, incidental to their regular space, and there will be, I think, few of the page and double page spreads that were placed in May and June."

NATIONAL ADVISORY BOARD AGAIN URGES ADS.

The National Advertising Advisory Board of the Associated Advertising Clubs of the World on August 16 sent a delegation to Washington headed by Herbert S. Houston, of New York, chairman of the board, to urge Secretary McAdoo to spend from \$1,000,000 to \$2,000,000 in advertising the next issue of Liberty Loan bonds.

A detailed scheme, originally outlined before the issuance of the first Liberty Loan bonds, was presented to Secretary McAdoo, calling for a division of the advertising among daily, weekly and monthly newspapers, in addition to the utilization of magazines, printed posters, circulars, billboards and other agencies. A program involving an expenditure of about \$1,250,000 was outlined.

No decision was reached. Mr. McAdoo spoke of the difficulties under which the department would labor in attempting to place such advertising in a large way, and the limited

appropriation placed at his disposal by Congress with which to bear all expenses of the issue.

The board and the agencies which it represents gave their services free to the Government in advertising the first issue and the same services, Mr. Houston stated, would be given the Government again without cost in advertising the second issue. The expenditure sought would be devoted purely to payment for advertising space.

"While the great bulk of the daily press will expect to charge for space," the board's recommendation says, "it will gladly give the minimum rate, although the amount of space to be used would not entitle the Government to that rate, and will give preferred position to the advertising."

The only cost for posters, or billboards, the board reported, to be placed in 3,000 cities and towns, would be the printing of the posters and the distribution. Space in thousands of street cars has been offered without charge and the only cost would be the printing and shipping of cards.

COLUMBIA PRIZES AGAIN OFFERED.

ACHIEVEMENTS IN LETTERS AND JOURNALISM TO BE RECOGNIZED.

Columbia University has again announced a collection of prizes which hold considerable interest for the newspaper men and writers of the United States. The competitions were instituted for the first time last fall and several of the prizes were awarded in June, 1917, others being withheld for the lack of suitable material.

A prize of \$1,000 will be awarded in June, 1918, for the best paper on the future improvement and development of the Pulitzer School of Journalism.

A gold medal, valued at \$500, is the reward for the most meritorious public service rendered by any American newspaper.

The American novel published during the year which best portrays the wholesome atmosphere of American life will be awarded a prize of \$1,000 and for the original play performed in New York which best represents the educational value and power of the stage in raising the standard of good morals, good taste and good manners, a similar reward is held forth.

The best history of the services rendered to the public by the American press in the preceding year will receive an award of \$1,000.

The best example of reporting during the year will receive a \$500 prize.

The best book of the year on the history of the United States will receive a prize of \$3,000 and the best American biography will receive a \$1,000 award.

THIS YEAR'S WINNERS.

A prize of \$500 was awarded to the New York Tribune last June for its editorial on the first anniversary of the sinking of the Lusitania. It was written by Frank H. Simonds.

Herbert Bayard Swope, city editor of the New York World, won the \$1,000 prize for the best piece of reporting, the judges considering his articles on internal affairs in the German empire as the best submitted.

THE VALUE OF THE TECHNICAL PRESS TO THE AMERICAN BUSINESS MAN.

"American business men do not realize the value which trade journals and technical magazines may have for them in increasing the efficiency of their factories and in giving them a broad and comprehensive view of their business.

"Our foreign competitors read almost every article published upon their business with great care and thoroughness. Many of them have duplicate copies of their favorite trade paper sent to their homes so that they may read them away from the business without being disturbed. Many foreign manufacturers contribute articles to these journals on phases of the business with which they are most familiar. Such articles are bound to be helpful and have a constructive effect.

"Our trade journals and technical papers are the best in the world, and they should be supported and encouraged by our business men. Copies should be placed where employees can see them and they should be urged to read and study them.

"These papers are preaching the gospel of sound business on practical lines and are helpful not only to business but to the country as a whole.

"If the suggestions made by them in the past had been followed by our business men it would not be necessary at this time to point out some of the fundamental weaknesses in American business."

—Edward N. Hurley, formerly chairman of the Federal Trade Commission, in "The Awakening of Business."

WAR NEWS WRITERS INEXPERIENCED.

**YOUTH A HANDICAP, DECLARES
VON WIEGAND IN TALK ON
GERMANY.**

American newspaper men engaged in foreign service are, in many cases too young, according to Karl M. von Wiegand, who last week landed in New York from Stockholm, whence he had gone after being released from Berlin. He had represented the International News Service in the German capital for several months prior to the entry of the United States in the war and had been there for United Press and the New York World since the opening of the struggle.

"Yes, American newspaper men send men abroad without the knowledge or the experience to fit them for the task," Mr. von Wiegand told *THE FOURTH ESTATE*, "and the news sent back to the United States by these correspondents is handled by desk men who cannot possibly have the definite knowledge necessary to assign the news its proper value. As a result, the American people have a hazy idea about conditions in the belligerent nations, especially those in Germany.

"Another factor which is going to make the way hard for American newspaper men after the war is the tendency of some of our journalists to distort news and break confidence. My experience in European capitals causes me to say that a successful American newspaper man abroad must be first a man, then a newspaper man and then a gentleman."

Asked as to the German treatment of American correspondents Mr. von Wiegand said:

"On the whole, we are treated fairly and with consideration. I was the last man to leave Berlin after the declaration of war and I was held for five weeks after I wanted to leave. Yes, that was the news 'quarantine' and I had to report to the police every day for five weeks. I was under constant surveillance and was not supposed to leave my hotel after 10 o'clock at night, but I did. I went to the theatre several times and nothing happened to me.

"I was held in Berlin partly because I had been anonymously denounced to the German Government as a spy of the United States State Department, but I cleared myself of that charge."

Mr. von Wiegand characterized the German military censorship as fairly



R. E. HUGHES,
NEW GENERAL BUSINESS MANAGER
OF THE LOUISVILLE COURIER-JOURNAL AND LOUISVILLE TIMES.

liberal, compared with that enforced by the Allied nations. The political censorship, he said, was spasmodic, sometimes liberal and sometimes extremely strict.

"Each correspondent," he said, "received a copy of his dispatch in just the form that it was passed by the censor and put on the wires. It he was not satisfied with the treatment accorded his story by the original censor he could appeal to the chief censor and, in cases of extreme importance, to the Secretary of State for Foreign Affairs.

"Until about the middle of 1915 we were not pledged not to slip anything past the censor and I got several good stories through in that fashion. My last story of that kind was sent from Copenhagen on peace prospects. It was not looked upon with satisfaction by the authorities, who then placed me on my pledge."

From the censorship of American newspaper correspondents the talk veered to the situation of the Ger-

man papers, which Mr. von Wiegand said were in hard straits, but not nearly so hard as believed in this country.

"Evening newspapers run about four pages," he said, "and carry little advertising, while morning papers vary from eight to sixteen pages and on Sunday as high as thirty-two pages have been seen. Little display advertising is carried, since practically everything in the shops is sold on cards and advertising of that kind is of little use.

"Classified advertising, however, is heavy, especially in the morning and Sunday papers.

"That the paper shortage is not so acute as is believed is shown by the fact that the Vienna Neue Freie Presse recently ran a Sunday edition of forty-eight pages."

PRESENT NEWS CENTERS.

"Since the entrance of the United States into the war," Mr. von Wiegand stated, "there has, of course,

been no news sent from Germany by American correspondents, but Switzerland and the Scandinavian countries are still fruitful centers of news about the Central Powers.

"Following the American declaration, Oswald Schuetter of the Chicago Daily News went from Berlin to Switzerland, and William Bayard Hale of the Hearst papers and George T. Odell of the New York Evening Mail, transferred to Stockholm; Cyril Brown of the New York to Stockholm or Copenhagen.

"Norway, Sweden and Denmark now have a strict censorship of News and after it leaves there, it is again censored in London and in the United States, under the voluntary system, and what gets through is in the main reliable.

"Amsterdam, however, has a bad reputation among legitimate foreign correspondents, since some of the worst 'fakes' of the present war have been filed there."

In reply to a question about his future plans, Mr. von Wiegand stated that he was going to spend a short time with his family and then return to Europe in the fall, probably going to Stockholm or Copenhagen.

Meanwhile, he is writing his impressions of the German situation for the Hearst newspapers and the International News Service.

"But," he said, "the really interesting stories cannot be written until after the war."

NEW LOUISVILLE EXECUTIVE AN ACTIVE BUSINESS MAN.

R. E. Hughes, the new general business manager of the Louisville Courier-Journal and Louisville Times, has not been active in newspaper work for several years, as his business interests in Louisville and other parts of the South have been and are on a large scale.

His newspaper career began in a country newspaper office, when at the age of twelve years he became a printer's "devil" and learned enough about the business to become publisher and editor of a country weekly seven years later. He was managing editor of a Louisville daily in his twenty-eighth year.

After a few years of daily newspaper work, he entered commercial life. He has been secretary of a prominent organization of Southern business men, executive commissioner for Kentucky at the St. Louis World's Fair, president of the Kentucky Electric Company, a large public utility corporation of Louisville and also president of a chain of Louisville grocery stores.

He has also been active in civic affairs, serving as general chairman of the "million dollar factory fund" in Louisville in July, 1916, and as general chairman for Louisville of the recent Liberty Bond campaign, during which Louisville oversubscribed its allotment 95 per cent within 40 per cent of the time set and which placed a Liberty Bond in more than half of the city's homes.

OHIO PAPER RAISES PRICE.

After October 1, 1917, the price of the Elmore (Ohio) Tribune will be \$1.50 per year instead of \$1. Several other papers in Ottawa County have already made the change in price.

The Clinton (Neb.) Journal is the name of a new paper.

THE PATRIOT-O-WHIRL

Newest and Best Automobile Accessory

Whirl Your
Colors!



PUBLISHERS:

Here's the biggest winner ever offered.
Retail Price \$1.00.
Write for special price on quantity orders.
S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

COOPERATION IN
ADVERTISING.WASHINGTON HAPPENINGS
AID PRESENT TREND
IN PUBLICITY.

EDITOR THE FOURTH ESTATE.

SIR: War conditions have gradually quickened the trend in the direction of a special class of newspaper space buying—namely, cooperative advertising—and now comes a turn of affairs at Washington that may give further impetus to this significant new development.

It may be difficult for the uninitiated in newspaper circles to see any connection between the exit of Dr. Edward Ewing Pratt from American officialdom and furtherance of the cause of joint advertising, but Washington gossip says it is possible that a very definite connection may be established ere long.

When Dr. Pratt, at the request of Secretary Redfield, sent to the President his resignation as Chief of the Bureau of Foreign and Domestic Commerce there was removed from a position of authority the chief opponent of the idea of having Uncle Sam sponsor a "Made in U. S. A." trade-mark, to be attached to all American-made goods, especially Yankee goods designed for export.

Every newspaper man and every advertising man realizes, of course, that a desire to boom a trade-mark is the surest and most lasting incentive to advertising. Inability to get into action with a "Made in U. S. A." trade-mark has proved a severe handicap and discouragement to important projects in cooperative advertising—the very sort of advertising which war conditions tend to encourage.

The "Made in U. S. A." trade-mark has had a rocky road to travel thus far. The basic idea is old, but in its present guise originated in Detroit, where a commercial organization offered a substantial prize, some time since, for the best design for such a trade-mark. The contest begot an effective design, embodying the outline of a shield and the American eagle, and many national advertisers, realizing that the disfavor into which the "Made in Germany" mark has fallen opens a wonderful opportunity to the "Made in U. S. A." mark, were anxious to get behind the new insignia for a big push in advertising and selling.

Just here, however, there loomed up the obstacles that have up to date proven insurmountable.

It was found that, for one thing, there was no feasible way of protecting the new mark against infringement or imitation and no way of censoring the goods to which it was applied to make sure that they were up to the standard in quality.

By way of gaining protection the Detroit organization would have been glad to register the new national mark at the United States Patent Office for all lines of goods, but under the United States trade-mark laws this is impracticable. Then there was talk of organizing a special body of big advertisers to administer the trade-mark, but this proved an unwieldy proposition and also several successive suggestions had to be abandoned.

Then, all of a sudden, the Detroit advertisers, who are notorious as live wires, had an inspiration—the Government must take over and administer the national trade-mark.

A bill providing that the United States Department of Commerce should act as custodian of the mark, reserving its use to all business houses that would comply with regulations, was duly introduced some time ago in the United States House of Representatives.

The New York Times Leads
in Automobile Advertising

In the seven months of 1917, The New York Times published 617,678 agate lines of automobile advertising, 172,499 lines more than was printed by the second newspaper.

The gain of The New York Times for the seven months of 1917 over the corresponding period last year was 114,277 agate lines.

Record of Automobile Advertising of New York Morning Newspapers for 7 Months 1917

1917	Times	Sun	American	Herald	World	Tribune
January	134,957	114,643	100,538	87,708	90,475	57,507
February	63,415	47,496	41,284	35,835	33,022	23,447
March	73,558	55,424	48,357	40,887	36,817	22,570
April	98,928	63,066	67,324	54,033	45,148	26,784
May	79,685	57,171	48,325	36,773	39,026	20,276
June	86,840	58,285	49,316	37,215	32,803	18,721
July	80,295	49,540	50,620	31,734	32,813	8,655
Total	617,678	445,179	407,564	323,643	310,104	177,960

In July, 1917, The New York Times printed 80,295 agate lines of automobile advertising, 29,675 lines more than any other New York Morning newspaper.

representatives, but it got nowhere and advertisers in general gradually came to the conclusion that the explanation was to be found on the 11th floor of the Commerce building at Washington.

Secretary of Commerce Redfield, himself a manufacturer and advertiser, made no secret of the fact that he was enthusiastic over the idea of Uncle Sam taking hold of the "Made in U. S. A." mark, but when, in the ordinary course of Governmental routine the proposition was passed on to Dr. Pratt the scheme seemed to have entered a hostile stratum of air. In any event the whole plan has been hanging fire for months, while advertisers who were ready to give big printing orders for "Made in U. S. A." ammunition have had to revise their plans.

Now that Dr. Pratt has had to make way for a practical, sure-enough business man, hope will spring anew that the Detroiters can come back with their pet scheme with a more favorable chance of putting the plan across, just as similar national advertising stunts are even now being worked in Canada, in Japan, in Ireland and in other producing communities that are anxious to cinch their own trade and also reach out for the after-the-war business of residents of other lands.

Making a common cause to boost a national trade-mark will merely serve to add one more manifestation (to say nothing of the Governmental endorsement) to a line of action that has loomed large ever since the declaration of war.

In fact, without regard to war conditions, there has been a distinctive trend in the direction of cooperative advertising.

Fruit growers, particularly the growers' associations in California

and Florida, have jointly invested in newspaper space and their example has been followed by lumbermen and other producers and manufacturers who could advantageously make common cause.

Then the railroads caught the idea to some extent for their "service" advertising, but there has never been anything approaching the situation that has existed this past few months and continues to develop.

Perhaps it is because cooperation is in the air, as witness the formation of war councils and committees in every line of industry to cooperate with the government—or it may be that the advertising necessities of numerous smaller interests have driven them to join hands with others in the same boat.

Necessities of the hour have likewise brought to bear pressure for combined effort in order to put through unison of action in advertising.

The brewers of the country, confronted with the menace of a "bone-dry" nation, clipped in to buy full page space in the newspapers.

The Association of White Corn Millers, recognizing in the food crisis a supreme opportunity from their products, likewise took to advertising in newspapers on the club plan.

The list of examples might be continued at some length but instances will come to the mind of every reader.

If we may judge from indications, the war developments of the future—the labor shortage, the food situation, etc., not to mention the new Federal war taxes—will all make for cooperative advertising in the newspapers.

Industrial and commercial interests compelled to defend themselves in an era of rising prices, will be impelled

to make common cause in newspaper campaigns of education addressed to the ultimate consumers in the domestic market.

And manufacturers preparing for the fierce commercial war, after the war, have good reason to plan joint sales campaigns abroad and joint missionary work under a "Made in U. S. A." banner.

CONDENSED NEWS NOTES.

The Agrimotor Magazine is a new Chicago publication devoted to the farm tractor industry. It will be a monthly and will be published at 20 East Jackson Boulevard.

The Fremont (Neb.) Tri-Weekly Tribune will be combined with the Daily Tribune in the future.

J. T. McClean has sold the Chambers (Neb.) Bugle to A. D. Scott, editor and owner of the Nebraska Printer.

The Auto Club Journal has just made its appearance as the official paper of the Vancouver (B. C.) Automobile Club.

The Portsmouth (Va.) Star is beginning a new epoch in its career by occupying a splendid building in the heart of the business district of Portsmouth, which has been enlarged to accommodate the new equipment purchased from the Mergenthaler Linotype Company and R. Hoe & Co.

A. E. Harrison sold his interest in the Alta (Ia.) Advertiser to W. I. Lyons, late publisher of the Ruthven Press.

OPEN WATER POWER TO DEVELOPMENT.

A.N.P.A. PAPER COMMITTEE CALLS IT VITAL TO NEWS PRINT INDUSTRY.

Probably one of the most important undertakings of the paper committee of the American Newspaper Publishers Association, in connection with a permanent solution of the news print situation, is the active work being done by the paper committee for water power legislation now before Congress, commented on by THE FOURTH ESTATE last week.

Early in the campaign for the development of new and permanent sources of supply, the committee realized that access must be had to that large body of pulp wood timber lying in the western Rocky Mountains, Pacific Northwest and Southeast Alaska.

In a bulletin issued by Secretary Houston of the Department of Agriculture in March of this year, he pointed out that the publishers of the country must look to these sources of supply for their future requirements. To make these magnificent bodies of timber available for conversion into pulp wood and news print, it is absolutely essential that recourse to the water powers lying adjacent thereto be had, cheap water power being the second essential in the production of mechanical pulp.

Unfortunately under the existing laws it is impossible to finance water powers lying either partially or wholly within the public domain or on navigable streams, a decision having been handed down by the United States Supreme Court in April of this year in what is known as the Utah Power case relative to water powers lying within the public domain or navigable streams which in effect states that no official of the Government has power to bind the Government by contract, and, further, that any permit for such development is subject to cancellation at any time at the pleasure of the secretary issuing such permit.

Obviously, this destroys all basis of financing. The legislation before Congress at this time, as embodied in the Walsh Bill in the Senate relating to water powers in the public domains, and the Shields Bill in the Senate and the Small Bill in the House relating to water powers on navigable streams, provide for the issuing of fifty-year permits irrevocable except upon breach of contract.

In the contemplated legislation reference is made as to tolls and adequate protection in the interests of the rights of the public. In other words, the paper committee is endeavoring to secure legislation under which financing of water powers will be possible. Until this legislation is secured, these vast areas of pulp wood timbers will not be available and there are no remaining water powers in the territory designated which do not lie partially or wholly within the public domain or on navigable streams.

While the publisher's interest in this matter is specific, this legislation is in fact of the utmost importance to the entire country, as the release of water powers under proper regulation will have a beneficial effect on practically all lines of indus-

try as well as on food, fuel and other necessities.

When it is remembered that only about 8 per cent of the known water powers of the country are developed and that over 80,000,000 horse power is flowing in wastage to the sea, the importance of this legislation to the nation at large will be appreciated. Specifically in relation to news print it is believed it will have a future effect of from \$5 to \$8 per ton on news print prices.

The present manufacturers of news print have practically a monopoly of water powers under private ownership which are available for the use of converting the pulp wood stands of the Northern and Eastern states and as this timber is cut publishers of the country must look either to Canada or the Western pulp wood stands for future sources of supply. Therefore publishers throughout the country are specifically interested in this legislation and endorse the same editorially. It appears possible that if a sufficient showing of interest is manifested that there is an excellent chance to secure the passage of the legislation at this session of Congress.

NEW ZEALAND PAPER SHORT.

Because of the shortage and high prices of paper several newspapers in the different centers of the country have been obliged to suspend and several others to increase their price. In some cases to double what the charge was before the war, according to Consul-General A. A. Winslow, Auckland. The New Zealand Government has reduced the size of certain of its publications and is talking of discontinuing others.

During the past year Canada has been supplying a very large share of New Zealand's print paper imports.

"It would seem that American manufacturers might be able to furnish a larger proportion of the paper stocks consumed in this country than they now do," Consul Winslow observes.

3 CENT PAPER NOT PROMISED.

A report was current in New York this week that the sales manager of the Canadian Export Paper Company, Ltd., Montreal, had stated that his firm would sell its 1918 output of news print at 3 cents a pound, f. o. b. mill. When THE FOURTH ESTATE asked for a confirmation or denial of the story, the following reply was received from J. W. Linahan, assistant to the general manager of the company:

"The report you have received regarding our making any statement regarding price of news for 1918 is incorrect. We have not made any such statement."

PAPER SURPLUS IN TAMPA.

The Tampa (Fla.) Tribune need not fear a paper shortage this winter unless Tampa is swept by fire and earthquake, for it has over 463 tons, or almost a million pounds of news print, stored in warehouses about the city. The Tribune explains this surplus over its normal excess store of four or five tons as caused by the probability of a tie-up in shipping along the Atlantic seaboard during the coming months.

The Mobridge (S. D.) Daily Tribune is the name of a new paper that has made its appearance here.

PUBLISHERS PAPER CO. OFFICERS.

A.N.P.A. IN FULL CONTROL. WITH PAPER EXPERTS AS "MEN ON THE SPOT."

The Publishers Paper Company, Inc., has now been completely organized to handle the output and products of the Anglo-Newfoundland Development Company, Ltd., and the Albert E. Reed Company, Newfoundland.

The stock of this company is all owned by the American Newspaper Publishers Association and officers have been elected as follows: President and treasurer, A. G. McIntyre; vice-president, Emil M. Scholz; secretary, Frank W. Fraser; manager, Morris W. Leahy; traffic manager, W. T. Robinson; manager manufacturing, A. A. MacDiarmid; chief accountant, A. J. Dacres.

The sale of the groundwood pulp has been disposed of to E. S. Bates, Coristine Building, Montreal, who is a pulp broker. The Publishers Paper Company itself will not handle the sales of pulp.

Manager Leahy was formerly chief engineer for the Powell River Company, Ltd., and manager of the Abitibi Power & Paper Co., Ltd.

Mr. Robinson was formerly manager of the mills at Parsons, W. Va., and at Chandler, Quebec.

Mr. MacDiarmid was formerly chief engineer for the Montreal Light, Heat & Power Company, the Bathurst Lumber Company, Ltd., and the Mattagami Pulp & Paper Company, Ltd.

Mr. Dacres was formerly accountant for Price Brothers & Co., and the Montreal Box Board Company.

In addition to this, a rail traffic man has been engaged, whose name has not yet been made public.

The entire control of the company is in the hands of the executive committee, of the committee on paper of the A. N. P. A. and the whole company will be operated to do the most good for the publishers of this country.

A number of small shipments of paper have already been received, and larger ones are following this month up to full capacity of the mill.

C. P. A. PAPER COMMITTEE.

The personnel of the special paper committee of the Canadian Press Association at present is as follows: P. D. Ross, Ottawa Journal-Press, chairman; J. F. MacKay, Toronto Globe; J. E. Atkinson, Toronto Star; John R. Robertson, Toronto Telegram; G. Fred Pearson, Halifax Chronicle; W. R. Givens, Kingston Standard; W. E. Smallfield, Renfrew Mercury; E. H. Macklin, Winnipeg Free Press; R. L. Richardson, Winnipeg Tribune; J. H. Woods, Calgary Herald; F. J. Burd, Vancouver Province; H. B. Donly, Simcoe Reformer; E. Roy Sayles, Port Elgin Times.

SAVE PAPER ON LABOR DAY.

New York evening papers have arranged not to publish on Labor Day. The paper committee of the American Newspaper Publishers Association urges the general adoption of this throughout the country. If generally accepted, this would save from 2,000 to 3,000 tons of paper, the committee says, which would be a wonderful help under present market conditions, and improve fall prospects for fair contract prices.

BRITISH PAPERS ASK RELIEF.

NEWS PRINT SELLING AT \$200 A TON—ATTITUDE OF THE PAPER COMMISSION.

An article in the July issue of the Circulation Manager and Advertiser, London, England, discussing the extreme high cost in England of news print paper, appeals to the British Paper Commission to modify the import licenses by increasing the amount of ground wood and sulphite to be imported so that a reduction may be accomplished in the present prices of news print paper to English publishers.

In support of publishers' demands the article gives the manufacturing cost at the present time of one of the largest and best paper mills in England, as follows:

"Sulphite at \$225 per ton, 35 per cent.	\$56.25
"Ground wood at \$125 per ton, 75 per cent.	\$93.75
"Cost of conversion.	\$42.50
"Total cost per manufactured ton.	\$192.50

"The foregoing figures are for the English ton of 2240 pounds.

"Add to this one-eighth of a penny per pound for profit and you have a selling cost to the publisher of over 83 cents per pound.

"As a matter of fact paper manufacturers have been charging even a higher price than this and the only recourse the publishers have had, up to the present time, is to appeal to the Paper Commission to grant relief in individual cases from these excessive profits above cost."

[Ed.—It is interesting to note that the British Paper Commission, up to the present time, has refrained from fixing generally the price of news print paper. Instead, they have operated as an arbitration board to prevent manufacturers in individual cases from securing excessive prices.]

DUTCH PAPER STOPPED.

The Amsterdam Endhoven Dagblad has been suspended for a week by the general commanding the Dutch province of North Brabant for publishing an anti-German article about the sinking of Dutch fishing vessels.

DES MOINES PRICES RAISED.

The Des Moines Capital has raised its mail subscription rate from \$3 a year to \$4 a year, and to 40c a month.

The Tribune made the same increase, and the Des Moines News increased from \$2.75 a year to \$3.75 per year.

Please an actor with a collar, cigar, trunk, make-up, remover, underwear, shoes or whatnot and he will demand that particular brand wherever he goes which is everywhere.

You can induce him to try your brand or make through the medium of an ad in

The BILLBOARD

and he will be favorably predisposed toward it when he tries it, because it was advertised in his paper. Actors are like that.

WEEKLY Member A.B.C. 25c a line
Circulation 40,000 Copies

The Billboard Publishing Co.
Broadway and 42d St., New York

POST-DISPATCH IN NEW HOME.

ST. LOUIS GRACED BY ARTISTIC STRUCTURE—NEW MACHINES INSTALLED.

The St. Louis Post-Dispatch has at last moved into the new Post-Dispatch Building—an eight-story structure of stone, steel and concrete—at 12th and Olive streets, in the center of downtown St. Louis.

The building, which has been in construction for more than a year, is the fourth home of the Post-Dispatch. The cost of the building and equipment—\$1,250,000—does not include the value of the ground, which is occupied under a 99-year lease.

Linotype machines and the office library, files and records were the only things moved into the new building from the building at 210-212 North Broadway, where the Post-Dispatch has been published for fifteen years.

New presses, stereotyping and photo-engraving machinery and furniture have been installed.

The first five stories of the building, except for a few storerooms on the first and second floors, are occupied by the Post-Dispatch. The floor area used by the Post-Dispatch, including the basement, sub-basement and mezzanine, is 85,565 square feet.

The remainder of the building, with a total floor area of 42,565 feet, will be rented. The building is so constructed that four more stories can be added.

The business office and the advertising department occupy the first and mezzanine floors. The first floor is artistically and elaborately finished in marble and bronze, thirteen varieties of marble being used.

What is said to be the only Belgian marble obtainable in the United States was used in the main lobby at the Olive street entrance.

In this entrance, before a background of black and white marble, stands a bronze bust of Joseph Pulitzer, founder of the Post-Dispatch, and later of the New York World. Over the elevator space is the Post-Dispatch platform, which was his message to the paper and to the public on the occasion of his retirement, in April, 1907, four years and a half before his death.

A most attractive place for visitors will be the glass-enclosed gallery, reached from the business office, which commands a view of the six presses in the basement. Five of these are octuple presses, for printing the daily Post-Dispatch and the news and want sections of the Sunday paper.

These five presses have a capacity of 11,200 pounds of paper and 4,000 pounds of ink and 3,200 pounds of stereotype plates. They can print 360,000 16-page papers an hour. The color press, which prints the comic and magazine sections, is to be installed nearby.

AD MAN AS PREACHER.

J. H. Pearson, advertising manager of the Grand Forks (N. D.) Herald, delivered an address recently in the First Baptist Church of Grand Forks on "The World's Awakening." Soldiers were specially invited to the address, which took the place of the usual Sunday morning sermon.

SHIPPING INFORMATION AGAIN TIGHTENED.

The Treasury Department has issued the following order to Collectors of Customs:

"The department is informed that there is a lack of uniformity in furnishing shipping information and statistics of imports and exports to business concerns and the press.

"It has been determined that no information in relation to shipping or statistics of imports and exports shall be given out by the Collectors of Customs. The entire matter of furnishing information of this character has been placed under the jurisdiction of the Secretary of Commerce, who will compile and publish all statistical information in regard to imports and exports."

MARYLAND OFFICERS.

At the annual meeting of the Maryland Press Association, composed of the editors of 123 weekly newspapers of Maryland, the following officers were elected: President, John E. Raine, Towson New Era; vice-presidents, R. H. Collins, Chestertown Transcript; and P. B. Englar, Taneytown Record; secretary-treasurer, W. S. McCombs, Havre de Grace Republican; board of governors, C. Francis Baughman, Frederick Citizen; E. O. Diffendal, Westminster; J. Walter Mitchell, La Plata Times-Crescent; Edward B. Powell, Ellicott City Times; S. E. Shannahan, Easton Star-Democrat; Joseph M. Street, Belair Democrat; and P. Watson Webb, Cambridge Record.

STEEL COMPOSING ROOM FOR N. Y. EVENING POST.

The New York Evening Post is completing the installation of a new equipment of steel furniture for its advertising composing room, bringing that department to a high state of perfection. The work was begun last spring and will be completed by September 1.

A standardized basis is provided for the entire department. The system is the latest creation of the Keystone Type Foundry. Every tool has its appointed place and so has every type. A coordination is secured which makes possible the highest efficiency. There are composing racks, imposing stones, galley racks, storage cabinets and other devices.

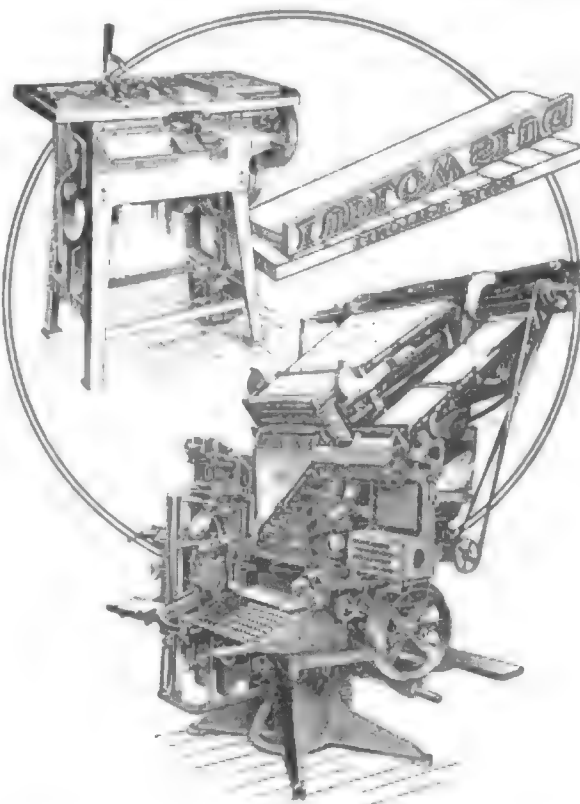
BUSINESS TROUBLES.

Clifford A. Williams, advertising solicitor, Times Building and 31 Nassau street, has filed a petition in bankruptcy, with liabilities of \$16,987 and no assets. The debts were contracted mainly in Los Angeles and San Diego, Cal., and Chicago, for money loaned and advanced.

Among the creditors are the City National Bank of Los Angeles, \$775; secured; Ewing & Miles, Inc., \$4,263; Williams & Cunningham, Chicago, \$2,700; Williams & Cornell, \$2,200; and A. H. Williams, Oakland, Cal., \$2,000.

TURNER IS WEEKLY EDITOR.

H. C. Turner has retired as editor of the Montgomery (Mo.) Leader, which is now owned by the Farmers' Bank of New Florence, Mo. He was succeeded by Charles Coleman. The high cost of publication forced the Leader on the market several weeks ago.



Linotype-Ludlow System An Absolute Necessity

The high cost of printing material, and the proportionate increase in advertising rates, has caused advertisers to "crowd" their copy. Therefore type larger than 42 or 48 point is seldom used. This makes it possible to get an entire advertisement on the modern Linotype with display lines on the Ludlow Typograph. The all-slug system of non-distribution not only is an economy, but this "crowding" of copy makes it an absolute necessity.

EDWARD E. CRAIG, Foreman.
CINCINNATI (OHIO) POST

THE **LINOTYPE** LINE

A 16-page Folder describing "The All-Slug Route to Profit." Write for a copy.

Mergenthaler Linotype Company
Tribune Building, New York

CHICAGO TORONTO SAN FRANCISCO NEW ORLEANS

ADVERTISING IN MEDIUMS OF FOREIGN COUNTRIES.

WHAT AMERICAN MANUFACTURERS MUST DO AND AVOID IN DEALING WITH INTERESTS ABROAD.

BY FRANK L. AMOS.

Manager, Johnston Overseas Service, New York

Americans are the most skilled advertisers in the world. They take to it as naturally as to baseball, and merchants in every country recognize our superior ability in using the printed pages to sell goods. Yet when it comes to advertising in local mediums abroad there are many Americans afflicted with the hallucination that there is some profound mystery to be solved, that one must possess hypnotic power and have the ability of a mind reader to carry on successfully a campaign in foreign newspapers.

But the same fundamental problems which are encountered in the conduct of any phase of export trade are met in foreign advertising. Just as in this country more detail required to reach ultimate consumers than there is to take care of distributors, so appealing with success to consumers abroad through their own local mediums requires a more exact analysis of the individual trade situation and the conditions under which publications operate in each country, than is required in handling matters where the distributor alone is involved, such as shipping, financing and contracting.

American manufacturers are slowly but surely realizing that when they have sold goods to merchants abroad they have only taken the first step in building up a permanent business. The merchandise must be moved rapidly off the counters and floors of our foreign distributors just as it must in this country, and as local newspaper and magazine advertising in the United States assists in the rapid movement of merchandise so the same kind of advertising abroad properly conducted produces satisfactory results. The use of local foreign mediums, therefore, is essential to the proper development and securing of increased profits from American export business.

One condition that makes foreign advertising more complex than domestic is the fact that the publications to be used are so far distant from the manufacturer and his advertising organization. When I was foreign advertising manager of the Studebaker Corporation's automobile division, I learned that my campaigns had to be planned and prepared long before the advertising could appear; that unless great foresight was used, entirely different conditions might exist when the printed arguments were read than were in the mind of the writer some three or four months before, when he prepared his copy.

This condition arises when products which change types and models periodically are being advertised. It has frequently happened in advertising motor cars abroad, that when the advertisements finally appeared in the newspapers, after the manufacturer had brought out new models and shipped them into the same territory where old models were being advertised.

Not only must a copy-writer possess a huge bump of foresight, but he must have information from the production manager and the engineers which will enable him to prepare copy that will be suitable anywhere from three to nine months after the day it leaves his hands.

In a foreign newspaper campaign every possible detail must be planned in advance. The production situation at the factory for several months

to come should be known. Local trade conditions in each country abroad should be understood. The customs of the country, the types of people and their purchasing power should be considered.

When the possibilities of marketing successfully a given product in certain countries have been determined in the light of all these essential facts, then if a definite foreign advertising policy covering an extended period is formulated and a program evolved, a budget can be placed before the directors which justifies a foreign advertising program and on the strength of sound sales argument properly supported by figures in that budget, an appropriation usually can be secured.

I have heard export managers and salesmen complain bitterly about the lack of co-operation and interest among executives, and there is ground for such complaint in many quarters, but my experience has convinced me that executives are merely human that they want "to be shown," and unless the export manager can "give a reason for the hoe that's within him" and support that reason with facts which will stand analysis, he is hardly justified in his complaints.

And to get those facts a busy export manager needs the same high type of advertising assistance and counsel as his domestic co-workers have in their field. Need of such counsel can best be emphasized by relating the experience of one manufacturer who desired to build up a foreign business quickly.

IGNORANCE OF FOREIGN MARKETS.

This manufacturer had an advertising manager who had achieved success by using large space in local newspapers all over the United States. While neither of them had previously attempted to handle any phase of export merchandising the success of their methods here convinced them that the same methods would produce similar results abroad.

The advertising manager was instructed to prepare copy for a page advertisement to appear simultaneously in the leading newspapers of every foreign city of 50,000 or more

inhabitants. A domestic agency was directed to select the newspapers.

Closely written text, much of it in 8 point type, filled a page such as required by the average 7 column wide, 21 inch deep domestic newspaper. The orders and the copy went forth and the manufacturer began congratulating himself in advance on the immense volume of business and profit that must result.

There were cities in Germany and France where local competition made the sale of that manufactured article an impossibility, but the advertising appeared and was looked upon locally as a curiosity. The order reached certain cities in India at a season when no one could be interested in such an article yet the big page advertisement appeared in a number of Indian news papers.

The text was so small that a microscope was needed to read it, and New Zealanders are noted for their dislike of small type display advertisements, yet that page appeared in several New Zealand publications.

When some of the papers in Latin American cities received the order and the big copy their astonishment knew no bounds. They had never had even men such a large newspaper advertisement. When set up in the smallest type they possessed it would have occupied at least two pages. Many of these newspapers did not have enough type of any description in their establishment to set up so much copy and, as no electrotype was furnished we can imagine the situation.

Furthermore, the labor involved was too great a strain upon the nerves of these publishers. The result was that in very few places throughout Latin America did this advertisement appear. In this case the omission proved a blessing and a great money saving to the manufacturer.

At the same time orders for this page were given to newspapers in cities where the population was from 60 to 75 per cent illiterate and where under conditions as existed then, it would have been impossible to have sold and used enough of the product to pay for the advertising. As it was, enough publications the world over were induced to accept the advertising to run the cost over \$50,000, and after the entire campaign was completed it was impossible to figure out then or any time in the future where anything but serious harm had resulted.

Another essential is a knowledge of the different customs and racial prejudices of every country where you want to advertise. I have known of American advertising sent to Norway where the colors red, blue and yellow were used in designs. Red blue and yellow are the national colors of Sweden, and such a combination is not popular in Norway.

Some have insisted on sending Spanish advertisements to Brazilian publishers, not realizing that Spanish is looked upon by the average Brazilian with as much fear as English is in Germany. It is true that more educated Brazilians can read Spanish, but their pocketbooks do not open readily to an appeal in a language which arouses racial prejudices and insults their patriotism.

Another factor to be dealt with in handling advertising in local mediums abroad is the lack of up-to-date equip-

ment in the plants of most foreign publications located in the smaller cities. The newspaper situation in those cities is similar to what it used to be in this country.

Except in the larger cities, foreign publishers are far distant from well equipped electrotype foundries and engraving plants. In many cases, such as are available give very slow service, the workmanship is mediocre, and they charge excessively high prices.

Where they are weak in mechanical equipment they are even worse off for the lack of skilled mechanical assistants, and to add to our troubles their business staffs quite frequently are easy going, and according to our standard, incompetent.

But there is a large and profitable business to be secured through such advertising, and Americans who desire a good share of this patronage must take the necessary steps to avoid the delays and mistakes this condition produces, by having everything possible done in advance in this country and making it extremely easy for foreign publishers to handle the advertising. Such a procedure not only makes more sure the insertion of your advertising at the time and in the manner, you desire, but goes far towards securing the good will of the publisher.

The good will and co-operation of overseas publishers is even more valuable than at home. I recall one experience which is typical of many, where a short-sighted policy of sticking too closely to the technical requirements of the order caused almost irreparable damage to the sale of the product which was being advertised.

An American manufacturer ordered some advertising in a Latin American publication. The advertising appeared, but when the voucher copies and records were checked up it was found that some details which were not of vital importance had been overlooked by the publisher. The advertising department of this American concern had always been in the habit of checking up every detail closely and requiring both the agency and the publishers to meet the letter of the law before payment was rendered.

This practice was followed in the foreign advertising and here again the difficulty of long distance communication aggravated the situation. The manufacturer refused the agency payment and the agency passed the word on to the publisher. The publisher could see no reason for the arbitrary ruling. The advertising had appeared, it had been commented upon favorably by readers, and he knew that good business had resulted.

The publisher's pride was hurt. His anger was aroused, and although later part payment was offered, the publisher printed a scathing denunciation of both the advertising agency and the manufacturer and called on all his countrymen to avoid dealing with these Americans whom he termed dishonest. This manufacturer's prestige and business suffered severely, but he had practically no local recourse, and through no fault of inferior quality his product was for a period boycotted.

I know of one American who desired to advertise in South Africa, India and Australia and employed an organization to handle the business. The agency submitted a contract to

these publications, which specified a series of thirteen advertisements and accompanied the contract with copy for one insertion.

It is quite customary in British Colonial countries, just as it was some years back in this country, to run the same copy a number of times without alteration. Because of this custom English papers quote rates on the basis of six, thirteen, twenty-six insertions, and so forth. Out of about forty newspapers included in this campaign twenty-five interpreted the order as instructions to run this one piece of copy thirteen times, and proceeded accordingly.

Copies of the papers showing the advertisements did not arrive in this country until all thirteen insertions had been run, and the agency was billed for the thirteen insertions. The manufacturer had ordered only one and had intended to follow it up with one more. The agency instructions, while ambiguous, were such that it could not be held legally responsible for the thirteen insertions.

The publishers, therefore, turned to the manufacturer and demanded payment. Some of them brought suit in the local courts and on the ground that the advertising had been of great benefit to the manufacturer they secured judgment. The manufacturer in order to continue doing business to any degree of satisfaction in these sections involved was finally compelled to settle a number of these claims. As it was, he suffered a loss of prestige and a considerable loss of business, in every community where the antagonism of publishers had been aroused by this misunderstanding due originally to incomplete and ambiguous orders.

COURTESY ESSENTIAL ABROAD.

Bluntness and lack of courtesy are practices which American publishers will stand but which greatly antagonize the average foreign publisher particularly in Latin-American countries. I recall an experience where a third party, who was acting as salesman for the manufacturer, was involved. The instructions to the publisher were to submit proofs to this salesman for final approval. The instructions were followed out, the salesman gave his O. K. and the series ran as per schedule.

Toward the end of the campaign the salesman took the publisher severely to task because prices quoted in some of the advertisements had not been changed to conform to revised quotations which this salesman had received from his home office, but about which he had neglected to notify the publisher.

Such a case in this country would be decided on its merits, and could

have been there, had it not been for the harsh manner in which the representative treated the publisher. This Latin-American publisher was possessed of great dignity and he felt that his honesty had been questioned. Eminently courteous in all his dealings he politely but firmly refused to accept any more of that company's advertising.

The result was that though a new representative was soon sent, the discourtesy of the discredited representative lost the American manufacturer the good will of the leading publisher and the value of the best advertising medium in that country.

Truth telling in foreign advertising is another prime essential. American business men as a whole are as honest as Europeans and our manufactured products certainly average just as high in quality. Yet in our great enthusiasm to present the merits of our wares we are frequently inclined to put elaborate expressions in print, which when taken literally cause suspicion and in the minds of foreign friends reflect on our honesty.

"Use this famous massage cream" advertises one manufacturer, "and wrinkles of forty will give way to the pink skin of babyhood."

Translate that and insert it in a foreign paper and the unsophisticated reader will be tempted to try it, which, of course, is the purpose of the advertisement. When the same old wrinkles remain, a little softened perhaps but wrinkles still, the customer decides that Mr. American is a thirty-third degree liar.

An argument in modest, conservative language, in fact an understatement rather than an over-statement, is always preferable in advertising to the Englishman or to prospects in the English Colonial sections.

Any advertising that appears in Latin papers should be prepared originally in the simplest and most conservative English that can be easily understood and not readily misinterpreted.

Many of our figures of speech which we use to good advantage in our domestic advertising cannot be properly interpreted into French, Spanish and Portuguese, and when such arguments are translated into these Latin languages they appear ridiculous.

WHEN IN ROME, ETC.

It is often hard for the American business man who has not given attention to foreign advertising to recognize as good practice the methods and types of advertising which prevail abroad.

I have placed advertising in native Chinese papers where I have had to take for granted that the voucher copies submitted contained something which had a faint resemblance to the original copy sent. This situation will naturally be rapidly improved as our business relations with the Orient increase.

I have seen perfectly good copy garbled and finally printed in a condition which had but little resemblance to the original, when such a condition could have been avoided had the proper steps been taken at this end to supply that copy in electrotyped form.

I have had designs prepared and used in Russian papers which to the casual observer bore no resemblance to the original, in fact looked more like the carvings of an Egyptian

hieroglyphic artist than a sane advertisement, yet the results obtained proved that the methods used were the best for that territory.

I have had experiences with various sizes and types of advertisements placed in Latin-American publications which have led me to realize that the life of a foreign advertising man is a rocky road but one which is full of real romance when he is able to look beyond the drudgery and extra care necessary in handling all details and can see as a result of his efforts the success in well earned prestige and profits which comes to the wide-awake progressive Americans who have the right kinds of goods to sell and advertise them properly in local mediums abroad.

CHICAGO MAYOR'S ALLY RUN OUT OF AURORA.

William Stocker, a cement contractor of Chicago, has been ordered out of Aurora, Ill., because he has been circulating in Aurora a weekly newspaper published in Chicago which is said to have the backing of Chicago's mayor, William Hale Thompson.

The order of the committee to stop circulating the paper was accompanied by a warning to Stocker not to return. Stocker promised to quit his activities and leave after explaining that he was not being paid for the work, but was circulating the paper because of his friendship for Mayor Thompson.

One paragraph in the paper which aroused indignation read: "All you have to do is to get Congress to declare war, hogtie the newspapers, muzzle the people, conscript an army, make the President one of these here 'pooh-bahs,' and then it will be 'King Woodrow'."

NEW YONKERS EDITOR.

John J. Nutt has become associate editor of the Yonkers (N. Y.) Statesman, succeeding the late Edmund Cecil Hubbell. For several years he has been managing editor of the Record & Guide, New York, a real estate and building paper and prior to that was for ten years associate editor of the Newburg (N. Y.) Daily News. He was at one time city editor of the Kingston (N. Y.) Freeman and is well known in civic and editorial circles in New York and along the Hudson Valley.

SAFE AND SANE IN JERSEY.

Progress along lines down by his predecessors in office is the program of W. A. Sweeney, editor of the Red Bank Standard and the new president of the New Jersey Press Association. Practical programs will be discussed both at the mid-winter meeting and at the editorial outing in the summer and the legislative committee will keep a sharp eye on the state house at Trenton for statutes affecting the newspaper business.



W. A. SWEENEY.

Mr. Sweeney has been a newspaper man for over twenty-five years, starting at the case when he was twelve years old. He says he had to stand on a plate box of the American Press Association to reach the case, but he stuck to it and stretched both limbs and brain. He became local editor of the Atlantic Highlands (N. J.) Journal before he was twenty-one and then spent nine years on the staff of the Red Bank Register before becoming editor and owner of the Red Bank Standard.

The Somerset (Wis.) St. Croix County News is the name of a new paper edited and published by G. G. Gale.

INTERTYPE

"The BETTER Machine"

Model A

Single Magazine

\$2100

Model B

Two Magazines

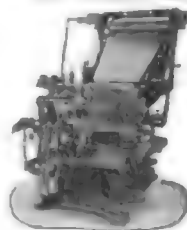
\$2600

Model C

Three Magazines

\$3000

Side Magazine Unit, Applied Before Shipment, \$150 Extra



About April 1st we refused an order from a publisher who was ready to buy an Intertype, because his foreman was not convinced that we had "the better machine."

This surprised the foreman so much that he thoroughly investigated our claims for the Intertype—and today an Intertype is running in this plant, backed by the foreman's unqualified endorsement.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

A Short Story:

DETROIT SATURDAY NIGHT

—gained 35% in Advertising and Circulation in 1916

NOW IN ITS ELEVENTH YEAR

Represented by G. Logan Payne Co.
New York. Chicago. Boston. Detroit

WHY A NEWSPAPER NEEDS A SERVICE DEPARTMENT.

PUBLISHER SHOULD AID ADVERTISER TO SELL HIS GOODS, FOR GOOD BUSINESS AND PROTECTION.

BY W. J. MERRILL,

Western Advertising Representative, Chicago Tribune.

Starting from an almost indefinable and vague something that has been hammering at the door seeking recognition for a number of years, "service for advertisers" has at least reached a point where it is one of the most important questions confronting newspaper publishers today.

For the purpose of getting the principles involved in the maintenance and operation of a service department clearly stated I want to briefly go into the fundamentals, or the why, of such a department.

We have had a great many talks with newspaper publishers from all parts of the United States. They have come into our office in an attitude ranging from the man seeking advice and information to one man who actually demanded an explanation for starting something that he claimed was making it harder than ever to secure business. We consider both of these extremes as a compliment.

The first one is obvious.

The other one we are more proud of than almost any experience that has come to us.

This man's attitude convinced us more than any other one thing that the principles we, at the Chicago Tribune, believed in as applied to newspaper service were somewhere near the right direction for the good of newspaper advertising and its establishment where it belongs at the head of a long list of advertising mediums.

Personally, I do not believe that the service rendered by any publisher should be extended with the feeling that it is something advertisers demand, or that the publisher has been forced to give. Theoretically a publisher has carried out to completion his share of the bargain when he has furnished advertising space in a paper that has a good clean circulation at a price commensurate with the number of its readers. Therefore, service as it is understood today in connection with newspapers, is not an additional quantity that the publisher must throw in for good measure.

However the right kind of service—a constructive service—is a matter of good business for any newspaper publisher. There are at least two reasons why this is so.

First, as a matter of self-protection to the publisher himself, and,

Second, for the purpose of increasing business.

If you will analyze these two reasons you will find that service should be rendered, for the good of the publisher, and for him alone—not because the advertiser demands it. And furthermore, if service is rendered with this idea in mind the publisher will find that the unreasonable demands now made upon him, which in most cases simply mean cutting rates, will be eliminated entirely.

SERVICE AS SELF-PROTECTION.

There is a disposition on the part of advertisers and advertising agents that has become so apparent that it can almost be expressed in the form of an axiom.

It is that *newspapers are judged by their failures and not by their successes.* There is not a man who does not sincerely believe that the publication he represents will produce returns proportionate with the cost of space for any advertiser whose business he will accept.

However, in cases of failure nine times out of ten, the advertiser places the blame for the failure of his ad-

vertising campaign upon that publication carrying his business. He overlooks the fact that in the majority of cases, the actual blame for the failure of the campaign is solely the fault of his own organization.

One of the most common causes for failure is the lack of proper distribution of the product being advertised; or it may be that the article offered for sale is not delivered to the consumer in such shape that it will give satisfaction; again it may be that the article advertised does not offer a fair margin of profit to the jobbing and retail trade; or it may be that the manufacturer has not made adequate arrangements to get his product into the hands of the retail trade by the time that the demand is created through advertising.

These are but a few of the many items that go to make the success or failure of an advertising campaign. And yet, regardless of whether the blame be placed upon the failure of the manufacturer to sufficiently provide for any one of these causes, he still is of the opinion that the pub-

lication used to carry his advertising has not produced results.

Now, I realize that the average publisher will find it hard to understand just why he should pay any attention to problems such as these, which, by all that is right, should be the concern of the manufacturer and his advertising agency.

Yet these conditions do exist and I venture to say that, if you were to investigate to determine the reason for the failure of a campaign in any publication, you would find it to be traceable directly to some cause other than the failure of the advertising itself to produce results.

Therefore, it is true that newspapers are judged by their failures and not by their successes and that it is the attitude of advertisers that the newspaper is to blame for failure to produce regardless of the circumstances, then it strikes me that one of the first and most important reasons for service to advertisers is a matter of self protection for the newspaper publishers.

If we believe that our paper will produce results if properly used, in other words, given an opportunity to produce, then obviously it is up to us to see that it is used right.

SERVICE FOR INCREASING BUSINESS.

And here is the second reason for service to advertisers. One of the biggest fields from which to secure advertising income increases, is from national advertising. All of us know that the one best way for a manufacturer to gain a 100 per cent consumer attention and 100 per cent distribution for his product in a given city, is by the use of newspaper advertising space.

Unfortunately however, not all manufacturers believe as we do. Therefore, in order to develop increased business in the foreign field, it is necessary to convince manufacturers and their advertising agents.

The publisher's representative, when he goes out to sell space, must be in a position to talk intelligently to manufacturers about the market and conditions in the market to the end that he will be able to give an absolute and conclusive reason why his particular newspaper can produce results for that manufacturer.

He should be able to talk intelligently about the number of people of the class there are in his market that can afford to buy the product.

He should be able to talk intelli-

gently about retail and jobbing conditions.

He should be able to give a fairly good summary of what the competition will be.

He should be well equipped to demonstrate to manufacturers just how much circulation he has in the market and how thoroughly it covers the class of people that can be expected to buy the product under consideration. In other words, he should know his business.

And how is this representative going to know his business? Why, it is simply by having a service department available, whether it consists of one man or twenty-five men that all analyze the market and equip him with all the necessary information that he may go out and intelligently present not only his market, but his newspaper.

Newspaper publishers have too long failed to grasp the situation. Other advertising media have noted the inclination on the part of manufacturers and their advertising agents to eliminate the "hot air" and "blue sky" that has heretofore been used in connection with the selling of advertising space.

As I see it, it is simply up to newspaper publishers to determine whether or not they want to carry national advertising. If they do, then I believe it is high time they were adopting and putting into force good, sound businesslike methods. I know of no other system or efficiency method that would produce greater results in return for the investment than a properly organized and handled service department.

The more newspapers there are in this country who are rendering an intelligent and constructive service, the better off we will all be and the sooner newspapers will occupy beyond all question of a doubt first place in the minds of advertisers.

I have given what I call the two major reasons why the newspaper publisher should render service to advertisers. Both of the reasons advanced are in reality exactly the same thing, and that is because it is good business.

And now to get down to the discussion of maintenance and operation. I believe all realize that the operation of a service department for a newspaper in a city like New York, Philadelphia, or Chicago, would not be the same as that required for a newspaper in cities like Peoria, Ill.,

(Continued on Thirty-first Page.)

THE SERVICE DEPARTMENT'S FUNCTION

- | | | |
|-------------------------------------------------------------------------------------------------------------------------|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (a) To furnish information regarding the market for manufacturers, their advertising agents and its own representative. | 1. Analysis of Population | (a) Purchasing power
(b) Nationalities
(c) Location of classes |
| | 2. Dealer Information | (a) Number in each line of business
(b) Location according to class of population |
| | 3. Analysis of Market Conditions | (a) Attitude of trade toward advertised product
(b) Trade investigations
(c) Recommendations for sales and advertising campaign based on market information |
| | 4. Analysis of Circulation | (a) Class of readers
(b) Where it goes
(c) Comparison with population |
| (b) To assist manufacturers in opening up the market. | 1. Advice on Selling Plan | (a) As to proposition to the trade
(b) Character of campaign, and size of space
(c) Application of experiences of Service Department |
| | 2. Assigning Salesmen | (a) Division of market into units
(b) Guiding salesmen into proper sections
(c) System for checking up salesmen |
| | 3. Assistance to Salesmen | (a) Selling dealers on advertised products
(b) Establishing a recognition of the publisher as a sales producer
(c) A clearing house of information relative to retail problems |
| | 4. Trade Lists
5. Dealer Work | |

BOOKS USEFUL TO EDITORS AND ADVERTISERS.

"QUESTIONS IN TYPEWRITING, BUSINESS ENGLISH AND OFFICE PRACTICE," by Isaac Price, A. M.; Hinds, Hayden & Eldredge, Inc., publisher.

The Progressive Series of Regents Question and Answer Books furnishes abundant material for drill, test and review of various subjects required in civil service, college and regents examinations. This particular number should be particularly valuable as a brief text-book in the training of clerical office organizations.

"TWENTIETH CENTURY BOOK-KEEPING AND ACCOUNTING," by James W. Baker; Southwestern Publishing Company, publisher.

A treatise on modern bookkeeping, accounting and business systems. Proper practice work is suggested for the application of the principles presented. The student is primarily considered in the preparation of this text.

"HOW TO USE A LIBRARY," by Louise Connolly; Elm Tree Press, publisher.

"A course of study for those who wish instruction that will help them to help themselves, their pupils or their children." This statement by the author indicates only a part of the broad field of usefulness for this manual. Utilization of library facilities as a source of modern commercial information is rapidly developing, and business organizations can well afford to investigate the possibilities of adding to their staff the local library.

"STABILIZING INDUSTRIAL EMPLOYMENT," published by the American Academy of Political & Social Science.

The annals have always been well edited and representative of the aims and ideals of the academy. This particular number (May, 1917) is in our opinion the most notable contribution yet made to the technique and methods of the new science of labor standardization, and should be carefully studied by all employers of labor in order that the increasing complexity of the war-time employment situation should not find them lacking in a knowledge of the fundamental factors of personnel betterment.

"THE SOCIOLOGY OF RURAL LIFE," published for the American Sociological Society by the University of Chicago Press.

Includes the papers and proceedings of the eleventh annual meeting of the American Sociological Society. The general subject for this meeting is discussed from every viewpoint by those who represent the scholarly and scientific attitude toward social problems.

"WORKMEN'S COMPENSATION," by J. E. Rhodes. 2d; Macmillan Company, publisher.

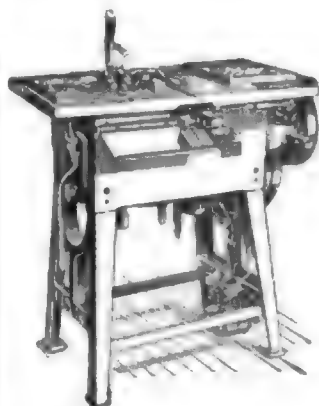
A brief history of the Workmen's Compensation movement in this country, and an outline of the principles on which the system is based. Copious references to the literature of this movement are given so that the stu-

Save Your Print Paper

A large percentage of roll breakages is due to excessive impression to bring up low type. This results in a tremendous waste of print paper. *Ease up your impression by using*

Ludlow Typograph

slugs, which are type-high and will not give down under any method of matrix making. There are no low letters.



W. R. HASTINGS, President of the LYNN (Mass.) ITEM, says:

"Since we commenced using the Ludlow machine the breaks in the paper roll are less frequent, which saves a considerable amount of waste paper."

Send for Ludlow Literature

MERGENTHALER LINOTYPE CO.

Sole Selling Agents

Tribune Building, New York
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

dent of the subject who desires to make a deeper study has the references given him for that study. The digest of the present laws in force in each state gives the book an added reference value.

"MONEY—WHAT IT IS AND HOW TO USE IT," by William R. Hayward; Houghton Mifflin Company, publisher.

One of the reasons why this book has been written is to help young people to become thrifty. The explanations are direct and simple, and by means of a sufficient connection of the subject with history and economics the volume is made of a wider interest than any mere business compendium.

"HOW TO LIVE ON THREE MEALS A DAY," by R. L. Alsaker, M. D.; Frank Morrison, publisher.

A book of food facts showing in a common-sense way how to reduce the cost of good food and increase the pleasure and profit of eating.

"THE HUMAN SIDE OF BUSINESS," by Frederick Pierce; Frederick Pierce & Co., publisher.

The ideas outlined portray a phase of business that from a practical point of view is as important as any of the others. It is the human side—and is discussed without needless

theorizing. While the book falls short as a literary work, it is based upon broad experience and on that account may help to supply an existing deficiency.

"FUNDAMENTALS OF NAVAL SERVICE," by Commander Yates Sterling, U.S.N.; J. B. Lippincott Company, publisher.

"Fundamentals of Naval Service" has been prepared to serve as a manual to those of our citizens who are interested in the United States Navy and who may choose to serve their country on the water. An excellent bibliography is added, furnishing a means to those who desire to add to the foundation work which can be completed by careful study of this excellent handbook.

"EGGS IN A THOUSAND WAYS," by Adolph Meyer; John Witty, publisher.

This recipe book presents in condensed form, but easily worked out form, a multitudinous manner of ways of preparing and serving eggs.

"OUR FLAG AND ITS MESSAGE," by Major James A. Moss, U.S.A., and Major M. B. Stewart, U.S.A.; J. B. Lippincott Company, publisher.

In a most appealing manner have the authors and publishers combined their efforts in producing this mes-

sage to patriotic Americans. It gives the history of our flag and includes the text of President Wilson's message to the American people. All the profits of the sale of this book are devoted to the American Red Cross.

"THE FILING DEPARTMENT," by J. Arthur Cramer; Bankers Publishing Company, publisher.

This work is not addressed to the file clerk exclusively, but rather to all who have anything whatsoever to do with correspondence. The subject matter is based on a study of bank correspondence, but the reader will find an application to general correspondence.

"FOOD FOR THE WORKER," by Frances Stern and Gertrude T. Spitz; Whitecomb & Barrows, publishers.

The authors have prepared menus for seven weeks, with tested recipes giving food values and costs for the dishes included in the menus. A food price index brings the cost figures up to date.

"OUTLINES OF ENGLISH AND AMERICAN LITERATURE," by William J. Long; Ginn & Co., publishers.

Gives a brief, clear-cut presentation of the great men, the great books and the great periods of our literature.

"RETAIL BUYING," by Clifton C. Field; Harper & Bros., publishers.

A thoroughly practical book on a subject which has not received adequate attention. The author has a wide experience and competently discusses modern principles and practice in both country and city stores.

"FORM CONCRETE," by K. J. T. Ekblaw, M. S., M. E.; Macmillan Company, publisher.

In the preparation of this manual on form concrete the writer has endeavored to treat this particular phase of the subject in a simple, non-technical, and at the same time a reasonably comprehensive manner, so that a study of it will lead to a clear understanding of actual requirements for successful work. The most inexperienced layman will find clear guidance for the production of satisfactory results in concrete construction.

"THE HEALTHFUL HOUSE," by Lionel Robertson and T. C. O'Donnell; Good Health Publishing Company, publisher.

"A house that gives the body all the fresh air that is needed, that provides for the right temperature and that reduces labor to a minimum; a

NASSAU QUALITY METALS

ALWAYS UNIFORM
ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
608 West 29th Street NEW YORK

house that will keep the mind tranquil and rested without jarring on one's feeling for the beautiful—here is the healthful house." To teach the reader how to attain this ideal is the aim of the authors. To those who are contemplating building, buying or decorating homes the book is an informative store of useful knowledge.

"OUT WHERE THE WEST BEGINS," by Arthur Chapman; Houghton, Mifflin Company, publishers.

Genuine songs of the West are these. They sing of the homely and simple—noisy and happy characters—a type fast disappearing from the old "cow country." But the hills are not changed—the plains are not changed—and these verses will bring to many the fascination and charm of the land "where the West begins."

"HANDBOOK OF LABOR LAWS OF NEW YORK," compiled by Katherine Anthony for the Brooklyn Auxiliary of the Consumers' League of the city of New York.

The purpose of this handbook is to give a summary, relatively complete and comparatively brief, of the Industrial Laws of New York State. Only those whose work has been hampered by the lack of such a compilation will appreciate how admirably this clearly written and well indexed book fulfills a definite requirement of New York State employers of labor.

"THE CANDY COOK BOOK," by Alice Bradley; Little, Brown & Co., publishers.

However little interest one may possess in the "gentle art of cookery," this one branch of the science, at least, appeals to every person with a sweet tooth. The recipes are wholesome and the directions are so clear that the veriest amateur may be confident of obtaining good results.

"THE MORALS OF MONOPOLY AND COMPETITION," by Homer Blosser Reed, Ph.D.; George Banta Publishing Company, publisher.

The Federal Trade Commission Act distinctly forbids "unfair methods of competition," but fails to define and limit the term. The ensuing interest is responsible for a new study, and this essay is a part of the meagre literature on the subject.

"KITCHENETTE COOKERY," by Anna Merritt East; Little, Brown & Co., publishers.

The results of what appears to have started as an interesting experiment in kitchenette operation are herein detailed by a former new housekeeping editor of the Ladies' Home Journal.

"THE ENGLISH SPEAKING PEOPLES," by George Louis Beer; Macmillan Company, publisher.

The qualities of Mr. Beer's work—the painstaking care, the scholarly presentation and the vigorous conviction—have brought to him recognition as one of the authoritative historians of our country in pre-revolutionary days. These same qualities are apparent in this latest essay, proposing a cooperative democratic alliance of all the English-speaking people and championing the proposal brilliantly and convincingly. Perhaps Mr. Beer has only taken us part of

the way in hopeful prophecy of the world policy after the war. But the prophecy is appealing—and that alone would recommend this book to those who are interested in the future vital diplomatic and commercial relations of the world powers.

"THE PHYSIOLOGY OF FOOD AND ECONOMY IN DIET," by W. M. Bayliss; Longmans, Green & Co., publishers.

This little manual has arisen from a course of public lectures given at University College, London, and serves the admirable purpose of explaining the essential facts of the science of nutrition—in a simple and elementary manner. Special note must be made of an accurate and unemotional discussion of the food value of alcohol.

"SUCCESS IN THE SUBURBS," by John R. McMahon; G. P. Putnam's Sons, publishers.

In these times, when "a square foot of garden may mean a bouquet of carfare," and when every suburbanite is finding a profitable pleasure in developing the self-supporting features of his house—surrounding plot of ground, it seems timely that a book appears on this new subject.

"THE BOOK OF SAUCES," by C. Herman Senn; John Willy, publishers.

Contains more recipes for sauces, and probably more information of a general nature regarding their use than has ever before been gathered in a single volume.

"THE HOME VEGETABLE GARDEN," by Adolphe Krubm; Orange Judd Company, publisher.

Neither too technical nor too theoretical, this little handbook aims to convert would-be gardeners into true gardeners and to interest others in the subject of home gardens. The years of experience of the author well fit him to be a splendid adviser in vegetable culture.

"THE VALUE OF MONEY," by B. M. Anderson, Jr., Ph.D.; Macmillan Company, publisher.

The author's treatment of this abstract branch of economics is the result of investigations which have run through a good many years. Primarily an advanced treatise developing the economic beliefs of the author it is not without a wider value, and should interest bankers and business men who are interested in the general problems of money, trade, speculation and credit.

"A THOUSAND WAYS TO PLEASE A HUSBAND," by Louise Bennett Weaver and Helen Cowles Le Cron; Britton Publishing Company, publisher.

A novel attempt to get away from the stereotyped method of compiling a cook-book. It should be well worth while for the woman who has to puzzle over the culinary problems of a small family.

"THE PRACTICAL COOK BOOK," by Margaret W. Howard; Ginn & Co., publishers.

Household economy is so much more important in these food conservation days of war times that this book of tested and economical recipes will be welcomed by those endeavoring to reduce and eliminate the needless food wastes.

NEWS PRINT INDULGENCE A BLOW TO PUBLISHERS.

EDITOR THE FOURTH ESTATE.

SIR: Since the beginning of the present war the spirit of conflict has been generally manifest. The controversy which has been so prominent between the newspaper publishers and the manufacturers of news print almost reaches a point of open strife.

The existing state of affairs is certainly, from several viewpoints, greatly to be regretted. To my mind, however, the present stand upon the part of the manufacturers of news print is very largely due to the over-anxiety on the part, or I might say, over-progressiveness upon the part of the newspaper publishers of the United States and other countries. Especially is this true of the newspaper publishers of the United States.

The germ of circulation volume entered the "progressive thought" of publishers years ago. This germ was generally productive, the result being bigger newspapers for the reading public and an almost universal reduction in price.

The outcome of this magnanimous effort of the newspaper publishers was a general developing of daily reading interest, a point which is to be highly commended and which has undoubtedly had an uplifting tendency.

But, in the long run, as time progressed and the demand for the daily newspaper increased, it opened the way to the manufacturers of news print to stimulate prices, which they have undoubtedly done.

A few years ago a newspaper publisher could shop before closing his contract for his news print supply.

The mills wanted the business, every one needed his contract and figured on it. I bought news print, during my management of the New York Morning Journal, at the bed rock price and paid my newspaper bills upon a weight production plan.

That is, the paper had to produce the number of sheets contracted for, according to weight, or a deduction for over-weight was made.

Now the mills have the upper hand and the publishers, the knowledge that to their over-desire for circulation, is due the present condition. A general combined move upon the part of the newspaper publishers should be made to increase the selling price and at the same time reduce the size of newspapers.

The movement towards the increase in the price of the daily newspaper has become general. In most all of the large cities the price of the daily has been increased. This has been done most advantageously.

Naturally increasing the price of newspapers will necessitate a falling off in point of circulation. This falling off, however, will not lessen, but should strengthen, the selling force of the newspaper to advertisers. The increase in price eliminating "circulation duplication" will bring about a TWO—Aug. 6

thorough concentration of reading thought upon the preferable newspaper.

If a strong "sane circulation desire" wave would thoroughly sweep the country, duplication would stop, the demand would be rational. This result accomplished, newspaper publishers would again enjoy the feeling of walking on firmer ground.

Facing the situation as it now presents itself, taking into careful consideration the increase in the second class postage rate, it certainly looks like a financial necessity, not only to increase the selling price of newspapers but to economize as largely as possible in the use of news print.

Rigid methods upon the combined part of the publishers, to curtail the use of news print, which can certainly be accomplished without detracting

from the news quality or selling power value of the newspaper—should be recognized as a business debt due the newspaper property, a debt which if fully and justly liquidated will place all newspaper properties upon a sound financial working basis.

EDWIN T. JONES.

"BOSS" LORD FOR CENSOR.

EDITOR THE FOURTH ESTATE.

SIR: If we must submit to censorship of news, why not have a news man at the head of the censorship board? George Creel is all right, but without experience in the handling of news as news.

If he is to be succeeded, as now seems possible, why not have him succeeded by such a man as Chester S. Lord, former managing editor of the New York Sun. He would meet every requirement and I am sure his nomination for the place will be endorsed by every newspaper man in the country, including Secretary Daniels.

GEORGE H. CLEMENTS.

BOON TO SPACE BUYERS.

EDITOR THE FOURTH ESTATE.

SIR: We find your National Directory of Special Representatives very beneficial in our work and it should naturally be so for all space buyers. JUSTIN F. BARBOUR, Barbour's Advertising Rate Sheets, Inc., Chicago.

*Finest
Quality*

FELT PRESS and MOULDING BLANKETS

*DIRECT
from Factory
to Newspaper*

at

ONE PROFIT

*Write for prices to
Newspaper Dept.*

**Chas. W. HOUSE
& Sons**

UNIONVILLE, CONN.

HOW TROOPS WILL GET THEIR MAIL.

POST OFFICE ISSUES RULES ON ACCEPTABLE MATTER AND ADDRESSING.

The Post Office has issued the following rules regarding mails to and from American troops in foreign service.

Letters, newspapers and parcels may be sent at the domestic rates of postage to all soldiers and civilians connected with the American expeditionary forces in Europe. Parcel post will be sent at the eighth zone rate of 12 cents a pound, with a maximum weight limit of 20 pounds. This applies only to ordinary parcel post, not C. O. D., insured or registered parcels being handled. Every parcel post package must bear the sender's name and address, and postage must be fully prepaid.

Letters, papers and parcels should be addressed as shown below, and under no circumstances should the location or station of the unit, or the country of destination, be included in the address.

From:
Mrs. John Smith,
Blank Street,
New York, N. Y.

JOHN SMITH, JR.,
Co. X, Infantry,
American Expeditionary Forces

"Money orders may be sent at domestic rates.

"No money or valuables can be sent by registered mail.

"The domestic rate of postage will apply on all letters from soldiers abroad engaged in the present war. Such postage may be paid by the soldier at field post office, or the postage will be collected from the recipient of the letter in this country at the single domestic rate, if not prepaid abroad.

"Publications bearing the following official authorization:

NOTICE TO READER

When you finish reading this magazine place a 1-cent stamp on this notice, hand same to any postal employee, and it will be placed in the hands of our soldiers or sailors at the front.

No wrapping no address.

A. S. HENDERSON,
Postmaster General.

can be mailed at any post office, unaddressed and unwrapped, by simply placing a 1-cent stamp on the magazine, regardless of its weight. Only magazines bearing the official notice and not addressed to any individual can receive this mailing privilege."

EVENING POST STAFF GIVES RED CROSS A KITCHEN.

The employees of the New York Evening Post have hit upon a new way of showing their patriotism. They have presented to the American Red Cross Society an equipment which is the latest word in ingenuity. It is a kitchen trailer, devised to meet the difficult problems of feeding ambulance sections in the field. It was designed by the New York Chapter of the Red Cross in consultation with its engineer and the manufacturer.

Recently tested by the United States Army Ambulance Corps at Allentown, Pa., where 4,000 men and 2,000 ambulances have been organized for service in France, a



KITCHEN TRAILER DONATED TO THE RED CROSS BY NEW YORK EVENING POST EMPLOYEES

model of the trailer has been thoroughly endorsed by military officials.

The kitchen contains an oven with three double bake pans, two ten-gallon containers and one twenty-gallon container for soup, stew and coffee; steel lockers for cook's supplies; drawers for kitchen utensils; a folding service table and a canvas top.

It is drawn by one of the ambulances or trucks. Food may be cooked en route. In camp the canvas sides form a complete weather-tight tent large enough for the cooks to work in and to allow the line of men receiving food to pass through.

The Evening Post employees, who recently subscribed \$1,100 to buy an ambulance for the Red Cross, readily changed their plan when it was suggested that the kitchen trailer was more urgently needed. It was said that more ambulances had been offered than could be used. It was the unanimous sentiment of the men and women whose daily work makes the Evening Post that their money should be used to supply an actual need.

GERARD STORY TO BE SYNDICATED.

PUBLIC LEDGER SERIAL FOR EAST AND MIDDLE WEST AFTER SEPT. 16.

When the Philadelphia Public Ledger announced in a full page advertisement in THE FOURTH ESTATE on July 28 that it had secured the rights to the story of Ambassador Gerard's four years in Germany, it made no reference to sharing the story with other newspapers through the Ledger Syndicate, and after the appearance of the first few installments with their startling revelations, inquiries as to syndicate possibilities began to deluge the Ledger office.

Finally Cyrus H. K. Curtis this week answered the demand by authorizing John Elfreth Watkins, general manager of the Ledger Syndicate, to release the serial beginning September 16 in the Eastern and Middle Western states, which have hitherto been kept closed for the Public Ledger during its lease of the story.

T. C. M. A. MEETING IN BEAUMONT.

LOUISIANA CIRCULATORS IN PARTY MUCH BUSINESS TRANSACTED

Circulation managers from Texas and Louisiana are in attendance at the annual meeting of the Texas Circulation Managers Association which convened in Beaumont on August 16. While a number of the delegates failed to arrive in time for the initial session and some of the more important subjects were laid over for a day, the interest of those present in the subjects under discussion was manifest.

Instead of the usual long speeches by individual members the convention this year is being conducted on

the round table discussion plan and every member is given an opportunity to express himself on the matter under consideration. A court stenographer has been employed to take down the discussions and each member will be furnished a copy of the proceedings of the convention.

Thursday morning and part of the afternoon was taken up in conducting the discussions. The election of officers and the next meeting place were selected on Friday afternoon in time to take the visitors for an automobile ride over the city before time for their trains to depart.

The entertainment committee, composed of R. B. Kinard, Beaumont Enterprise, chairman; B. C. Schroefer, Galveston News; T. N. Smisson, Houston Post; and J. L. Mapes of the Beaumont Enterprise, arranged to take the visiting circulators for a trip down the river to Port Arthur, but in view of the fact that some of the members failed to arrive the trip was made in autos.

The party was taken for an automobile ride over Port Arthur and were the guests of the committee at a banquet at the Hotel Plaza.

Entertainment features of the program have been cut short in view of the large amount of business to be transacted in a comparatively short time.

OLD PAPER FOUND.

A subscriber has dug up an old copy of the St. Joseph Gazette which is unique. It is a miniature edition, 4 1/4 inches wide and 6 inches in length, and was published August 23, 1881, as an advertising idea by James N. Burna, then publisher of the Gazette.

TULSA, OKLA.—Securities Publishing Co.; capital, \$25,000; incorporators, D. M. Wolfe, C. E. Gilkinson, E. E. Gilkinson, Tulsa.

THE FOURTH ESTATE

232 West 59th Street, NEW YORK

<i>The News</i>	For over two decades THE FOURTH ESTATE has been furnishing the newspaper and advertising world with prompt reports of the happenings in this great field of endeavor and accomplishment.
<i>But \$2.00</i>	In the course of one year, fifty-two issues, over 21,000 items of interest, information, importance and genuine value, are furnished to subscribers for \$2.00.
<i>An Army of Generals</i>	The subscription list of THE FOURTH ESTATE is a representative roll of the men who are known for their activities and accomplishments in the advertising and newspaper field—a real army of generals.
<i>Fifty Millions in Newspapers</i>	A canvass of those on the subscription list who direct the advertising investments of large concerns shows that regular readers of THE FOURTH ESTATE spend approximately \$50,000,000 annually in newspapers.
<i>Earnest Advocate of Advertising</i>	THE FOURTH ESTATE has concentrated its efforts for almost a quarter of a century on having the newspaper recognized as the pre-eminent publicity medium—and its efforts have borne fruit.
<i>Two things YOU can do</i>	For the news of the great field it covers, read THE FOURTH ESTATE. To reach those who spend millions in newspaper advertising and buy the machinery and supplies for newspaper making: Advertise in THE FOURTH ESTATE.

Sample copies, rates and information furnished to those interested, with the greatest of pleasure.

THE FOURTH ESTATE

232 West 59th Street, NEW YORK

PUTTING OVER



THE BIG CAMPAIGNS

ARTICLE VII.

ROBISCHON & PECKHAM ASK DEALERS AND ACHIEVE SUCCESS IN BOOK OF ADS FOR LOCAL USE.

BY W. LIVINGSTON LARNED.

Robischon & Peckham believe in newspaper advertising. They are manufacturers of underwear for men, women and children and as the distribution of this underwear is nation-wide, the volume of newspaper publicity employed is amazingly large.

Their line, as selling agents, is known as "Globe Underwear." The garments are cut in a distinctive way, have patented features and possess any number of legitimate "talking points." It would seem a very easy matter, therefore, to advertise "Globe Underwear," since so many claims can be made for it that cannot be made for other lines.

Working on this principle, Robischon & Peckham have produced campaign after campaign for newspaper purposes for dealers in large cities and in small towns. The course of procedure has not differed materially from the scheme used by others. Once a year a handsome book is sent broadcast, containing reproductions of as many as one hundred different illustrated advertisements. These are pictured in sizes ranging from single column to four and five-column space.

The advertising manager of a department store can glance through this book and select what seems to fit his particular needs. If a pictorial idea shown in four-column size is too large, there is a reproduction of it as it will appear in single or double. All he has to do is to check up his needs in the book according to form numbers, send one of the postcards attached to the back cover and the cuts ready for use are immediately shipped to him.

TELLING THE DEALER HOW TO USE ADS.

If he happens to be a small-town merchant, the benefit accruing is obvious. He may secure the very best art work, convincing copy and ingenious ideas at practically no cost. Such a service could not be obtained locally.

These books, issued through past seasons, were prepared with infinite pains. They represented the most

efficient form of modern advertising, notwithstanding which their use was not as general as Robischon & Peckham desired. Such service merited the enthusiastic support of the dealer. And while thousands of cuts were used, it was not one of those smashing successes that should be the reward of a serious effort.

Robischon & Peckham figured that dealers should express the greatest enthusiasm and really take full advantage of the magnanimous offer. So this year, when the time had arrived for issuing a new book and a new series of illustrated advertisements, the suggestion was made that some preliminary scouting be done.

The dealer was to be asked what, in his opinion, constituted the ideal Globe ad service. What type of picture appealed to him most? Should the patent features of the underwear be exploited to a greater degree? Were straight unembellished cuts of people in the garments, desirable? How much copy should be employed? What were the defects of past campaigns?

In point of fact, the issue was put straight to the dealer—you have not used these cuts as freely as we had expected. What was wrong with them? How can they be improved? What type of ad will you run?

The response was almost a hundred per cent. The dealers cheerfully answered this form letter and in less than one month's time those responsible for Globe advertising were in possession of enough first hand educational matter to not only open their eyes but to make the coming task far easier. With these letters in front of them, both artist and copywriter could work hand in hand with the little department store ad manager of the country town and the big fellow of the larger cities.

And so it came about that in preparing their Globe Advertising Service Book for 1917 and 1918 Robischon & Peckham had the invaluable personal assistance of an imposing army of dealers who handled the line and who could be expected to put into circulation in newspapers all over the country the aggressive broadside. At this point it will be instructive to read one of the earlier specifications that was written by the man who devised the book. He says:

"It is highly important that we have a definite idea of the specific business reasons underlying the campaign. Pretty much all underwear

advertising is painfully alike—just figures in underwear, sometimes in action—sometimes not.

"The success of a campaign depends upon the willingness of the average dealer to use it in its entirety. More and more the tendency on the part of the dealer is against the conventional type of service cut, where one product monopolizes the entire space. The service cut that is really used today is the one where the illustration permits of exploiting the fact that other lines are sold in the store. In preparing these ads for Globe we have figured on the following points:

All scenes will be located actually in stores, and will show store activity. Goods will be shown passing over the counter.

In almost every ad alert, intelligent sales people will be pictured. We believe the dealer will look favorably upon the idea of telling the public that his employees are of this type.

The underwear department of average stores will be pictured.

In each ad there will be an intelligent suggestion of store backgrounds and other activities than the selling of underwear.

In both men and women we will introduce well garbed, stylish figures. Globe Underwear is tailor-made and tailor fitted and we fully appreciate the need of showing customers that are in vogue.

In every ad the exclusive features of the garment are being explained.

Heretofore, some of the diagram figures of men and women in underwear—especially the men—have been rather objectionable in poses and postures. In this series we will show underwear figures but always on counter cards.

In relation to the above paragraph we would like to suggest that the Globe people actually get out a series of these simple counter cards. It isn't necessary, but it would be a wise thing to do.

The garments themselves to appear in every ad—in the box, arranged on counter, or being critically examined by customer or explained by sales people.

"In some of the large space ads six of the individual cuts can be grouped as a single unit. All of the designs are flexible—borders can be dispensed with entirely.

"Our contention is that the dealer will be pleased with such a series because it shows what might be his store—it shows the better class of customer—it shows an intelligent type of salesman—it shows the garment—it brings out the diagrammatic talking points and finally it gives a glimpse of another part of his store."

NO COMPROMISE—BUT HAPPY DEALERS.

Without sacrificing a single sales point, the new Globe book, with its ingenious ads, has made the dealer happy by the simplest of all expedients—a fair division of the space and the picture message to the public.

Entirely apart from the unique introduction of "Globe Underwear" every one of these advertisements shows a vista of the dealer's store. It may be only a suggestion, a hint, a little corner of this or that department, but the dealer himself sees in it a highly important item. It reflects credit upon him and upon his shop.

Silently and without ostentation, an atmosphere of refinement is thrown about that shop. The sales people are polite and affable and gracious and good to look upon. The public is very apt to gain the impression that it is pleasant to deal at these stores.

Every time a merchant runs one of these advertisements, he is indirectly giving publicity to his entire establishment and its personnel.

And he was not slow to discover these virtues in the campaign. He

saw in the book a new tendency to divide up fifty-fifty. The ads were not literally reeking with the product. There was something besides underwear in them. And, be it understood, even the country merchant had grown to be highly particular. He can afford to be.

All manufacturers of consequence are sending out plated advertising matter. Much of it is gratis and a very fair share of it is skillfully done. Broadside after broadside is received. Boxes of utility printing arrive every week—everything from complete newspaper campaigns to window trim.

The hour has come with modern merchandising when the dealer has an opportunity to discriminate. He can pick and choose and discard as conditions seem to justify.

Here is a campaign that has succeeded—inevitably, surely, because it went back to first principles. If first consulted the dealer himself and then voluntarily divided the total space used, that the store itself might be extolled.

MOVIE NEWS WEEKLY NOT A LEGAL NEWSPAPER.

A long-standing question was settled this week in the New York Supreme Court when Justice Orndway ruled that a motion picture weekly, displaying current news events in pictures and words, is not a newspaper within the meaning of the law and therefore has not the newspaper protection of "privilege" in publishing its news pictures.

The decision was handed down in the suit of Mrs. Grace Humiston, the woman lawyer who solved the Ruth Cruger murder mystery, for an injunction to prevent the Universal Film Manufacturing Company from displaying her picture in its animated picture weekly, pending the trial of her action for \$100,000 against the company.

In awarding the injunction, the court said:

"The fact that the defendant's films are photographs of actual current events and are called 'the Universal Animated Weekly,' and are produced and distributed weekly, and used as soon as possible after the occurrence of the events, does not make them a newspaper. Nor does it make them entitled to the protection extended to newspapers on which the defendant relies.

"The Supreme Court of the United States had recently to consider substantially the character of such a service in the case of the Mutual Film Corporation against the Industrial Commission of Ohio, where the question was involved of the constitutionality of a censorship of a service which included events of historical and current interest.

"The United States Supreme Court said: 'It cannot be put out of view that the exhibition of moving pictures is a business pure and simple, originated and conducted for profit, like other spectacles, not to be regarded or intended to be regarded by the Ohio constitution, as part of the press of the country, or as organs of public opinion.'

"The defendants are ex-plotting the plaintiff's name and picture in their business for profit, and even if they are incidentally disseminating information as to the current views of the day, the plaintiff has the right to object, and to an injunction against the continuation of such conduct."

UTAH— The OGDEN EXAMINER

the big daily and Sunday paper of northern Utah, covers its field like a blanket. The only daily in northern Utah, publishing Sunday auto section featuring auto news.

G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE IX.

BAD DEBTS AVOIDABLE IF ADVERTISING CONTRACTS ARE GUARANTEED—SOME LEGAL POINTS INVOLVED.

By EDMUND WALKER,
Chicago Herald Building.

A promise of one party to be responsible for the debt of another forms a *contract of guaranty* or, as it is sometimes called, *warranty*. The party guaranteeing the advertiser's account is the *guarantor*, and the promisee is the *guarantee*. The debtor is the *principal*.

Frequently you find it advisable to have an advertiser's account guaranteed by some other party whose credit is already established and it is advisable to have clearly in your mind the principles involved when executing a contract of this nature.

There are different kinds of guarantees and this difference is sometimes not fully appreciated until too late. Charles W. Gerstenberg sets out this difference very clearly:

"A guarantee of collection conditions the guarantor's liability on the creditor's inability to collect from the principal. A guaranty of payment imposes a liability on the guarantor to pay if the principal does not."

From the publisher's point of view the consideration for a contract of guaranty would be the acceptance of advertising copy and the extension of credit, providing that such guarantee was obtained before the advertising was carried.

But it is obvious that if the guarantee is obtained after the credit has been extended some specific consideration would of necessity have to be given. The consideration of agreeing not to enter suit is not a good consideration, and it is better to use the regular consideration clause in all such contracts.

When a guarantee is given without specifying distinctly time or amount it is assumed that the guarantee covers only the transaction which was then about to be performed. As in the majority of cases you will accept a guarantee which is intended to cover a series of advertisements, it is advisable to specifically so state.

It is also usual to mention the exact limit of the guarantor's liability, and when this amount has been reached you should always notify the guarantor in writing and obtain if possible an acknowledgment that he received such notification. It is not required by law that a guarantor be notified each month of the principal's liability, but, personally, I have made it a rule to mail each month a statement of the account to both the principal and the guarantor, and this will be found advisable.

CONTRACT CHANGE REVES GUARANTOR.

One of the most frequent mistakes made by publishers holding contracts of guaranty is that they will make an extension of the time limit set out in the contract of guaranty. This alteration of the contract—or any other alteration in the written contract—at once releases the guarantor

from all liability and forces you to look to the principal only.

These main points now being understood, we will find it a good plan to have a special "printed" form of contract prepared. These forms should always be available and as soon as any advertiser states that he is willing to personally guarantee the account of a limited liability corporation, the execution of the printed contract is an easy matter.

Advertisers will sign a printed form quicker than a typewritten document. These guaranty contracts should be attached to the advertiser's contract, a notation made in the ledger so that two monthly statements will be mailed instead of one, and then filed alphabetically.

Advertising solicitors should be supplied with these printed contracts as well as their usual advertising contracts. Some publishers supply their advertising solicitors with a special form which they fill up and which is intended to assist the credit department.

It is an excellent plan and frequently the advertising solicitor can obtain information about an advertiser which would be inaccessible to the credit manager or any of the collectors.

Do not accept a note from an advertiser who is obtaining credit by virtue of a contract of guaranty unless special provision is made in the contract or unless the guarantor personally endorses the note, at the same time waiving protest and notice of protest.

Fewer bad debts would be made if this plan of obtaining guaranty contracts was adopted. I see no reason why the contract of guaranty should not be on the same sheet as the ordinary advertising contract and this would be executed "as a matter of form" with all incorporated companies.

CHICAGO POST RAISES SMOKES FOR TROOPERS.

The Chicago Evening Post is raising "tobacco money" for the American troops abroad. The "Sammy Backer" fund is the official title for the tobacco dinero.

FOR IDAHO TRAIL-BREAKERS.

The Boise (Idaho) Statesman has inaugurated a "pioneer department" devoted to the interests of the pioneers in Idaho. Eva Hunt Dockery is the special editor for the department.

NATIONAL BODY OF CITY EDITORS.

WOULD IMPROVE NEWSPAPERS BY EDUCATING NEWS EXECUTIVES.

By HASSAL T. SULLIVAN,
President National Association of City Editors.

The name "The National Association of City Editors," sounds quite pretentious. Indeed, it would be, if it were not for the fact that the title is about all there is to the national organization at present.

There are a few men, inspired with an earnest desire to improve American newspapers, who have visions of an organization as big as the name suggests.

This small band of enthusiasts consists of city editors, designated as officers of the national association at a meeting held in Indianapolis, over a year ago. When several states were represented and the heads of the three state associations.

Members of the state organizations are also connected with the national association, which is little more than a potentiality. The only work with which national officers are concerning themselves is the planting of state bodies where they do not exist.

When enough states have organized to bring their combined membership roster up to a thousand men, instead of about 200, then the national officers will call a national convention to adopt a constitution and place the association upon a working basis.

Then, and not until then, is it likely that the national organization will become an aggressive force in American journalism.

THE STATE ASSOCIATIONS.

What are these groups and who derives the benefit from them?

To answer the last half of the question first, the publisher receives benefits from the state associations out of all proportion to the encouragement which has been given by most of them.

This indifference on the publishers' part may be due to a misconception of the purposes which have prompted city editors to organize.

The associations have none of the features of a labor union. The desk men, although as a rule rather poorly paid, have assembled purely and solely for the purpose of discussing problems of gathering and handling news.

These discussions are often the means of opening the eyes of men on the smaller papers to broader news sources and to the possibilities for local features.

The round-table shop talk develops many ideas regarding makeup and invariably results in more carefully written, edited, headed and displayed news. This is exactly what the publisher wants. It makes his newspaper more readable and of greater value to his subscribers.

The city editor at the same time is improving his work and thereby increasing his chances for advancement into a larger field.

SOME ADVANTAGES.

Numerous other advantages are attached to membership in such an organization. If a city editor in Muncie or Richmond wants a special story from Evansville or Lima, Ohio, his personal acquaintance with newspaper men in those cities will secure for him prompt attention, much more so than if he were forced to address his query to a stranger or to "the city editor."

Cooperation among city editors is not mythical as some cynic in Kansas or some other Western state has remarked.

It has been tried and found to be

real in Indiana, Ohio and Wisconsin. Recently the Indiana Association published its first attempt at an official organ. The City Editor, as it was called, contains possibilities, without limit as a medium through which the deskmen may air their views and discuss methods between conventions.

If a few state associations can succeed the same field is open to the deskmen of other commonwealths.

And a much larger scope of activity is awaiting the development of a national association of several thousand members.

There is no reason why city editors should not have great mutual benefit organizations such as annually attract hundreds of publishers, advertising and circulating men.

CITY EDITOR THE MAINSPRING.

Conventions for the business office and the owner are all right, but unless a newspaper publishes the news, all of it, in a bright and readable style and with accuracy, the circulation men will have a hard time building up their business and upon their efforts hinge the advertising rates.

The city editor, then is the mainspring of the plant and it's about time that publishers realize this and insist that their city editors take advantage of every opportunity to become broader minded and more efficient.

My appeal in this article is that at least one city editor in each state association immediately after will take it upon himself to father a reading this statement.

Don't wait, thinking that someone else will take the lead. Act now. Begin by writing to me in care of the Indianapolis Times.

Paul F. Hunter, Sheboygan (Wis.) Press; J. T. Jewett, Terre Haute (Ind.) Star; or Clyde P. Steen, Lima (Ohio) Daily News will be glad to explain the workings of their associations to you.

To publishers I would say, demand that your city editor affiliate with a state organization at once. If none exists finance him in the promotion of one.

CHICAGO NEWSPAPER MEN WANT TO RUN PRESS CLUB.

The old question of whether a press club is to be run by newspaper men or those outside of the profession broke out again last week in Chicago and H. Percy Miller, president of the Press Club, offered his resignation. It was refused and the trouble is on the way to a peaceful settlement. The club is said to be in good financial condition.

IOWA WEEKLIES INCREASE TO \$2 A YEAR.

Country newspaper editors from Woodbury and Monona Counties, Ia., met recently in Sioux City to discuss a proposed advance in subscription rates. The increase from \$1.50 to \$2 per year was finally decided upon.

Going to France

in a few days as an accredited war correspondent. Can I serve you either with special cables, letter service or syndicate matter?

O. H. DOWNEY

Churubusco, Indiana

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1896. Issued every Saturday by THE FOURTH ESTATE Publishing Company.
Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 232 West 59th Street, New York City.

Subscription TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 58c; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions, 25 cents).

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
232 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1225.

FOR THE WEEK ENDING AUGUST 18, 1917.

SUPPORT SENATOR WEEKS.

For the first time in the entire Congressional debate over the War Revenue Bill, the newspapers of the country this week heard the voice of a legislator raised in a call for justice in their behalf. While others have busied themselves with schemes to pile special taxes on the publishing interests, in addition to the regular imposts that other business will have to bear (and which the newspapers will willingly assume), Senator Weeks has taken a firm stand against the proposed increase in second-class rates and against the iniquitous 5 per cent tax on net income in excess of \$4,000.

The Massachusetts Senator has long been recognized as one of the ablest men in the upper House—largely because of his sense of proportion and justice in dealing with business and business men, and his present stand is deserving of the united support of all newspapers, large and small.

He needs a solid alignment of the publishing interests behind him if his fight for their benefit is to be won.

What differences of opinion there are among newspaper publishers (and they are neither many nor great) can be settled or put aside for the time being, and should be. With publishers agreeing as to what they want, there will be no need for long drawn-out squabbles in Congress over self evident absurdities.

Get together and back Senator Weeks!

STANDARD NEWS PRINT SIZE MEANS STEADY SUPPLY.

Another reason for the adoption of the 724-inch news print roll was advanced by the American Newspaper Publishers Association this week in the statement that there is no record of any mills manufacturing this size which change over to other grades of paper.

In other words, it is a size from which machines cannot be profitably shifted to other grades of paper, the common sizes of which vary. It also affords the paper manufacturer a chance to manufacture a surplus in dull seasons, certain of a market for

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 660 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Vacancies, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

his product with an increased demand.

The A. N. P. A. further argues that if publishers adopt this standard new mills know what size machines to install, thus saving expense and guaranteeing efficiency and economy in future development.

Like most economies, it deserved attention at all times, but it commends itself to publishers more than ever, when the country is at war and when it will need for war purposes every man and every tool that can be spared from commercial use.

ROOM FOR IMPROVEMENT

Perhaps some readers of THE FOURTH ESTATE can increase their industrial efficiency by coming to realize the significance of some facts presented by the National City Bank Bulletin.

A well known engineer who is an expert in industrial practice has recently gone on record with the opinion that the industries of the United States on an average are not realizing over 20 per cent. of their possible capacity.

This is a startling statement.

If it is true we have enough productive capacity unused to radically change the living conditions of our people.

The amount involved in our wage controversies is insignificant in comparison.

The war debts would cease to be a problem, if these savings could be realized, and capital for revolutionary developments in industry would be quickly available. He says that we have scarcely begun to appreciate the gains that are possible under more effective organization.

Comparing the United States and Germany, he says:

"During a visit of a body of engineers to Germany in the summer of 1913, to study the industrial conditions in that country, many of us were convinced that not only was the individual efficiency of the American greater than that of the Germans, but in many cases the amount of work produced per dollar of wages paid to the American workman was even greater, although the wage rate in this country was at least 30 per

cent higher than that in Germany. "In spite of this, the collective or co-operative efficiency of the Germans was evidently enormously greater than that of Americans.

"The German Government not only encouraged co-operation, but actually forced it; while we, actuated by an antique theory of democracy, not only encouraged individualism, but did all we could to insist upon it, with the result that much of the energy of our community was being dissipated in internal friction."

HOLD CONVENTIONS, IN WAR TIME ESPECIALLY.

Newspaper and advertising organizations that may be thinking of abandoning their regular annual or semi-annual conventions may be enlightened by knowing that the Merchants Association of New York City has sent a letter containing the following to President Wilson:

"Business gatherings, in our judgment, should be encouraged rather than discouraged, because failure to hold them as usual is likely to create a false impression, to stimulate a lack of business confidence, and to discourage mutual co-operation which is so necessary under existing circumstances.

"Conventions and gatherings of different trades and industries afford an exceptional opportunity on the part of business men composing them to study the effect of the war situation upon industries, that they may be best equipped to serve the needs of the Government and to serve the normal business of the country.

"Both business and general conventions also afford exceptional opportunities for patriotic gatherings and the fostering of patriotic sentiment."

NOTE AND COMMENT.

"The old rule as to the completion of news stories once begun seems now to be honored more in the breach than the observance," writes a correspondent of the Newspaper World, London, "and this particularly applies to daily newspapers. They will give an interesting opening of a case, but when it comes to a result they appear, nine times out of ten, to have no recollection of the first appearance and there is little means on a wire of indicating that they have already used the beginning."

To which the editor of the Newspaper World replied:

"The point is whether morning and evening papers regard themselves as supplements of each other or as separate entities. We like the latter idea and we think that if we read regularly, for example, a given edition of an evening paper and that edition tell us an unfinished story it ought to give us the end of it, if only in a single line, in the same edition the next day. In saying this we do not shut our eyes to certain technical difficulties that we know would have to be faced in carrying out such an ideal."

The Fabrikoid Company, taking advantage of the superiority of demand over supply in the leather market, has manufactured a substance which, it claims, is as good as, if

not better than, real leather. So says its manufacturing department.

Its publicity department, perhaps inspired by the substitution success of the producing end, has gone extensively into the business of trying to make newspapers publish free reading notices as a substitute for paid advertising.

A new idea which seems destined to succeed in the national advertising field is the Consumer's Guide, which is published for individual cities all over the country. Products are listed alphabetically, under the advertised trade-mark, which is accompanied by the name and address of the manufacturer and the local stores where the product may be purchased.

It thus gives the advertiser an opportunity to increase the profit from his publicity investment by making his local dealer known to consumers in every community, as it is issued in small booklet form and may be hung up convenient to the purchasing member of the household.

Being a firm believer in the value of personal touch and fully alive to the invaluable assistance that can be given by the press, it is believed Food Controller Hoover will seek to establish close relations with the newspapers of the country and will keep them fully advised of his projects. To accomplish this it is understood he soon will resume his regular conferences with newspaper correspondents.

That the desires of American business men to participate in the commerce of South America are not invidious to its people is indicated by a recent act of Dr. Jose Rufino Beserra Cavalcanti, minister of agriculture, industry and commerce of Brazil, in sending to THE FOURTH ESTATE what amounts to a comprehensive library on the economic situation of his country.

"Economical Notes on Brazil," an official pamphlet of his department, is one of the books referred to and "Brazil" by J. C. Oakenfull is another, both of which came in a fairly large and equally informative collection.

THE FOURTH ESTATE has distributed a number of the sets to editors of leading New York newspapers and in practically every case has received the cordial thanks of the recipient.

The Government of Brazil has also offered a number of prizes of \$3,700 and an equal number of \$2,500 each for works on certain aspects of the history, of the commerce, and of the development of the Republic of Brazil. The competition closes September 7, 1921. Those interested can secure full particulars by addressing Dr. Cavalcanti.

B. K. Bakewell, a Pittsburg expert on paper making who has just returned from a tour through Canada, believes that the paper pulp will win the war. He urges the conservation of all kinds of paper.

Many investigations and myriad commissions have not made a dent in the armor of the high cost of living, but one lone undertaker in the city of Danville, Ill., reduced the cost of dying to the irreducible minimum last week, according to an advertise-

ment in the Danville Commercial-News.

This embalming person offered a complete funeral for \$1, including a casket, embalming, shroud and cearse, to any one so economical as to die between the hours of 6 a. m. and 6 p. m. on Thursday, which he designated as "dollar day."

The Omaha World-Herald issued a special "oil edition" on August 11, notable because it did not contain a single stock-selling advertisement.

The Council Bluffs (Ia.) Nonpareil claims want-ad distinction for the potentiality of its classified columns. A thirty-cent advertisement in the "for sale" column brought the advertiser orders from more than forty customers. Apples were advertised.

John D. Works of Los Angeles, former United States Senator, told a conference for democracy and peace meeting in San Francisco last week, under the auspices of the People's Council of America, that the proceedings of the gathering would not get much space in the newspapers. He said:

"Do you suppose the Associated Press is going to carry anything to the newspapers it represents of what you and I are doing here today?" "No. Now, why?"

"If the Associated Press were to send out free criticisms on the war and legislation that brought it about against the will of the money kings in New York, who have been more instrumental than any other influence in bringing on this war, the Associated Press would go out of business."

Ex-Senator Works seems to know one or two things about getting into print, even if he is a poor prophet.

The Army and Navy Register, Washington, in its issue of August 11, criticizes the censorship as follows:

"An attempt is to be made to have no information of any sort given out to the representatives of the newspapers, who must apply to Mr. Creel's office for what they want and wait until it is obtained for them by the committee agents after it shall have been determined whether or not it is proper to divulge the facts.

"This is one of the gravest mistakes which the Secretary of War could make. He may not succeed in shutting off the press from the information which it is desirable to obtain; and perhaps that is not his intention; but he has made it extremely difficult to obtain news to which the public is entitled and which may not be secured by the process he prescribed.

"It has not been necessary at any stage in the proceedings since the war began for the military-naval authorities to place extraordinary and specific restrictions upon the newspaper men, who have conscientiously observed the admonition of the department and refrained from printing news that would obviously be harmful to the Government. The latest simply magnifies unduly the importance of the public information without providing any additional security against the revelation of military secrets."

The Abercrombie (N. D.) Sentinel is the name of a new paper that will soon make its appearance.

PURELY PERSONAL.

Adolph S. Ochs, II., scion of the well-known newspaper family, has been awarded a commission as second lieutenant at Fort Oglethorpe, Ga.

A. J. Johnson, publisher of the Chicago Swedish Courier, has been appointed a member of the Illinois civil service commission.

Roger Stafford, a member of the Cleveland Leader's editorial staff, is celebrating the birth of a daughter a few days ago.

Douglas Malloch of the American Lumberman, Chicago, was honored last week with a banquet by friends at his old home in Muskegon, Mich., where he is summing with his family.

J. K. Groom, manager of national advertising for the Aurora (Ill.) Beacon-News and the Elgin Courier, was recently awarded a prize of \$50 offered by the Adman, New York, for the best suggestion on "How to Increase the Revenue of Newspapers."

Wells Welbourne, formerly city editor of the Cincinnati Commercial Tribune, is handling the publicity for the annual fair of the Hamilton County Agricultural Society, and he is quite busy trying to learn how to tell the various brands of "chickens."

E. C. Griffith of Chicago, Western manager for O'Mara & Ormsbee, Inc., advertising representatives, New York and Chicago, spent a day last week in Des Moines, Ia. O'Mara & Ormsbee represent the Daily Capital.

Frank P. Brown, formerly in the composing room of the Topeka Capital and later editor of the Kansas Trade Unionist, is mentioned as a candidate for the presidency of the Kansas State Labor Federation.

Nelson B. Redden, assistant telegraph editor of the Columbus (Ohio) State Journal, is the father of a ten-pound son.

James H. Cummings, of the Dayton (Ohio) Journal staff, and Miss Mildred Norris of Columbus were married a few days ago.

NEW TIMES PLAY CRITIC.

The chair of dramatic reviewer of the New York Times now is occupied by John Corbin, who returns to the field of dramatic criticism after a long absence. Mr. Corbin was formerly dramatic critic of the Sun and also the Times. He will write for the Times until Alexander Woolcott, now engaged in military service, returns from France.

Brock Pemberton, acting dramatic editor of the Times, is leaving the staff of that newspaper to join the forces of Arthur Hopkins.

WALDO TO PLATTSBURG.

Richard H. Waldo, formerly secretary of the Tribune Association and business manager of the New York Tribune, has been ordered to report at the Second Officers' Training Camp at Plattsburg on August 25.

PRINTERS TO MEET.

The thirty-first annual convention of the United Typothetae and the Franklin Club of America will be held in Chicago at the Congress Hotel on September 17-19.

STAFF CHANGES.

William S. Cady, advertising manager of the Lawrence (Kan.) Journal-World, has been appointed director of service and statistics of the Great Bend (Kan.) Daily Tribune. He will take office on September 1.

George R. Witte has resigned from the staff of the Albany (N. Y.) Knickerbocker Press and is now with the Cleveland Leader.

John J. Parks has been detailed from the staff of the St. Paul Daily News to cover the Fort Snelling Officers' Training Camp for the St. Paul News, the Minneapolis News and the Omaha News. He succeeds Martin Broderick.

Charles MacArthur of the Chicago Tribune reporting staff went away on his vacation last week and joined the Black Watch Highlanders, a celebrated Canadian regiment. He wrote back to the city editor:

"This bird Kaiser Bill has gotta be licked and if my infinitesimal aid will hurry the final result, I'll be tickled to death to do my bit. In the meanwhile save my desk and have a good assignment ready for me when I get back."

Frank Judge and Harry Kenney, formerly of the Cincinnati Commercial Tribune, have joined the staff of the Enquirer.

Chester Durr, editor of the Valley (Ohio) Blade, and Robert Copelan of the Cincinnati Enquirer, son of Chief of Police Copelan, received commissions as second lieutenant at the officers' training camp at Fort Benjamin Harrison, Ind.

H. L. Temple, a graduate of the Missouri School of Journalism, Columbia, Mo., has become correspondence editor on the Springfield (Ill.) State Journal.

W. K. Stone has recently become editor of the Columbia (Mo.) Daily Times.

Clair Shuart, former city editor of the Pittsburg (Kan.) Sun, and for the past month sport writer on the Joplin (Mo.) Globe, is now telegraph editor of the Joplin News-Herald.

L. A. Brophy has joined the local staff of the Columbus (Ohio) State Journal.

Howard P. Rhoads has resigned as a reporter on the Columbus (Ohio) Dispatch and is now on the staff of the New York Evening Sun.

R. V. Williams has given up a position on the sport desk of the Oklahoma City Daily Oklahoman to join the staff of the Joplin (Mo.) Globe.

EDITORS NOW COLONELS.

William Allen White and Henry J. Allen, well-known Kansas editors who were lately assigned by the Government to special Red Cross duty in France, have been appointed colonels. The titles, in these cases, carry no military authority.

HIS MONEY'S WORTH.

EDITOR THE FOURTH ESTATE.

SIR: I enclose check for renewal of my subscription with a great deal of satisfaction, as I have found considerable of interest in your valuable publication. SAMUEL SKLAR.

Circulation Manager, Boston Evening Record.

VACATION NOTES.

Louis Sherwin, dramatic critic of the New York Globe, was among those missing at the three first nights on Broadway last week, being about the only regular reviewer not seen on hand. Mr. Sherwin is leading a marine and hermitlike existence in a bungalow among the dunes of Fire Island, and is so in love with the solitude and sea breeze that he refuses just yet to come back to the heat and humidity of Broadway.

He promises to re-enter the critical arena about September 1.

Homer Hogan, night city editor of the Chicago Examiner, is on his vacation.

Clarence Speed, city editor of the Chicago Evening Post, is vacationing where the fishing is par excellence, somewhere in Wisconsin.

James Bicket, news editor of the Chicago American, is taking his annual rest far away from the disquieting "extraneous."

J. A. Hall, editor of National Grocer, Chicago, is spending his vacation in Brooklyn.

W. A. Glinn, city editor of the Chicago Journal, and Frank Anpenger, of the Journal copy desk, are on their vacations.

Mose Swartz, advertising solicitor on the Fargo (N. D.) Courier-News, is spending his vacation and with friends in his old home, Des Moines. Mr. Swartz entered the newspaper work on the Des Moines News two years ago immediately after graduating from a local high school.

F. J. Wiltach, press representative of the Winter Garden, New York, is on his vacation.

Clarence B. Metters, financial editor of the Columbus (Ohio) State Journal, has been on a two weeks' vacation.

NAVY MEDAL FOR CANADIAN NEWSPAPER WOMAN.

Miss Alice L. Fairweather of the St. John (N. B.) Standard staff, has been awarded the Royal Naval Canadian Volunteer Reserve medal given by Lady Gwendolyn Guinness, wife of Captain Rupert Guinness. The latter is in charge of British naval recruiting in Canada.

This decoration is awarded to women whose work in the interests of the empire and with especial regard to naval recruiting seems deserving of some special recognition.

The medal is of gold, a circle surmounted by a crown and faced by a large anchor. It bears the initials "R.N.C.V.R.—Overseas Division" and the inscription "I helped to serve."

A PLUCKY YOUNGSTER.

L. M. Ross, reporter of the Chicago Examiner, is making a plucky effort to serve Uncle Sam. He enrolled in the first officers' training camp at Fort Sheridan, but was unable to make the grade, physically. He left the camp and went to Madison, Wisconsin, where he underwent a heavy surgical operation, and now, having recovered, he is planning to enter the second training camp.

WAR CROSS FOR WHITNEY.

Raymond Whitney, formerly on the Chicago Evening American, has won the French Croix de Guerre for conspicuous bravery in battle.

**Complete BOOKLOVER'S
PICTUREGAME**
SUITABLE FOR NEWSPAPERS OF
LARGE OR SMALL CIRCULATION.

\$350.00

which includes everything—8,000 Competition Booklets—complete copy service—sets of all 48 pictures—expert supervision throughout.

An original feature that will wake up every department of the newspaper—and make a profit. Possible only through the originators in this field.

The Booklovers Sales Co.

Incorporated
110 West 40th St., New York City
SEND FOR THE DETAILS.

**N. Y. CIRCULATORS
MEET AUG. 22**

**REPRESENTATIVE MEN WILL
GET TOGETHER AT
SCHENECTADY.**

With the success of other state and section organizations of circulation managers as an incentive for strong efforts, leading circulators of New York State have responded to the appeals of J. M. Annenberg, circulation manager of the Schenectady (N. Y.) Union-Star, and have arranged to form the New York Circulation Managers Association at a meeting in Schenectady on August 22.

Details are in charge of Mr. Annenberg, who has arranged for accommodations for the visitors at the Hotel Mohawk. He has the active cooperation of his fellow circulators in all parts of the state, including several from New York City, and expects to get the association off to a flying start.

While the first meeting will be partly concerned with questions of organization, Mr. Annenberg says that there will also be time for the discussion of any questions that perplex members and he urges that everybody present bring along some good food for thought and conversation.

EDITION FOR NATIONAL ARMY.

The Chillicothe (Ohio) Scioto Gazette will issue an edition upon the opening of the Camp Sherman cantonment of the National Army near that city about October 1.

MAIL ORDER ADS OUT.

The Butterick Publishing Company has eliminated all mail order advertising from the columns of the Designer, the Designer and the Woman's Home Companion.

The
**William L. Betts
Company**

**NEWSPAPER
CONTEST
SPECIALISTS**

Suite 406, World Bldg., NEW YORK

The True News FIRST

Always—Accurately

**INTERNATIONAL
NEWS SERVICE**

10th Floor, World Bldg. NEW YORK

**NEWS NOTES OF
CIRCULATORS.**

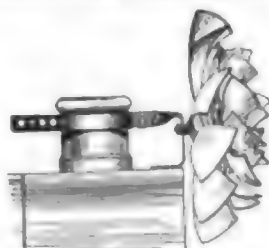
H. A. Wenige has resigned as circulation manager of the Worcester (Mass.) Evening Post to assume similar duties with the Bridgeport (Ct.) Standard-American.

The Galveston (Tex.) News has instituted a newsboys' banking campaign. It is a thrift movement in behalf of the boys and will be in charge of the circulation manager.

The Woodlawn Gazette and the South Shore News, Chicago "neighborhood" publications, are offering excursion lake trips as premiums in a circulation campaign.

L. L. Ricketts, circulation manager for the Des Moines Capital, has received word to report for duty at the officers' training camp located at Fort Snelling, Minn. He leaves this week. No one has been placed in charge of the circulation at this date.

"Show Your Colors" is the password among many Americans, especially motorists, today and an idea which has just appeared in the premium market under the title of



the "Patri-Ot-O-Whirl" is expected to make a hit. It can be attached to the radiator cap or windshield of any car and revolves with the wind, like the old-fashioned pinwheel.

That explains the "whirl," and the "patriot" is explained by the fact that it is composed of three colored wheels, the outside one, eight inches in diameter, enameled in red. The center wheel, 5½ inches wide, is done in white, and the small wheel, 2½ inches wide, in blue. It also serves as a flag-holder, space being provided for three small standards behind the "whirl." It has been successfully introduced into several cities by S. Blake Willdsen, premium and advertising specialist, Heyworth Building, Chicago.

M. C. Mumby has leased the Fairview (Mont.) Tribune to J. C. Mitchell.

**KEEN PUBLISHERS
Everywhere Are Buying
Electric BulletinMachines**

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

**National Electric Bulletin
Corporation.**

NEW LONDON, CONN.

WILLSDEN RECOVERING.

S. Blake Willdsen, the Chicago premium specialist, has just undergone a serious operation and although he is still in the hospital, he is convalescing rapidly. Mr. Willdsen celebrated his fiftieth birthday in the



S. BLAKE WILLSDEN.

hospital on August 16 and has also completed his twenty-ninth year as a salesman.

In his travels, he has visited newspapers in every city of 5,000 population or more in the United States, Canada and Mexico and is also familiar with papers in the West Indies and in Central America. Five years ago he toured Europe.

**NEWSPAPER AD BRINGS ARMY
RECORD TO ARIZONA.**

Newspaper advertising scored another victory a short time ago—this time in raising recruits for the Arizona National Guard. The owner of the paper that carried the advertising, the Flagstaff Coconino Sun, is Colonel F. S. Breen, formerly second in command of the First Arizona Infantry.

At the time of the call for volunteers to the army, the "First" was the only National Guard regiment in the Federal service, having been on border duty continually for fifteen months and it was far below war strength.

William Webb, manager of the Sun,

The only journal outside of the United States published in the interest of newspaper men.

**THE 30 pages Weekly
NEWSPAPER
WORLD**

Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)

Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG.

**TANNER'S
PICTURE PUZZLES**

of leading war events are used by Philadelphia Bulletin, Boston Globe, Chicago Journal, Baltimore News, St. Louis Star, Pittsburgh Sun, Buffalo Times, etc.

The International Syndicate
Established 1899. BALTIMORE, MD.

**NEWSPAPER
FEATURE
SERVICE**

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK



I Get the Money!

J. A. McAVOY

Special Editions
Weekly Review Pages
Cartoon Books

Nat'l Exch. Bk. Bldg.
PROVIDENCE, R. I.

**China Premiums
ARE THE BEST!**

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

was asked by Governor Campbell to cooperate in raising recruits for the regiment, which he did by arranging an advertising campaign to cover six weeks, alternating pages and half pages.

Not only were men raised for the Arizona regiment, but recruits also came for the aviation corps and other branches of the service and at the end of five weeks, Mr. Webb was informed by the War Department that Flagstaff had sent more men per capita of population to the colors than any other city or town in the United States.

Advertising in the Sun was the only means of publicity employed and the record was made in the state with the smallest registration in the union.

Incidentally, Mr. Webb believed his own copy so strongly that he enlisted and is now enrolled in the First Arizona and is stationed at Naco. His assistant accompanied him.

C. E. Barnes, former editor of the Pillager Meidler has taken charge of the Ironton (Minn.) Cuyuna Range Miner.

ADVERTISING TO MEN AN ART IN ITSELF.

APPEALS THAT WIN FEMININE TRADE
HAVE NO LURE FOR MALES—COMMON
SENSE AND FACTS WIN SUCCESS.

BY OLIVE A. COLE,
Advertising Manager, Gillette Safety Razor Company.

The problem of "How to reach men" might seem a difficult one for a more female woman to undertake—I assure you if it were in the singular instead of the plural the "How" would be much easier to elucidate.

How to reach men—how to create the buying impulse and bring them to a point where they will separate themselves from their hard, or otherwise, earned shekels is quite a large subject—so large that it is possible to only touch upon it.

If all men thought alike how easy would be our task, but as "many men as many minds" is—oh, so true. Still, in everything else, there is one great fundamental, and if we will bear that in mind it will make the task easier.

That one great principle in advertising to men is service. Nearly every man is "from Missouri" when it comes to buying and the first thought that occurs to him after his attention has been caught is "do I need this and what will it do for me?"

There are a great many ramifications to this word service. Value, quality, utility, comfort, appearance, etc., but they can all be summed up tersely in that one word.

There is nothing more fascinating than the study of the group mind—whether men or women—to study out and plan out the various angles from which they can be approached.

We all know with women that a powerful appeal can be made from the "appearance" and "economical" points of view but neither of these reign paramount in the man's scheme of things. Of course, I don't mean to say that a man is devoid of appreciation of a nice appearance, but to him appearance is an asset, not a gratification, and whatever tends to produce a well groomed state and will promote in him a consciousness that he is a personable human is only so much fish to his net.

Have you ever heard a man designated as a "tailor's dummy" or a "sissy"? Well, they are the type that cultivate appearance for its own sweet sake, and, thank goodness, they are very much in the minority.

The percentage of men who buy because a thing will save them money is small—a thing that will save them time constitutes a stronger appeal to the masculine mind—they do not as a general thing carry it to the point of figuring out that time is money.

Also "bargains" do not possess the fascination for men they do for women, though I will not go so far as to say that men object to a "bargain" as is a bargain.

MEN "FALL FOR" A REAL BARGAIN.

Perhaps they distrust the powers of discernment and will only bet on a sure thing. To prove they are not entirely immune to the attraction of a bargain sale I will relate an incident that occurred in connection with the Gillette Safety Razor.

Immediately after the decision in the Sanatogen case by the Supreme Court one of the downtown department stores in New York advertised that the Gillette razor would be on sale at its store on a Tuesday morning at \$1.75. Four hundred razors were sold on that day and its stock then being exhausted it took orders which it delivered to the purchasers the next day or as soon as it could procure another supply.

It is very doubtful, though, that such a "killing" would be possible were it not an article that had a well established selling price and there was no question about it being a real bona fide bargain.

Prestige counts a great deal with a man. The average male wants as good things as his fellows and you can gamble that in nine cases out of ten a man will buy a Packard car rather than a Ford if he can afford to—as he will buy "tailor-mades" rather than "ready-mades" if the income can be stretched to permit.

In appealing to men generally, a plain common-sense statement of facts as to the value and service you propose to give the man in return for his money will carry you farther on the road to success than any other method.

This policy and living up to promises has sold since 1903 nearly 10,000,000 Gillette razors and has produced a business that beginning with nothing but an "idea" has now become a corporation capitalized at \$12,000,000.

Many people look upon advertising as something of a mystery—a sort of legerdemain. Nothing of the sort. Advertising is not a miracle—there is nothing peculiar about it—nothing hazy, unusual or visionary in it. It is just a part of selling—just the initial move by the party of the first part upon the party of the second part—an incident in a commercial transaction—a bit of selling sense delivered at a distance.

ADVERTISING ESSENTIALS.

There are four indispensable things in preparing an ad:

- First—Make people see it.
- Second—Make them read it.
- Third—Make them understand it.
- Fourth—Make them believe it.

Lorin F. Deland in his article "At the Sign of the Dollar," printed some time ago in Harper's Magazine, makes the following statement: "If I were asked to name the qualities that

enter into good advertising I should say, first, imagination; second, knowledge of human nature; and, third, a little more knowledge of human nature."

This would indicate that the human is many-sided—consequently vulnerable from more than one point of approach, and to advertise successfully one must plan campaigns always keeping in mind this most important fact.

Elbert Hubbard has given us an excellent definition: "Advertising is the education of the public as to who you are, what you are and what you have to offer in the way of skill, talent or commodity."

In these days of the high cost of living in the effort to find some solution of economic problems a good deal is being said and written about whether or not advertising has increased the cost of living.

One writer has made the statement that advertising has increased the cost of living. He reasoned it out this way: "The cost of advertising is always added to the price and the tendency to purchase advertised articles in preference to unadvertised products is one of the units in the increased cost of living."

In my opinion such a statement could not be truthfully made by one who has carefully studied the subject of advertising in its relation to the problem of merchandising goods.

THE HIGH COST OF LIVING.

I will now give you a brief outline of the basic truths and reasons why of advertising as set forth by one of the ablest writers of the day on the subject of advertising. They express so clearly my own ideas on advertising and its function in the economic scheme of things as they are in the present day I feel it would be impossible for me to say anything that could make more clear to the layman my conception of the value of advertising.

"Advertising may be divided into two classes—direct and indirect. Both classes of advertising, when founded upon solid, economical principles, never cost the consumer a cent. Advertising facilitates distribution and anything that makes the marketing of goods easier and quicker is not an economic waste but an economic necessity.

"The secret of low prices is rapid production and to maintain a low price there must be a market for the product. Through the means of publicity the manufacturer can tell all the people about his product from Boston to Bombay in a very short space of time. It is easy enough to produce but marketing is a vastly different matter.

"Advertising is salesmanship—it is solicitation by print instead of word of mouth through the medium of the personal representative.

"Advertising has done for scientific production what the telegraph and the telephone have accomplished for society.

"Banish advertising from the world and what we now deem the necessities of life would become luxuries within the reach of the rich only. Advertising is intensive salesmanship. It is the modern method of scientific economic distribution and anything which tends to facilitate distribution—the most serious problem of merchandising—is not and cannot be an extravagance."

McCLURE'S ARTICLES INTEREST

S. S. McClure (by friends called Sam McClure) is in Japan making an intensive study of Japanese governmental, industrial, social and educational life. The first article written by Mr. McClure appeared in the Mail in the issue of August 6, since which time three other articles have appeared.

These articles are among the most valuable contributions to the knowledge of affairs in Japan that have ever been printed in the United States. It is but fair to say that every man and woman in this country of any intelligence ought to read these articles and thereby gain an understanding of Japan, which today is possessed by relatively few people—and those in the diplomatic and scholarly fields.

Mr. McClure as a writer is internationally known. His word pictures are so graphically painted and so plainly stated that the reader is left with a clear understanding of the situation. It is understood that these articles are to be syndicated and it is hoped that the entire country will be thoroughly covered.

HERE'S A GOOD JOB FOR A LIVE NEWSPAPER MAN.

The Ohio Civil Service Commission is looking for a man to publish a magazine devoted to the interests of the agricultural experiment station at Wooster. An examination was scheduled for June, but was called off because of lack of applicants. August 23 is the date of the new examination. The qualifications necessary are: degree from agricultural college, three years of agricultural writing and one year of straight newspaper work.

LONG RIDE FOR A JOB.

John C. Hopley, seventeen-year-old aspirant for newspaper honors, is riding a bicycle from Enid, Okla., to Bucyrus, Ohio, to take a job on his uncle's newspaper, the Bucyrus Journal. The distance is a little more than 1,000 miles.

AT LEAST TRY TO GET WHAT YOU WANT by advertising for it in THE FOURTH ESTATE

Can we guarantee the results of a want ad?

Of course not. If we could, we should be foolish to let you have the advertising so cheap.

But the chances are always very much in your favor.

Many good news-per men have secured good positions through an ad in THE FOURTH ESTATE.

Many employers have secured good editors, business managers, advertising managers, circulation managers, etc., in the same inexpensive way.

Many newspapers, printing plants, engraving plants, presses, etc., have been bought, sold or exchanged through these columns at the cost of a few dollars.

BUSINESS OPPORTUNITIES.

\$20,000 Cash

available for first payment on purchase of an attractive daily newspaper property. Atlantic coast locations preferred.

Proposition P. J.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Over 30% Profit

Only daily in prosperous and popular Florida town, gaining annually 25 per cent in population. Business in fine shape and making over 30 per cent on investment. \$10,000 cash will swing the deal. Quick action advised. Proposition 971x.

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

PRINTING

A printer with first-class plant desires to arrange with one or two more weekly publications. *Is an expert in keeping the prices down to rock bottom.* Address Caslon, care The Fourth Estate.

Newspapers For Sale!

Opportunities few to buy California dailies in good location. Evening paper, job shop, good equipment. Town 12,000. Price \$30,000 to move it. Liberal terms. No agents. Box 1156, Los Angeles, California.

FOR SALE—Mate; four sets of 8-pt Roman No. 2, with Bold Face No. 1; five sets 7-pt Roman No. 2 with Bold Face No. 1. Write for details of font arrangement. News, Dayton, Ohio.

For Sale—10-page Potter Press in good running order, in use by Daily Argus-Leader, over 10,000 circulation, including stereotype outfit, also 12 turtles and 14 chases. Delivery about December 1, following installation larger press. A big bargain. Write the Argus-Leader Co., Sioux Falls, S. Dakota.

HOW THE LIBRARIES CAN USE ADVERTISING.

Most American cities have pretty good libraries and some have excellent ones, but hardly any city until the last year or two has attempted systematically to inform the people of what the library contains and what it can do for them.

The American Library Association has had a committee on the subject since 1906, but only recently have individual cities begun to try to put their library facilities into general use.

A number of libraries have been conspicuous for effective publicity work during the last year.

The library committee of the Toledo (Ohio) Commerce Club designated a period of seven days as a library publication week, during which the uses of the public library

BUSINESS OPPORTUNITIES.

Daily Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

AUBREY HARWELL HENRY F. CANNON
Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

EXPERT IN NEWSPAPER Publishing Methods

ADVERTISING
MECHANICAL
CIRCULATION
DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor Advertising News.

CHAS. S. PATTESON
Prince George Hotel, N. Y. City

PUBLISHERS:

I have a modern printing plant; would like to contract for printing a weekly or a monthly newspaper or magazine. First-class work guaranteed at reasonable prices. Address Plymouth, care The Fourth Estate.

For an exceptionally good weekly will trade clear California property, part or all, valued at \$15,000, or will apply as part payment for interest in evening daily. Years of experience qualifies me to handle either business or editorial end. Address Box 834, care The Fourth Estate.

Competent newspaper man wants controlling interest in afternoon paper in Middle West. Town of 25,000. Address Box 846, care The Fourth Estate.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Agency, Youngstown, Ohio.

should be brought in every practicable way to the general notice of the citizens.

The undertaking was officially recognized by proclamation of the mayor of Toledo. During the week articles and advertisements about the library appeared each day in the local newspapers.

To back up the newspaper advertising, appropriate cards and other library material were displayed in show windows in various parts of the city, and the street cars carried posters relating to the library. Similar posters were placed in many of the large factories.

Other methods of advertising employed were the distribution of folders and the inclosure of slips regarding the library in 10,000 laundry packages. After listening to

HELP WANTED.

Young man wanted on a trade paper who can get news and write it in condensed form. He must also know something about circulation, advertising and general office work. Small salary to start, but good prospects. Address Box 826, care The Fourth Estate.

Special Writer Wanted

Catholic Publishing House has opening for competent special writer. Must have good command of English and be able to prepare interesting special articles and occasional editorial. Whole or part time. State education, experience and references. Address Box 837, care The Fourth Estate.

WANTED—A high grade special edition man to put on industrial edition in prosperous 25,000 city in Middle West. Must have gilt edge record. Submit full proof of same in first letter. Address Box 847, care The Fourth Estate.

Experienced young man wanted on a trade (coal) paper who can get news and write it in condensed form. He must also know something about circulation, advertising and general office work. Small salary to start, but good prospects. Address Box 825, care The Fourth Estate.

The publisher who needs
A managing editor
A city editor
A circulation manager
or anything in the newspaper line, must be hard to suit if he can't find in this column what he wants.

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.
YARD'S NEWS BUREAU
184 W. Washington Street, CHICAGO

library talks at the schools the children were taken on visits to the public library and its resources explained to them.

The result of the campaign was a marked increase in the number of registered borrowers and of books lent from the public library.

A similar campaign for the establishment of a business department in the public library was carried on in St. Paul in June, 1915 by the Town Criers, an association of local advertising men.

On a certain date, which was recognized by proclamation of the mayor as Town Criers' Library Day, a special library edition of the St. Paul Daily News was issued and circulated. A business men's library, centrally located in a store, was opened to the public by the city library, and means have since been taken by the Town Criers and other organizations of business men to bring the services of this library to the attention of those interested.

Other cities in which noteworthy publicity work has recently been accomplished by the public libraries are Seattle, Wash.; St. Joseph, Mo.; and Utica, N. Y.

In Wisconsin during the past year public libraries books were frequently advertised, in newspapers and window displays.

This method of publicity was first tried by the larger libraries of the state and is now being adopted by those of the smaller communities. For the most part, merchants' windows on the main streets are borrowed for this purpose, since few libraries have suitable windows in their own buildings. It is reported that these window displays bring good results when made by libraries.

MACHINERY FOR SALE.

Owners desiring to sell newspaper properties may advertise them in these columns over an assumed name, and answers will be received in entire confidence and forwarded without charge.

Rate twenty-five cents per line agate.

FOR SALE—A Campbell New Model press and stereotype outfit complete. Rebuilt five years ago by R. Hue & Co. and guaranteed to be in perfect condition. Prints four or eight pages, 6, 7 or 8 columns to the page, and can be seen running daily in our plant. Reason for selling is we are about to install larger press. Small cash payment and balance in monthly installments. First reasonable offer gets it. Address Campbell New Model, care The Fourth Estate, 232 West 59th street, New York City.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour. \$2, 24, 26, 28, 30 and 32 page papers at 82,000 per hour. For prices and terms write

WALTER SCOTT & CO.,
PLAINFIELD, NEW JERSEY

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 2, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 2010, and Model No. 1, Serial No. 2011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY
which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.
74-76 Church Street, TORONTO, CAN.

AMUSEMENTS.

Astor—B'way & 45th—"The Very Idea"
Booth—45th, W. of B'way—"Friend Martha."
Rijou—West 45th—"Mary's Ankle."
Broadway—At 41st—"Pay Me."
Cohan & Harris—W 42d—"Hitchy Koo."
Curt—48th E. of B'way—"The Knave."
Criterion—B'way and 44th—"The Manx Man."
Eltinge—W. 42d—"Business Before Pleasure."
44th St.—W. of B'way—"The Italian Battlefront."
48th St.—E. of B'way—"The 13th Chair."
Gaiety—B'way and 46th—"Turn to the Right."
Globe—B'way and 46th—"Jack and the Beanstalk."
Harris—W. 42d—"Daybreak."
Lycium—B'way & 46th—"The Lassos."
Lyric—42d St. W. of B'way—"The Inner Man."
Manhattan Opera House—W 34th—"The Wanderer."
New Amsterdam—W. 42d—"Ziegfeld Follies."
Palace—B'way near 47th—"Vaudeville Playhouse 46th E. of B'way—"The Man Who Came Back."
Princess—39th near B'way—"Oh, Boy."
Shubert—44th, W. of B'way—"Maytime."
Winter Garden—B'way and 30th—"Packing Show of 1917."

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange, Inc.

Third National Bank Building
SPRINGFIELD, MASS.

A LIVE WIRE

experienced newspaper woman, young and enthusiastic, and willing to handle any sort of assignment, will fill in gap, caused by conscription, on your editorial staff. Has handled general and feature work on large city dailies for several years. Address Box 848, care The Fourth Estate.

EXPERIENCED.

well-trained newspaper and advertising man wants position as business manager or managing editor of progressive afternoon daily. Has long and successful record on newspapers and in retail advertising. Thirty six years old and thoroughly dependable. Might make moderate investment if desired. Prefer city of 20,000 to 50,000. Will consider trade journal proposition. Address Box 848, care The Fourth Estate.

EDITOR

Extensive
Experience
Desires change
Exempt from conscription
References
Box 845,
care The Fourth Estate.

Mailing or list department, by a young married man of ten years' experience, capable of planning work to best advantage; several years in charge of afternoon daily; references gladly given. Address Box 850, care The Fourth Estate.

WANTED—Position, managing or telegraph editor. Thoroughly experienced, fully competent; now employed. Not subject to draft. Address Wembee, care The Fourth Estate.

OUR LETTER BOX.

At present there are letters waiting for

A. B. Codrington
S. Chivers-Wilson
Anna B. Corrhane
Geo. W. Craig
L. D. Curtright
Thos. B. Donnelly
Arthur T. Eagan
W. Burton Ellis
A. Finley
A. Fisher
R. Herts Service
Sam'l M. Evans
George S. Teall
W. A. Faver
Theodore Bisenz
Ray E. Wilcox
J. G. Disher
G. S. Myers
Griffith Bonner
H. H. Patterson
Publicity Bureau
Glenn C. Wilson
O. Wog
Chas. H. Forman
A. W. Seaholm
J. H. Musgat Co.
Richard Neville

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our offices their headquarters for correspondence, etc., etc.

SITUATIONS WANTED.

PUBLISHER'S ATTENTION

Do your circulation charges each month tally with your A. B. C. report? Or is there a deficit charge? Do you get a trial balance the first day of each month showing a cent your circulation charges, allowances, cash, accounts receivable, etc? If you do not get the above you are in the dark as to leaks in your circulation revenue.

What about your city carrier service? Your mail subscription country promotion work and office methods incidental thereto? Are you satisfied? If not the writer will guarantee to satisfy you in all the above respects if given a six months' contract for a compensation of \$2,000.

I can show a seventeen year record in circulation work. Now employed and have saved my present employer \$3,000 per year in overhead and leaks in the past six months.

Address G. L., care The Fourth Estate.

ATTENTION PUBLISHERS!

Who has the best position to offer a newspaper man of 20 years' experience? At present employed as night editor of a large New England daily but desires a change. Send answers to Egbert, care The Fourth Estate.

A Practical Printer with four years' good all-around experience and a thorough course at the Mergenthaler factory as a machinist-operator wants to connect with some publication or a private plant where attention to business is appreciated and advancement made accordingly. Best of references from former employers. Address Austin Savdel, 108 Targee street, Stapleton, N. Y.

WANTED—Position as editor or feature writer on newspaper or trade publication. Married, sober and fully competent. Position must be permanent on ability to make good. Understand advertising and printing business in full detail. Can come at once. Address W. H. Van Doran, 616 Sherman st., Elkhart, Indiana.

MANAGING EDITOR of morning newspaper in Southern city of 75,000 wishes to make change. Experienced on larger Southern dailies. Afternoon newspaper preferred. Address O. K. L., care The Fourth Estate.

CIRCULATION MANAGER WANTS PLACE

as general, mail or city circulation manager on a live paper. Competent to promote special campaigns and successfully handle any kind of territory. Familiar with all approved systems. Experience covers large and small cities. Am employed, but desire a change at once. Age 32, references. Address Box 842, care The Fourth Estate.

Successful advertising man of wide experience in newspaper work is seeking new connections. Can write fetching copy and is live, energetic solicitor. Married, sober, industrious. References on request. Address Box 844, care The Fourth Estate.

YOUNG MAN WHO CORRESPONDS

with five hundred newspapers wishes position as press agent or publicity manager with some person or firm desiring wide and international newspaper publicity. Address Box 853, care The Fourth Estate.

Mr. Publisher—Has the war hit your advertising department and do you want an experienced solicitor at once? Am unexpectedly at liberty. Have had over 20 years' experience selling advertising, not copy chasing. Full of ideas and know how to put them over. References cannot be beaten. Name what salary you will pay; it must be good, but I will earn it. For quick action, write Experienced Solicitor, care The Fourth Estate.

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices
378 Fourth Avenue NEW YORK

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is \$9,000 of them in a year for ten dollars. Send for samples and display rates.
710 Temple Court, MINNEAPOLIS

SITUATIONS WANTED.

Do you need a competent editor or reporter? I can deliver the goods, as employers for last 15 years will testify; will be glad to give full details; why not write me at Box 708, care The Fourth Estate.

Cartoonist

Can do any kind of cartooning. Can supply one comic strip a day; also comic cards or animated cartooning; samples on request. Address C. Williams, 416 16th street, West New York, N. J.

Live circulation manager of evening daily of 13,000 desires to make a change; 33 years of age, 10 years in present place. Recently has been through a raise of 50 per cent in price of paper and got by with flying colors. Best of references given. Address Box 841, care The Fourth Estate.

Circulation Manager, resourceful, successful business getter, using original campaign methods; many years' experience; methodical, economic; wishes to connect with metropolitan newspaper. Best references. Address Box 841, care The Fourth Estate.

Circulation Manager—Have worked in and understand all departments from carrier up. Have a steady position but desire change for personal reasons. Not subject to draft. Address Box 849, care The Fourth Estate.

Mr. Publisher—I can't go to war, but I have had 20 years' experience in the business end of newspapers both large and small. If your advertising or business manager is going I can fill his place acceptably. High class salesman and executive. Write or wire Advertiser, 50 West Alexandrine, Detroit.

SITUATIONS WANTED.

AUDITOR BUSINESS MANAGER CIRCULATION MANAGER SYSTEMATIZER

Position wanted by young married man with country-wide experience in all the details of paper economy and business and circulation department efficiency. Long experience systematizing circulation departments, cutting down waste, stopping leaks and in up-to-the-minute methods of circulation promotion. Also long accounting experience in various lines. At present employed in responsible position but desire a change. Can furnish the best of references from present and previous employers and business associates. Address Box 852, care The Fourth Estate.

Editor—Extensive experience daily, weekly, monthly; writer, reviewer; familiar with make-up; engaged, desires change; references. Not subject to draft. Address Box 833, care The Fourth Estate.

WANTED—Position on first class daily as business or advertising manager, by a high-class man of unusual character, ability and experience. Best of references. Address Box 848, care The Fourth Estate.

Circulation and advertising man with a record of 20 years' successful work seeks position in the West or Southwest. Address Box 702, care The Fourth Estate.

Experienced newspaper man wants business or entire management of small city daily, or would lease the property. Good references. Now located Pacific coast and prefer to stay there, but will go elsewhere if advantageous. Address L. L. K., care The Fourth Estate, 229 West 59th street, New York.

Business Manager—Competent efficiency man now "making good" in metropolitan field desires general management of small city paper. Excellent record in all departments as an organizer and producer. Preference for position demanding careful, economical development. Address Box 836, care The Fourth Estate.

EXPERT TYPOGRAPHER
with fifteen years' practical experience desires connection with substantial advertising agency. University man. State full particulars. Address E. C. T., care The Fourth Estate.

HEMSTREET**PRESS CLIPPINGS**

Tenth Avenue at 45th Street NEW YORK CITY

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.
60 and 62 Warren Street
NEW YORK

NEWS OF THE AD AGENCIES.

A. P. Russell has taken charge of the copy department of the Fawcett Advertising Agency, Colorado Springs, Colo.

A complete advertising agency and publicity service has been established under the name of Raul de Caldevilla & Cia. in Porto, Portugal, for the benefit of foreign business men who wish to introduce their wares to the Portuguese markets. The firm has the endorsement of many business men, banks and publishers of its own country and *THE FOURTH ESTATE* does not hesitate to commend it to the attention of American firms with Portuguese problems.

Norman S. Rose, former newspaper man and for the past three years active in the motion picture advertising and publicity field, has resigned from the publicity department of Artercraft Pictures Corporation to become associated with the George Batten Company.

Chester M. Cogswell, assistant managing editor of the Des Moines Capital, has resigned to take charge of the copy and service department of the Coolidge Advertising Company, Des Moines.

Jere J. O'Donnell has been appointed sales manager of the Claude W. Riley Advertising System, Chicago. The company places advertising in theater programs.

E. C. Conover of the business staff of William H. Rankin Company, Chicago, has resigned to become Western manager for Vanity Fair.

E. T. Gundlach, president of the Gundlach Advertising Company, Chicago, has won a commission as lieutenant in the new national army.

W. B. Seabrook will retire from the advertising agency of the Lewis Seabrook Company, Atlanta, on September 1 and Frank E. Coffee, Atlanta manager of the Western Newspaper Union, becomes a partner with Fred Lewis. The firm will be known after the above date as the Lewis & Coffee Company.

Frank Y. Anderson has become a member of the staff of the Ruel-Brown, Inc., Advertising Agency, St. Louis, as manager of its publicity department.

Mr. Anderson took up reporting on an afternoon paper at Memphis, Tenn. Subsequently he became city editor of the Memphis Appeal, from which he went to the Commercial, of the same city, as its first managing

Daily Publishers!

MORE ADVERTISING?

If you want real wide awake advertising representation, here in Chicago and the West, get in touch with us at once.

We get business by going after it; keeping after it until we get the order. Why not discuss the matter with us today? Write us at once.

YOUNG & FARRELL
Room 400, 89 N. Dearborn St.
CHICAGO, ILLINOIS

editor, and continued in that capacity on the Commercial-Appeal until 1913.

Mr. Anderson went to St. Louis in 1903 to join the staff of the Globe-Democrat as telegraph editor. When the staff of the St. Louis Times was being organized he was selected as telegraph editor, which post he held until made financial and commercial editor of that paper.

For the last two years and a half he has been on the staff of the Post-Dispatch.

A. T. Anderson, formerly with Van Patten, Inc., is now connected with the George Batten Company, Inc., as assistant space-buyer.

The William D. McJunkin Advertising Agency, Chicago, has opened a Cleveland branch in charge of E. E. Wagner, as vice-president and general manager.

Mr. Wagner's most recent connection was as advertising manager of the East Ohio Gas Company and previous to that he was publicist of the F. B. Stearns Automobile Company and in the editorial department of the Cleveland Press and Cleveland Leader-News.

Lewis B. Ely, for five years leading editorial writer of the St. Louis Republic, has joined the D'Arcy Advertising Company, where he will be connected with the publicity department.

Mr. Ely for eight years was associate editor of the Post-Dispatch, and is the author of several short stories, a novel and one or two plays.

Louis Glaser has resigned from the staff of Ewing & Miles, Inc., New York, and is now with Doremus & Morse, also of New York. He was formerly advertising manager of Kops Brothers, corset manufacturers.

CHICAGO OFFICE OPENED.

Barnhill & Henning, publishers representatives, New York, have opened an office at 8 South Dearborn street, Chicago, with Edmund R. Landis in charge. The new office will represent a number of papers in the Western field that have been handled in the East only by Barnhill & Henning.

The Montana Farmer, Great Falls, Mont., has appointed Barnhill & Henning as its advertising representatives.

NEW AGENCY LIST.

A list of publishers' representatives and general agencies doing business in Chicago, with their addresses and telephone numbers, has been issued by the C. J. Anderson Special Agency, of that city. It is on a convenient-sized card and suitable for ready reference at the telephone desk.

SCHOOLFIELD WITH AMERICAN

Charles B. Schoolfield has been appointed manager of financial advertising for the New York American, following two years' service in a similar position on the Tribune.

TYNDAL WITH MACLEAN.

George H. Tyndal, formerly with the Regina (Sask.) Daily Post, has joined the service department of the Maclean Publishing Company, Toronto.

AD FOLKS' NEWS.

The return match between the golf teams of the New York Advertising Club and the Poor Richard Club of Philadelphia will probably take place on August 21 at the Siwanoy Country Club. The first match resulted in a tie.

The Advertising Club of Columbus will elect a nominating committee at its next meeting on August 20.

R. G. Maxwell won chief honors in the monthly golf tournament of the Western Advertising Golfers Association late last week.

Members of the Kansas City Ad Club are making a series of "little journeys" to various Kansas City manufacturing enterprises for the purpose of acquainting themselves with the industrial progress of the city.

W. H. Miner of the W. H. Miner Company, Springfield, Mass., is in entire charge of advertising for that firm, which manufactures candies and "Miner's Balanced Ration," embodying five different food products.

Raymond Walters has resigned as advertising manager of the Emerson Phonograph Company, Inc., New York.

M. R. Machol has been appointed sales manager in charge of advertising by the Chase Motor Truck Company, Syracuse, N. Y.

John F. Bresnahan has been appointed sales and advertising manager of the American Chicle Company, New York, succeeding George R. Hopkins, who recently went with the Columbia Graphophone Company as sales manager. Mr. Bresnahan has been connected with the American News Company, the Butterick Company, the Every Week Corporation and the Literary Digest. Van Patten, Inc., New York, will continue to handle the advertising account.

George C. Macdonald has become sales manager of the Loose-Wiles Biscuit Company, Long Island City, N. Y., taking charge of advertising. He was formerly country and agency sales manager at the company's Boston plant.

The second annual "big brother" picnic of the Advertising Club of Des Moines, Ia., will be held on August 21, at Greenwood Park. Last year the club held its picnic at Union Park where the affair proved a grand success.

The guests will be the families of the club members and the children on the various charitable institutions over the city. A program consisting of athletic events, music, speaking and other things will be handled by special committees headed by O. O. Work. Refreshments will be served by the club.

The Chicago Advertising Association is sending many of its members into military service of one form or another. Incidentally, the association is launching a very active campaign to secure the cooperation of employers in holding positions open for the soldiers upon their return.

A Seven Day Chautauqua, under the auspices of the Chicago Adver-

tising Association will begin in various Chicago communities on August 23. Fifteen per cent of the receipts will be donated to the Red Cross. The remainder of the profits will be used as a nucleus for a building fund for the association.

Rufus B. Burnham has resigned as advertising and marine sales manager of the Gray Motor Company, Detroit. He was formerly advertising manager of the Sterling Engine Company and prior to that was with Doubleday, Page & Co.

Herbert A. Mooney, formerly assistant advertising manager of the Oakland Motor Car Company, Pontiac, Mich., and in Chicago agency work, has been appointed sales promotion manager of Thomas J. Hay, Inc., Chicago distributor of Chandler automobiles.

Putnam Drew, formerly advertising manager of the R. E. Taylor Corporation, has been appointed advertising manager of the Buford Motor Truck Company, Fremont, Ohio, which has just been purchased by R. E. Taylor.

I. T. U. IN SESSION.

The International Typographical Union is holding its annual meeting this week at the Printers' Home in Colorado Springs, Colo.

Scranton, Pa., was awarded the 1918 convention by unanimous vote. The convention indorsed a plan to care for members who enlist for the war.

Verne Bronson is the new editor and publisher of the Grano (N. D.) Tribune.

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
450 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES.
925 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
28 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS

JAMES ZOBIAN CO.

GENERAL ADVERTISING
225 Fifth Avenue NEW YORK



INTRODUCING AD FOLKS.

The road of Thomas E. Ward to his recent appointment as advertising manager of the House of Hobberlin, Ltd., Toronto, has led for the past thirteen years through the bright fields of engraving and lithographing. Mr. Ward is an Englishman and, after studying art in London,



THOMAS E. WARD.

emigrated to Canada in 1904, spent several months designing stained glass windows and then joined the Toronto Engraving Company's staff.

He later moved to a lithographing firm in Chicago, but returned to the land of the Maple Leaf after two years as art manager in the advertising service department of the McLean Publishing Company, Ltd. He resigned from this position after eight years' service a short time ago to join his present firm.

Howard Rhode, the new advertising manager of the Lehigh Portland Cement Company, Allentown, Pa., has not been active in general advertising, but, during his fifteen years in the cement industry, he has done considerable publicity work along educational lines. He has represented the Lehigh Company on the lecture platform before student bodies of various engineering schools and colleges, engineering societies, civic clubs, rotary clubs, builders' meetings, etc.

An ambitious objective is put forward by Charles F. Hatfield, who now heads the community advertising department of the Associated Advertising Clubs of the World, when he says that he intends to make his department one of the best, if not the best, at the San Francisco convention of the A.A.C.W. But, his ambition is more or less justified when he thinks of the fact that his department was recognized by the parent organization only thirty days before the opening of the St. Louis convention and that it gathered together a highly successful exhibit in that time.

The standards of practice under which the department is conducted, as outlined by Mr. Hatfield, follow:

(1) We believe that from every source of influence our public organi-

zations and institutions representing the community as a whole should be impressed with the potency and dignity of adequate community advertising.

(2) We believe that because community organizations have not made substantial provision for community advertising, and because publishers, agencies and counselors have, therefore, comparatively neglected this source of business, there is lack of both volume and method in the showing made, and that each party to the failure should from now on strive for large reciprocal results.

(3) We believe that particularly in the effort for industrial expansion through community advertising, all



CHARLES F. HATFIELD.

claims as to the advantage of location should be based upon a survey of commercial and economic conditions, and justified by statements both conservative and direct.

(4) We believe that especially concerning the smaller city, there is need of systematic and intensified methods for increased merchandising from within a logical though limited radius rather than for a continuance of puny attempts to secure promiscuous industries from a national field, and that there the local commercial body has an inspirational and instructional function.

(5) We believe that because much unfavorable community advertising is automatic, it is the duty of the citizen body to provide adequate means to keep the merits of the community uppermost before the nation, and we pledge our energies to the work of setting these forth with system, sanity and truth.

TRADE PRESS ASKED TO AID FOOD ECONOMY.

As part of the food administration conservation campaign, a committee, headed by James H. Collins, has been appointed to bring vital matters to the attention of the trade and technical press of the country. Mr. Collins, in a circular letter, signed by himself and twenty-two publishers of well known business papers, asks trade journal editors to publish an editorial or article in every issue of their papers, keeping the idea of food economy before their readers.

ATKINSON HEADS AD SERVICE

Harry G. Atkinson has resigned as contract manager of Hanff-Metzger, Inc., New York, to become general manager of the Associated Representation Company, New York. The latter firm is now handling advertising for about 400 country newspapers equipped with the "Prestoplate Caster," a device which permits the use of matrices by country newspapers without stereotype equipments.

The cost of advertising in the country press is thus reduced, the expense of sending heavy electrotypes and stereotypes for each advertisement being eliminated.

Discussing his new venture, Mr. Atkinson said to THE FOURTH ESTATE:

"I am enthusiastic over the prospect of selling national advertisers a real service in the country weeklies and anticipate that, at last, these papers will come into their own. I



HARRY G. ATKINSON.

have always been a firm believer in the country weeklies, as evidenced by the 'Duke's Mixture' campaign, which I placed several years ago in more than 10,000 country weeklies."

Mr. Atkinson is succeeded in the Hanff-Metzger organization by his brother, C. J. Atkinson.

ARCHER NO SLACKER.

Laird Archer, reporter of the Wichita (Kan.) Beacon, has been trying for more than a year to go to war. When Uncle Sam was in trouble with Mexico, he tried to join the Kansas National Guard, but was refused because of defective vision.

In April, he tried to join the United States regulars in vain. Later he tried the ambulance service and was rejected. The Red Cross and the Army Y.M.C.A. also declined his services.

In the draft his number was 258, the first to be drawn, so he feels that there is still hope. His failure to get in is due to partial loss of sight caused by being struck by lightning when he was a youngster.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO ENGRAVING COMPANY

154 Nassau Street, NEW YORK

Telephone 4200 Beekman

Good Work

Prompt Service

Fair Price

They tell the story of our 24 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO ENGRAVING CO.

251-253 William Street NEW YORK
Phone, WOrk 1687-5

STANLEY PROCESS
quality a not
to down
up made to a price
TYPE METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 23d Street NEW YORK

AD-SOLDIERS END DRILLS.

After three months of drill in elementary military tactics the Advertising Men's Military Training Association suspended operations on August 13. Of the four score men who were enrolled in the course at various times, R. D. Smith, C. R. Jones and R. Tatnall qualified for Officers Reserve Corps training camps. C. J. Cutaia was chosen as an alternate for Plattsburg and Joseph Griess and Shaw Thompson were accepted for the aviation section of the Signal Corps, U. S. A.

Ray Smith, volunteer instructor of the association, who had seen service in Mexico and the Philippines as a lieutenant in the United States Army, appeared at the final session of the class in the uniform of a major in the aviation section of the Signal Corps, having been commissioned last week. He has been connected since his resignation from the Army a few months ago with the Factory, New York.

Major Smith disclaimed a greater part of the credit for the achievements of the successful students, but the class answered his modest disclaimer with a gift of \$100 in gold and a pair of cuff links.

A vote of thanks was awarded to Edgar G. Criswell, now in the advertising department of Donbleday, Page & Co. for his untiring work as secretary-treasurer of the association during the past year, both under the late Captain Roy Staver and under Major Smith.

THE PITTSBURG PRESS

HAS
THE **Largest**

DAILY AND SUNDAY
**CIRCULATION
IN PITTSBURG**

Foreign Advertising Representatives:
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

SEATTLE "P-I"

The only seven day A. P. paper in the
Metropolis of the entire Northwest.

The one paper in the entire West with-
out competition in its field. It reaches
into the homes of the most prosperous
people on earth.

W. M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

NEWS NOTES FOR SUPPLY MEN.

CHANGES IN INTEREST.

SULPHUR SPRINGS, TEX.—J. S. Bag-
well, former editor and proprietor of
the Mt. Pleasant Journal, has sold his
interest in his paper at Sweetwater
and has purchased the Sulphur
Springs Weekly Echo.

CRAIG, MD.—W. H. Hambaugh, for
thirty-five years editor and owner of
the Leader, has sold that paper to L.
R. Bagby of St. Louis.

HURON, KAN.—R. E. McBride of
Topeka is the new proprietor of the
Huron Herald, and in the Herald
office he will also print the Delia
News, edited by Hilda McBride.

HASTINGS, OKLA.—Vernie Puryear
has resigned from the Hastings Her-
ald, having purchased a paper in
Wyoming.

HERFORD, TEX.—Guthrie & Gough
is the name of the new firm publish-
ing the Brand.

MONTICELLO, ARK.—N. D. Gother-
man has succeeded E. F. Gotherman as
editor of the Monticellonian, the lat-
ter having enlisted in the Arkansas
National Guard.

CARRIZO, N. M.—Mrs. Hannan
Luster, owner of the Outlook, has
sold that paper to L. A. Burke.

CLINTON, OKLA.—R. A. Mitchell,
editor of the Roger Mills County Sen-
inel, and Senator E. L. Mitchell of
Clinton have purchased the Clinton
Chronicle and Clinton Messenger. R.
A. Mitchell will move to this city and

The Remarkable Advertising
Pulling Qualities of the
**WASHINGTON
TIMES**

are built on the
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,
The Times is Preferred.

Topeka Daily Capital

GOVERNMENT REPORT

for six months ending April 1, 1917,
showing net paid circulation.

34,567

Member A. B. C.

Arthur Capper, Publisher
TOPEKA, KAN.

take charge of the papers, while A. Y.
Owens will be left in charge of the
Sentinel at Strong City.

BOWLING GREEN, MO.—C. Ed May-
hall has purchased the Bowling Green
Times.

GRAND JUNCTION, COLO.—Herbert
Little, of Carrollton, Mo., is with the
Grand Junction News.

SHARON, KAN.—F. A. Leith, who
has been associated with W. C. Ray
in editing the Wilmore News, has
purchased the local Times from P. H.
Adair.

GOLTRY, OKLA.—Frank Walker has
sold the Eagle, a socialist paper, to
C. C. McDaniel of Cherokee.

MINCO, OKLA.—John Duran has
purchased the Herald and taken
charge of the same.

METROPOLIS, ILL.—The Journal-Re-
publican has been leased by W. A.
Spence to Rev. R. B. Butler.

BURCHARD, NEB.—Frank A. Cox,
publisher of the Times, has sold that
paper to Mrs. Weaver Borden.

CUNNINGHAM, KAN.—William A.
Bradley, who recently purchased the
Clipper, has taken charge of that pa-
per.

HURON, KAN.—Miss Hilda Mc-
Bride has purchased the plant of the
Herald and several other small papers
in this vicinity and will conduct a
chain of papers throughout this sec-
tion.

MOUND VALLEY, KAN.—Rollin Con-
derman, who recently purchased the
Chetopa Clipper, has sold his interest
in the Mound Valley Journal to D.
H. Wallingford, who assumes full
charge of that paper.

OKETO, KAN.—Harry DeLair is now
editor of the Eagle, having recently
purchased the same.

IMA, ILL.—Samuel T. Coffman,
managing editor of the Observer, has
sold his interest in that paper to E.
L. Coffman.

RUSHVILLE, MO.—Rolla Hines has
purchased a half-interest in the Rush-
ville News.

CHENESE, KAN.—Jack Gage has
leased the Journal to Zene Spurrier,
who has been business manager of
that paper for the past year.

ARLENE, TEX.—Homer Eastwood,
formerly owner of the Merkel Mail,

BOSTON POST

CIRCULATION JULY, 1917
"NO RETURNS"

The Daily Post 523,332

The Sunday Post 354,316

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK
C. GEORGE KROGNESS, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid  For Every
Guaranteed Issue

GEORGE A. McCLELLAN, Gen. Mgr.
161 Fourth Avenue NEW YORK

has purchased a half interest in the
Times.

NASHVILLE, KAN.—Clyde Walters,
who is the founder and editor of the
Journal, has announced that he will
join the army about September 1 and
will sell his paper.

CLARENDON, TEX.—J. M. Warren,
publisher of the News for six years,
has sold that paper to Sam M. Bras-
well.

TOPEKA, KAN.—Charles C. Young-
green, business manager of the Kan-
sas Farmer, who has resigned his
position to enter the aviation corps,
is succeeded by W. J. Cody, who has
had charge of all live stock advertis-
ing and has been assistant advertis-
ing manager of that paper.

FAIRLAND, OKLA.—John T. Newport,
editor of the News-Herald for the
past five years, has sold that paper to
W. D. Franklin.

SAVANNAH, MO.—C. N. Van Pelt,
who has been editor of the Tarkio
Avalanche, has become manager and
editor of the Savannah Democrat,
owned by Frank Freytag of St.
Joseph.

WICHITA, KAN.—The Price Current,
a local trade journal, has been sold
by Willis H. Purdy to Dale A. Res-
ing, for ten years connected with
the Wichita Eagle, becomes general
business and editorial manager of the
Price Current.

MONTGOMERY CITY, MO.—Gale
Johnson has sold his interest in the
Montgomery City Herald to Mr.
Lavender, who now owns the plant,
and will continue the business.

NEW ENTERPRISES.

CARPENTER, WYO.—Frank S. Nip-
per, publisher of the Record and of
the Prague (Okla.) Record, is con-
sidering starting a new weekly pa-
per in a farming town in this state.

HARRISONVILLE, MO.—Frank Ar-
mstrong of the Democrat is preparing
to publish a daily newspaper in the
camp of the Missouri National Guard.
He will have a portable plant.

ARGENTA, ARK.—The Argenta Daily
Times, an 8 page 6 column afternoon
newspaper, has just made its first ap-
pearance. John Pruniski, for two
years of the Little Rock Gazette, is
editor and the Times Publishing

1916 Broke All Records
of the
Toledo BLADE
9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.
Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Keeage Building, DETROIT

YOU MUST USE THE
EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Cir-
culation—more than **150,000**

Company is publisher. Modern ma-
chinery, costing \$10,000, has been in-
stalled.

ALBUQUERQUE, N. M.—The high
school pupils of this city are going to
publish a new monthly paper under
the direction of John H. Mehers,
foreman of the job printing depart-
ment of the Santa Fe New Mexican.

SNYDER, TEX.—Will S. Cooper, of
this city, will soon start a new paper
here, to be called the Scurrier.

GALATIA, KAN.—Leon Goheen, edi-
tor of the Holyrood Banner, published
the first issue of a new paper here
on August 10, known as the Galatia
Register. For the present it will be
printed in Holyrood.

ENID, OKLA.—The Southwest Oil
and Farm Journal is the name of a
new publication here devoted to the
oil interests. George G. Garnett is
the editor and publisher.

GLENROCK, WYO.—The Glenrock
Gazette Publishing Company has been
incorporated with \$10,000 capital, by
A. A. Spangh, J. A. Reed, J. H. Bar-
ber, S. M. Anderson, and John E. Hig-
gins, all of Glenrock.

MARSHALLTOWN, IA.—A new daily
edition of the Marshalltown Tribune
will soon be issued.

CLOVIS, N. M.—The Christian
churches of New Mexico and west-
ern Texas have arranged for the pub-
lication of a monthly paper here, to
be known as the Great Plains
Christian. Rev. J. H. Shepard of
Clovis will be editor.

SANTA FE, N. M.—The first issue
of the New Mexico War News has

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

THE BROOKLYN DAILY TIMES

In 1916 Carried

(Publishing 6 days a week, no Sundays)

3,230,368 Agate Lines of
Advertising

An increase over 1915 of

151,417 lines

Brooklyn's FASTEST GROWING
NEWSPAPER

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market. Foreign Representations John Glass, Peoples Gas Bldg., Chicago I.A. Klein, Metropolitan Tower, New York

The newspaper man who *wants* a good position, and doesn't know enough to advertise for it in **THE FOURTH ESTATE**, when it costs so little (perhaps nothing), does not deserve the position.

appeared, with Guthrie Smith as editor.

SILVER CITY, N. M.—Don W. Lusk, son of H. H. Lusk, former editor of the Parsons (Kan.) Sun, is the founder of a new paper here.

ARMY CITY, KAN.—A. H. Hammond, former editor of the Manhattan (Kan.) Free Lance, has started a new paper here, called the Army City Bulletin. Mr. Hammond will erect a new building for his print shop on some property he recently purchased.

WICHITA, KAN.—Beginning September 1, the Fuller Real Estate Exchange at First and Market street will publish a 16-page monthly magazine, to be called the Wichita Realty Bulletin.

CONSOLIDATIONS.

WEWOKA, OKLA.—The Wewoka Democrat and the Capital have been consolidated under the name of the Wewoka Capital, with Luther Harrison and Jesse Day as publishers.

ALTUS, OKLA.—W. F. McDowell has sold the Times to Jack Bommer, publisher of the Democrat, who will consolidate the two papers.

INSTALLING EQUIPMENT.

MARSHALL, MO.—The Democrat-News, founded thirty-six years ago, has moved into new headquarters.

CHETOPE, KAN.—The Clipper, recently purchased by R. J. Conderman,

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburgh



CONN, LORENZEN & WOODMAN, Special Representatives, New York, Detroit, Kansas City, Chicago

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This 'food atmosphere' and 'housewife interest' will increase your sales.

KELLY-SMITH CO.
220 5th Av., N. Y. Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 91,250
JULY, 1917
GAIN over JULY, 1916, 15,388

Special Representations
DAN A. CARROLL J. E. LUTZ
New York Chicago

has placed an order for a Model 15 Mergenthaler Linotype.

RUSSELLVILLE, ARK.—J. A. Livingston, editor of the Courier-Democrat, has purchased a new building on Torrence street, which is being remodelled for the use of his newspapers.

LAWRENCE, KAN.—The printing classes of Haskell Institute have new rooms with new equipment for the coming year.

PLATTSBURG, MO.—C. F. Ward, who recently purchased the Leader, has added a new Linotype to the office equipment of the paper.

MARYSVILLE, KAN.—G. W. Willis has moved his print shop into the Lange Building.

WEATHERFORD, OKLA.—The Booster has just purchased a new supply of job and book type.

ALBUQUERQUE, N. M.—A Gordon press, 12x18, and other equipment, will be purchased for the Albuquerque High School printing plant.

ENID, OKLA.—A new printing office, owned by L. S. Corey, is to be erected here on West Broadway, costing \$8,000.

TOWANDA, KAN.—The News has had constructed a new building for its plant and has recently moved into it.

WICHITA, KAN.—The Eagle has added to its equipment a new bulletin machine and has also added the summarized day report of the United Press.

CHETOPE, KAN.—The Clipper has moved into its new headquarters on West Main street.

SUSPENSIONS.

HARRISONVILLE, MO.—The News, owned by Nathan W. Huston of Columbus, Kan., and managed by Albert D. Matteson, has suspended publication. The plant will be shipped to Columbus, Kan., and Mr. Matteson will join the staff of the Harrisonville Democrat, which paper has purchased the subscription list of the News.

CIMARRON, N. M.—Publication of the News-Citizen has been recently suspended.

LATHAM, KAN.—The Latham Mirror has discontinued publication.

BELPRZ, KAN.—Ray Williams, editor

St. Louis Globe-Democrat

dominates the morning field.

A. B. C. Statement March 31, 1916 140,970

Net Paid Circulation June 4, 1917 138,135

Between March 31, 1916, and June 4, 1917, daily price was raised to 2c.

The clean home-going family newspaper.

PATERSON

New Jersey's Famous Manufacturing City

PRESS Its BIG GUARDIAN Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

of the Argosy, has suspended its publication and placed the plant on the market.

CAMERON, TEX.—The Herald Publishing Company, publisher of the Cameron Herald, has filed a certificate of dissolution.

GIRARD, KAN.—The Appeal to Reason, a socialist newspaper, has been suspended during the war.

WEST, TEX.—The News has suspended publication.

WAYNE, OKLA.—Publication of the Wayne Beacon, local weekly, has been suspended by O. L. Powell who purchased that paper six months ago from E. F. Little, its founder.

TALOGA, OKLA.—Publication of the Times has been suspended.

WESTPHALIA, MO.—The Volksblatt, which has been printed in German here many years by Captain Henry Castrop, will suspend publication soon according to recent information.

WAYNOKA, OKLA.—The Record has suspended publication.

PECKHAM, OKLA.—The Derrick, published here, has suspended.

FIRES.

PERRY, KAN.—The office of the Mirror was recently destroyed by fire with a loss of \$500 to the plant, part of which is covered by insurance, and the complete loss of the building occupied by the paper. W. E. Cain is the editor and owner of the Mirror.

RECENT INCORPORATIONS.

NEW YORK.—Pan-American Magazine, printing and publishing: capital, \$125,000; incorporators, William W. Rator, L. Elwyn Elliott, Clyde G. Gunn.

Republican Advertising Service, printing, publishing: capital, \$25,000; incorporators, William J. Weber, David R. Hunter, C. N. Duncan.

Washington Print Shop, publishing, printing, designing: capital, \$7,500; incorporators, E. Ullman, O. C. Kidney, A. J. Hanford, 601 West 174th st., N. Y.

Inter-American Movement, printing, publishing: capital, \$50,000; incorporators, B. Davalos, J. P. Santamaria, A. Mariscal, 601 W. 48th street.

American & Foreign Paper Corp., manufacture paper, paper products: capital, \$50,000; incorporators, J. H.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,264 lines more local business than its only competitor.

With the Springfield News (the two at .055 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO

DAYTON, OHIO.

I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

Bardsley, A. Isaacson, B. H. Rohrey, 259 Broadway.

Washington Print Shop, printing, publishing, designing: capital, \$7,500; E. Ullman, O. C. Kidney, A. J. Hanford, 601 W. 174th street.

Spanish Press of America, Inc.: capital, \$25,000; incorporators, A. A. Marshal, L. H. Quade, P. Kaplan, 1,150 Eastern Parkway, Brooklyn.

CHICAGO.—National Drug Clerk, journal for drug clerks, official publication of National Association of Drug Clerks: capital, \$10,000; incorporators, P. A. Mandabach, R. A. Mandabach and Paul J. Mandabach. Markus-Campbell Company: capital, \$10,000; general publishing; incorporators, John G. Campbell, John D. Peterson and Herman A. Fischer, Jr.

Saul Brothers, printing and publishing: capital, \$25,000; incorporators, J. Woodruff Saul, William R. Saul and Edwin A. Munger.

Mr. VERNON, ILL.—Mount Vernon Register Company: publishing and printing: capital, \$10,000; incorporators, Maurice J. Sneed, Norman J. Sugg and Thomas H. Sneed.

EDWARDSVILLE, ILL.—Edwardsville Republican Company, to publish a newspaper and do a general printing business: capital, \$8,000; incorporators, A. U. Barco, Irma Jriege, Jesse R. Brown and J. O. Monroe.

BISMARCK, N. D.—Grand Forks American: capital, \$100,000; incorporators, John A. Hagen, A. G. Sorlie.

BOSTON.—Lewis J. Hewitt Company printing and publishing: capital, \$30,000; incorporators, Frank Lewis, West Roxbury: Lewis J. Hewitt, Brighton: and Henry D. Wiggin, Jr., of Brookline.

THE TERRE HAUTE TRIBUNE

The big home evening paper of its section of Indiana.

In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

BUFFALO EVENING NEWS

The only Buffalo newspaper that occupies its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the Western Field by
KELLY-SMITH COMPANY,
220 Fifth Ave., NEW YORK.
Lyttel Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

BEERS, Flatiron Bldg., N. Y., and Havana, Cuba—Placing advertising in Spanish papers of Cuba for Elon College, N. C.; Lawrence Academy, Mass.; Keewatin Academy, Wis., and Mount Pleasant Academy, N. Y.

AYER, 300 Chestnut st., Philadelphia—Placing advertising for the Speco Mfg. Co., "Spark Plug Energizer," 1777 Broadway, N. Y.

FEDERAL, 6 E. 39th st., N. Y.—Reported placing advertising for Chas. B. Knox, "Knox Gelatines," Johnstown, N. Y.

Also placing advertising account for the Roman Meal Co., breakfast food and laxative, Toronto.

Placing 360-line, 4-time orders with some N. Y. State and New England newspapers for Many-Use Oil Co., 113 Chambers st., N. Y.

HAWLEY, 347 5th av., N. Y.—Reported that a \$1,000,000 advertising campaign against the liquor traffic in "wet" states will shortly be started for the Federal Council of the Churches of Christ.

LE VENE, Claus Spreckels Bldg., San Francisco—Placing orders with newspapers for the Oceanic S. S. Co., San Francisco.

McCANN, 61 B'way, N. Y.—Placing the advertising account of Borden's Condensed Milk Co., 108 Hudson st., N. Y.

McJUNKIN, 35 S. Dearborn st., Chicago—Will place orders with newspapers for the Heppes-Nelson Co., "Asphalt Paint," roofing and shingles, 4505 Fillmore st., Chicago.

MORGAN, 44 E. 23d st., N. Y.—Placing national advertising of Emerson Phonograph Co., "Emerson Records," 3 W. 35th st., N. Y. New York City advertising will be placed

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

ST. PAUL DISPATCH and ST. PAUL PIONEER PRESS

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 88,679; the St. Paul Pioneer Press, an average total daily circulation of 45,529; the St. Paul Sunday Pioneer Press, an average total Sunday circulation of 47,802. They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION
St. Paul Dispatch (daily). Over \$1,000.
St. Paul Pioneer Press (daily). Over \$4,000.
Sunday Pioneer Press (Sunday). Over \$7,000.

They Cover The Field.

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
260 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
301 Devonshire Street, BOSTON.
Krepps Building, DETROIT.

THE Philadelphia Bulletin HAS THE

Largest TWO-Cent Circulation in the East.

Net Daily Paid Average for June

358,191 Copies

WILLIAM L. McLEAN, Publisher.

by Gardiner, Atkinson & Wells, 150 Madison av., N. Y.

Also placing the advertising of Hessig-Ellis Drug Co., "Q-Ban" hair color, Memphis, Tenn.

PICARD, 50 E. 42d st., N. Y.—Placing one-time special newspaper copy with a few selected newspapers for the Underwood Typewriter Co., 20 Vesey st., N. Y.

PRESBREY, 436 4th av., N. Y.—Placing the advertising of Chase Motor Truck Co., farm tractors, Syracuse, N. Y.

SEAMAN, 461 8th av., N. Y.—Reported to be making up a list of newspapers for the Kellogg Products Co., "Nut Margarine," Buffalo, N. Y.

WHIDDEN, Widener Bldg., Philadelphia—Placing 42-line 4-time orders with Pennsylvania newspapers for Lake Paupac Co.

ELLNER, 35 W. 39th st., N. Y.—Placing the advertising of Kalamazoo Parchment Paper Co., Kalamazoo, Mich.; Ariston Hat Co., Hecht Bros., O. E. Chaney & Co., Dental & Toilet Prod. Co., all of New York.

RICH, First Natl. Bank Bg., Pittsburgh—Placing the accounts of Waverly Novelty Co., Penn Toy Co., Liberty Refining Co., Hoffman Corr. School of Bookkeeping, Bennett, Hollander & Lewis, Follows Efficiency Bureau, of Pittsburgh.

ERWIN & WASEY, Garland Bldg., Chicago—Placing the account of the Forhan Co., Inc., dental preparations, N. Y.

TAYLOR - CRITCHFIELD - CLAGUE, Brooks Bldg., Chicago—Placing orders in agricultural publications for the Hercules Mfg. Co., Centerville, Ia.

Also making up lists for the advertising of Bohon Buggy Co., Harrodsburg, Ky.

Placing 3-time, 336-line orders with some Middle West newspapers for Firestone Tire & Rubber Co., Akron.

URMY, 41 Park Row, N. Y.—Placing the account of Earl & Wilson, N. Y.

FULLER, Studebaker Bldg., Chicago—Making contracts with daily newspapers for E. Lawrence & Co., Chicago.

Sending out orders to mail order papers and magazines for the adver-

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail in Greater Montreal is larger than that of any other Montreal morning newspaper, English or French.

Verve & Conklin, Inc., 225 6th Av., N. Y.
I. S. Wallis & Son, 1st Nat. Bldg., Chicago

tising of Robinson Cabinet Co., "Comfort Chemical Closet," Toledo, Ohio.

SNITZLER, Garland Bldg., Chicago—Making contracts with newspapers for Whole Grain Wheat Co., Chicago.

DILG, Hearst Bldg., Chicago—Making contracts with daily newspapers for the Alpha Beverage Co., Chicago.

GARDNER, 315 N. 10th st., St. Louis—Sending contracts to daily newspapers for advertising of Valier & Spies Milling Co., St. Louis.

LORD & THOMAS, Mallers Bldg., Chicago—Contemplating resuming contracts in the near future for the Mitchell Motors Co., Racine, Wis.

MILLER, Nasby Bldg., Toledo, Ohio—Secured the account of Hurst Mfg. Co., Canton, Ohio, and is making up a list of farm papers.

THOMPSON-KOCH, 22 W. 6th av., Cincinnati, Ohio—Making contracts quite generally for the Neurglyne Co., Wheeling W. Va.

THOMPSON, 242 Madison av., N. Y.—Will shortly place orders with some Southern newspapers for Andrew Jergens Co., soaps, etc., Cincinnati, Ohio.

NICHOLS, 2 E. Jackson Blvd., Chicago—Placing orders in agricultural publications for the Banner Tailoring Co. and Knickerbocker Tailoring Co., Chicago.

FAWCETT, Burns Bldg., Colorado Springs, Colo.—Sending out copy advertising Pike's Peak region for fall tourists to large city newspapers and to papers in Kansas and Oklahoma.

Placing advertising of Glen Eyrie Garden Co., and Inhalatum Chemical Co. in Kansas, Oklahoma, Nebraska and Texas newspapers.

CHAMBERS, Maison Blanche Bldg., New Orleans—Sending out copy to Southern newspapers for L. Lyons & Co., Ltd., New Orleans.

ASKING RATES—J. Walter Thompson Co., 242 Madison av., N. Y., asking rates in Canadian newspapers.

A Scandinavian newspaper is to be started at Helena, Mont., by Rev. A. Smedstad, pastor of the Scandinavian Methodist Church.

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

Daily (Net Paid) 55,498

April, 1917 Figures—A.B.C. Basis. —Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallory Building, Chicago.
301 Devonshire St., BOSTON.
Krepps Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA
People's Gas Building, CHICAGO.

FUNDS FOR GOOD CAUSE.

The New York Press Club, through its president, Edward Percy Howard, is appealing to the newspaper and advertising men of the country for funds to aid the widow of "Tedy" Hamilton, who died a year ago. Mrs. Hamilton is destitute, as her husband's fortune was swept away in patent ventures and patent suits during the later years of his life.

Mr. Hamilton was known from the Atlantic to the Pacific Coast and from Calgary to Galveston as the king of the old school of press agents, through his long connection with Barnum & Bailey's circus and other amusement enterprises.

JEFFRIES' NEW WORK.

Frank S. Jeffries of Des Moines has joined the Harwood Newspaper Syndicate and will succeed F. F. Swan as editor on the Clarion (Ia.) Clipper. Mr. Jeffries formerly was state editor for the Des Moines Register and Tribune but resigned to take the secretaryship to the local mayor.

Herbert H. Harwood is owner of the Harwood newspapers, located at Rockell City and Clarion. A. R. Hultman, who was also connected with the Register and Tribune, is handling the editorial end on the Rockwell City paper.

NEW A.N.P.A. MEMBERS.

The American Newspaper Publishers Association has elected the Chicago Daily Jewish Courier to active membership and the Bradford (Pa.) Era to associate membership.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation:

DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations

Joliet, Ill. (The PITTSBURGH of the West)

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News

ALCORN-HENKEL, Representative
New York Chicago

"EDDIE" RIGGS FOR CENSOR.

If a war news censorship comes in the United States, William E. Lewis editor of the New York Morning Telegraph, has a candidate for the headship—his name is Edward Riggs, one of the most efficient and popular newspaper men America has produced. For several years past Mr. Riggs has been assistant to the president of the New York, New Haven and Hartford Railroad.

Editor Lewis says:

"No patriotic editor would object to the censoring of Washington or other news relative to the war, in its conduct or in its progress, if he could be sure that the controlling power of such censorship were exercised by a man of proved judgment and recognized standing.

"It is an axiom that the test of a newspaper man's value lies in what he does not print, instead of what he does.

"When censorship comes, the Morning Telegraph has its own candidate for the headship.

"Edward G. Riggs is doubtless the best known of the living political writers of America. He had his training and did his greatest work on the New York Sun, which implies that his training and his work were done under the greatest and the ablest editors of America, prior to the existing ownership.

"Mr. Riggs' years of study of American conditions and policies, his intimate acquaintance with statesmen and the practical politicians of the country, as well as a close knowledge of the great business affairs and necessities of America, eminently qualify him for the place of chief censor. The judgment of the Morning Telegraph in this behalf, if a

EVERY EVENING

Delaware's LEADING Newspaper

CARRIED 22,787 LINES

more automobile advertising the first four months of the year than its next competitor.

EVERY EVENING

ALWAYS LEADS IN

WILMINGTON

DELAWARE

The wealthiest city per capita in America.

BRYANT, GRIFFITH & FREDRICKS
New York Boston Chicago

BRIDGEPORT

CONNECTICUT
(The Essen of America)

The Prosperity Center of the United States and the Industrial Center of New England.

THE

Post & Telegram

(Evening) (Morning)

Cover This Field Absolutely.

Members of the A. B. C.

JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Published by
A. H. Belo & Co.

Covers the afternoon field as completely as does the Dallas News in the morning
37,659 NET PAID average during 3 months period ending April 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation.
J. D. LORENTZ, Manager Eastern Dept.
738 Tribune Building, NEW YORK

vote could be taken, would be supported by the almost unanimous voice of the editors and publishers of the United States.

"Mr. Riggs' experience as a newspaper man has equipped him with a knowledge of what constitutes news, and also enables him to recognize at once the sort of information which it is impolitic, unwise and against the public interest to print.

"It is much to be doubted if there is an honest editor in America who would urge objection to the selection of Mr. Riggs to the position for which he is suggested. It is true that Mr. Riggs has written no romances, and has conducted no muckraking enterprises; but, really, when the qualifications of a censor are carefully and prayerfully considered, it will not be found that a blower of fictional soap bubbles, a qualified press agent, or an investigator of official garbage dumps, possesses them in their best form.

"What is required is a man of breadth of mind, technical knowledge of newspaper making, executive ability, the years of work and an almost universal acquaintance with individuals, at the head of affairs, all of which are comprehended in Mr. Riggs. A censorship trusted to him and not to academic publicists, or youths recently graduated from Annapolis or West Point, will be welcomed by the press of America. Almost any other sort of a chief censor than the one described would meet not only with disregard, but it is no sure thing that his rulings would be observed.

"Editors are not superstitious folk. They rarely worship power or position. As a rule, they recognize logic, and many of them have developed a sound sense of the proprieties. They have a high appreciation of justice, but insist that it be done to them and their newspapers equally as they are obliged to do it to others. Editors will not highly revere a censor who doesn't know his business.

"Speaking again of Mr. Riggs, he is personally known to most of the newspaper profession in America, and those who do not know him have heard of him. They would realize, first, the good faith of any rulings or directions he might issue, and second, they would recognize the propriety of them."

EDITOR'S AUTO KILLS.

Willis J. Abbott, editor of the New York American, last week accidentally ran down and killed a little girl, who darted in front of the car and was crushed before Mr. Abbott could veer the machine.

THE
DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle
NEW JERSEY'S
LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

THE ORIGIN OF NEWSPAPERS.

If we are asked where we got our newspapers, says Charles L. Miller, editor of the New York Times, "the answer is that we got them from the divine command. 'Let there be light.' It is certain that darkness would have brooded on the face of the deep for all time if it had not been for the newspapers or something like the newspapers.

The desire to know what is going on is not a modern development. Back in the tribal days primitive man had the same desire for information as we have today. He wanted to know the result of the hunt, the position of the enemy, and the gossip current among his fellow tribesmen. As civilization advanced, this want became more complex. Paul, speaking on Mars Hill, mentioned the love of news common among the Athenians.

One of the earliest methods for the dissemination of news was the letter. When Cicero was sent as Governor to Cilicia he asked a friend to send him the news of Rome.

The friend employed scribes, the reporters of that day, to gather information and prepare the letters. The man who wrote the first letters reported everything from the procedure of the Senate to the result of the latest gladiatorial contest.

Cicero objected to his methods and complained that the letters contained items that he would not have bothered with when at home. What he wanted, he explains, was advance information to keep him in touch with the political movements of the time.

Volumes of news letters have come down to us showing that the letter-writing continued through the middle ages.

The church and the state both attempted to wipe out the custom. In April, 1572, Pope Pius V issued a bull against the letters. This was a few months before the massacre on St. Bartholomew's Day. His successor issued another bull against them in September, 1572, a few weeks after the massacre, directing that writers should be condemned to the galleys.

That was an unpleasant age in which to be engaged in the newspaper business.

The first newspapers made their appearance in Pekin, but the West was not far behind. About 50 B. C. the Roman Government began publishing an official organ. This had to be written by hand, so few copies were issued. This paper gave the general news, and was not much

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES
and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the **AMERICAN and STAR**

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNES, CHICAGO.
VERREE & CONKLIN, Inc., New York

different from the newspapers of today.

After the invention of the printing press and movable type in the middle of the fifteenth century, private news letters were printed instead of written, but the opposition of the church and state prevented the appearance of regular newspapers until the beginning of the seventeenth century.

A paper began to appear in Holland in 1626.

In 1689 the first American paper began to circulate in Boston. Many of the papers began as government organs.

Civilization was delayed by the lack of newspapers in the early days. Mr. Miller believes and he gives it as his opinion that a free press probably would have prevented the French Revolution, as the discussion of the troubles of the people and of desirable reforms would have resulted in changed conditions.

Our newspapers form a great reserve against the growth of evils and at the same time give the discontented a chance to "blow off steam," an opportunity similar to that given by the outbursts at Cooper Union, in New York City, and at Hyde Park, in London.

FIRE DOES NO DAMAGE.

Excitement prevailed on August 11 at the office of Il Progresso, an Italian newspaper of New York, when a fire broke out. The blaze was put out in a few moments and no damage was done.

J. D. Strong has sold the Greenfield (Ia.) Tribune to E. W. Wells.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star 83,194
Evening Times 35,569
Washington Post 34,293
Washington Herald 30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREB & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING Union Star
EXCEPT SUNDAY.

AUDITED CIRCULATION 20,643
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

OBITUARY NOTES.

GEORGE C. BLICKENSDE-
FER, inventor of the first typewriter
that was ever adapted to the Chi-
nese language and the maker of many
more interesting and valuable me-
chanical devices, died on August 15
at Sound Beach, Ct., aged sixty-
seven years. Hard work on inven-
tions intended to aid in winning the
war is said to have been respon-
sible for the illness that led to his
death. He had been devoting his
talents to improving the belts for
loading machine guns and to a ma-
chine gun mount.

CHARLES E. SCHOOL, for
many years a newspaper editor and
publisher in Philadelphia, died last
week in that city. Had he lived un-
til August 10 he would have been
seventy-six years old. He took up
newspaper work in 1839 and during
a portion of the Civil War was a
war correspondent. On April 2,
1866, he founded the Philadelphia
Evening Star and remained with
that publication for twenty-two
years, becoming one of the editors
of the Record in 1888. Ten years
later he joined the Wanamaker ad-
vertising department as a writer of
booklets. In 1900, at the instance of
Rodman Wanamaker, he got up the
Wanamaker Diary, which then be-
came an annual feature.

MIGUEL ALMEREYDA, editor of
the Bonnet Rouge, Paris, who was
under arrest on a charge of sedition,
died on August 15 in a prison in-

If this territory presents a
sales problem to you, the
**Merchandising Service
Department**

of the Boston American will, upon
request, make a trade investigation
covering various sections of Metro-
politan Boston and submit a report
which will help you solve that prob-
lem. Ask how this department
works.

BOSTON AMERICAN

W. D. BOYCE CO.
500-514 North Dearborn St., CHICAGO
905 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL

Only evening paper in Peoria with As-
sociated Press franchise. Leads in cir-
culation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representative.
NEW YORK BOSTON CHICAGO

firmary from hemorrhage of the
lungs.

PATRICK HERRIGAN, known to
and loved by many Syracuse (N. Y.)
newspaper men as the janitor of the
Post-Standard, died in Syracuse last
week of blood-poisoning, aged fifty-
five years. His demise occurred on
the twenty-third anniversary of his
connection with the Post-Standard,
which printed an editorial mourning
his loss and characterizing him as
"the perfect janitor."

GEORGE A. DELBERT, circula-
tion agent for the Detroit Free Press
at Bay City, Mich., was drowned in
the Kawkawlin River last week. He
was thirty-five years old.

MISS LUCY CARSON, who has
been a compositor, proofreader and
special writer for a Woodland (Colo.)
newspaper for twenty-five years, died
recently following a short illness. She
was fifty years old.

CICERO VALERIUS WALLS, a
veteran Illinois newspaper man, died
in Cerro Gordo, Ill., last week, aged
sixty-nine years. He had been in
newspaper work since the 60's and
had been connected with the follow-
ing Illinois newspapers: Newman In-
dependent, Moultrie Chronicle, Arcola
Record, Mattoon Daily Star, Shelby
Leader, Urbana Daily Courier, As-
sumption Independent, Paris Daily
Gazette, Paris Daily Beacon and
Paris Daily News.

O. C. BANKER, linotype operator
for the Coffeyville (Kan.) Sun, died
recently.

GEORGE M. S. HORTON, for fif-
teen years a member of the editorial
staff of the New York Tribune, died
on August 12 in Nutley, N. J. He
was born in Boston and he spent his
life in newspaper work. Previous to
1889 he edited the children's depart-
ment of the Tribune and was also
connected with the business depart-
ment.

Mr. Horton was also an authority
on art and will be remembered by
old readers of THE FOURTH ESTATE
as one of the judges in its prize
poster competition in 1896.

CHARLES CARROLL CARLTON,
who was for ten years the Washing-
ton correspondent of the San Fran-

The BEST Advertising BUY in
CLEVELAND
THE LEADER
Morning and Sunday, and
THE NEWS

Quality Evening Newspaper
With Quantity Circulation
Represented by PAUL BLOCK, Inc.,
260 Fifth Ave., NEW YORK
Mallers Building, CHICAGO
301 Devonshire St., BOSTON
Krepps Building, DETROIT

THE NEW ORLEANS
ITEM

Largest Afternoon Circulation in the
entire South.
(April A.B.C. Not Paid Statement)
Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

cisco Call and the New York cor-
respondent of the same paper for the
same period, died on Aug. 10 in Bay-
side, L. I. He was born in Terre
Haute, Ind., and was well known as
a journalist.

His first newspaper experience was
in Guthrie, Okla., in the early days
of that city. He resigned from the
Call three years ago on account of
illness.

HARRY J. HOWARD, managing
editor of the Toledo News-Bee, died
in Toledo on August 11 following a
general nervous breakdown. He was
forty-eight years old.

CHARLES EDWIN MERRIHEW,
for many years dramatic editor of the
Albany (N. Y.) Argus, died on Aug-
ust 9 at Ridgewood, N. J. He was
sixty years old.

Mr. Merrihew was born in Albany
and was educated there. As a young
man he joined the Argus, retiring
from that paper eleven years ago.

OLE MAY, cartoonist for the
Newark (N. J.) Star-Eagle, died last
week in Long Branch, N. J., from
injuries received a week ago in an
auto accident at Elberon.

CLARENCE D. HAMILTON, Colum-
bus (Ohio) advertising solicitor,
died of hardening of the arteries last
week in Columbus.

EVERY WEEK MAY MOVE WEST
It is reported that Every Week
will shortly be printed at the Spring-
field (Ohio) plant of the Crowell
Publishing Company.

This report was verified for THE
FOURTH ESTATE by J. S. Seymour of
the Crowell Publishing Company,
who made the following statement:

"Beginning with the issue of Sep-
tember 24, Every Week will be
printed in our plant in Springfield,
Ohio, and mailed from there, as are
the Woman's Home Companion, the
American Magazine and Farm &
Fireside. There will be no shifts in
the force, excepting in the mechani-
cal and mailing departments."

FOR GEORGIA AUTOISTS.

The Georgia State Automobile As-
sociation will publish a monthly ma-
gazine devoted to the interests of
motorists in general. The editorial
staff has not been announced.

THE PITTSBURG DISPATCH

is the daily buying guide
in thousands of thrifty
households.

H. C. Roeb, Real Est. Trust Bldg., Phila.
W. G. Brooke, 325 Fifth Ave., New York
Ford-Parsons Co., Michigan Av., Chicago
W. B. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond qualified
VIRGINIA, has 15,309 voters
THE TIMES-DISPATCH
RICHMOND.

is delivered 12,000 of the city's
daily into the best homes.
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

NEW PLANT IN SPRINGFIELD.

The Springfield (Ill.) News-Record
has just changed from a seven-col-
umn format to the eight-column,
12½-in form and has installed a
twenty-four page press to handle the
new sheet.

With the installation of the press,
the News-Record has replaced every
bit of the plant occupied upon the
consolidation of the News and the
Record two years and a half ago.

As soon as the old press is re-
moved, the front of the building will
be remodelled, providing a hand-
some business office.

New stereotype equipment, a new
steam compressor and other equip-
ment was installed with the press
and the composing room has been
fitted with all steel furniture.

Publisher J. David Stern is also
planning the installation of another
Model 14 Linotype this fall, giving
the News-Record a battery of six
machines—two Model 14's, three
Model 5's and a rebuilt Model 1.

SWISS PAPER GAGGED FOR PRAISING WILSON.

The State Department has been in-
formed that the Swiss government has
suppressed the Berne Freiheit Zeitung,
a small newspaper printed in the Ger-
man language, on the ground that it
violated neutrality by its outspoken
approval of the policies of the Uni-
ted States as formulated by Presi-
dent Wilson.

The Circulation of the NEW YORK EVENING MAIL

represents a greater pur-
chasing power per unit of
circulation than is found
in any other New York
Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Germania Herald 36,989
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(German Farm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,002

Eastern Representative
LOUIS KLEBAHN
1 West 84th Street NEW YORK
Telephone 816 Greeley



A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium
Phone Stuyvesant 2004
90 East 10th St., NEW YORK

THE AD SERVICE OF A NEWSPAPER.

(Continued from Twelfth Page.)

Davenport, Ia., Denver, Colo., or any other of the hundreds of small cities. However, the principles governing the operation of a service department are the same regardless of the size of the city or its location. It is the principles of operation that I am going to attempt to describe to you. [See Table on Twelfth Page.]

This plan takes into consideration the fact that there is a common ground on which newspaper publisher and manufacturer can meet. Here is a manufacturer who is in business to make and sell a product. To sell a product a market must be found. The market found, there are certain conditions peculiar to that market which must be met.

Then there is the newspaper publisher who has space to sell. His publication covers a desirable market, he knows what conditions are in his market and has a method of assisting the manufacturer to get in.

On the one hand, you have a manufacturer who is anxious to find new outlets for his product. On the other, a publisher who has a market to offer and a practical method of capturing it.

Surely here is a common ground on which the two interested parties can meet, and it shouldn't be a difficult thing for them to get together for mutual satisfaction with a service department available, operated on a plan similar to the one given above.

The Open Door
to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY
IN NEW ENGLAND

Kurier Bostonski

27 Beverly St., BOSTON, MASS
reaches 60,000 Poles in New England.
They want to buy your goods

Use Kurier Bostonski.

WAR TAXES HIGH AND UNSOUND.

(Continued from Second Page.)

program has been found in the inability to maintain a solid front. It was, perhaps, not to be wondered at that some publishers should balk at making common cause with magazine publishers and periodical men, but the fatal flaw was the extent to which the small newspaper publishers have held aloof from the publishers of metropolitan dailies.

It is the suspicion in some quarters that the framers of the Revenue Act were not un mindful of the strategy of dividing the newspaper house against itself.

In the plan for second-class postage increase a sop was thrown to the publishers of small dailies and weeklies by leaving undisturbed the free-in-county privilege and by providing, under the House bill, a zone system that gave each local publisher a marked advantage over outside publishers seeking circulation in his immediate territory.

The Senate provision for the taxation of newspaper income is so worded that the small publisher who nets \$4,000 or less per year will pay no special tax.

As means of persuading the small publishers, who notoriously have potent influence with the lawmakers from the small towns and rural districts, to stand shoulder to shoulder with the big publishers, the conductors of the present fight on special taxation of newspapers are pointing out that present exemptions may not stand if Congress becomes hard pressed for money as the war proceeds.

The tax of five cents on telegraph, radio and long distance telephone messages costing more than 15 cents was approved by the Senate as submitted by the finance committee. It is estimated to yield \$7,000,000.

While a small item in itself, it bulks large on the books of newspapers and is a strong source of anxiety.

The Hayfield (Minn.) Transcript and the Guard have been consolidated.

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars

WAT J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building
CHICAGO, Tribune Building
LONDON, ENG., 49 Ludlow Avenue
Newspaper House
PARIS, 6 rue du Rocher.

THE JEWISH MORNING JOURNAL NEW YORK CITY

carries more advertising than any other Jewish newspaper. Circulation in New York City largest of all foreign language newspapers.

Member A. B. C.

SATISFIED TRADE FOR DEALERS.

(Copyright, Mallory, Mitchell & Faust.)
Does it pay the dealer to handle advertised products?

This might be considered almost synonymous with the question, "Does it pay to make sure your customers will be satisfied customers?"

Take a specific case. A customer comes into your store and asks for a well-known brand of mince meat which she has seen advertised extensively. The dealer hands her the size of package she desires and she walks away a perfectly satisfied customer. She has received exactly what she wished.

She is satisfied!
More than that, her respect for this dealer and his store is heightened. He has established with her a reputation for handling goods of best quality.

Contrast this sale with another in a different store which does not handle advertised products. Another lady comes in and asks for the same article. This dealer does not carry the advertised brand asked for, but takes from the shelf an unadvertised brand which he offers instead. He assures her it is "just as good," and after an argument perhaps she accepts it.

But she is manifestly disappointed. She has not received just what she wanted.

She has accepted the dealer's substitute, but down in her heart she is apt to distrust his statement. She is apt to feel skeptical about her purchase, and to be no longer in a buying frame of mind. And probably she goes out and to a different store to complete her purchases. At least she will probably go elsewhere next time.

Or it may be that she firmly refuses to accept the substitute offered, in spite of the dealer's argument.

She knows what she wants and insists upon having it.

She leaves the store without making a purchase and goes elsewhere. Her respect for that dealer and his store is lessened. She has gone away more than just dissatisfied. She resents the attempt of the dealer to persuade her that she did not know what she wanted.

It pays the dealer to handle advertised products. Advertised products

NEW YORK America's Greatest Jewish Community THE DAY

America's Foremost Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America.

CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY The National Jewish Daily.

Member A. B. C.

Main Publication Office:
189 East Broadway, NEW YORK

NARODNI List

Established 1898.

An American newspaper published every day in the year in the Croatian Language

Sworn Circulation as required by law, OCTOBER, 1, 1916... 25,066

Ideal Newspaper for National Advertisers
Phone 2939 Beekman
61 Park Row, NEW YORK

ducts are acceptable to the customer. And satisfied customers mean a healthy business for the dealer.

NEWSPAPER PUBLICITY FINDS MISSING GIRLS.

"Last week," declares Mrs. Grace Humiston, special investigator of the New York City police department, "the New York Evening Journal published the pictures and stories of missing girls. From this publicity three girls have been found. And each one read the story of herself and wrote to me."

"Yet we are blamed for 'using the newspapers' as a medium. Even the mother of one of these recovered girls dreaded to have her daughter's name in print."

"Shrinking from publicity is what those responsible for missing girls rely upon to shield themselves."

"Turn sunlight into cellars and by some divine alchemy flowers and verdure spring where rats and vermin revelled in the darkness."

"I found a trace of one missing girl some time ago, and told the family lawyer. He suggested that there be no publicity and no attempt to bring her back home 'for the sake of her family.'"

"I am not in this work for the sake of any family, but for the sake of the girls, and they are coming back if I can bring them. If the home is closed to them, then, Ruth Haven shall be wide open."

Leslie M. Fowler has sold his interest in the Racine (Wis.) Times.

THE WASHINGTON POST

WASHINGTON, D. C.

Net Paid Daily Circulation

For the Month of July, 1917

46,650

DAILY 2c—SUNDAY 8c

(Member A. B. C.)

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

WORLD'S GREATEST WAR NEWS SERVICE

Close-Ups of the American expeditionary forces in trench and camp by cable and letters which, in graphic style, interpret, augment and supplement the official dispatches.

The London Times Cable Service

gives "hot-off-the-cable" analyses of the war situation by the "Old Thunderer's" military and naval experts, the descriptive classics of its war correspondents at the front, and comments on the world's great upheaval by geniuses of universal fame. Service averages 2000 words daily, skeletonized to half length and wired to subscribers at night rates from nearest relay points. Cable tolls paid by us.

FOR MORNING PAPERS—A great success, as demonstrated by a list of subscribers including the New York Sun, Washington Post, etc.

FOR EVENING PAPERS—Equally successful, as being proved by the Boston Transcript, Pittsburg Sun, St. Louis Star, Fort Worth Star-Telegram, Birmingham News, etc.

THREE MONTHS' TRIAL CONTRACT—This arrangement will be made for papers wishing to try the service out.

We will Share our War Correspondents with You!

We have now on the firing line two of America's most fearless descriptive writers and news-gatherers who are watching every move of our Soldiers.

RAYMOND G. CARROLL, star feature writer of the Public Ledger, who as foreign correspondent has won his spurs in both hemispheres, is covering our boys at the front in graphic cables and mail features for our Sunday and daily clients.

HENRI BAZIN, formerly of the Evening Ledger home staff, now its correspondent at the front, is one of the most daring writers upon the firing line. Lately he received a bullet through his helmet and, as a reward for his courage, the Croix de Guerre from the French Government.

We syndicate all of these war news services to newspapers throughout the United States.

For rates wire or write

THE LEDGER SYNDICATE

INDEPENDENCE SQUARE
PHILADELPHIA, PA.

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

*Published Weekly at 232 West
59th Street (Near Broadway)*

NEW YORK CITY

SATURDAY, AUG. 25, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1226.

Beating Yesterday

THINK of Cleveland and you think of the Plain Dealer; but that reputation did not spring up over night. It has been built by honest efforts to satisfy both Plain Dealer readers and advertisers. Still, the limit has not been reached; the Plain Dealer is in no sense content to rest upon past performances.

It is the Plain Dealer's unceasing effort to BEAT YESTERDAY that makes it a good home paper, and a most profitable medium in which to advertise.

If you are an advertiser about to launch a selling campaign in Cleveland and northern Ohio, or if you are at all interested in authentic information regarding the territory covered by the Plain Dealer, you need the Plain Dealer's Handbook. This book is a carefully compiled analysis, founded on facts. It is free, and yours for the asking.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Western Advertising Representative:

JOHN GLASS

CHICAGO, Peoples Gas Building

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

CONGRESS STILL BUSY WITH WAR TAX MAZE.

POSTAL AUTHORITIES BAN ZONE SYSTEM AND FAVOR TAX ON AD SECTIONS - SUPER-TAX IN ABEYANCE.

It is anybody's guess what sort of a tax burden the Congress of the United States will finally decide to saddle upon the newspapers as a part of the "war program," but one thing is certain and that is that this taxation proposition is not to be rushed through quite so hurriedly as was predicted in some quarters.

Every added day of deliberation is to the advantage of the newspapers in that it allows more time for the filing of the eleventh-hour protests.

Newspaper publishers, be it said to their credit, have continued the fight to the last ditch, and whether or not any votes have been changed by the process, the force of the protests is likely to be felt when the revenue measure goes to "conference" in order that a compromise may be effected between the House and Senate proposals.

Latterly, a number of newspaper makers have, in their kicks to Congress, been shrewdly killing two birds with one stone by registering complaint against the publishers' profit tax and the second-class rate increase and at the same time forcing anew to the attention of Congress the burdens growing out of the news print situation.

Perhaps the most interesting development of the past week in the Senate debate of the war revenue measure was the stand taken by Senator Hardwick, to whose remarks a certain significance attaches because of his recognized position as the spokesman of the Post Office Department.

The mouthpiece of the Postmaster General in the upper house of Congress came out, first of all, against the proposition to increase first class postage—a war measure already endorsed by a majority of both houses of Congress—and then he disclosed that the Post Office Department was not satisfied with either of the plans for an increase in second-class rates approved in Congress, neither the zone system approved by the House of Representatives last May, nor yet the flat increase embodied in the Senate bill as revised by the Senate Finance Committee.

TAX ON ADS ALONE LOOMS UP AGAIN.

According to Senator Hardwick the Post Office Department now stands committed to a scheme whereby the reading portions of newspapers and periodicals would continue to be transmitted through the mails at the present rate but whereby there would be a sharp increase in rate on the advertising portions of papers and periodicals.

Moreover this proxy for the Postmaster General has let the cat out of the bag to the effect that the plan of the Post Office Department is to do the very thing of which there has been forewarning in THE FOURTH ESTATE, namely, to make whatever increase may be authorized at the present time merely a forerunner of the other increases that would gradually work up the rate on advertising portions of papers to a plane far higher than anything heretofore mentioned as in contemplation.

The period of "readjustment" of which Senator Hardwick fondly dreams would extend over a number of years, and, according to his own prediction, the rate on the advertising portions of newspapers would go first, to 2 cents, then to 4 cents, later to 6 cents and finally to 8 cents.

Under such an arrangement publishers would ultimately be paying

the Government about \$50,000,000 a year more than at present, but the Senator from Georgia naively confesses that to his mind it is of little importance how much money Uncle Sam gets out of this proposition, at least for the time being.

The important thing, as he conceives it, is "to get this great injustice permanently adjusted, to get this wrong so that it can be righted and stay righted, so that newspapers cannot use their influence with public men in order to maintain a special privilege that they ought not to have when it comes to the commercial part and business end of their enterprises."

Incidentally, Senator Hardwick took occasion to line up with Senator Weeks of Massachusetts in opposition to the special tax upon the profits of publishers. Declaring that the special tax provision should be struck from the bill, he added: "Publishers ought to be taxed just like other business men, and not differently. That is right, that is just. But, on the other hand, they ought to have no special privilege or no special 'graft' in this Government or in the Post Office Department."

With attention in Congress centering, in so far as the "newspaper clauses" of the revenue bill are concerned more upon the second-class rate increase than upon the special tax upon publishers' profits, a three-sided fight has developed on the postal issue. In the main, however, the gauge of battle is between the thick-and-thin supporters of the Post Office Department, who want a flat rate (with a higher flat rate on advertising sections of publications), and the very considerable number of Congressmen, in both houses, who insist that no matter whether reading matter and advertisements take the same rate or different rates, the only fair way to charge for postal transportation is on some sort of a zone basis.

The Post Office Department, as revealed by its representatives in Congress, is now all against the zone plan—whatever may have been its supposed attitude a little while back.

With sudden solicitude, the view is now coming from the Post Office Department via Congressional channels, that a zone system would tend

to encourage provincialism on the part of the press of the country. In the course of debate on this point the argument was advanced that newspapers are already provincial in a sense, whereupon Senator Hardwick pointed out that "the newspapers are a small part of the sum total"—it was the magazines, the "great weeklies and great monthlies" that he was solicitous might have "a national circulation and a national viewpoint."

Just here it may be added that this appears to be a time for protest by any newspapers who are unwilling to lie under the assumption that their circulation is principally local. In the course of another section of the debate on this same revenue measure statements were introduced to the effect that the average daily newspaper has an almost negligible circulation beyond a radius of 250 miles, and doubt was expressed whether any New York paper has 15,000 daily circulation beyond a radius of 150 miles.

SULPHUR EMBARGO TO CANADA.

PAPER AND PULP MEN WILL HAVE TO CERTIFY NEEDS TO GET LICENSES.

An embargo has been placed on exports of sulphur to Canada in order that the supply for war needs of the United States may not be unduly depleted.

A large percentage of the news print paper made in Canada is imported into the United States and the sulphite pulp used in its manufacture requires sulphur. In addition to this a considerable quantity of sulphite pulp is imported into the United States from Canada and used by the news print paper manufacturers in the United States. Hence this embargo affects directly the newspaper publishers of this country.

Sulphur, classified with explosives, is included in the list of commodities for which export licenses are required. No shipments will be licensed, it is said, until Canada has presented complete estimates of the requirements of Dominion pulp and paper makers and of the needs of explosive factories.

The impression was given by officials recently that, while there is every desire that the newspaper industry shall suffer no embarrassment, war needs will receive first consideration, and it was suggested that sulphur may be permitted to go to Canada in limited quantities only, even after the issuing of licenses is resumed.

WILL COVER WAR ZONE FOR LEADING PAPERS.

Dr. Louis B. Blan, chief examiner on the staff of Commissioner of Accounts Wallstein of New York City, has resigned to go abroad as a newspaper correspondent in the war zone for a syndicate composed of twenty-one American and Canadian dailies. He will be accompanied by Lowell Thomas, who has resigned from the faculty of Princeton University to take the assignment.

Dr. Blan will be accompanied by Harry Chase, the war photographer, and a secretary. The undertaking has the approval of the Committee on Public Information.

N.Y. PAPER MAKERS GLOOMY.

PULP, LABOR AND CARRIERS SHORT WITH SMALL SIGN OF RELIEF.

Labor and traffic problems are working together to bring about embarrassing conditions for the paper manufacturers in Northern New York. It is difficult to get pulp wood or to make certain provisions for a supply next year.

In Canada \$21 a cord is asked for pulpwood and there are an insufficient number of cars available.

The labor shortage, with high prices, is seriously felt across the border as well as on this side.

Men are difficult to obtain to cut the wood, and one concern with its own tract in the Adirondacks is unable to get enough lumberjacks for the 1918 supply.

One large paper manufacturing company in that section has employed a man for some time do nothing but search for cars in Canada to carry pulp wood. He has only been able to keep the mill going with no surplus. Any kind of a car is acceptable, pulpwood being shipped in open wood cars and coal cars. There are no extra boats available.

An official of a large lumber concern in Canada was here and said that the price of pulp wood is bound to go much higher, for the labor and car situation is sure to be worse.

TRADE COMMISSION HITS BOOK PAPER TRADE.

The advance in prices of book paper last year was excessive and unwarranted, the Federal Trade Commission reported this week to the Senate. As a result of its investigation the commission has ordered proceedings against certain practices of manufacturers.

The price advances were not warranted either by the increase in costs or by the changes in conditions of supply and demand, the commission found.

The commission found that book paper manufacturers, especially those subscribing to the Manufacturers' Bureau of Statistics, kept one another informed of market conditions, so that prices were advanced simultaneously without fear of competition.

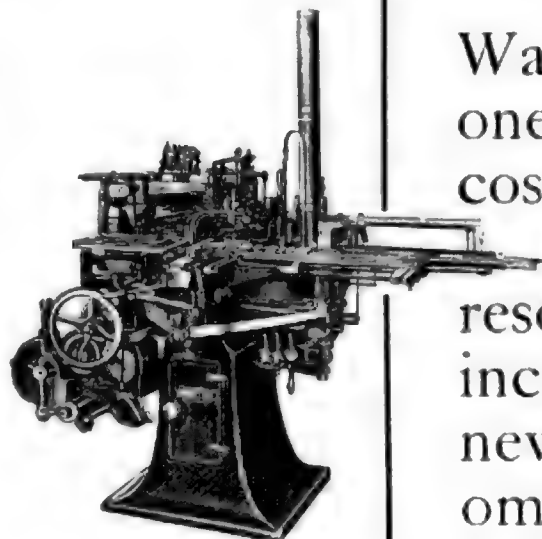
While ostensibly the duties of the secretary of the bureau of statistics have been to compile and distribute statistical information, his principal efforts, according to the report, appear to have been devoted to encouraging members to increase their prices.

The commission found that the average profits of thirty-nine principal book paper mills were nearly 100 per cent higher in 1916 than in 1915. The margin of profit of paper jobbers also advanced.

The average increase in margins on current sales of machine finished book paper for the fourth quarter of 1916 over the third quarter of 1915, according to the report, was 492 per cent for Boston jobbers, 200 per cent for New York jobbers and 203 per cent for Chicago jobbers.

CESARE ON VACATION.

O. E. Cesare, cartoonist of the New York Evening Post, is on a month's vacation.



READ WHAT MONOTYPE USERS
SAY ABOUT ITS VALUE IN
THE NEWSPAPER
AD-ROOM.

"The result has been a positive economy that will return us the entire cost of the System in a period unusually short for such investments."—*Cleveland Leader and News*.

"Its efficiency and economy are evidenced by increased production from our ad men and greater satisfaction of our advertisers."—*Harrisburg (Pa.) Telegraph*.

"No daily newspaper composing room is complete without the Monotype."—*Norfolk (Va.) Ledger-Dispatch*.

"The Non-Distribution System in our plant is the greatest money-saving feature of the Monotype."—*Le Soleil, Quebec, Canada*.

"We have found that we can turn out a greater amount of work with the Monotype at less cost than under the old distribution system."—*Boston American*.

"The Monotype Non-Distribution System has worked economies, increased efficiency and improved the typographic appearance of the paper."—*Minneapolis Journal*.

"The Monotype is a daily demonstration of efficiency and economy. We believe it to be an absolute essential of every newspaper composing room."—*St. Paul Daily News*.

"Non-Distribution is a success with us. There is a saving both in labor and in money."—*Chicago Examiner*.

"We have been able to reduce the cost of the printed page about twenty per cent. Much of this, of course, is due to the Non-Distribution of advertising type."—*New York World*.

"The Non-Distribution System has proven a revelation—to discontinue it would prove a disaster."—*Montreal Star*.

"Since adopting the Non-Distribution System, seven months ago, the savings have already been more than the investment."—*Columbus (O.) Dispatch*.

"Satisfied is the word that expresses our opinion of the Monotype Non-Distribution and ad-composing equipment."—*New Haven Union*.

"If economical ad composition, full cases and cheaper hand composition, plus an office free from pi and sorts picking, spell success, then the Monotype in the ad room is a success."—*New York Globe*.

"We are enthusiastic about Non-Distribution because it makes our compositors continuously productive."—*Baltimore News*.

"The Monotype is a time-saver, a labor-saver, and consequently a money-saver."—*Johnstown (Pa.) Democrat*.

"The Non-Distribution System works; and it saves time—and money—the two vital savings in any daily newspaper plant."—*Cincinnati Enquirer*.

War conditions demand that every one shall exercise economy in cost of production and thereby conserve the energies and the resources of our country. This includes the production of our newspapers. The biggest economy any newspaper can practice is to place its adroom on a Non-Distribution basis and eliminate non-productive time by installing the greatest economizer ever offered the printer—

The Monotype

[PUT IT ON YOUR PAY ROLL
AND SEE HOW QUICKLY
IT WILL PAY FOR ITSELF]

NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type-&-Rule Caster, which makes this material so economically that whole pages, after use, are melted up to make new material; it makes the compositor's work a pleasure by cutting out the drudgery of distribution, leaving him free to spend all his time building ideas into type form without having to stop and tear down old jobs to get material; it eliminates non-productive time by using all of the compositors all the time on constructive work.

Lanston Monotype Machine Company PHILADELPHIA

NEW YORK, World Building
CHICAGO, Plymouth Building

BOSTON, Wentworth Building
TORONTO, Lumsden Building

Monotype Company of California: SAN FRANCISCO.

FLORIDA EDITORS UNITING.

PURCHASE OF SUPPLIES AND SALE OF ADVERTISING CENTRALIZED.

According to plans made at Orlando on August 18, there will be established at Leesburg, Fla., on September 1 the central business office of the Florida Publishers' Auxiliary, with Gilbert D. Leach in charge as executive agent for the organization.

Through this office the newspapers holding membership in the auxiliary will get in touch with the leading advertising agencies of the country and with the jobbing houses of the Southern territory, securing new foreign advertising connections and purchasing on a community basis.

The office will also gather data from those offices that have tried out cost systems, efficiency floor plans and other time saving and money saving devices and will collate this data and evolve plans for the practical application of members.

Another feature of the work of the central office will be the planning of community progress campaigns in which all the newspapers holding membership will join and thus bring about simultaneous community development in various sections of Florida.

Upon this office also will fall the planning for defense against the attacks upon the press by politicians within the state and in other states, and the presentation to the next Florida legislature of the reasons why a revision of the libel laws of Florida is essential to the freedom guaranteed the press by the Federal Constitution.

The affairs of the organization are in charge of the executive agent, working under authority and direction of the board of directors. This body is composed of the following members: Harry L. Brown, St. Augustine Record, chairman; Walter Haynes, Sanford Herald, vice-chairman; Goode M. Guerry, Howey Tribune, secretary; Cris. O. Cordington, DeLand News, treasurer; M. F. Hetherington, Lakeland Telegram, director.

The board is outlining the work to be done by the central office and will have everything ready to begin the work with a rush on September 1. The only salaried officer is the executive agent. The office of the secretary, Mr. Guerry, and the executive agent, will be located in Leesburg, thus bringing the two active officers into daily touch.

MEMBERSHIP CLASSES.

In order to make dues and assessments equitable, the membership is divided into three classes, A being those members having a circulation under 1,000, B being 1,000 to 2,000, and C being over 2,000. Following is the list of members signing up at the Orlando meeting:

Class A—Hastings Herald, Wauchula Advocate, Mannatee Banner, Eustis Lake Region, Clearwater News, Palatka Morning Post, New Smyrna Breeze, Sarasota Times, Alachua County Press, Fort Lauderdale Herald and Howey Tribune.

Class B—St. Augustine Record, Leesburg Commercial, Sanford Herald, Kissimmee Valley Gazette, Lakeland Telegram, DeLand News, Or-



WILLIAM WALLACE CHAPIN,
THE NEW OWNER AND PUBLISHER OF THE OAKLAND ENQUIRER.

landa Morning Sentinel, Orlando Reporter-Star, Plant City Courier, Daytona Gazette-News.

Class C—Tampa Morning Tribune, Tallahassee Record.

Charter membership will be held open until September 10 so that every newspaper affiliated with or desiring to affiliate with the parent organization, the Florida Press Association, can become a member of the Florida Publishers' Auxiliary.

SLOWDEN HAS OWN PAPER.

C. L. Slowden, for many years city editor of the Portland (Me.) Evening Express, has purchased a quarter interest in the Petersburg (Va.) Evening Progress and will take entire charge on September 1.

Harwell & Cannon, newspaper brokers, handled the transaction.

PUTNAM HEADS WEEKLY.

Samuel E. Putnam, late of the Chicago Herald, has taken editorial charge of the Lake Forest (Ill.) Review, a weekly.

BARRED FROM THE MAILS.

Bull, a satirical anti-war monthly published in New York, has been excluded from second-class mail privileges on the ground that its last three issues have not been mailable under the provisions of the Espionage act.

The Battle Axe, a weekly published in Danville, Va., will no longer be accepted for transmission through the mails, according to instructions from Postmaster General Burleson. It has recently published several articles on conscription, President Wilson and the Government.

Tom Watson's Jeffersonian has been definitely barred from second-class mailing privileges by the Postmaster General. The Jeffersonian has been in hot water on numerous occasions since the war began because of its anti-governmental tenor.

The farmers of Bowman County, N. D., have organized a nonpartisan weekly to be published in Bowman. The first issue will be out about October 1.

W. W. CHAPIN BUYS OAKLAND PAPER.

ENQUIRER WILL CONTINUE AS REPUBLICAN ORGAN—PRICE WAS \$240,000.

William Wallace Chapin has purchased the Oakland (Cal.) Enquirer, a six-day evening newspaper which has been published for thirty-one years. It was formerly owned by Frank A. Leach, recently director of the United States Mint. The Enquirer has always been published as a Republican paper and the new owner will continue that policy. The purchase price was \$240,000.

John F. Connors is managing editor of the Enquirer under the new ownership.

Mr. Chapin was formerly publisher of the Seattle Post-Intelligencer and disposed of that paper to become owner and publisher of the San Francisco Call.

When that property was sold Mr. Chapin became one of the owners of the Chicago Record-Herald, but disposed of his interest there shortly afterward and came East. He purchased the Newark (N. J.) Star-Eagle in January, 1916, selling it almost immediately for a sum considerably in advance of the price paid.

Since that time, Mr. Chapin has been looking over the newspaper field, not being satisfied to remain out of the publishing world, the result of his investigations being his purchase of the Oakland Enquirer.

CLUB HOUSE FOR EDITORS OF EAST TENNESSEE.

A club house for the publishers of East Tennessee will be built at Hale Spring under the direction of the East Tennessee Press Association. A committee to complete plans for financing and building the club house includes: Benjamin Haynes, Tazewell; George L. Berry, Rogersville; F. Roger Miller, Morristown; J. B. Hedge, Athens, and H. O. Eckel, Sevierville.

The tentative plans call for an attractive rustic lodge built of logs to have fifty rooms.

At the convention held in Rogersville, at which the club project was discussed, the following association officers were chosen:

President, J. B. Hedge, Jr., Maryville; vice-president, A. T. Menges, Jacksboro; secretary-treasurer, E. M. Hardy, Morristown.

The Fort Peck (Mont.) Farmer is the name of a new paper edited by Major E. D. Mossman.

DETROIT SATURDAY NIGHT

Holds a commanding position in the progressive and prosperous homes of Detroit and Michigan.

One reason why it gained 35% in circulation and advertising during 1916.

Represented by
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

BRIDGEPORT Is Waiting To Buy— PROSPERITY Reigns Supreme!

THE illustration shows a large lot near Bridgeport's City Hall made vacant by razing old church buildings now accommodating a small part of the daily automobile overflow of Bridgeport's great mercantile and clerical forces. In Bridgeport nearly every one owns an automobile.

Another Example of Bridgeport's Prosperity.

"HELP WANTED—We will pay skilled mechanics \$1.00 per hour. Bridgeport Projectile Co."

POST AND TELEGRAM LARGEST CONNECTICUT CIRCULATION!

The JULIUS MATHEWS SPECIAL AGENCY
Boston New York Chicago



AD CLUB SECRETARY AND THE CLUB PUBLICATION.

SECRETARY THE CONNECTING LINK BETWEEN MEMBERS AND OFFICERS— PAPER BEST ON NEWS LINES.

By CARROLL WESTALL,

Secretary Pilgrim Publicity Association, Boston.

The relation of the club secretary to the club publication depends, to my mind, primarily on two things:

- The field and mission of the secretary;
- The field and mission of the publication.

Doubtless we can arrive at a clear viewpoint most promptly by analyzing each.

What is a club secretary's job? Among other things:

First—He is one of the officers of the club—in constant touch with all its plans—helping to solve, and recording the decisions of the directors in affairs of larger moment.

Second—He is the designated interpreter of the directors—voicing their decisions, and helping to express them by organizing and directing committees, planning programs of all kinds, and, in general, by keeping the activities of the club as expressed both through and outside of committees going.

In brief, he serves not merely passively, as an official channel of communication, but actively as intermediary between directorate and committees, directorate and members,

committee and members.

This function of channel or intermediary makes the secretary's point of contact with the club publication a significant one, as we shall see as soon as we analyze the field and mission of club publications.

SOME CLUB PUBLICATIONS "BLIND ALLEYS."

What, then, is a club publication supposed to do?

It may do a number of things. Instruction is the first need of the younger members; and it may, for instance, be primarily of educational character—a magazine largely devoted to articles more or less technical on advertising in some of its various phases.

Or it may decide to appeal to the riper experience of older members, taking on a "trade" character, and presenting in more or less laboratory style the experiences and results of various advertisers.

We have all seen among Associated Advertising Clubs these types of publications, just as we have in the general advertising publication field.

But of late years the tendency has been to make the publication a chronicle of happenings in the local club ranks, with particular emphasis on "personals."

NECESSARY CHANGE FROM "MAGAZINE TO "NEWSPAPER."

This, it may be said in passing, is in no real sense evidence of the degeneration of club publications, or a criticism of the standards of taste of their readers. It is merely another token of the growing tendency to specialize in advertising, as in other branches of business.

Club publications primarily "literary" or technical in character have been merely attempting to duplicate the work which larger journals of wider scope and more general circulation are doing, and with far greater effectiveness.

Even an advertising club of small membership contains within its ranks men of aims and purposes as diverse as are the various specialized branches of advertising itself.

It is neither feasible nor advisable to attempt, with the restricted space limits of a club publication, to supply much mental "food," except more or less incidentally, to club members.

For, unfortunately, as we secretaries all know from sad experience, the newspaper man can rarely be induced to concern himself with anything save newspaper advertising; the horizon of the "outdoor" man is bounded by street car signs and billboards—and so it goes.

In fact, there is but one appeal sure to interest all club members irrespective of their individual contacts with advertising. And that is the frequent chronicle of the plans and doings of the club to which all belong, with side lights on the personalities of its members.

THE SECRETARY AS THE "HUB" OF THE PUBLICATION "WHEEL."

Now who is in so strategic a position to supply information of this kind that is recent and authentic as the club secretary? Or who should have a larger voice in its policies than the man whose duty it is to keep the membership alive, loyal to the club, cooperating with each other for mutual benefit, and hence for the progress and development of the club as a whole?

Just how close or official this identification with the publication and its policies should be, will largely depend on local conditions, with the make-up of the club, the character of the publication, and the personality and efficiency of the individual secretary as some of the deciding factors.

Perhaps, in closing, it may be of interest to the other secretaries to learn that the directors of the Pilgrim Publicity Association have de-

(Continued on Twenty-sixth Page.)

WHITMAN PLANS A NATIONAL PAPER.

NEW YORK COMMERCIAL SALE
EPOCH IN BROKERAGE
TRANSACTIONS.

Russell R. Whitman, formerly managing director of the Audit Bureau of Circulations, has purchased the New York Commercial, the oldest business and financial newspaper in the world, and the Standard Blue Book of Foreign Trade, a publication recognized by American manufacturers as a standard medium of export trade advertising.

The purchase was made from Mercer P. Moseley, the retiring owner, negotiations being conducted principally by Henry F. Cannon of Harwell & Cannon. The transaction is regarded as one of the most important transfers consummated by a newspaper brokerage firm, involving a New York daily newspaper, since Charles M. Palmer effected the purchase and sale of the Daily News in 1903.

Mr. Whitman's newspaper career began in 1894 on the news staff of the Kansas City World, but he soon shifted to the advertising end, joining the Kansas City Star. He then went with the Kansas City Journal as advertising manager and later took charge of national advertising for all the Hearst papers in the territory west of Pittsburg and Buffalo, having his headquarters in Chicago.

He became publisher of the Boston American in 1909 and in 1914 organized the Audit Bureau of Circulations, becoming its managing director.

Mr. Moseley, former owner of the Commercial, plans a well-deserved rest, but intimate friends say that it will not be long before he will again be active in the newspaper publishing world.

Discussing his new property, Mr. Whitman said to THE FOURTH ESTATE:

"In the purchase of the New York Commercial I am realizing the dream of my life to have a publication of my own. My vision as to the possibilities for service open to a commercial and financial daily newspaper conducted on national and international lines and promoting domestic and foreign trade, I confidently expect to realize.

"In acquiring the Standard Blue Book of Foreign Trade, I have the logical adjunct to the New York Commercial in an important way, each being the complement of the other."

Rumors in New York that Edwin T. Earle, publisher of the Los Angeles Express and Tribune, was associated with Mr. Whitman in the purchase of the Commercial were denied by the latter in the following telegram:

"Rumor regarding Earle absolutely and unqualifiedly without foundation. No other newspaper man is associated with me in any way whatsoever."

Mr. Earle also denied any connection with the transaction, as follows:

"I have no interest, direct or indirect, in the purchase of the New York Commercial, and know nothing about the matter."

Frank S. Jeffries has become the editor of the Clarion (La.) Clipper.



RUSSELL R. WHITMAN,

WHO IS NOW OWNER AND PUBLISHER OF THE NEW YORK COMMERCIAL.

QUAIL EDITS CITY RECORD.

Joseph N. Quail has been appointed supervisor of the New York City Record to succeed David Ferguson, who resigned recently on account of ill health. Mr. Quail has been a member of the Typographical Union No. 6 since 1883. He has been city editor of the New York Evening World, the Evening Journal and the New York American and night city editor of the New York Times.

At present he is associate editor of the New York Times Annalist.

Mayor Mitchel sent a letter to ex-Supervisor Ferguson expressing regret at his resignation and adding:

"I was familiar with conditions that you found existing in that department when you were appointed, now nearly eight years ago. You took hold of the situation, which demanded not only great energy but a vast amount of tact and judgment, in a most successful way. The re-

sult of your efforts has been a great financial saving to the city, as well as the establishment of a good system.

"I wish to say that New York City, by your resignation, loses a faithful and able department head and that personally I regret that ill health has compelled you to sever our relations, which have always been of the most pleasant character."

PRINTERS' BASEBALL DATES.

The National Commission of the Union Printers' National Baseball League, in convention at Cleveland this week voted to hold the next annual tournament at St. Paul in August, 1918. The 1917 tournament was postponed because of the war. John M. McGowan, of Chicago, was re-elected president, and Joseph J. Dallas, of Boston, was re-elected secretary-treasurer.

MISSOURI EDITORS HAVE BIG PLANS.

PRESS ASSOCIATION MEET ON
SEPT. 20 WILL TALK PAPER
AND NATIONAL ADS.

A broadening of the activities of the Missouri Press Association to include the purchase of print paper and the obtaining of foreign advertising will be the chief topic for consideration when the association holds its annual meeting in the Planters Hotel, St. Louis, September 20 and 21, according to H. J. Blanton of Paris, Mo., president.

"This will be one of the most important sessions ever held by our state association," Mr. Blanton said. "It will be more than a pleasure gathering, as it is expected the association will be authorized at this session to branch out in the actual operating field generally for the newspapers of Missouri in the purchase of print paper and the securing of foreign advertising contracts.

"It will be recommended at this convention that a permanent department be formed for this exclusive purpose, with a paid secretary in charge. Missouri will be one of the first states in the Union to adopt this plan, only one other having it to date. Iowa has tried the plan and made a success of it."

Mr. Blanton said that as an experiment in this line he had purchased during the year more than a million pounds of print paper at 3½ cents direct from the mills, when jobbers were charging from 4½ cents to as high as 7 cents.

Officials of the St. Louis Chamber of Commerce will have charge of the entertainment of the Missouri editors during the meeting. On the afternoon on September 21 they will be taken on a river excursion down the Mississippi.

Arrangements have been made with Major C. E. Stodter, commander at Jefferson Barracks, to have the boat make a landing there. The soldiers at the barracks will give a special drill and the editors will be entertained with a band concert and evening mess.

Invitations have been sent to both Governor Lowden of Illinois and Governor Gardner of Missouri to deliver addresses the opening day.

Following their two days' session the delegates will leave on a special train for Jefferson City to inspect the new state capitol.

A feature of the opening day's program will be the first showing of an eight-reel picture presenting agricultural, commercial and manufacturing advantages of Missouri.

STRATFORD PRICES UP.

The Stratford (Ont.) Beacon and Stratford Herald put into effect on August 13 an increase in mail subscription rates from \$2 to \$2.50. This is to be followed by another 50-cent increase on November 1, bringing the rate up to \$3 at that time. The subscription rate of all papers called for at the newspaper's office or at stores in the city was also increased on August 13 from 25 cents to 30 cents a month. The single copies are sold as formerly, for two cents, and the carrier rate remains at \$4 a year.

BIGGEST OF THE YEAR

The sale of THE NEW YORK COMMERCIAL to Russell R. Whitman of Chicago (formerly Director of Audit Bureau of Circulations) is described as the largest and most important newspaper transfer of the year.

The following letter from the purchaser speaks for itself:

Messrs. HARWELL & CANNON,
Times Building, New York City.

Gentlemen:—Your services in connection with my recent purchase of the New York Commercial were highly satisfactory to me and it will in the future afford me much pleasure to pass this word along to my friends.

With cordial good wishes,

Very truly yours,

(Signed) RUSSELL R. WHITMAN,
Publisher.

AUBREY HARWELL

HENRY F. CANNON

HARWELL & CANNON

Newspaper and Magazine Properties

TIMES BUILDING

NEW YORK, N. Y.

ADVERTISING HAS MADE HIGH LIVING STANDARD.

BIGGER OUTPUT THROUGH PUBLICITY
AND SOUND SELLING EFFECTS LOWER
COST OF DISTRIBUTION.

By SAMUEL C. DORRIS,

Vice-President and Advertising Manager, Coca-Cola Company, Atlanta.

I positively affirm, as a buyer of advertising, as a merchandising man, (for if I am anything, I am a salesman), that advertising, properly applied to articles of merit, backed up by efficient, intelligent selling plans, is the most economic means of distribution to the retail trade that the world has yet discovered.

But we cannot make that statement as an affirmation, pure and simple, and get away with it.

We've got to fulfill the idea of merchandising through advertising, to the American public, that the stigma of fraud and the taint of deception has not only been wiped out from the printed and lithographed word, but the very suggestion of it eliminated from the American public press.

Does advertising lower the cost of distribution? Absolutely!

In the little town where I was reared in western Georgia there was no railroad. Farmers on off weeks would go to Atlanta and truck the merchandise into this little town at fifty and sixty cents a hundred. Who paid for that hauling? Mr. Consumer.

Later on, a railroad came. Instead of hauling 2,000 pounds per load, these great freight trains brought stuff from the markets of the East and

from the North and West and swept them into that little city. Today the markets of that town are about equal to those of the largest cities in the South. That typifies advertising.

I went to my "little chief" some years ago and presented to him an advertising suggestion. We had built up a very considerable business by the use of the direct method of advertising, which is very efficient, particularly in circumscribed territories. We had used pointed signs on the sides of the stores where our goods

were on sale—and advertising, stripped of all of its superficialities—bed rock advertising—is getting your sign as close as possible to where your goods are on sale; and then keeping it there.

We had used that method, but we had grown beyond it. I suggested to the chief a rather extensive newspaper campaign and I do not mind letting you in on the secret. That business of ours, we felt, had about reached the top. It was slowing up in volume. It was very satisfactory, I grant you, but there was a hesitating.

The percentages of increase were not quite so large. He looked over the estimate and saw that it called for an appropriation of \$50,000 for newspapers. Right there, I got about as stiff a setting down as I ever got.

"Why," he said, "we have made a success of this business and we never have used a line of newspaper publicity in our lives. I am not going to depart from the methods that have brought us success."

Well, I knew there was no use to argue with that man. I had to show him.

I said, "How did you come here the first time you ever came?" He had come in a two-horse wagon pulled by mules and it took him a day and a half to cover that thirty-eight miles.

Well, after a while, he admitted it.

"A few years afterwards how did you come?" He came in a buggy. They left the old farm at 8 o'clock

in the morning and got in about sun down. Stopped at a wagon yard for the night.

I said, "Do you remember when you came back home on your wedding trip?"

He laughed and said, "We came back in a two-horse carriage."

I said, "Yes, and I thought that was the finest vehicle that ever came over these roads, and I guess it was."

I said, "I would not have believed that anything finer could ever be built in this world."

Later on he scorned that, coming on a mixed train, freight and accommodation.

I said, "Two weeks ago you had occasion to go to that little village to make a speech and you wired to Washington to get the general passenger agent of the Southern Railway to stop the through limited train for you, because you were not willing to take a local."

"The time has come when the Coca-Cola Company cannot go to town in a mule wagon or a one-horse buggy; we must adopt modern methods—the through express train of publicity, the newspaper."

That interview between that shrewd, conservative little man and myself revolutionized the merchandizing methods of the Coca-Cola Company, and in ten years has built it up from a business of 500,000 gallons to one of more than 12,000,000 gallons.

Three years ago we faced a rising market. We had worked hard. We (Continued on Twenty-sixth Page.)

HYPHEN PRESS NOT ALL LOYAL.

SOME GERMAN PAPERS WILL NOT PROFESS FAITH IN U. S. WAR AIMS.

A spirit of friendliness has pervaded many of the answers the National Security League has received to its circular asking German-American editors for a "Profession of Faith," as noted in THE FOURTH ESTATE of August 11. Even a suggestion of tolerance toward its campaign pleased the pro-Americans at the league headquarters, since heretofore many German-Americans have vigorously denounced the league's call for a "profession of faith."

Max Schmettering, publisher of Der Führer, an organ of Free Masons and Odd Fellows, has conspicuously deserted kaiserism for Americanism. He signaled his unwavering loyalty to the ideals of his adopted country by urging his only son to volunteer in the regular army before the draft registration. "I am supporting our beloved country," he wrote, "in all her undertakings in this war."

Much encouragement resulted from the letter from Louis N. Hammerling, president of the American Association of Foreign Language Newspapers.

"I congratulate you," he wrote the league, "on the splendid manner in which you have addressed the editors of the German newspapers printed in America. I believe this should have been done last April or three years ago."

"I cannot see, for the life of me, why the German newspapers printed in the United States should be anything else but American. Germans who have come here have come to make this country their home, and the ones who were born here certainly have it as their country."

"The Germans should be the ones who live in Germany. The first thing should apply to every other race, and whoever is here should be American, first, last and all the time."

The following are a few of the league's encouraging replies:

Charles B. Thompson, editor of the Bakers' Review, writes: "This organization subscribes most heartily to the sentiments expressed in your circular."

Louis G. Fritz, editor of the Memphis (Tenn.) Deutsche Zeitung, writes: "The people of German birth or parentage in this country will stand by it to the last."

Replies from the German-American organizations continue to come in slowly to the league's headquarters in New York. Oscar R. Meyer, corresponding secretary of the Missouri State division of the German-American Alliance, writes from Kansas City:

"We claim to be an integral part of this country as much as any other element, consequently we do not deem it incumbent upon us to prove our fealty by loud and clamorous demonstration any more than others have done."

Charles Christmann of Chicago, president of the Illinois Division of the German-American Alliance, formally acknowledges the receipt of the league's communication and says

Advertising Experts

handle the national advertising placed in daily newspapers. They are keen buyers of space and alert to changing conditions. Their selections may well be used as a barometer in determining newspaper values.

When, therefore, the record shows that

The Sun Leads

all the New York morning newspapers in gains for the first seven months of 1917

In National Advertising

and that THE SUN not only leads in gains but exceeds its own record for the same period of last year

By 209,632 Lines

the evidence is conclusive that the advertising experts of the country are recognizing the new and greater value of THE SUN in a most substantial manner.

Seven Months 1917

THE SUNGained209,632 Lines
The World"208,014 "
The Times"134,602 "
The American"111,711 "
The Tribune"110,394 "
The HeraldLost45,469 "

The Reason? Doubled Circulation! Greater Results!

(Figures from Statistical Department Evening Post.)

that it will be brought before the next meeting of his executive board.

Other editors of German-American newspapers have not taken kindly to the efforts of the league to obtain from them expressions of loyalty to the United States in the conduct of this war.

Some of the editors have replied in an abusive vein, while others have ignored entirely the letters of the league.

One of the most abusive expressions on the league's campaign appeared last week in Issues and Events, published in New York, owned by Francis J. L. Dori and edited by Frederick F. Schrader, formerly dramatic critic of the Washington Post and editor of the Dramatic Mirror. In a signed article Mr. Schrader says:

"It is difficult to write with becoming moderation of the intermeddling policy of the National Security League, which, relying on the prestige given it by the few names of eminent old men connected with it, took the lead at an early date to inflame public sentiment in behalf of its scheme to precipitate the United States into the European war, and, after accomplishing its object, is now devoting itself to sowing discord among the American people."

The answer of the German Herald of New York City to the league's "Profession of Faith" was to reprint an editorial from the New York Evening Post in which the "profession" was characterized as "an in-

sult to every man asked to put his name to it."

As a result of opposition on the part of some powerful German-American editors to subscribe to the loyalty pledge, officials of the National Security League declared this week that the preliminary results of their campaign showed that the need for the loyalty accounting was vital.

Herbert Barry, secretary of the league, is author of the "Profession of Faith."

DISLOYAL PRESS MAY BE KEPT OFF HOTEL NEWS STANDS.

German language newspapers, un-American, pro-German, seditious, socialistic and disloyal papers and magazines and all literature of that sort will be barred from the news stands in the big hotels in New York City if favorable action is taken on a request made this week by the American Defense Society.

A letter has been sent by Henry C. Quinby, chairman of the executive committee of the American Defense Society, to Harry Simpson, secretary of the Hotel Men's Association, requesting that action be taken by the association to bar "all magazines and other publications known to be seditious and disloyal" from the hotel news stands.

Most of these stands are operated by the Tyson Company, which has announced that the matter will receive immediate attention.

ENGLISH NEWS FRANCHISES FOR GERMAN PAPERS.

EDITOR THE FOURTH ESTATE.

SIR: Certain of the American press have raised a great hue and cry and demanded that the Government suppress all papers published in German in the United States for the duration of the war.

I have no intention of criticising their attitude for their stand may be well taken. Still there is another side to the question.

I do not believe that the average American publisher would knowingly and deliberately force the publishers of German language newspapers into bankruptcy. Their patriotic zeal in this direction, however, is as ruthless a procedure as the German submarine warfare, the cause of America's participation in the world's holocaust.

A solution: Many publishers of German newspapers in America, I believe, would gladly print their papers in the American language, providing the news associations of which they are members would permit them, during the duration of the war, to publish their dispatches in the American language.

Their news franchises permit the publication of the dispatches they receive in no language other than German. Naturally, with this confronting him, how can the publisher of a German language newspaper print in American, for without his news franchises he is stripped of his stock in trade.

I know of one German language daily whose publisher would gladly print his paper in the American language if the news association of which he is a member would grant him English franchises for the duration of the war.

Would it not be well for the American publishers to practice what they preach: live and let live—democracy—by throwing aside the imperialistic attitude they have assumed toward this subject, by refusing to grant any concession to the publishers of German language papers, many of whom are as good, if not better American citizens. A SUBSCRIBER.

PAPER FOR DAKOTA TROOPS.

Members of Company B, South Dakota National Guard, of Sioux Falls, have completed arrangements for the publication of a weekly newspaper, which will contain items in reference to the activities of the members of the company, so that during the time they are on active service for the government: relatives at home may know what the boys are doing at their several camps. The first issue, which will soon make its appearance, will be distributed free of charge, but thereafter a charge will be made for subscriptions in order to obtain transportation through the mails.

LYON COMING HOME.

Canada's official newspaper "eye-witness" at the front in France is coming home. Stewart Lyon, who is associate editor of the Toronto Globe, has made it known that, after eight months of experience of active service conditions, he is desirous of returning to his desk. His original engagement with the Canadian Press, Ltd., was for six months.

2ND CLASS RATES ON NEWSPAPERS.

POST OFFICE RULES ON PAPERS TO MEMBERS OF U. S. FORCES ABROAD.

Inquiries by readers as to whether the Post Office Department ruling on the mailing of magazines to members of the American Expeditionary Forces would apply equally to newspapers and other publications, following the publication of those rules in *THE FOURTH ESTATE* last week, when referred to Washington, brought the following reply from the office of the Third Assistant Postmaster General:

"In answer to your inquiry concerning the arrangement that has been made whereby unwrapped and unaddressed magazines intended for soldiers and sailors of the United States Expeditionary Forces may be mailed by the public at the postage rate of one cent each, I have to say that the departmental order providing for this arrangement has reference only to such publications as constitute magazines within the ordinary meaning of that term.

"The order is not applicable to daily or other newspapers.

"In this connection, your attention is invited to a circular issued from this office on August 10, from which you will see that the United States domestic classification, conditions and rates of postage are applicable to all mail originating in the United States or its possessions intended for soldiers or others, includ-

ing civilians, connected with the Expeditionary Forces.

"Consequently, newspapers when properly wrapped and addressed, may be mailed by a publisher to his subscribers with the Expeditionary Forces at the cent-a-pound rate of postage and by the public to individuals connected with those forces at the transient second-class rate of postage of one cent for each four ounces or fraction thereof."

FOREIGN PAPER NOTES.

The newspapers in Sweden have brought about an arrangement by which \$40.78 per short ton is paid for news print as a maximum. A similar arrangement is hoped for in Norway.

A Spanish Royal Order announces an export prohibition on all paper and board, with the exception of hand-made paper, paper cut into sheets for envelopes and writing paper, cardboard cut into boxes and other articles, straw packing paper, and cigarette paper. The export embargo includes paper clippings, waste paper, rags, etc.

In Italy, office and writing papers are to be manufactured and sold in single sheets only, legal papers excluded; posters larger than 12 square inches, and all handbills and circulars, are prohibited.

Official publications are to be suspended or reduced wherever possible.

Magazines and reviews are to be reduced to one-quarter the size which obtained previous to June 1, 1915.

An Italian manufacturer writes: "For over two months not a pound of cellulose has arrived in Italy, and everything indicates that none will arrive for a long time to come.

"The only actual supplier of cellulose and mechanical pulp on our continent is Scandinavia, and today the only quotations that can be had are f.o.b. shipping point. Shipments of chemical wood pulp, contract made some time ago, are no longer being made from these ports."

WYCHE GREER PART OWNER OF WICHITA (TEX.) TRIBUNE.

Wyche Greer, formerly general manager of the Fort Worth (Tex.) Record and well known throughout Texas newspaper circles, has purchased a substantial interest in the Wichita (Tex.) Morning Tribune and has been elected vice-president and general manager of the Tribune Company.

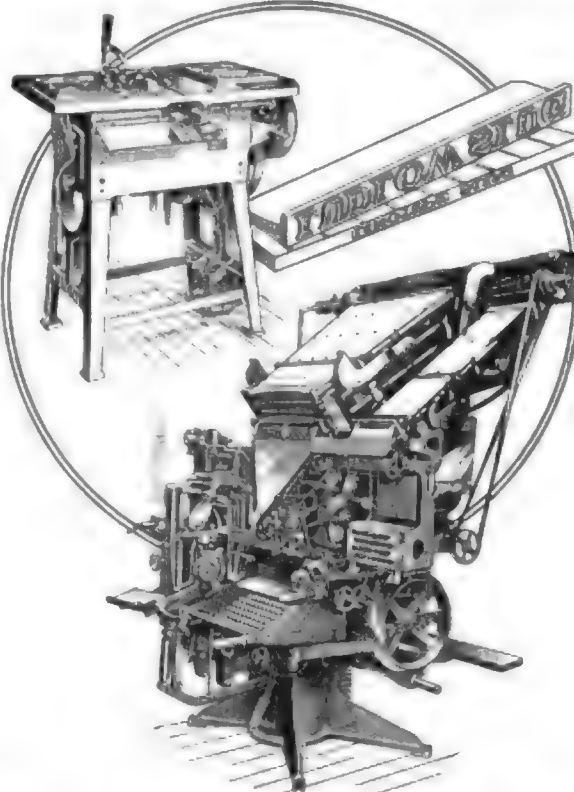
The capital stock of the paper has been increased from \$10,000 to \$20,000 full paid. Two additional Linotype machines have been installed and a new rotary press is now in operation.

The paper has been changed from a six-day to a seven-day paper. Heretofore it has not been issued on Monday morning.

Wichita Falls is now a prosperous city of 20,000 population, with rich oil fields nearby in three directions from the city. It is also the center of a wheat and cotton belt.

The subscription rates are being advanced from \$5 to \$7 per year and the advertising rates will also be raised within the next thirty days.

Edgar P. Hancy, who established the Tribune several years ago, remains as president and editor.



We Dump All Our Ads At the End of the Day

"Our ad alley is equipped with four Multiple Magazine Linotypes, two Ludlow Typographs and a Lead and Rule Caster. Composition up to and including 14 point is set on our three-magazine Model 8. Other sizes up to 48 point are set on our Ludlows. Linotype-Ludlow All-Slug composition enables us to dump all our ads at the close of the day. It has increased the efficiency of our ad room, economized in floor space and saved the purchase of several thousand dollars worth of new type."

P. C. Treviranus, Publisher,
MILWAUKEE (WIS.) JOURNAL.

The "Linotype Line," a 16-page Folder describing
"The All Slug Route to Profit." Write for a copy.

Mergenthaler Linotype Company

Tribune Building, New York

CHICAGO TORONTO SAN FRANCISCO NEW ORLEANS

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24
On Time All the Time

POWERS PHOTO-ENGRAVING
COMPANY

154 Nassau Street, NEW YORK
Telephone 4200 Beekman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO
ENGRAVING CO.

251-253 William Street NEW YORK
Phone, Worth 1657-B

STANLEY PROCESS
TYPE
METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS

110-114 West 32d Street NEW YORK

WAR TOPICS ON PROGRAM OF THE I.C.M.A.

NINETEENTH ANNUAL CONVENTION IN ATLANTA ON OCTOBER 9-11 PROMISES TALKS ON TIMELY TOPICS.

The annual convention of the International Circulation Managers Association has not suffered, but has rather gained, by its postponement, if its program, just made public, is to remain the keynote of the meeting. The gathering will be held in Atlanta on October 9, 10 and 11, with headquarters at the Piedmont Hotel.

Business will, as usual, be the dominating spirit of the convention; more so this year because of the unusual conditions faced by circulation men on account of the war. From Monday evening until Thursday afternoon, solid business—the reading of papers on pertinent questions and general discussions—will occupy most of the time of the members, while their guests will have liberal opportunities to visit interesting points about the city.

Members have not been entirely overlooked by the entertainment committee, however, as they have been put down for a sight-seeing trip and an entertainment and banquet. Further plans for whiling away idle minutes will be announced during the convention.

THE BUSINESS SESSIONS.

Coats will be removed and sleeves rolled up for business on Monday evening, when the board of directors will meet at the Piedmont Hotel to hear the reports of the entertainment, auditing and convention committees and to make arrangements for the general business sessions.

The business sessions of the convention will be from 9 a. m. to 12 o'clock noon, and from 2 p. m. to 5 p. m., with the exception of Tuesday, when the afternoon session will be dispensed with on account of a sight-seeing trip which the entertainment committee has planned. On Tuesday, however, there will be a night session at 8 o'clock.

TUESDAY.

The convention will start with an address of welcome by Governor Hugh Dorsey of Georgia. After the routine business of the meeting has been cleared away, the real object of the gathering—papers and discussions—will receive their share of attention.

D. B. G. Rose of the Louisville Post, will ask and answer the question of "Why are we in Atlanta?" to everybody's satisfaction, following which the technical questions will have an inning.

Robert McLean of the Philadelphia Bulletin will talk on "Effects of raising the price of papers to 2 cents. Methods of holding circulation in such cases."

W. H. Harrington of the St. Louis Globe-Democrat has the topic of "Can one or more daily newspapers in any city successfully increase their selling price without concerted action from all dailies in the same field? If so, how?"

Joseph Horner, Jr., of the Green Bay (Wis.) Press-Gazette, will discuss "The psychology of price-raising."

James McKernan of the New York World will conclude the morning's reading by a paper on "How did the increase of 1 cent on the wholesale rate to newsdealers affect the sales of the New York City Sunday papers? How can this increase be made on other Sunday papers?"

The committee asks that any member still allowing credit for unsold copies tell the association how he justifies the continuance of the policy at the Tuesday morning session, the

remainder of which will be spent in discussion of questions raised by members.

TUESDAY EVENING.

A. E. MacKinnon of the Philadelphia North American will talk on "Circulation ethics, past, present and future."

J. P. Barry of the Providence Journal and Bulletin will describe "Schemes for reducing circulation expense and new efficiency methods in circulation management."

J. L. Erwin of the Columbia (S.C.) State will read a paper on the "Influence of good typography and art in circulation building."

O. O. Scattergood of the Chicago American will talk on "Should newspapers predicate a profit on the sale of their by-product?"

John D. Walker of the Johnstown (Pa.) Tribune will point out the "Value of training boys in 'news-crying', selling points, behavior, etc., and 'gingering' the enthusiasm of the American boy in circulation building."

Ernest A. Scholz of the Crowell Publication, New York, will discuss the "Values of magazine clubbing offers to daily newspapers in circulation building."

Joseph H. Lackey of the Memphis News-Scimitar, will talk on the "Best plan for stimulating R. F. D. and small town circulation on an evening newspaper."

Harold Hough of the Fort Worth (Tex.) Star-Telegram, will present "Suggestions from the A. B. C. for simplification and standardization of records in circulation departments. Helpful hints from the A. B. C. How it has helped the circulation manager."

The program committee puts forward as a topic for general discussion

"As a result of the liquor clauses attached to the Post Office Bill by Congress, how many newspapers discontinued liquor ads. How many continued to run liquor ads, but cut off the circulation in the states affected by the law. How many published two editions, one for wet, and one for dry territory?"

The president will call on members promiscuously for short talks on the following topics:

"Should newspapers in any large city have exclusive carriers or should

they be permitted to handle other papers?"

"Is there too much space devoted to baseball and other sports in newspapers?"

"Are special editions and pages featuring small towns materially helpful in circulation building?"

"Are Sunday comics in colors passing, and if so, why?"

"Does circulation secured through scare-heads pay?"

"Circulation at any price—does it ever pay?"

WEDNESDAY MORNING.

Wednesday will be devoted entirely to the reading of papers and to general discussions, started by A. G. Lincoln of the St. Louis Post-Dispatch on "How Would you measure the efficiency of a circulation manager?"

T. V. Armstrong of the Ottawa (Ont.) Journal-Press will talk on "Cooperation vs. competition in country circulation."

P. C. Treventus of the Milwaukee Journal will introduce "Scoop, the Journals' house organ for carriers and newsboys."

Sidney D. Long, business manager of the Wichita (Kan.) Eagle, will deliver an address on "Circulation salesmanship."

H. A. Akin of the Columbus (Ohio) Citizen will tell "What system should be used to reduce the difference between press run and circulation output."

E. C. White, business manager of the Houston (Tex.) Chronicle, will bring up the subject of "Getting classified ads through carrier boys. How best can the circulation department cooperate to increase this kind of advertising? The relative value of want ads to circulation building."

Robert McCleary of the Toronto Globe is scheduled to talk on a "Simple and convenient way to file back copies of a newspaper. What should be the charge for back copies of one week, one month, one year, etc?"

The president will call on members at random to discuss the following topics:

"Is the Cox or any other similar mailing machine a success? Do they eliminate complaints? Would a newspaper with a small circulation of five, ten or twenty thousand (efficiency, speed and money invested considered) be justified in purchasing a machine of this kind?"

"Economies in news print consumption."

"Does bill-board, street-car and advertising in the columns of competitors pay in exploiting new features, like serials, etc?"

"Methods of handling weekly collections with carrier boys."

"The bulletin service—is it of any value to the circulation department and, if so, what is the best system?"

"Best method of organizing and directing city solicitors and what is a fair compensation allowed for them?"

"Experiences of circulation managers taking care of circulation at army camps."

WEDNESDAY AFTERNOON.

Following the recess for dinner, Robert B. McClean, business manager of the New York Evening Post, will resume the reading of papers with a discussion of "Is there enough attention given to the organi-

zation and operation of the circulation department?"

F. M. Hatch of the South Bend (Ind.) Tribune will tell "How to secure carriers to handle your paper exclusively and how to constantly increase their lists."

Maurice Levy of the Cincinnati Post will discuss "Applying psychology to the soliciting of subscriptions."

H. S. Blake of the St. Paul Pioneer Press and Dispatch will talk on "The best way to handle city circulation on a morning paper where the papers are sold to carriers; details as to handling office stops, new contracts, complaints, collections, etc. The same as to an evening paper."

H. A. Wenige of the Bridgeport (Conn.) Standard-American will set forth "In what other ways beyond giving circulation figures can the circulation department be of the greatest service to increase and hold advertising patronage?"

Joe Levy of the New Orleans Item will bring up "Newsboys and newsdealers' unions—are they practical? The best method to contend with them if found to be undesirable."

W. W. Rhoads, of the Capper Publications, Topeka, Kan., has been assigned to "Improved mail service—one weak link in circulation building. Concerted action by the I.C.M.A. in urging the Post Office to give better service."

E. F. McIntyre of the Syracuse (N. Y.) Herald will discuss "The elimination of service copies. Can better service be had when free copies are used and charged as service copies? Do service copies really cut down circulation distribution expense?"

The rest of the afternoon will be devoted to an open meeting for questions and answers by the members. The president will call on members in rotation and ask if they have any questions to bring before the convention on circulation matters. The program committee urged that members present at this time their questions and the schemes they have successfully worked during the past year.

The annual dinner will be held at the Piedmont Hotel on Wednesday evening, followed by an entertainment.

THURSDAY MORNING.

George Fries of the Cincinnati Times-Star will discuss "The simplest and cheapest system for keeping R.F.D. and other mail subscription records, explaining the handling of a subscription remittance from time it reaches the office until the entire transaction is completed."

J. M. Regan of the Cleveland Leader will talk on "The control of newsboys and the getting of permanent increases on street sales."

C. B. Julian of the Peoria (Ill.) Journal is scheduled to compare "The relative value of circularizing and personal solicitation in efficiency and economy and thorough covering of territory."

R. J. Corrigan of the Denver Times and Denver Rocky Mountain News will discuss "Would it be a benefit to newspapers generally if the Government established zone rates on second class matter instead of raising the postage from one to two cents per pound as has been proposed? The best method to use in meeting the additional expense (Continued on thirteenth page.)"

THE GOSS COMET

Prints 4, 6 or 8-page Newspapers
from Type Forms and Roll Paper

This Press Will Increase Your Profits
Let Us Tell You How

Hundreds of Satisfied Users

*Descriptive Literature
Gladly Sent*



THE
GOSS
PRINTING PRESS
COMPANY

16th Street and Ashland Avenue
CHICAGO, ILL.

BANK DIGNITY ENHANCED BY ADVERTISING.

BUT OLD-FASHIONED "STIFF-NECKED"
DIGNITY HAS GIVEN PLACE TO
PRIDE IN EFFICIENT SERVICE.

By W. R. MOREHOUSE,
Assistant Cashier and New Business Manager, Guaranty Trust & Savings
Bank, Los Angeles.

I think that you will agree with me that dignity is an essential element in banking. It inspires public confidence in banks. If you were to eradicate it from our banking structure, the public mind would automatically become filled with suspicion and distrust for banks and banking, and the old shoe and the tin can would again serve the people as a depository for their money.

Prior to 1900, or about that date, bankers as a class placed the wrong interpretation upon this term we call *bank dignity*. Led astray by their definition of the term, many bankers considered that owing to the very nature of their work, they were superior to their patrons and of a higher rank. As a consequence, it was very natural that they should hold themselves aloof from their patrons, which was exactly what they did.

This condition prevailed very generally up until the time banks began to advertise. But, someone asks—how about the banks that do not advertise—their service is good?

I will answer that question by saying that other things being equal, I have always found that the service rendered by banks that advertise is superior to that of banks that do not advertise. I admit that there are banks giving good service that do not advertise, but let me suggest that perhaps competition with other banks that do advertise has much to do with

the efficiency of their service to patrons.

It is my observation that if one bank increases the efficiency of its service, other banks will imitate it so far as it is possible to do so, as a means of protecting their own business.

BANKERS NOW WELCOME PATRONS.

It is no longer an accommodation or a favor extended on the part of a bank for it to loan money to its patrons, for such a transaction is now regarded as of mutual benefit to all

concerned. How different from that it was twenty years ago, yes, ten years ago.

Formerly, a person who wished to borrow from his bank somehow felt that he should approach his banker meekly and pray that a loan might be granted and borrowers actually did humble themselves. Occasionally a person still comes into the Guaranty Trust & Savings Bank, with which I am associated, with an apology on his lips for having to borrow money.

It is just as honorable to ask your banker for a loan, if for a legitimate purpose, as it is for you to deposit money with him, and the borrower's business is fully appreciated by the bank. There are many instances where banking transactions are regarded from an entirely different point of view from that held years ago.

So effective has been this process of regeneration that it is the exception and not the rule to find a banker today who is not easily approachable and not glad to serve his patrons. Stipple glass doors which in the past screened away the bank official, and the prison-like bars which separated the depositor from his teller, have given way to the friendly open counter; and today not only the rich but the poor as well are made equally welcome by the average bank.

How and when was the readjustment brought about?

It was in 1900, or about that date, when a few banks began to advertise in the newspapers. In those days it took more courage than you may imagine for these few banks to venture out into the field of newspaper

advertising-pioneering, so to speak, for arrayed against them were ninety-nine out of every hundred banks that raised their voices in protest, pronouncing the step in no uncertain terms as undignified, unethical and unbecoming a bank. The pioneers who advertised were said to have lost their financial poise, and it was predicted that their recklessness would excite the public and make them suspicious of banks everywhere.

This first victory completely upset the old notion as to what was ethical for a bank to do in order to secure new business, and it went still further and opened the way for a new and more modern bank dignity. Soon banks began to use specialty advertising. The use of specialties too, was regarded at first as undignified and in direct violation of the rules of bank dignity.

But the sturdy pioneers in newspaper advertising also championed the use of specialties. There was no such thing as going backward; to discontinue their use, because some bankers considered it undignified was an insufficient reason. Today there are but few banks that do not use specialties in one form or another.

And when about three years ago banks began to use the "movies," it seemed that the old idea of bank dignity would at last receive a complete knock-out; but traces of it survived.

But it can never survive what banks are doing today in the way of advertising. If twenty years ago you had suggested to a banker that he use his windows for advertising his business, you would have insulted him.

(Continued on Thirtieth Page.)



NEW YORK STATE CIRCULATORS AT SCHENECTADY.

ANNENBERG HEADS N.Y. CIRCULATORS.

ORGANIZATION STARTS WITH
18 CHARTER MEMBERS AT
SCHENECTADY.

The New York State Circulation Managers Association, talked of for the last month, has at last become a reality, formal organization being effected at Schenectady on August 22. There are eighteen charter members of the association, representing newspapers in all parts of the state, and according to plans discussed at the opening session the association is likely to live up to expectations, as far as benefits to the circulation managers of the state's dailies are concerned.

A large number of telegrams and letters were received from circulation and business managers in various cities who were unable to attend in person.

It was decided to hold the charter open for two weeks.

E. W. Van Deusen of the Gazette and J. M. Annenberg of the Union-Star are largely responsible for the formation of the new organization.

Officers were elected at the morning session, which was entirely devoted to problems of organization. They are:

President, J. M. Annenberg, Schenectady Union-Star; vice-president, James McKernan, New York World; secretary-treasurer, John O. Taft, Binghamton Republican-Herald; directors for two years, William Henry, New York American, and A. J. Gerber, Syracuse Journal; directors for one year, M. D. Treble, Buffalo Times, and R. D. M. Decker, Albany Knickerbocker Press.

Syracuse was selected for the next meeting, which will be held in November at a date which will not conflict with that of the New England Association of Circulation Managers.

The future meetings will be held

quarterly in October, January, April and July.

Following the election of officers, President Annenberg addressed the association and stated that it was now ready to formulate plans that might be of use to the circulation departments of all papers in the state. A discussion of various topics of material interest to newspapers and the public took place, and plans were considered and steps taken toward the institution of new methods in the circulation departments of newspapers.

There was an informal discussion of various topics, including the Child



J. M. ANNENBERG.

Labor Law, proposed postal legislation, soldier circulation, etc.

The association members lunched at the Hotel Mohawk as the guests of the Schenectady Union-Star and the Schenectady Gazette. Mayor George R. Lunn delivered an inter-

esting talk on the newspaper, its necessity and its importance, denouncing the proposed zone system.

Charter members of the association are:

Albany Knickerbocker Press—John W. O'Connor, R. D. M. Decker.

Albany Times-Union—Frank McDuff.

Binghamton Republican Herald—John O. Taft.

Buffalo Times—M. D. Treble.

Buffalo News—George N. Therrien.

New York American—W. H. Henry.

New York Italian Evening Bulletin—F. L. Frugone.

New York World—James McKernan.

Poughkeepsie Eagle-News—Edgar C. Hanford.

Schenectady Union-Star—J. M. Annenberg.

Schenectady Gazette—E. W. Van Deusen.

Syracuse Post-Standard—W. Hixson.

Syracuse Journal—A. J. Gerber.

Syracuse Herald—E. F. McIntyre.

Utica Observer—Martin A. Miner.

Utica Press—Alfred Cockerill.

Watertown Times—Charles H. Congdon.

Others present were Dr. George R. Lunn, mayor and Congressman;

F. J. Champion, publisher Schenectady Union-Star; E. V. Cullings, advertising manager Schenectady Union-Star; C. H. Page, assistant

circulation manager Schenectady Gazette.

PRESS CLUB FOR SCRIBES AT ILLINOIS NAVAL STATION.

A Navy press club is being planned for the Great Lakes Naval Training Station at Great Lakes, Ill., so numerous are the pencil pushers, writers and editors of the camp. Newspaper men are to be found in every rank, many of them having been given commissions in the Naval Reserve Force, and others having entered at the bottom rung of the ladder. All are eager to get into the fighting and are applying the proverbial newspaperman's energy to mastering the new problems presented.

Among the newspaper men on the station are: Ensigns Sumner N. Blossom, John G. Rayley and J. C. Waldron, U.S.N.R.F. The first

named was formerly with the Associated Press at Chicago. Mr. Rayley was an Omaha newspaper man and Ensign Waldron was on the Tribune staff in Chicago.

Other newspaper men in training include: Samuel D. Fuson, formerly with the Associated Press at St. Louis and Columbus, Ohio; Samuel Slotky of Omaha, James F. Corcoran, Chicago sport writer; William Sado, newspaper photographer; Alex T. Golden, Grand Rapids; Chester W. Faust, Chicago sport writer; Austin O'Malley, until his enlistment assistant city editor of the Chicago Tribune; John Knisely, Jr., Omaha advertising man, and Frances Buzzell, magazine writer.

Arden McCoy has sold the Ladora (Ia.) Times to Charles H. Snellenberger.

**AT LEAST TRY TO
GET WHAT
YOU WANT
by advertising for it in
THE
FOURTH
ESTATE**

Can we guarantee the results of a want ad?

Of course not. If we could, we should be foolish to let you have the advertising so cheap.

But the chances are always very much in your favor.

Many good news, paper men have secured good positions through an ad in THE FOURTH ESTATE.

Many employers have secured good editors, business managers, advertising managers, circulation managers, etc., in the same inexpensive way.

Many newspapers, printing plants, engraving plants, presses, etc., have been bought, sold or exchanged through these columns at the cost of a few dollars.

WAR PROGRAM FOR I. C. M. A.

(Continued from Tenth Page)
caused by the proposed increase in postage."

The program committee considers this an opportune point to introduce the topic of welfare work among newsboys and requests that members tell what big improvements they have made along this line since the Grand Rapids convention.

John J. Toler of the Atlanta Constitution will talk on "Discontinuance of premiums. Isn't it better generally to apply the money expended on them to increase the quality of the newspaper, as, for example, with more local news?"

W. J. Harrison of the Los Angeles Herald, will show the relation of "The child labor law and the newsboy."

Roy Hatton of the Detroit Free Press will discuss the question of "Cooperation among newspaper competitors in a given field. Establishing fixed selling conditions; how to minimize losses through dead-beat country and city dealers, etc."

Charles Payne of the Indianapolis Star will take up "The elimination of the middle man. District commission agents vs. salaried representatives in charge of branch offices."

H. M. Wheeler of the Hartford (Ct.) Times will discuss the "Value of the New England Association of Circulation Managers to the I.C.M.A. and of what advantage are these state and other circulation managers' associations?"

THURSDAY AFTERNOON.

The final business session will be devoted to a general discussion of the following questions, thirty minutes being allowed for each subject:

"Shall the I.C.M.A. invite circulation managers of magazines and trade journals and divide the association into divisions with a chairman at the head of each, all to come under the general control of the president of the I.C.M.A.?"

"Would it be wise to divide the United States and Canada into divisions so that circulation managers of each division may hold state or sectional meetings at least twice each year, such meetings to be in charge of a chairman, all to be under the supervision of the I.C.M.A.?"

Those questions disposed of, the order of business will be:

- Election of officers.
- Selection of next meeting place.
- Unfinished business.

POLLARD-ALLING MFG. COMPANY

System and Machinery for

ADDRESSING
NEWSPAPERS

and
PERIODICALS

to
SUBSCRIBERS

From Thin Aluminum Plates.

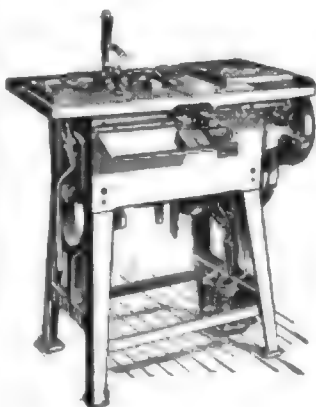
Saves considerable money in operating costs and facilitates obtaining renewals at practically no cost for the addressing.
Write for particulars.
312-316 East 96th St. NEW YORK

Save Your Print Paper

A large percentage of roll breakages is due to excessive impression to bring up low type. This results in a tremendous waste of print paper. *Ease up your impression by using*

Ludlow Typograph

slugs, which are type-high and will not give down under any method of matrix making. There are no low letters.



W. R. HASTINGS, President of the LYNN (Mass.) ITEM, says:

"Since we commenced using the Ludlow machine the breaks in the paper roll are less frequent, which saves a considerable amount of waste paper."

Send for Ludlow Literature

**MERGENTHALER
LINOTYPE CO.**

Sole Selling Agents

Tribune Building, New York

CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

Adjournment of convention.
Meeting of board of directors.

ENTERTAINMENT.

The ladies have been well provided for by the entertainment committee, of which John D. Simmons of the Atlanta Journal is chairman.

On Tuesday morning they will journey through Atlanta's "north side," Ansley Park, Druid Hills and residence sections. After luncheon at the East Side Club House they will return to the hotel to join the men for the afternoon trip.

The latter, for members and ladies, will include a jaunt to the Federal Prison, Cyclorama, Battle of Atlanta, Grant Park and a trolley ride. The official photograph will be taken at the Federal Prison.

In the evening the ladies will attend a performance at Keith's Forsyth Theater.

Wednesday morning the ladies will spend in Atlanta's shopping district and in the afternoon they will go to the Burns Club, Wren's Nest and other points of interest.

As noted above, the entertainment and banquet for members and ladies will be held at 7.30 p. m. in the Piedmont Hotel.

A photograph of members only will be taken at the adjournment of Wednesday's sessions. A photograph of the ladies only will be taken

while they are on their automobile trip; or at the club house.

OF GENERAL INTEREST.

This convention is the nineteenth annual gathering of the International Circulation Managers Association and was originally scheduled for June. It was postponed, however, on account of the unsettled state of business following the American declaration of war, but, with confidence returning, the directors set the above dates.

John M. Schmid, circulation manager of the Indianapolis News, is president, and other officers are:

First vice-president, Ike U. Sears, Davenport (Ia.) Times; second vice-president, Joseph R. Taylor, Grand Rapids (Mich.) Press; secretary-treasurer, James A. Mathews, Oklahoma City Oklahoman.

Chairmen in charge of the active committees include:

Transportation, James McKernan, New York World; convention, George H. Reynolds, New Bedford (Mass.) Standard; auditing, William Elder, Toronto Telegram; newsboys' welfare, Joseph R. Taylor, Grand Rapids Press; program, J. M. Annenberg, Schenectady (N. Y.) Union-Star; publicity, Robert B. McClean, New York Evening Post; welfare, I. U. Sears, Davenport (Ia.) Times; A. B. C., Harold Hough, Fort Worth (Tex.) Star-Telegram; mem-

bership, C. F. Stout, Plainfield (N. J.) Courier-News; entertainment, John D. Simmons, Atlanta Journal; necrology, Maurice Levy, Cincinnati Post; by-laws, D. G. B. Rose, Louisville Post.

The program booklet is unusually artistic, even for the I.C.M.A., which has been singularly fortunate in this respect. The cover design is an attractive landscape by Frank L. Stanton and on several of the inside pages are seen light half-tone views of the city of Atlanta underlying the text. Odd pages are left blank for memoranda.

"WE BOYS" NOW JOILY TARS.

Another "we boys" case has been brought to the attention of the authorities by Paymaster R. C. Shepherd, U.S.N., editor of the naval service paper, Our Navy, in a warning to the public that impostors, saying they represent that publication, are collecting money from well-to-do persons.

The swindlers, according to Paymaster Shepherd, make a specialty of steamship owners and agents, and after pointing out that the paper is devoted to the interests of the Navy, as it is, ask for \$100, sometimes more, to help the "man behind the gun," and as a rule the patriotic citizen gives a check.

Many of those who have proved "easy victims" for the impostors, it was said, recently gave large sums, some of the checks being for as much as \$500. It was owing to the fact that some of the men approached mailed the checks to Paymaster Shepherd that the fraud was discovered. According to Mr. Shepherd there are three such bogus collectors at work in New York.

The matter was reported to the Police Department and detectives are now looking for the "we boys."

OLD PRINTER ILL.

I. B. ("Uncle Ike") Pilgrim, patriarch of Atlanta printers and well known throughout Georgia and other Southern states, is seriously ill at his home in Atlanta and his recovery seems doubtful. He was the first man to set type on the Atlanta Constitution, having been an employe on that paper from its beginning until about ten years ago, when he retired on a pension.

TEUTON WEEKLY QUILTS.

The Iowa Post, semi-weekly socialist newspaper published in the German language at Cedar Rapids, Iowa, will discontinue publication, according to Henry Gundling, its editor. It has been pro-German, it is said.

NASSAU QUALITY METALS

ALWAYS UNIFORM
ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
606 West 96th Street NEW YORK

ADVERTISING IN FOREIGN LANGUAGES.

TRANSLATING "AMERICAN" INTO OTHER TONGUES AN EXPERT TASK—"ENGLISH" NOT ENGLISH THE WORLD OVER.

BY OREN R. GALLUP,

Export Manager, Simonds Manufacturing Company.

Since this country has comprehended that, in most lines of manufactured goods, our factories are producing greater quantities each year than the country can consume, and export trade therefore essential to the nation's prosperity, the American manufacturer has been besieged with a great amount of advice as to the proper methods for him to pursue to procure his share of the business available in the world's markets. Combined with this advice there has been a great amount of criticism of American policies and methods in handling such export business as we have been obtaining.

In commenting upon our export trade all of those who "knock" ignore completely the subject of export advertising. In effective advertising the United States stands so far above the other nations that comparison is hardly possible. It is our greatest national asset. It should be a powerful force in our foreign selling effort.

In speaking of export advertising as a great asset, I am not paying a compliment to advertising managers. They have done fine work along this line—a few of them. Most of them are not using their capital—it is in the bank and not even drawing interest. If their company wants and will properly handle export business, they are slackers who neglect this line of activity.

There are a number of propositions which must be carefully considered in connection with advertising in foreign languages. General recommendations may not apply to your line and each advertiser should consider this proposition individually before determining upon a policy.

TRANSLATIONS.

Should this translation be made in this country or in the foreign country itself? It depends upon your proposition entirely. If you have matter which is simple and does not contain technical expressions—if the language is to be simply the conversational language of the foreign country, you can get the translations done in this country by certain reliable agencies and individuals which will be entirely satisfactory. If your line is technical or requires a use of local expressions or idioms, by all means have the translation either made or carefully checked by your representative in that country, who is of course familiar with the local and technical expressions applying to your particular line.

It has been the experience of our company that it depends entirely upon the language as to the efficiency of the translation made here at home. In Spanish, French and German we have had some very creditable work done in New York. Of course we have become familiar with the peculiar expressions pertaining to our own business and are able to check the translations ourselves.

In Russian we have found it necessary to actually coin words or originate names for designating some of our goods properly and we have found it necessary to work through our Petrograd agency to accomplish this. Personally I favor having all translations checked in the country to which they are to be sent. If this is not possible have your translation

checked by another reliable translator to avoid some of the amusing occurrences of which we have all heard.

And how about the translation of American into the local English of the many parts of the world? Forget the idea that your domestic literature is correct for English speaking countries abroad. As far as export advertising goes English is a foreign language. Local English in Australia is entirely different from your propaganda in this country with a punch in it.

That punch is liable to hit our Australian friend between the eyes instead of producing the orders.

Some firms already recognize this. One concern of which I have knowledge changes its English copy for different sections of the world.

They found that the goods themselves were called by different names than here—that the class of people they desired to reach were entirely a different class from the domestic market and to get efficiency they adopted the policy of using the local language. This of course requires much study and cooperation with your customers in the different sections of the world.

In our business we advertise to reach the saw filers in the saw mills of this country and the title "filer" is demanded by this class of men. In Australia they are "saw doctors"; some other sections call this individual the "engineer," which is entirely different work according to the American usage of the word.

There are a number of such complications as regards the saw business and of course you in other lines have different problems of this nature to be studied out.

PRINTING

Again the question of whether the work should be done here or in the country for which the goods are destined. Some firms advocate having the actual printing done in the foreign country, especially in such countries where the customs duties on printed matter are high. Another argument has been that the local agent takes a more personal interest if he has to attend to have the work done and all the details under his supervision.

Admitting the justice of these argu-

ments it is my contention that this advertising matter should be printed in the United States. The advantage is so great that the opposing arguments are overcome.

It is agreed that advertising and printing are better done in this country than any other country in the world. Then why sacrifice the nice work and attractive appearance for the saving of a small amount per piece for advertising duties. If it is worth sending out it is worth doing right. Gain the value of American printing development and send out advertising that you will be proud to have your competitor read.

MAKE UP OF ADVERTISING.

Export copy is stronger if pictures or photos are prominently displayed with a limited amount of reading matter. These illustrations should not be typically American scenes. These are not understood and lose their effect. Get some photographs or sketches of scenes or occurrences in their own country and you talk a language which they can understand.

If you are advertising athletic underwear as being cool to wear at summer games do not send cuts showing a baseball game to your trade in Argentina. Make your sketch upon the basis of one of their horse racing events of which they are very proud.

In this country, successful advertisers study local conditions and make appeals personal. Advertising and selling do not vary in principle regardless of whether the goods are for Portland, Me., or Cairo, Egypt.

Use the same study of conditions and apply the same laws of common sense to export as to domestic effort and you will find the results are in proportion. Of course if you are lacking in both common sense and comprehension of the trade as regards your domestic work, then you might as well throw your money away here at home and not hurt the general reputation of American manufacturers by absurd attempts.

TRADE-MARKS.

Have you analyzed your trade-mark? Does it mean anything different in some other language? Does the foreign pronunciation have a tendency to confuse your goods with some other line? These matters are too important to ignore—they have had a vital effect upon the export business of some firms with which I am acquainted and it is better to change your trade-mark and have a special mark for certain countries than to become involved by lack of consideration of the language or customs of the country and people you desire to sell.

In a brief way I have covered some of the points of export advertising in foreign languages as viewed by an export manager. These matters have recently been discussed by the Export Managers' Club of New York and it is the feeling of our club that there should be closer cooperation between the advertising and export departments in these details as well as all other matters covering export publicity work.

Consult with your export manager with the idea that with your advertising knowledge combined with his export experience you can together show your competitors throughout the world that the international reputation of Americans as efficient and effective advertisers is correct.

FLINT NOW HEADS KANSAS SCHOOL.

MERLE THORPE RESIGNS TO REMAIN AS EDITOR OF THE NATION'S BUSINESS.

Merle Thorpe has resigned as head of the department of journalism at the University of Kansas and L. N. Flint has been named to succeed him.

Professor Thorpe was absent on leave during the past year, acting as editor of the Nation's Business, published in Washington by the National Chamber of Commerce. He will continue in that position, having considerably improved the magazine during the time he has been in charge.

Professor Flint has been acting chairman of the department. He was for several years an assistant in journalism while acting as alumni secretary and editor of the Graduate Magazine. Prior to going to the university he was for five years editor and publisher of the Manhattan Nationalist.

He has spent much time studying newspaper conditions in Eastern states and in California as well as in his native state, Kansas. Two years ago he made a survey of advertising conditions in that state and compiled figures showing that Kansas publishers were annually refusing undesirable advertising to the amount of \$120,000.

He is an active member of the Association of American Teachers of Journalism and represents the second district on the executive committee of the Kansas State Editorial Association.

SMOKES FOR IOWA BOYS

The Des Moines Register and Tribune are promoting through their columns a novel scheme to send "smokes" to the boys in France. They have placed red, white and blue barrels in the most prominent cigar stores, with a placard urging the boys to drop in a package of smoking tobacco or cigars to be sent to the boys across the waters.

The barrels were filled within a short time and will be ready for the second shipment in a few days. Such slogans as "Buy a five-center today and send a smoke to the fellow in the trench" and "Whadye say? Save it and put in the red, white and blue barrel," are used in calling the people's attention to the scheme.

The Akley (Minn.) Herald-Tribune is installing a Linotype.

The BILLBOARD

While it rejects heart, kidney, consumption and cancer remedies and all patent medicines for which grossly over stated curative virtues are claimed, accepts business for

SIMPLES OF REAL WORTH

such as salves, liniments, lotions, face creams, dentifrices, laxative waters and some laxative medicines honestly advertised as such.

All whiskey, beer, liquor and cigarette business is barred.

WEEKLY. Member A.B.C. 55c a line
Circulation 40,000 Copies.

The Billboard Publishing Co.

Broadway and 42d St., New York

CANADIAN EXPORT CO.'S MANAGER.

G. F. STEELE, SECRETARY OF THE NEWS PRINT ASS'N, NAMED FOR POST.

J. M. McCarthy, president of the Canadian Export Paper Company, Ltd., has appointed G. F. Steele, formerly secretary of the News Print Manufacturers Association, as general manager of the Canadian Export Paper Company, Ltd. Mr. Steele will assume his new duties on September 1.

About a year ago some of the larger manufacturers of paper in Canada became strongly impressed with the view that the abnormal conditions brought about by the war in the world's trade and the absolute lack of any precedent to serve as a guide to the conditions which the manufacturers would be called upon to cope with upon the cessation of hostilities affecting trade conditions in practically every civilized country of the world called for the most careful study and cooperation.

Many of the largest paper consuming sources of supply had been compelled to look elsewhere either for their manufactured paper or for their raw material. The increased demand for pulp and paper and the general rise in prices of all materials throughout the world, including wood and wood products, was, it was felt, likely to lead to a very considerable increase in the production of pulp, paper and other wood products throughout the Dominion in view of its available resources.

The best informed opinion in financial and manufacturing circles seemed to be that pending the readjustment of trade conditions consequent upon peace being declared, a very wide-reaching disturbance was likely to be experienced. The doctrine of preparedness was being preached everywhere.

After a general review of the situation it was felt that it could best be met by establishing connections as far as possible throughout all the world's markets which would be available to cope with any contingency which might arise. It was realized that preparations of this kind could not be undertaken and properly carried out by any individual manufacturer or by the manufacturers acting individually.

The Canadian Export Paper Company, Ltd., was accordingly formed with a view to securing the cooperative support of as many of the manufacturers as cared to participate in the proposed campaign of market extension. Work has been going on quietly during the past year but it has been realized that to insure its success it would be necessary to secure the services of some one having a wider acquaintance with trade conditions in territories not hitherto touched by Canadian manufacturers.

Mr. Steele, by reason of his long association with the pulp and paper industry and his unequalled knowledge of market conditions throughout the world, was considered the man, if his services could be secured. Negotiations have been pending for some time, with the result that Mr. Steele has now expressed his willingness to assume the responsibility.

The executive committee has not



VICTOR MURDOCK,

EDITOR OF THE WICHITA EAGLE, APPOINTED TO THE FEDERAL TRADE COMMISSION.

as yet determined upon a successor to Mr. Steele, but probably will do so in the relatively near future.

In the meantime Mr. Steele's assistant, Robert T. Houk, Jr., will have charge of the office.

VICTOR MURDOCK NAMED FOR FEDERAL TRADE BOARD.

Victor Murdock, editor of the Wichita (Kan.) Eagle, has been designated by President Wilson to fill the place on the Federal Trade Commission of the late Will H. Parry.

The new commissioner, like his predecessor, is a newspaper man, having served for many years as editor and managing editor of the Wichita (Kan.) Eagle, which is owned by the estate of his mother, Victoria Murdock.

His new appointment will bring him to surroundings that are not altogether unfamiliar, as he spent several years in Washington as a member of the House of Representatives. He served in the Fifty-eighth, Fifty-ninth and Sixty-third Congresses and has also been chairman of the Na-

tional Committee of the Progressive party.

He is forty-six years old and had been more or less active in newspaper work since 1894, when he became managing editor of the Wichita Eagle. Since his retirement from Congress he has devoted practically all of his time in the United States to his paper, a tour around the world taking up what was left.

TEXAS PLANS MATURE.

The East Texas Press Association will hold its annual meeting at Henderson on September 14-15. Among the speakers on the program are: Henry Edwards, Troupe Banner; A. H. Shields, Longview Times-Clarion; W. S. Davis, Nacogdoches Herald; W. F. Hayes, San Augustine Tribune; R. B. Walthall, Garrison News; W. L. West, Livingston Enterprise; R. M. Gilmore, Center Champion; A. H. Luker, Grapeland Messenger; T. J. Molloy, Timpson Times; G. M. Halton, Nacogdoches Sentinel.

G. E. Watford of the Lufkin News is president of the association.

"BONE DRY" LAW IN CANADA.

"DRY" PROVINCES MAY BAN PAPERS CONTAINING LIQUOR ADS.

Ontario and other prohibition provinces of Canada now have the right, through their Legislatures, to put the ban upon liquor advertising. The mails are denied to circulars and letters soliciting orders for liquors.

The publication of liquor advertisements within these provinces may be made a punishable offense; moreover—which is the most radical provision of the new law—any prohibition province may prohibit the entrance of any newspaper published outside its territory, which contains liquor advertising.

The new "temperance bill" making these provisions went through committee and received its third reading in the House of Commons and the Senate at Ottawa a few days ago. It contains a number of important changes to the "Doherty act" of the last session.

"Does this mean that the Montreal Gazette, the Montreal Star, Le Devoir, and other Montreal papers will be prohibited from circulating in the Province of Ontario?" asked Hon. Rodolphe Lemieux.

"Yes," replied Hon. C. J. Doherty, Minister of Justice, "if they contain liquor advertisements and the province takes action."

"I think it is a drastic section if it is lived up to," declared Mr. Lemieux. "If Ontario is sincere it will have to prohibit the Star, the Gazette, La Patrie, Le Canada, in fact every daily paper in Montreal, because the only Montreal paper that does not publish liquor advertisements is the Montreal Weekly Witness, which lives up to its profession. That means that the press of Montreal will be suppressed by the government of Ontario."

MERELY SUPPRESSES ADVERTISEMENTS.

"No," exclaimed R. B. Bennett of Calgary, "the advertisements will be suppressed, not the papers."

Mr. Lemieux retorted that he would be much surprised if the Ontario government notified the Montreal papers that they must not be circulated in Ontario unless the liquor advertisements were suppressed.

NEW PAPER FOR EDELSTEIN.

Hyman Edelstein, who has been chief editor of the Canadian Jewish Chronicle, Toronto, since September, 1914, has resigned to become the editor of an independent Jewish weekly, which will make its appearance on August 31.

The new paper will be absolutely non-partisan, and will view every public issue from the Jewish angle. Mr. Edelstein edited the souvenir bulletin of the proceedings of the Zionist convention in Winnipeg recently.

MOTORCYCLE FOILS JOVE.

When the electric power was knocked out by a thunder storm recently, the El Centro (Cal.) Press hitched a motorcycle to the Linotype machine and went on getting out the paper just as if nothing had happened.

GOVERNMENT SILENT ON LIBERTY LOAN ADS.

PRESS ASSOCIATIONS URGE TREASURY AND CONGRESS TO DEAL JUSTLY WITH THE NEWSPAPERS.

No announcement as to a change in the advertising policy of the Government on the next issue of the Liberty Loan was forthcoming from Washington this week and Secretary of the Treasury McAdoo is said to have the matter of paid advertising in the newspapers still under consideration.

Meanwhile plans for the loan are maturing in the bureaus of the Treasury Department, the peace move of the Vatican having had practically no influence in checking the war plans of the Government. No details of the loan plans have been made public, and, beyond the statement that the Government will use all the advertising mediums employed in the last loan campaign, with progress intensive rather than extensive, no reliable information is available.

Press associations in various parts of the country, aroused to the hostility of certain Government department and bureau heads toward the press, are waging a vigorous campaign to influence Congress in the enactment of legislation specifically authorizing paid newspaper advertising, but to date they have received little encouragement from the legislators, who are now busy with the War Revenue Bill.

A strong plea for justice to the press was made to Theodore Hardee, chairman of the Federal Reserve Bank at San Francisco, by Crombie Allen, president of the Southern California Press Association and publisher of the Ontario (Cal.) Daily Report and Daily Record. He has urged the members of his association to take the matter up personally with President Wilson, Secretary McAdoo, the California Senators and their local Congressmen, pointing out that the Government should pay the newspapers for space just as it pays other manufacturers for their commodities. His letter to Mr. Hardee follows:

"Your letters in regard to Liberty Loan publicity, addressed to the Daily Report and to the Ontario Record, received. As editor of these papers and also as president of the Southern California Associated Dailies, an organization of more than 50 daily newspapers of Southern California, I am replying. What I say will refer particularly to our own papers, but I am quite confident all is equally true of all the papers in our organization.

"The papers of Southern California responded to the call to assist in the sale of the Liberty Bonds as generously and as patriotically as any in the country. Take our own particular case:

"Our papers gave freely day in and day out of display space. In addition to this we ran columns of news about the issue, carried a streamer across the top of the first page every day, ran feature stories to stimulate public interest and also supported the issue editorially. My brother and I individually took seven per cent money and invested it in 3½ per cent Liberty Bonds for ourselves and our families.

"In addition I personally toured the town asking people to buy the bonds. I also presented the matter to the chamber of commerce and the chamber not only endorsed the pro-

ject, but each director individually subscribed. The local banks here gave splendid support to the sale.

"Ontario's allotment was \$60,000, but the campaign resulted in an over-subscription of more than 50 per cent, our total running close to \$100,000.

"After the conclusion of the campaign, you wrote asking for a statement of amount of advertising, value etc., which we had donated. I replied that we had kept no accurate account of it, but had given everything we had. Authorities on selling campaigns figure two to five per cent for advertising expense. On a basis of \$60,000 bonds sold the minimum of two per cent would be \$1,800, the maximum of five per cent, \$4,500. So, the minimum value would be \$1,800, as our papers are the only ones published here.

"Now we didn't even put in a claim for \$1,800, or any amount, but if any one agency needs fair pay for services rendered in selling the bonds it is the newspaper press. I feel sure in saying the newspapers of the nation will not allow themselves to be outdone by any agency in doing their bit to help win the war. This is a just war and the newspapers of the nation can be counted on to do everything in their power to help win it.

"And, in future they will equal the generosity of any, but until the government begins to ask munition manufacturers, railroads, and all others furnishing supplies, selling commodities or rendering services to the government to do so without pay, the newspapers cannot be considered unpatriotic in refusing further to give away the only commodity they have for sale—space—their only source of bread and butter revenue.

"We have not yet heard of the government asking the farmer or the manufacturer or anybody else but the newspaper to give his commodity free to the government. This is not a criticism of others for getting pay for what they furnish to the government. They are entitled to pay. All the newspaper asks is to be put on the same sound business basis.

"Many imagine war a fine thing for newspapers. The war hits the newspapers harder than any other industry. It takes toll at both ends. Commercial advertising is reduced, while producing expense is increased. Everything that enters into the production of a newspaper is vastly more ex-

pensive to pay for, with lessened revenue due to decreased advertising. Every extra paper sold is at a loss.

"It is reported that the 'paper trust,' after declaring big dividends, has a surplus of over \$16,000,000. Many newspapers are being forced to the wall, unable to pay the almost prohibitive price of paper, jumped up entirely out of proportion to the slight increase in cost of production.

"In connection with the Liberty Bond sale I tried in vain to send either a telephone or telegraph message about it without paying. I assumed that inasmuch as the newspapers were doing everything for nothing the telephone and telegraph companies were doing likewise. Nothing doing. Likewise, even the postmaster refused to send a letter about it without being paid in advance.

"The newspapers simply ask that forthcoming bond issues be advertised just as other selling campaigns are advertised; that the government do business on a business basis, dealing with newspapers selling their only commodity—space—on the same basis they do with manufacturers, farmers and others having commodities for sale.

"Manufacturers simply sell their commodities to the government for certain prices. That is all. The government gets their commodities, the manufacturers get the government's money. And, it is all eminently right and proper it should be even so. The newspapers simply ask the government to pay for their advertising, for the newspaper's commodity.

"But, with the exchange of the manufacturer's commodity for the government's money the incident is closed, but even with paid advertising the newspaper does not cease to labor to win the war. The newspaper man does his individual bit like all other good citizens, but his paper also helps in the news and editorial columns.

"I am taking the liberty of enclosing copy of resolution adopted by our association over a year ago against the free space evil.

"I shall be glad to hear from you at your convenience on this matter."

NAVY THANKS PRESS CLUB OF BALTIMORE.

The Baltimore Press Club has received a letter of thanks from Lieutenant Lewis P. Clephane, section commander in the fifth naval district, United States Naval Reserve Force, for the free use of its club rooms for recruiting during the past four months. Edward H. Pfund, executive secretary of the club, was especially commended by Lieutenant Clephane for hospitality and efficient service.

AT MICHIGAN CAMP.

John Meyers has gone to Grayling, Mich., where the state troops are encamped, to correspond for the Detroit Free Press. R. H. Allie is correspondent for the Detroit Journal and C. S. Stevenson for the Detroit News.

PREACHER AIDS SMOKE FUND.

The St. Louis Republic interested an evangelist at Sikeston, Mo., in its soldier-tobacco campaign and the parson passed the hat at his revival service for tobacco money, raising \$13.40 for the "smokes."

WAR BULLETINS TO BE ISSUED.

PUBLIC TO HEAR OFFICIALLY OF U. S. TROOPS' VICTORIES AND DISASTERS.

The first official summary of the war activities of the United States will be issued in a few days by Secretary Baker, to be followed weekly thereafter with statements of such matters as may be disclosed without violating military precautions.

When American troops get into action in France daily statements are likely to be issued founded upon the reports from General Pershing.

Regarding the rumors of disasters to American troops that are constantly being circulated, Mr. Baker reiterated the pledge of the Administration to withhold no news of misadventure of the forces from the public.

Every untoward happening will be announced promptly, he said, and the public might rest assured that no news meant good news to that extent.

The extent to which naval happenings can be made public is a different matter.

Secretary Daniels has promised that news of disasters will be given out with as little delay as possible, but it is not to be expected that the extent of damage to naval craft, temporary disablement of destroyers or other vessels, either as a result of action or through accident, will be disclosed.

The practice of all countries has been to keep the enemy as much in the dark as possible on such matters.

J. S. BRYAN STARTS PAPERS FOR "ROOKIES."

John Stuart Bryan, of the Richmond (Va.) News-Leader and a member of the executive council of the International Y.M.C.A., is arranging for the publication of an army camp weekly newspaper for Fort Oglethorpe and Chickamauga Park. This paper will be printed at the Chattanooga Times plant.

All composition will be done in the Times' composing room and the printing on the regular presses of the Times. No charge will be made for this work excepting the cost of white paper upon which the news is to be printed. All composition, stereotyping and pressroom expenses will be donated.

Mr. Bryan has been delegated by the council to arrange for the publication of similar papers in or near every army camp in the southeastern department. He has already arranged for the publication of the paper in Birmingham and went from Chattanooga to Atlanta.

The paper will be eight pages. It will contain cartoons furnished by some syndicate and several pages of other syndicated matter. The other pages will be news gathered in the camp and about matters of interest to the men in the camp. The papers are not to be sold, but circulated free among the men in training or at the post.

Competent writers, editors and other staff members will be employed or appointed. News items about happenings in one camp probably will be traded to papers in other camps if the items are of interest there.

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE X.

CONTRACT WHICH INCLUDES ALL LEGAL ESSENTIALS AND IS CLEARLY DRAWN IS UNASSAILABLE

By EDMUND WALKER,
Chicago Herald Building.

In all business concerns the making and execution of contracts is a daily occurrence and perhaps a few words on the principles involved will be helpful.

Every contract must contain certain things, viz.:

1. Valuable and sufficient consideration.
2. Legality of object.
3. An offer and acceptance or an agreement.
4. Absence of fraud.
5. No duress.
6. Competent parties.

CONSIDERATION.

It is true that, generally speaking, a contract under seal need have no consideration. The origin of this is traced back to the days when the sealing of a contract was a very important matter. Today you buy a box of seals for ten cents and the thought that a party must take care and deliberation before sealing any document is no longer existent. It is better to rely absolutely on a definite consideration clause which will make "the mutual covenants and agreements" part of the consideration.

LEGALITY OF OBJECT.

Any contract which has an illegal object is obviously illegal itself. A contract to commit crime is worthless. In criminal law a contract agreeing not to prosecute a party who has committed a crime is in itself a crime, viz. compounding a felony.

OFFER AND ACCEPTANCE.

Every contract must have an offer and an acceptance or else a mutual agreement. This needs no explanation because it is the very reason of the contract.

ABSENCE OF FRAUD.

Every contract can be declared void if fraud can be proved. In actual practice fraud is one of the most difficult things to prove. Mere misstatement of fact is not fraud. There must always be deliberate intent to defraud. Intent is in many cases obvious and yet it cannot be proved.

A party might make a promise to do certain things and might never really intend doing them at all and yet it would be a difficult matter to prove that intention.

You might be told only a part of the facts and the defendant might claim that he had no knowledge of the untold facts at the time the contract was made, and you would find it difficult to prove what he knew, or did not know. Fraud, however, is the one thing which will upset any contract if proved.

NO DURESS.

Duress consists of threatening either the party, his wife or his family with violence or imprisonment. No contract made under duress is valid or enforceable.

COMPETENT PARTIES.

Competent parties exclude insane people, infants and married women, alien enemies, drunken parties, etc. The parties to a contract must be of age and must, in short, have legal capacity to make a contract.

GENERAL.

If every contract was prepared so that no dispute as to its interpretation was possible a large percentage of cases brought before the courts would be eliminated. Usually misunderstandings and ambiguities are responsible for court proceedings, and it is a good axiom to say that no contract can be too explicit and too clear in its meaning. The courts will always try to arrive at the true intention of the parties concerned, and the decisions handed down will be the result of their understanding of the intention. Great care should always be taken to see that two clauses do not conflict with one another, thereby rendering both open to question.

When contracts are made in duplicate, state so and also when in triplicate or quadruplicate.

It is an excellent plan to have a typed copy of all contracts made to be used around the office. The original will be placed in safety deposit boxes or at the bank. This prevents loss and keeps the original contract in good condition.

In conclusion I would try and set right a very popular misunderstanding regarding contracts made on Sunday. Generally speaking it may be laid down that a contract made on Sunday is quite legal except where a statute specifically prevents, but a contract to be performed on Sunday is always illegal.

At common law a contract made on Sunday is as valid as if made on any other day.

"A PACIFIC PORT" RIDICULED.

SENATOR JOHNSON DECLARES
GOVERNMENT DOES NOT
TRUST PEOPLE.

The Government's request to the newspapers of the country to speak of "a Pacific port" or "an Atlantic port" was held up to ridicule in the Senate this week by Senator Johnson of California.

"I have an abiding confidence in the American people," he said. "There has never been a time in all our history when the American people have not risen superior to any crisis. All they ask is that they shall be treated with equality, with honesty and with truth in this great cataclysm. The American people, with the burden that has been put upon them, with the sacrifices that are demanded of them, are entitled to equality in every law, to honesty and to truth.

"Today I think that I echo what is in every Senator's heart when I say that that has not been put forth to the American people which should be put forth in clarion tones unto them. The mode in which they are given their publicity now is here stated concretely in a very simple illustration.

"Recently a Japanese mission came to San Francisco. They arrived there on a certain day last week. Four weeks ago I had the invitation to attend the ceremonies and the various entertainments in behalf of that mission.

"For three weeks all the newspapers of the city of San Francisco have been exploiting the arrival of that mission and that mission's views and here in Washington and in the East, although all California had published every detail, we read each day 'At a Pacific port.'

"Can you tell me upon what principle that sort of dealing should be indulged in with a people intelligent and critical, a people patriotic and a people self-sacrificing?

"At a Pacific port,' we learn here the Japanese mission landed and then, with the names carefully omitted, the various functions had in their behalf are told us. In my office are the San Francisco papers describing in detail all the dignitaries who were present and all the individuals who participated and everything in respect to the matter.

"It may be that in the peculiar and singular sort of mentality we now and then observe, some gentlemen in Washington with a peculiar mental strabismus have thought that thus by saying, 'At a Pacific port' in Washington, or in Brooklyn, or in New York, or in Boston, by that very token we prevented any enemies there from knowing whence this particular delegation came or what was done in its behalf when it reached this nation.

"I mention this very slight example because it is typical, and for those who are striving with all their might, who are going forward with all the force they are capable of, who are indeed overflowing with patriotism and desire to serve their land, I ask publicity and truth in this war—nothing more than that in return for

their burden and in return for their sacrifices."

The New York Times, commenting on the Senator's remarks, said:

"Senator Johnson showed a somewhat unnecessary amount of excitement and indignation in denouncing the Governmental cautioning or requesting that led the papers in this part of the country to say that the Japanese Mission arrived not at San Francisco, but at 'a Pacific port.'

"Neither the Senator nor anybody else had to wait the arrival of the San Francisco papers before knowing where the Japanese did land, and while all he said about the absurdness and uselessness of this particular sort of secrecy may have been true enough, it is just as well to be amused by it as to indulge in eloquent rage, and if our military censorship never does anything more foolish than that, how much luckier than any of our allies—or of our enemies—we shall be!

"The loyal American papers do their fretting over more important suppressions. They are willing and eager to conceal everything that ought to be concealed, and they are willing, if not eager, to conceal things, now and then, the disclosure of which could do no imaginable harm if thereby they can please officials about the excellence of whose intentions they have no doubt.

"Senator Johnson insisted that the suppression of San Francisco's name was 'typical'—that it showed distrust of the American people. How much more kindly it would have been for him to see in it only a commendable desire to take no chances, even the smallest, that information useful to our foes gets to them without their doing, to get it, work that is more or less dangerous."

EXEMPTION RULES BOOK AD CAUSES ARREST.

Ernest McDaniel, an advertising man and Spanish-American war veteran, and M. C. Harper, publisher of a farm weekly, were arrested in Muskogee, Okla., by the Federal authorities charged with obstructing the draft laws of the United States.

It is charged they had sent an advertisement to several newspapers offering to sell for \$1 a booklet that would give advice how to escape the draft.

The newspapers receiving the copy refused to publish it and advised the United States attorney at Muskogee.

The men claim that the booklet, which has not been printed, was intended to be of such a nature as to shame those trying to evade the draft law.

Going to France

in a few days as an accredited war correspondent. Can I serve you either with special cables, letter service or syndicate matter?

O. H. DOWNEY
Churubusco, Indiana

J. M. HUBER

Manufacturer of
Black and Colored

News Inks

Main Office: 65-67 W. Houston Street
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Color, Varnish & Ink Factories
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Carbon Black Works, DOLA, W. VA

SERVICE BRANCHES

Boston, Baltimore, Chicago, Omaha,
Cincinnati, Los Angeles, St. Louis,
Philadelphia, San Francisco.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 20, 1900. Issued every Saturday by THE FOURTH ESTATE Publishing Company. Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary, 232 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in Postal Union, \$1.00.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions, 25 cents.)

Rack Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE

Broadway and 59th Street
232 West 59th St. NEW YORK

Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1226.

FOR THE WEEK ENDING AUGUST 25, 1917.

PRESS BULLETINS—AND FACTS

"Financing the War." The United States is financing itself in this war by loans and taxes. It obtains funds from the people, some by taxation and some by the sale of bonds, and then it goes into the markets and buys from the people what it needs. The people supply the Government with money and the Government with this money buys from the people what it needs for the war."

Words taken from Press Bulletin No. 12 of the Treasury Department's publicity bureau, which, in the famous old newspaper phrase, would be "interesting if true."

They are not true, however, as the newspapers of the country well know. A considerable part of the \$2,000,000,000 already obtained from the people by the sale of bonds was secured through the channels of the country's newspapers, which have as yet seen none of the money with which the "Government buys from the people what it needs for the war."

No—the quotation loses much of its interest, for it is only a half-truth, and, as matters now stand, its proportion of veracity seems likely to remain stationary.

Certain members of Congress and officials of the Treasury Department are, for unknown or unmentioned reasons, unalterably opposed to the newspapers' plea for justice. They expect the press to perform costly and invaluable services to the Government—to practically see that the people provide the war's finances—without one cent of compensation.

The same forces are also behind the factions in Congress that wish to further handicap the press in its struggle for existence by heavy taxes over and above those to be borne by other business organizations, in spite of the fact that the period of the present war has seen the death of newspapers by the hundreds—due to already insufferable burdens. And they talk of the war profits made by newspapers!

They advance no cogent reasons for their stand, for they have none.

And when they are faced with the fact that the newspapers' case is economically and morally sound, they

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$250; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

cry "slacker" and "copperhead" after the publisher who declines to donate his expensive white space free of charge to aid the Government in raising money with which it "goes into the markets and buys from the people what it needs for the war."

It has been said before and should be repeated again and again that no other business is expected to turn over its stock-in-trade without remuneration—at least to the extent of cost and a reasonable profit.

That proposition is unthought of—except in the case of the newspapers.

The advertising that brought success in June was paid for by private firms and individuals, who will probably not open their purses so liberally again.

It is not within their province to do so and no self-respecting Government should expect such services from any class of its citizens.

That the Treasury Department agrees, at least in theory, with the correctness of that view, the circular quoted above shows.

Let it now make good its high sounding claims. It needs the newspaper space to carry on its business, just as it needs cloth and steel and transportation, none of which is utilized without payment.

Let it buy the newspaper space required—exactly as it buys its steel, its lumber, its wood and its transportation—with the people's money.

STRAIGHT TO THE PEOPLE

Confronted by a solid line of opposition to all food legislation by politicians at Albany, George W. Perkins has taken his fight for a real food control bill direct to the people—through the medium of paid newspaper advertising. And the dispatches from New York's capital say that the "old guard" is thoroughly alarmed.

The politicians and "wire-pullers" of the Empire State, willing, as usual, to sacrifice the interests of their constituents to the purely selfish interests of party, thought that they had amended and otherwise strangled the bill out of existence—but they had not counted on Mr. Perkins and

his faith in the people when appealed to through the public press.

He has had experience along that line before, as the "old guard" has occasion to remember—not without some bitterness. To the influence of the newspaper advertising prepared and paid for under Mr. Perkins' guidance many attribute the defeat of the constitutional amendments drafted by the state convention in 1915, and the machine men are taking the present campaign rather seriously.

It is yet too early to say whether equal success will attend his present effort, as the state-wide campaign in the press is just gaining headway, but the fact that alarm prevails in Albany is more or less significant.

NOTE AND COMMENT.

For a number of weeks the Macon (Ga.) News has been carrying a series of advertisements in behalf of a Macon credit bureau, headed "Do You Pay Your Bills?" The series, of which eighteen have already appeared, consists of talks on bills and the prompt payment of them. No report has been received as to the results, but it goes without saying that if the citizens of Macon are reading the very convincing arguments on why they should pay their bills they are paying more promptly than they have in the past.

The Knoxville (Tenn.) Sentinel recently carried five pages of advertising which was in the form of telegrams directed to the business men of Knoxville and signed by various and sundry individuals. These ordered merchandise or made inquiries relative to the business of the concern. Readers of the paper were requested to rewrite the telegrams condensing them to twenty words.

Individual prizes were offered for the best rewritten telegram, while a capital prize of \$25 was awarded the contestants who received the largest number of individual awards. The five pages appeared twice thereby setting the paper nearly 2,000 inches of display advertising during a month when the volume of business was slightly less than that of other months.

A novel and praiseworthy idea and an excellent means of increasing revenues in a dull month has been discovered by John Othen, advertising manager of the Jacksonville (Fla.) Metropolis. When the young men of the city returned home with commissions in the Reserve Corps last week after three months in the training camps, the Metropolis induced the merchants of the city to "chip in" for a page advertisement, headed "Greetings to the young men of Jacksonville who are home today on furlough before taking up their duties as officers in the greatest American army ever recruited." The names of the new officers were printed in the middle of the advertisement.

The Baltimore News has been co-operating with the national food administrator by conducting a "War Bread Contest."

The Chicago Tribune is running a series of "National Problem of Conduct" advertisements to stimulate general interest in advertising and advertised goods. Some of the titles are: "The Outlook on Business," "Vacations and the War," "Being Eco-

nomical in War-Time," "Capital and Labor in War-Time" and "National Stability." The advertisements are really editorials pointing out the danger of any panicky retrenchment on account of the war.

"The cost of advertising is borne by the non-advertising competitor"—this is the way the situation was summed up by W. H. Richards, Baltimore advertising expert who recently addressed a group of business men in Kansas City on "Modern Merchandising." Mr. Richards holds that the daily newspaper is the best possible medium for the average advertised article.

The Lansing State Journal has been "helping Hoover" lately by conducting a menu contest which attracted considerable interest among its readers.

The first copy of the first edition issued by the St. Louis Post-Dispatch in its new home was purchased by Stephen Bauer of St. Louis, who proposes to retain it as a memento of the opening. Mr. Bauer is a lifelong reader of the Post-Dispatch and made a special request for the initial copy.

The Bookseller, Newsdealer & Stationer in its issue of August 15 says editorially: "On the whole, we believe that the war, while it has affected the tastes and needs of readers, has increased the sales of books and not reduced them."

The New York Sun gained 209,642 lines of national advertising for the first seven months of 1917 over its showing of the same period last year.

B. C. Snider, editor of the Lincoln (Ill.) Courier-Herald, was surprised to receive a telegram from Parkersville, Miss., where his wife was visiting relatives, which contained this cryptic message: "First P. Is. 9-6. 2 Kings 4-26."

The editor looked up the references in the bible and found them: "For unto us a child is born: unto us a son is given. Run I pray thee now to meet her and say unto her: Is all well with thee? Is it well with the child? And she answered, 'It is well.'"

Suggestions are reaching the War Department as to the advisability of establishing at once in the American army area abroad soldier newspapers to furnish the men with a brief resume of home news as well as publishable facts about what is going on in France.

Trench papers of this character are distributed in the French and British lines, but American troops will be far from home and hear little of what is going on in the United States until American newspapers arrive at the front.

Robbers entered the office of the Advocate Review, a community newspaper in the south side of Chicago, last week and demanded largesse from M. E. Dorach, the editor. Mr. Dorach paused in his work of getting his paper ready for press long enough to laugh loudly at the robbers for hoping to find money in a newspaper office. When they discovered their mistake, the robbers left.

PURELY PERSONAL.

Louis Wiley, business manager of the New York Times, was a guest at a luncheon of the Canadian Club of Vancouver, B. C., on August 23. Mr. Wiley is now on a month's trip through Canada and expects to return to New York early in September.

Frank P. Glass, editor of the Birmingham (Ala.) News and chairman of the A.N.P.A. paper committee, was in New York this week.

H. H. Conlan of the Hartford Courant was a visitor in New York this week.

E. L. Harvey is now publicity director of the National Security League, New York.

Thomas Carroll Mirkil, a commercial reporter on the Philadelphia Public Ledger, has joined the editorial staff of the Shoe and Leather Trade Reporter and will have charge of the Chicago office after serving in Boston for a while.

Paul R. Leach will represent the Chicago Daily News at Camp Grant, the Illinois training cantonment for the National Army.

Gilman M. Parker of Chicago and Mrs. Parker are rejoicing over the recent arrival of a nine-pound baby girl. Mrs. Parker was formerly Miss Hetty Cattel, a well-known Western newspaper woman. Mr. Parker was a Chicago Tribune staff man and the wedding was a newspaper romance.

Jack H. Snyder, for nine years a member of the editorial staff of the Ardmore (Okla.) Ardmoreite, has been appointed assistant county engineer.

Charles E. Mann, editor of the Downs (Kan.) News, is being mentioned for Congress.

J. David Stern, publisher of the Springfield (Ill.) News-Record, visited New York this week.

E. H. Williamson, former secretary to W. B. Southwell, business manager for the Des Moines Register-Tribune, who is now business manager and owner of the Burlington Hawk-eye, has been appointed secretary to the mayor of Des Moines.

R. C. Wilkins, district manager for the Des Moines Register and Tribune, is improving after a recent operation for appendicitis. He expects to return to his desk by September 1.

Major Fred J. Herman, United States Cavalry, who is in charge of the construction of the army cantonment at Chillicothe, Ohio, is an old Cincinnati newspaper man, having been a reporter on the Times-Star from 1889 to 1893. At that time he organized Battery B, Cincinnati's then most famous artillery organization. He served in the Spanish-American war.

John Starke, manager of the City News Bureau of Cincinnati, is the proud father of a "cub reporter," which received its first assignment by being born last week. James Robert weighs eleven pounds.

Hinton Gilmore, formerly a newspaper man in Fort Worth and other Southern cities, has been awarded first prize of \$50 in an advertising letter contest conducted by the Chicago Car Advertising Company.



WILLIAM R. HEARST.

WHO MAY BE NEW YORK'S NEXT MAYOR

HEARST IN MAYORALTY RACE.

William Randolph Hearst may be a candidate for mayor of New York City in the municipal election to be held in November, his name having been brought before the public by the signing of private petitions nominating him to run on the Democratic ticket. Tammany Hall, the "regular" Democratic organization, had previously named another ticket, but it is said, although not confirmed, that Mr. Hearst's election would be welcomed by the Democratic chiefs.

Mr. Hearst is now in California and was not notified of his nomination until after it had been made public by the presentation of the petitions. Up to the time of going to press, he had made no statement as to his candidacy.

Eight years ago Mr. Hearst ran for mayor in New York and was defeated by a very small margin, his supporters alleging fraud in the tally

of the ballots. A recount of the vote was taken, but if there had been fraud in the first tally the second count failed to show any evidence of it, as a few votes were taken from Mr. Hearst's total and added to those of his opponent.

DAVIS LEGLESS BUT HAPPY.

Sam Davis, veteran Western newspaper man of the early Comstock Lode day and intimate of many celebrities, who has been ill at Berkeley, Cal., recently underwent an operation for the amputation of his right leg. Although Davis would not submit to a general anaesthetic, insisting only upon local anaesthetics, he is recovering from the shock of the operation and his recovery is now anticipated. Davis' home is in Carson, Nev.

The Smithwick (S. D.) Sentinel has discontinued publication.

STAFF CHANGES.

L. Andrew Brophy has resigned from the Canton (Ohio) News to go with the Columbus (Ohio) State Journal, succeeding Ralph A. Hull, who is now with the Associated Press in Chicago.

R. V. Williams has become a reporter on the Joplin (Mo.) Globe. He was formerly sporting editor of the Oklahoma City Oklahoman.

Karl G. Lind, member of the editorial staff of the Springfield (Ohio) Daily News, will go to Cleveland during the last week of August to become connected with the editorial office of the David Gibson Publishing Company.

J. C. Grey has left the war desk of the New York Evening Sun to join the forces of Lord Northcliffe in New York in a secretarial capacity. Bert E. Barnes has been moved from the city desk to the war desk of the Evening Sun to fill the vacancy left by Mr. Grey.

Gilbert Gabriel, book reviewer of the New York Evening Sun, has gone to Plattsburg. Gabriel received his summons to the camp about the same time he was ordered to report for examination in the conscript army.

Stacey Jones of Seattle has joined the staff of the Detroit News.

Henley Hill of the Detroit Journal has joined the Detroit News staff.

A. E. Bernton, assistant city editor of the Detroit Free Press, has gone to the rewrite desk of the Chicago Examiner. C. E. Darrymore has become assistant city editor on the Free Press.

W. R. White has gone over to the New York Evening Telegram copy desk from the city desk of the New York Evening Sun.

Samuel Gardenshire, Jr., late of the New York Morning Telegraph staff, has passed the examination for the aviation training school and has been accepted. He expects to go South soon.

Leo Marsh, assistant city editor of the New York Morning Telegraph, an alumnus of the New York University, has successfully passed the academic and physical examination for a lieutenancy in the Regular Army.

Captain Irving Goff McCann, a special writer on the Chicago News staff, has been visiting Des Moines, Ia., and inspecting the army cantonment for the past week. Mr. McCann is making a tour of the camps in the Middle West and the South and Central East.

SERVICE IN BUTTE.

The Butte (Mont.) Miner has started a service department and will furnish to advertising agencies, manufacturers, wholesalers, etc., information regarding state trade conditions. A monthly paper, the Butte Miner Service Bulletin, will be published, giving local men information on how they can cooperate with national advertisers.

Fire recently destroyed the building occupied by the Rio de Janeiro (Brazil) O Piaç.

The first issue of the United Farmers, Pine River, Minn., edited by O. B. Orres, has appeared.

THE PATRIOT-O-WHIRL
Newest and Best Automobile Accessory

Whirl Your
Colors!



PUBLISHERS:
Here's the biggest winner ever offered.
Retail Price \$1.00.
Write for special price on quantity orders
S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

MAKING CARRIERS PROUD OF PAPER.

INDIANAPOLIS NEWS FINDS TRIPS TO CITY AID ESPRIT DE CORPS.

An effective way of keeping up esprit de corps among the country carriers and agents of a newspaper seems to have been found by the Indianapolis News, of which John M. Schmid, president of the International Circulation Managers Association, is circulation manager.

Most of the 800 News agents and carriers, scattered all through Indiana, had never seen Indianapolis and the News took advantage of the fact to give them trips to the city and show them how a metropolitan newspaper is printed.

The carriers were brought to Indianapolis in eleven divisions, about a week apart, and the first place they saw on their arrival was either the state house or the capitol. There they visited the legislative halls, the museum and the governor's office. On a number of occasions Governor Goodrich shook hands with the little visitors and also had his picture taken with the groups.

Large motor trucks were used to carry the excursionists to the most interesting points of the city, one of which was the home of the late James Whitcomb Riley.

Telling THE FOURTH ESTATE about the plan, Mr. Schmid said:

"The prime motive in bringing the boys to Indianapolis was to inspect the News Buildings, so that they could get an idea at first hand as to how a metropolitan newspaper is printed. The most interest was shown in the Linotype machines, although

The William L. Betts Company NEWSPAPER CONTEST SPECIALISTS

Suite 406, World Bldg., NEW YORK

The True News FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK

there was no lack of interest shown to any of the other departments.

"The delegations were entertained at the theater immediately after lunch and they were then returned to their respective homes by inter-urban cars. The News, being an afternoon paper, was able not only to bring these carriers to Indianapolis and show them a good time, but was also able to have its delivery looked after in the evening of the same day, so that there was no interference with its business.

"There was not a single accident or injury to any of the visitors, due for the most part to the care of the special agents in charge of the delegations. Traffic policemen in all parts of the city paid special attention to the children to see that they were safely guided across the congested streets."

The various delegations were in direct charge of V. Snyder, assistant manager of circulation, and a fifteen-minute address was given each delegation by Mr. Schmid, who pointed out to them their importance as a part of the News organization.

NEW ENTERPRISES.

QUANAH, TEX.—C. T. Wilson, who recently moved his newspaper plant from Kirkland to this city, will start a new paper here at an early date.

TULSA, OKLA.—The Tulsa Engraving Company; capital, \$10,000; incorporators F. W. J. Haas, C. E. Dillon and W. D. Moss, Tulsa.

TOPEKA, KAN.—The Kansas Highway Commission is going to start publication of a quarterly magazine on highway work in Kansas. The first issue will appear in September.

OKLAHOMA CITY, OKLA.—A. B. Jones Publishing Company; capital, \$5,000; incorporators, A. B. Jones, L. M. Jones and O. L. Price, Oklahoma City.

ARDMORE, OKLA.—Leftwich-Smith Monotype Company; capital, \$7,000; incorporators, Morris M. Leftwich, Inez G. Leftwich and Norman A. Smith, Oklahoma City.

GETTING READY TO MOVE.

The Detroit Evening News is planning to move its office force to its new plant about October 1 and the new equipment is being rapidly installed. No date has yet been set for an official opening.

NEW A.N.P.A. MEMBER.

The South Bend (Ind.) News-Times has been elected to active membership in the American Newspaper Publishers Association.

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete. Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

National Electric Bulletin
Corporation.
NEW LONDON, CONN.

NEWS NOTES OF CIRCULATORS.

The Winston-Salem (N. C.) Sentinel, of which Rufus Shore is manager, has inaugurated an early edition which will be put on the street about 1 o'clock every afternoon. In announcing this innovation the Sentinel states that it is to be a regular early edition and in no sense an "extra."

The Montgomery (Ala.) Advertiser has inaugurated an interesting department called "Farm and Immigration Section," in charge of Littell McClung.

Dr. W. A. Lynott, health commissioner of Joplin, Mo., has been engaged by the Joplin News-Herald to write a series of articles.

The Tacoma News-Ledger has just concluded an automobile prize campaign which added materially to its list of subscribers.

The George S. Teall Circulation Company has just concluded two circulation campaigns within the past week, one with the Houma (La.) Courier, and one with the New Iberia (La.) Enterprise. Automobiles, pianos and other prizes were given in both cases.

C. O. Ferguson, former circulation manager of Motor Age and recently with the Advance Felt & Cutting Company, has been appointed circulation manager for the Class Journal Company, New York.

The Lafayette (La.) Gazette is just starting a circulation campaign in which automobiles, pianos, and other prizes are to be given. The campaign is in charge of the George S. Teall Circulation Company.

The Teall Company also has a contract with the Franklin (La.) Watchman for a circulation campaign to start at an early date.

RECENT INCORPORATIONS.

New Art Printing Co., general printing and stationery business; capital, \$5,000; incorporators, A. and R. Orszag and J. Berger, 967 Kelley st., New York.

Hooven Letter Service, general advertising business; capital, \$10,000; incorporators, V. M. and M. P. Hooven and A. C. Mulcahy, 3249 Perry av., New York.

Direct Publicity Company, general advertising agency; capital, \$50,000; incorporators, J. M. Allan, James E. Powell, Otto F. Ochs.

Shipping Publishing Company, publishing; capital, \$50,000; incorpo-

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription
Everywhere \$3.40.
(Established 1898)

Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG.

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK



I Get the Money!

J. A. McAVOY

Special Editions
Weekly Review Pages
Cartoon Books

Nat'l Exch. Bk. Bldg.
PROVIDENCE, R. I.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
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ANNOUNCES
Its Perfected "BOOKLOVERS"
Plan for a PICTUREGAME

Complete for 350.00
Complete means Complete.
SEND FOR THE DETAILS
110 West 40th st., New York City

A NEW ONE BY HOP

The International Syndicate
Established 1899. BALTIMORE, MD.

rators, Charles L. Wise, Charles A. Hazen, Glenn K. Wise.

CHICAGO.—Engineering and Contracting Publishing Company; capital, \$150,000; incorporators, Lewis S. Louer, Neil M. Clark and William H. Fugery.

BACK FROM LONG TRIP.

Frank E. Grunagle, automobile editor of the Pittsburg Gazette Times and Chronicle Telegraph, has just returned to Pittsburg after a long motor trip. Leaving Pittsburg he motored to New York and then went on a tour of New York State, Connecticut, Rhode Island, Massachusetts and the Berkshires, accompanied by M. R. Thompson of J. C. Wilberding's staff.

SUMMER SLUMP IN ADS HERE.

TOTAL FOR YEAR SHOWS SMALL GAIN OVER 1916, WHICH WAS HIGH RECORD.

The usual midsummer slump in advertising business is apparent from the reports from seventy newspapers in twelve of the largest cities in the United States, according to figures compiled by the American Newspaper Publishers Association. The peak load for the first half of the year comes during the months of April and May.

This year the volume of advertising carried by these papers during these two months was the largest for the last four years.

The aggregate volume of advertising for the first seven months of the present year shows an increase of 3.6 per cent over that during the corresponding period last year, while the month of July, 1916, showed a gain of 13.6 per cent over the same month in 1915.

The aggregate number of lines carried by these seventy papers during July, 1917, was practically the same as in July, 1916, showing a gain of only .1 per cent. The figures include advertising in week-day and Sunday editions, both local and foreign business.

During the month of June, 1917, advertising business in the Eastern United States as represented by New York, Philadelphia, Washington and Buffalo showed an increase of 6.35 per cent over June, 1916, and for the month of July a gain of 2.9 per cent over the same month last year.

The Middle West as represented by Chicago, St. Louis, Cincinnati, Cleveland, Detroit, Minneapolis and St. Paul, showed a decrease for June of 14.4 per cent, and for July of 4 per cent.

The Far West, as represented by Los Angeles, showed a gain for June of 5.8 per cent and for July of 7.6 per cent.

Comparison of the counting room reports from these newspapers for the years 1914, 1915, 1916 and the first seven months of 1917 show an increase of 3.6 per cent for the last named period over the corresponding period in 1916, an increase of 12.66 per cent for the year 1916 over 1915, and a gain of 2.46 per cent for the year 1915 over 1914.

Total aggregate lines, 1914....	435,667,731
Total aggregate lines, 1915....	446,373,413
Total aggregate lines, 1916....	502,612,491

Per cent

January 1915 over January 1914	1.51*
January 1916 over January 1915	11.72†
January 1917 over January 1916	5.71†
February 1915 over February 1914	7.07*
February 1916 over February 1915	12.83†
February 1917 over February 1916	8.80†
March 1915 over March 1914	4.42*
March 1916 over March 1915	8.90†
March 1917 over March 1916	9.77†
April 1915 over April 1914	2.45*
April 1916 over April 1915	15.25†
April 1917 over April 1916	4.13†
May 1915 over May 1914	6.95*
May 1916 over May 1915	12.12†
May 1917 over May 1916	.30*
June 1915 over June 1914	.39†
June 1916 over June 1915	13.82†
June 1917 over June 1916	9.95†
July 1915 over July 1914	7.06*
July 1916 over July 1915	13.61†
July 1917 over July 1916	.11†

*Decrease.
†Increase.

The figures are taken from these papers in the following cities:

NEW YORK.
American, Evening Journal, Evening Mail, Evening Post, Evening Sun, Evening Telegram, Evening World, Globe, Herald, Press, Staats-Zeitung, Sun, Times, Tribune, World, Brooklyn Eagle and Brooklyn Standard-Union.

CHICAGO

Daily News, Tribune, Herald, Examiner, American, Post, and Journal.

PHILADELPHIA

Inquirer, Record, Press, Ledger, North American, Bulletin, and Telegraph.

CLEVELAND

Plain Dealer, Leader, News, and Press.

DETROIT

News-Tribune, Journal, Times, and Free Press.

CINCINNATI

Post, Times-Star, Enquirer, and Tribune.

WASHINGTON

Star, Post, Times, and Herald.

LOS ANGELES

Times, Examiner, Tribune, Herald, Express, and Record.

BUFFALO

Express, Courier, Enquirer, Times, Commercial, and News.

MINNEAPOLIS & ST. PAUL

Journal, Tribune, News, Dispatch, Pioneer-Press, and News.

ST. LOUIS

Republic, Globe-Democrat, Post, Dispatch, Star, and Times.

Commenting on this showing, the American Newspaper Publishers Association says:

The summer slump in revenue from advertising business should be accompanied by utmost economy in the consumption of news print. Stocks should be built up as much as possible by taking in contract paper, not by buying in the open market."

VACATION NOTES.

Nelson Meade of the New York Evening Sun copy desk is on a vacation.

Walter Smalley, night editor of the Detroit Free Press, is vacationing. Paul Perry is substituting.

Gardner Cowles, publisher of the Des Moines Register and Tribune, spent the past week in Rochester, Minn., and Madison, Wis. His son, who recently had an operation performed at Rochester, is reported to be getting along nicely.

George Riggs, mechanical foreman for the Des Moines Register and Tribune, is spending a few weeks in the Colorado mountains.

E. W. Jamieson, cartoonist and layout man for the Des Moines Evening Tribune, has returned to his desk after a six weeks' vacation in the East, where he has been visiting with relatives and friends.

MORE WORK FOR CASWELL.

A paid secretary has been appointed by the executive committee of the Nebraska State Press Association. G. S. Caswell, secretary of the Iowa State Press Association, will give a part of his time to the work of the Nebraska editors.

J. L. Shearer has sold the Rhodes (La.) Tribune to Fred H. Wolander.

NO SLACKENING IN PAPER DEMAND.

PRODUCTION AND SHIPMENTS OF NORTH AMERICAN MILLS NEAR MAXIMUM.

Little decrease in the consumption of news print, despite the usual falling off in advertising during the summer months, is apparent from the tables of production and shipment of this grade compiled and just made public for July by the News Print

Manufacturers Association.

Production for July for both American and Canadian mills averaged 98 per cent of maximum, which is over the limit to which a paper mill can be held for any length of time. Shipments, too, kept pace with production, the combined average being 97.9 per cent of maximum, leaving a total of 1-10th of 1 per cent to be added to storage stocks against the expected demand during the fall months.

The table, prepared by G. Frank Steele, secretary of the News Print Manufacturers Association, follows.

UNITED STATES MILLS.

Production.	Per cent Maximum.	Shipments.	Per cent Maximum.	Stocks On Hand	
Whole year, 1916....	1,068,415	89.1	1,099,846	91.8	31,300
July, 1916	80,361	89.5	89,939	93.5	40,427
July, 1917	81,379	97.7	83,034	99.8	36,190
7 months, 1917....	536,096	97.3	584,845	97.1

CANADIAN MILLS.

Whole year, 1916....	532,251	95.6	542,504	97.5	18,134
July, 1916	42,856	96.8	42,477	93.4	23,140
July, 1917	48,670	95.4	48,535	98.1	10,429
7 months, 1917....	341,093	96.9	347,982	99.9

UNITED STATES AND CANADIAN MILLS.

Whole year, 1916....	1,600,666	91.3	1,642,440	93.6	49,434
July, 1916	130,217	92.0	132,416	93.6	63,567
July, 1917	129,949	98.0	131,514	97.9	46,619
7 months, 1917....	987,189	97.3	981,075	97.9

FAIR PAPER PRICE UNDER 3 CENTS.

A. N. P. A. URGES PUBLISHERS TO HAVE CONTRACTS ADJUSTED, IF NECESSARY.

That the market on news print paper is softening to a considerable degree is the opinion of the paper committee of the American Newspaper Publishers Association, based on reports that several paper manufacturers are voluntarily adjusting contracts with publishers so that the price is now under 3 cents a pound.

The committee believes that a just price at the present time ranges between 2.75 and 3 cents a pound.

A statement given out this week by Frank P. Glass, chairman of the paper committee, bearing on this situation follows:

"Many reports have come recently to the committee of contracts being voluntarily adjusted below 3 cents. Those manufacturers who have done this deserve the appreciation of publishers.

"It will be remembered that when prices were made last year, certain

members of the executive committee of the News Print Manufacturers Association, who had set the present price, stated that if the market dropped lower than the contract price then set, they would be willing to readjust their contracts. A number of them have done this.

"More specific information may be obtained by personal inquiry at the office of the paper committee. The committee urges every publisher immediately to request his mill to meet the present market price on his contract as may have been promised when the contract was made. This adjustment should be from 2.75 to 3 cents to conform to the adjustments already reported."

NORTHCLIFFE PAPER COMING.

A 6,000-ton steamer is now loading news print paper at the docks of the Publishers Paper Company in Newfoundland. It will leave for the United States on August 27.

SWEDEN BANS PAPER EXPORT.

Sweden has announced a ban on export of all news print paper except under special license.

INTERTYPE

"The BETTER Machine"

Model A

Single Magazine

\$2100

Model B

Two Magazines

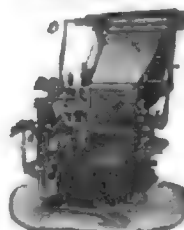
\$2600

Model C

Three Magazines

\$3000

Side Magazine Unit, Applied Before Shipment, \$160 Extra



Twenty million Intertype Matrices and 160,000 Intertype Spacebands are being used in 4,200 composing rooms in the United States and foreign countries.

Send your supply orders to our nearest Agency.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

BUSINESS OPPORTUNITIES.

\$20,000 Cash

available for first payment on purchase of an attractive daily newspaper property. Atlantic coast locations preferred.

Proposition P. J.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

EXCLUSIVE EASTERN FIELD

Only paper in Eastern city of 20,000, covering large field and showing satisfactory growth without direct effort. Price \$150,000, including real estate on main street of city. Ask for Key No. 2201x. References required.

CHANCE FOR MERGER.

Two evening papers in live Central West field may be bought for \$50,000 and merged. Every prospect of netting annually from \$15,000 to \$20,000. Details to inquirers furnishing references. Proposition 1m319x.

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

\$125,000 buys controlling interest in established only morning daily in Southwestern city. A.P. franchise; annual income over \$300,000; circulation over 25,000 daily. City has over 100,000 population and 15 railroad trunk lines. Only one morning and one afternoon paper. Over \$3,000,000 buildings in progress today in addition to government millions being paid out in city now. Owner's reason for selling is wholly personal and action is desired immediately if above price stands. Address Box 887, care The Fourth Estate.

PUBLISHERS:

I have a modern printing plant; would like to contract for printing a weekly or a monthly newspaper or magazine. First-class work guaranteed at reasonable prices. Address Plymouth, care The Fourth Estate.

For an exceptionally good weekly will trade clear California property, part or all, valued at \$15,000, or will apply as part payment for interest in evening daily. Years of experience qualifies me to handle either business or editorial end. Address Box 834, care The Fourth Estate.

PRINTING

A printer with first-class plant desires to arrange with one or two more weekly publications. Is an expert in keeping the prices down to rock bottom. Address Caslon, care The Fourth Estate.

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.
YARD'S NEWS BUREAU
194 W. Washington Street, CHICAGO

HELP WANTED.

WANTED—An engraver to operate and manage engraving plant in connection with well established daily paper. Plant in good condition. Unusual opportunity for first-class man. Address, giving reference and experience: R.P.C., care The Fourth Estate.

BUSINESS OPPORTUNITIES.

GOOD CHANCE for NEW DAILY

The Chamber of Commerce of a southern city, with a population of nearly 15,000, announces that it is ready to support a strictly "community" daily newspaper. If interested, address in strict confidence Box 854, care The Fourth Estate.

Newspapers For Sale!

Opportunities few to buy California dailies in good location. Evening paper, job shop, good equipment. Town 12,000. Price \$20,000 to move it. Liberal terms. No agents. Box 1156, Los Angeles, California.

Competent newspaper man wants controlling interest in afternoon paper in Middle West. Town of 25,000. Address Box 846, care The Fourth Estate.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Agency, Youngstown, Ohio.

SERVICE CORNER

583.—"Do you know of any premium people who make pocket edition bibles?"

594.—"I would like to get in touch with newspapers which have, or will have good second-hand presses, stereotyping machinery and Linotypes for sale."

585.—"This city is in need of and will profitably support a daily newspaper. It must be strictly a "community" newspaper and could obtain a splendid circulation in the city and surrounding territory. Will you please put us in touch with parties whom you are of the opinion would be interested or refer this letter to such a source, which might bring this matter to the parties who might be interested."

586.—"Can you tell me the present whereabouts of A. E. Bickson, a cartoonist and artist, whom I last heard of in Chicago? I believe he is still on a Chicago newspaper."

587.—"Can you give me some information as to where I can get the 'Prestoplate Caster'?"

588.—"A French newspaper of New England is looking for an advertising solicitor who speaks French."

Claude Swanson has sold the Truman (Minn.) Tribune to W. P. Lemmer, of Belgrade, Minn.

HELP WANTED.

Special Writer Wanted

Catholic Publishing House has opening for competent special writer. Must have good command of English and be able to prepare interesting special articles and occasional editorial. Whole or part time. State education, experience and references. Address Box 887, care The Fourth Estate.

WANTED—A high grade special edition man to put on industrial edition in prosperous 25,000 city in Middle West. Must have gilt edge record. Submit full proof of same in first letter. Address Box 847, care The Fourth Estate.

Experienced young man wanted on a trade (coal) paper who can get news and write it in condensed form. He must also know something about circulation, advertising and general office work. Small salary to start, but good prospects. Address Box 886, care The Fourth Estate.

WANTED—Capable and energetic news editor for desk work on live six-page daily. Must be good headwriter and able to take phone service accurately and rapidly and know the value of news. Only thoroughly reliable and dependable man wanted. Fine small college city. Position permanent. State all in first letter. The Hillsdale Daily News, Hillsdale, Mich.

Large publishing concern wants a circulation manager who has had considerable experience in handling canvassers. Position pays salary and commission. Permanent position. Good chance for promotion. Reply confidential. Give age, experience, and if at present employed. Apply Box 886, care The Fourth Estate.

AMUSEMENTS.

Actor—B'way & 46th—"The Very Idea."
Booth—46th, W. of B'way—Russian Ballet.
Bijou—West 46th—"Mary's Ankles."
Broadway—At 41st—"Pay Me."
Cohan & Harris—W. 48d—"A Tailor Made Man."
Carino—39th st. and B'way—"Love o' Mike."
Cort—46th E. of B'way—"The Knife."
Criterion—B'way and 46th—"The Manx Man."
Eltinge—W. 48d—"Business Before Pleasure."
46th St.—W. of B'way—"The Italian Battlefront."
Fulton—W. 46th st—"The 13th Chair."
Gaiety—B'way and 46th—"Turn to the Right."
Harris—W. 48d—"Daybreak."
Hippodrome—4th av. and 44th st—"Cheer Up."
Hudson—W. 44th st—"The Deluge."
Lyceum—B'way & 46th—"The Lassoo."
Lyric—49d st. W. of B'way—"The Inner Man."
Liberty—W. 49d st—"Hitchy-Koo."
Manhattan Opera House—W. 50th—"The Wanderer."
Marine Edwards—c9th st. E. of B'way—"Eyes of Youth."
New Amsterdam—W. 49d—"Ziegfeld Follies."
Palace—B'way near 47th—Vaudeville.
Playhouse—48th E. of B'way—"The Man Who Came Back."
Princess—59th near B'way—"Oh, Boy."
Sherbert—44th, W. of B'way—"Maytime."
Winter Garden—B'way and 50th—"Passing Show of 1917."

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 20,000 of them in a year for ten dollars. Send for samples and display rates. 710 Temple Court, MINNEAPOLIS

MACHINERY FOR SALE.

TRUSTEE'S SALE
SEPTEMBER 8th.

The following property of the American Printing Company will be sold by me at St. Joseph, Mo., on Sept. 8:

8 Cylinder Presses
4 Platen Presses
2 Cross Automatic Paper Feeders
2 Linotype Machines
1 Folding Machine
2 Stitching Machines
1 Self-Clamp Paper Cutter
1 Otto Gas Engine
1 Dynamo, together with all belting, shafting, pulleys, etc., used in connection therewith.

Also type of all kinds and descriptions, imposing stones, type cabinets, all furniture and fixtures of any kind whatsoever.

WALTER FULKERSON, Trustee.

Owners desiring to sell newspaper properties may advertise them in these columns over an assumed name, and answers will be received in entire confidence and forwarded without charge.

Rate twenty-five cents per line agate.

FOR SALE—A Campbell New Model press and stereotype outfit complete. Rebuilt five years ago by R. Hoe & Co. and guaranteed to be in perfect condition. Prints four or eight pages, 6, 7 or 8 columns to the page, and can be seen running daily in our plant. Reason for selling is we are about to install larger press. Small cash payment and balance in monthly installments. First reasonable offer gets it. Address Campbell New Model, care The Fourth Estate, 232 West 50th street, New York City.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at 25,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 3, Serial No. 10102; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 2010, and Model No. 1, Serial No. 2011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

FOR SALE—Mats; four sets of 6-pt Roman No. 2, with Bold Face No. 1; five sets 7-pt Roman No. 2 with Bold Face No. 1. Write for details of font arrangement. News, Dayton, Ohio.

For Sale—16-page Potter Press in good running order, in use by Daily Argus-Leader, over 10,000 circulation, including stereotype outfit, also 12 turtles and 12 chases. Delivery about December 1, following installation larger press. A big bargain. Write the Argus-Leader Co., Sioux Falls, S. Dakota.

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices
373 Fourth Avenue NEW YORK

SITUATIONS WANTED.

**AUDITOR
BUSINESS MANAGER
CIRCULATION MANAGER
SYSTEMATIZER**

Position wanted by young married man with country-wide experience in all the details of paper economy and business and circulation department efficiency. Long experience systematizing circulation departments, cutting down waste, stopping leaks and in up-to-the-minute methods of circulation promotion. Also long accounting experience in various lines. At present employed in responsible position but desire a change. Can furnish the best of references from present and previous employers and business associates. Address Box 858, care The Fourth Estate.

A LIVE WIRE

experienced newspaper woman, young and enthusiastic, and willing to handle any sort of assignment, will fill in gap, caused by conscription, on your editorial staff. Has handled general and feature work on large city dailies for several years. Address Box 843, care The Fourth Estate.

EXPERIENCED.

well-trained newspaper and advertising man wants position as business manager or managing editor of progressive afternoon daily. Has long and successful record on newspapers and in retail advertising. Thirty-six years old and thoroughly dependable. Might make moderate investment if desired. Prefer city of 30,000 to 50,000. Will consider trade journal proposition. Address Box 848, care The Fourth Estate.

EDITOR

Extensive Experience
Desires change
Exempt from conscription
References
Box 845,
Care The Fourth Estate.

THREE IN ONE.

Advertising Solicitor
Cartoonist and Illustrator
Special Writer.

This combination will prove valuable to a small city daily or a large weekly. Not a wonder in any one of the three lines, but do fair work in all three. Specimens of work and references on request. Address Box 854, care The Fourth Estate.

WANTED—Position, managing or telegraph editor. Thoroughly experienced, fully competent; now employed. Not subject to draft. Address Wembee, care The Fourth Estate.

Circulation Department

Three years in charge of daily of 25,000 circulation, several years previous in mailing and list departments. A strong believer in system and efficiency. Competent to assume charge of either department. References previous employers. Am twenty-nine years old, married, have wife and one child dependent. Must have work. What have you? Address Box 851, care The Fourth Estate.

OUR LETTER BOX.

Advertisements and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present these are letters waiting for
A. B. Codrington
S. Chivers-Wilson
Anna B. Corryshane
Geo. W. Craig
L. D. Curtright
Thos. B. Donnelly
Arthur T. Egan
W. Burton Ellis
A. Finley
A. Fisher
R. Harris Service
Sam'l H. Evans
George S. Teall
J. W. Glenister
W. A. Faver
Theodore Biscus
Ray E. Wilcox
J. G. Disher
G. S. Myers
Griffith Bonner
H. H. Patterson
Publicity Bureau
Glenn C. Wilson
O. W. Way
Chas. H. Forman
A. W. Sashkin
J. H. Mudgett Co.
A. P. Babyn
Richard Neville
Clifton E. Woods
C. S. Persons
C. S. Kendall
W. E. Hornaday
R. D. Van Alstin
A. E. Bickson.

SITUATIONS WANTED.

PUBLISHER'S ATTENTION

Do your circulation charges each month tally with your A. B. C. report? Or is there a deficit charge? Do you get a trial balance the first day of each month showing to a cent your circulation charges, allowances, cash, accounts receivable, etc? If you do not get the above you are in the dark as to leaks in your circulation revenue.

What about your city carrier service? Your mail subscription country promotion work and office methods incidental thereto? Are you satisfied? If not the writer will guarantee to satisfy you in all the above respects if given a six months' contract for a compensation of \$3,000.

Can show a seventeen year record in circulation work. Now employed and have saved my present employer \$5,000 per year in overhead and leaks in the past six months.

Address G. L., care The Fourth Estate.

ATTENTION PUBLISHERS!

Who has the best position to offer a newspaper man of 30 years' experience? At present employed as night editor of a large New England daily but desires a change. Send answers to Egbert, care The Fourth Estate.

A Practical Printer with four years' good all-around experience and a thorough course at the Mergenthaler factory as a machinist-operator wants to connect with some publication or a private plant where attention to business is appreciated and advancement made accordingly. Best of references from former employers. Address Austin Savadel, 108 Targee street, Stapleton, N. Y.

WANTED—Position as editor or feature writer on newspaper or trade publication. Married, sober and fully competent. Position must be permanent on ability to make good. Understand advertising and printing business in full detail. Can come at once. Address W. H. Van Doran, 416 Sherman st., Elkhart, Indiana.

MANAGING EDITOR of morning newspaper in Southern city of 75,000 wishes to make change. Experienced on larger Southern dailies. Afternoon newspaper preferred. Address D. K. L., care The Fourth Estate.

**CIRCULATION MANAGER
WANTS PLACE**

as general, mail or city circulation manager on a live paper. Competent to promote special campaigns and successfully handle any kind of territory. Familiar with all approved systems. Experience covers large and small cities. Am employed, but desire a change at once. Age 33, references. Address Box 848, care The Fourth Estate.

Successful advertising man of wide experience in newspaper work is seeking new connections. Can write fetching copy and is live, energetic solicitor. Married, sober, industrious. References on request. Address Box 844, care The Fourth Estate.

**YOUNG MAN
WHO CORRESPONDS**

with five hundred newspapers wishes position as press agent or publicity manager with some person or firm desiring wide and international newspaper publicity. Address Box 853, care The Fourth Estate.

Mr. Publisher—Has the war hit your advertising department and do you want an experienced solicitor at once? Am unexpectedly at liberty. Have had over 30 years' experience selling advertising, not copy chasing. Full of ideas and know how to put them over. References cannot be beaten. Name what salary you will pay; it must be good, but I will earn it. For quick action, write Experienced Solicitor, care The Fourth Estate.

A good man for a good position. I know the newspaper game from Alpha to Omega; 20 years' experience, coast to coast. Gift edge salesman and copy writer. Born diplomat and executive. I want a man's job with a man's salary. What have you? Advertiser, 50 West Alexandrine, Detroit.

Mailing or list department, by a young married man of ten years' experience, capable of planning work to best advantage; several years in charge of afternoon daily; references gladly given. Address Box 850, care The Fourth Estate.

SITUATIONS WANTED.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange, Inc.
Third National Bank Building
SPRINGFIELD, MASS.

Editor—Extensive experience daily, weekly, monthly; writer, reviewer; familiar with make-up; engaged, desires change; references. Not subject to draft. Address Box 838, care The Fourth Estate.

WANTED—Position on first class daily as business or advertising manager, by a high class man of unusual character, ability and experience. Best of references. Address Box 838, care The Fourth Estate.

Circulation and advertising man with a record of 20 years' successful work seeks position in the West or Southwest. Address Box 798, care The Fourth Estate.

Experienced newspaper man wants business or entire management of small city daily, or would lease the property. Good references. Now located Pacific coast and prefer to stay there, but will go elsewhere if advantageous. Address L. L. K., care The Fourth Estate, 233 West 60th street, New York.

Business Manager—Competent efficiency man now "making good" in metropolitan field desires general management of small city paper. Excellent record in all departments as an organizer and producer. Preference for position demanding careful, economical development. Address Box 836, care The Fourth Estate.

EXPERT TYPOGRAPHER
with fifteen years' practical experience desires connection with substantial advertising agency. University man. State full particulars. Address E. C. T., care The Fourth Estate.

**HEMSTREET
PRESS CLIPPINGS**

Tenth Avenue at 45th Street NEW YORK CITY

**We can Increase Your Business.
You want it Increased, don't you?**

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

NEWS OF THE AD AGENCIES.

The annual meeting of the Canadian Association of Advertising Agencies, which comprises all the leading advertising agencies in Canada, was held in Toronto recently at the King Edward Hotel. The following officers were elected: President, E. Desbarats, of the Desbarats Advertising Agency, Montreal; first vice-president, Mr. McConnell, of McConnell & Fergusson Agency, London, Ont.; second vice-president, W. B. Somerset, of A. McKim, Ltd., Montreal; secretary-treasurer, J. P. Patterson, of the Norris-Patterson Agency, Toronto, Ont.

The association has been a very considerable factor in the improvement of the standards of advertising in Canada, and in the elimination of unworthy mediums and unworthy advertisements, as well as in the great advance in the preparation of scientific and artistic result-bringing sale-effecting copy.

The new president has been receiving the congratulations of his friends, not only on account of his election, but also on the occasion of the beginning of his twenty-fifth year as head of the Desbarats Advertising Agency, which was established in 1892.

The Anfenger Advertising Company, Fullerton Bldg., St. Louis, is now located in the Railway Exchange Building, St. Louis.

Edwin Bird Wilson, Inc., New York, and the Lewis H. Mertz Advertising Agency, Ontario, Cal., have been recognized by the American Newspaper Publishers Association.

Arthur G. Heller has become associated with the Churchill-Hall, Inc., established the Heller-Barnham Agency in Newark, N. J., fourteen years ago and has been its head ever since.

Frederick Jordan, formerly in business for himself under the name of the Frederick Jordan Company, New York, is now associated with the Wales Advertising Company, also of New York. The Frederick Jordan Company has discontinued business.

Miss Edith V. Righter has resigned as secretary and spacebuyer of the H. E. James Advertising Agency, Inc., New York, after five years' service. She has made no plans for the future. Miss Righter has become well known to newspapers all over the United States, the bulk of the appropriations handled by her having gone to the daily press. She has bought space for

Daily Publishers! MORE ADVERTISING?

If you want real wide awake advertising representation, here in Chicago and the West, get in touch with us at once.

We get business by going after it; keeping after it until we get the order. Why not discuss the matter with us today? Write us at once.

YOUNG & FARRELL
Room 400, 30 N. Dearborn St.
CHICAGO, ILLINOIS

"Sloan's Liniment," the H. E. Bucklen & Co. preparations, "Dr. Bell's Pine Tar Honey," Richard Hudnut, Inc., and other proprietary and toilet article manufacturers.

For several years Miss Righter has been active in the New York League of Advertising Women and she was one of the charter members of the Philadelphia Club of Advertising Women.

Ewing & Miles, Inc., Times Building, New York, have discontinued business and made an assignment for the benefit of creditors.

Miss Margaret Chrysler, after an absence of several months, has rejoined the staff of the H. W. Kastor & Sons Advertising Agency, Chicago.

J. J. Finlay, former president of the Chicago Junior Advertising Association and affiliated with the Chicago advertising agency of Stavrum, Thompson & Bennett, has given up advertising work to serve Uncle Sam in the navy.

William H. Rankin, president of the Chicago advertising agency bearing his name, has been in Washington in conference with the government advisory board relative to advertising plans for the next Liberty Loan campaign.

J. P. Roche, head of the copy department of the W. D. McJunkin Advertising Company, Chicago, has resigned to enter the government commissary department with headquarters at Houston, Tex. His position in the advertising agency has not yet been filled.

W. D. Shafer has been elected vice-president of Stavrum, Thompson & Bennett, taking charge of special service and research.

Leon L. Carroll, at one time president of the Carroll-Schless Company, Inc., New York, has joined the staff of Sherman & Bryan, Inc., with which he was formerly connected.

Rex W. Wadman, for the past eight months with the Campbell-Ewald Company, New York, has opened an advertising agency in New York. Before going with the Detroit agency he was advertising manager of the Van Blerck Motor Company, Monroe, Mich., and the Sterling Engine Company, Buffalo, N. Y.

Gardiner, Atkinson & Wells, New York, have been chartered to do a general advertising business in New York, with a capital of \$200,000. Those signing the incorporation papers are J. F. Atkinson, J. H. Weinberg, W. R. Gardner, Jr., 601 West 113th street, New York.

Everett R. Currier has been placed in charge of art work and printing of Berrien-Durstine, Inc., New York.

H. H. Charles, New York advertising agent, has been made a member of the National Advertising Advisory Board for the New York district.

Robert H. Wright has become part owner of the Clintonville (Wis.) Tribune.

A. C. Howlett has disposed of the White River (S. D.) News to C. Lubker.

AD FOLKS' NEWS.

Paul Cherington of Harvard University addressed the New York Advertising Club on August 21 on "What the Government is Doing for the Exporter."

Edward E. Saunier, recently advertising manager of Eastern Motors, Inc., New Britain, Ct., is now connected with the sales department of the Simplex Automobile Company. He has spent some weeks in the factory and will devote the next few years to selling automobiles prior to engaging in automobile advertising. He has been with Colgate & Co., Columbia Graphophone Company and advertising manager of the American Hosiery Company.

D. B. McCoy has become advertising manager of the Olds Motor Works, Lansing, Mich. He has been with the Oakland Motor Company for a number of years.

An educational campaign of lectures and discussions is planned by the Omaha Ad Club for this fall and winter. Frank Builta, Tom Warfield, C. E. Duffie and H. R. Bowen are the members of the educational committee, with Frank Builta as chairman.

Cards have gone out to the members asking them for suggestions as to topics to be discussed at these meetings. Among the topics suggested are "Analyzing a Market," "Emphasis," "Hiring and Training Men," "Headlines, What For?" "Layout, Balance, Harmony," etc.

E. Shanks, formerly assistant advertising manager of the Conklin Fountain Pen Company, Cleveland, has become connected with the advertising department of the Addressograph Company, Chicago. He was attached to the American Multigraph Company, Cleveland, for four years before going with the Conklin Company.

Trescott Goode, assistant advertising manager of the Elliott-Fisher Company, Harrisburg, Pa., has been appointed advertising manager of the company, succeeding Robinson Murray, who has been called for service at the Reserve Officers Training Camp at Fort Oglethorpe, Ga. He was formerly in charge of advertising for the Individual Drinking Cup Company.

HOW NATIONAL ADVERTISING RAISES DEALERS' PROFITS.

(Copyright, Mallory, Mitchell & Faust.)

It is a matter of economy for dealers to handle nationally advertised products. It is economy from the standpoint of capital invested in stock.

This is based upon the principle of consumer acceptance, which is created by the advertising. Inasmuch as the advertised brands are acceptable to every class of trade, the dealer need sell only advertised brands.

This means that the minimum of capital is required for a sufficient stock of goods upon which to do business. A large amount of capital is not tied up in slow moving stock which is acceptable to only a part of his trade. Fewer brands please all customers.

When advertised products are handled, and even pushed by the dealer,

it is still necessary for him to carry some advertised brands to meet the demands of part of his trade.

It is clearly a matter of economy to carry as few brands as possible in each line. This condition is brought about by the dealer handling that class of products acceptable to all.

Not only does specialization on brands acceptable to all mean less capital invested, but it means a greater return from a given amount of capital through an increased rapidity of turn-over.

For example, a dealer who can supply the demands of his trade with two advertised brands of baked beans will turn his stock more often than that dealer who must carry several brands to supply the same quality of trade.

This means that every dollar will yield a return more frequently to the first dealer than to the latter.

It means twice as great an income from each dollar of capital.

Dealers are beginning to see that the margin of profit on a single sale is not of as great consequence as the number of times they can make sales from the same dollar.

It is better business to make a dollar yield a 20 per cent profit four times a year than to have it yield a 25 per cent profit twice a year.

The advertised brands are clearly the most profitable products to handle.

The Household Journal, recently consolidated with Floral Life, has completed preparations for moving its office force to Batavia, Ill., where the magazine has been printed for some time.

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
456 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
226 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
28 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS

JAMES ZOBIAN CO.

GENERAL ADVERTISING
336 Fifth Avenue NEW YORK



WRITING A REAL "BIG STORY."

ON THE JOB AT THE RISE OF A CANTONMENT FOR THE NATIONAL ARMY.

One of the hardest men to keep track of among New York's writers is Fred B. Appleget. One day he drops into the office and tells you how the flounders are biting or how he has solved Hoover's food problems with that 2 by 4 garden of his at Manasquan, N. J., and then saunters out with his Philip Morris cigarette. He smokes these because they advertise in the newspapers).

The next he is probably a thousand miles away and doing something no one ever heard of before, but it is always something different and interesting. He seems to have the habit of being on the ground when something big and worthwhile is going on.

One day he is running the free markets of Manhattan under the supervision of Borough President Marks; the next, writing the Hello Enrico story of the transcontinental telephone or telling the public how to call up Honolulu by wireless, or helping raise a few million dollars for the New York newsboys or somebody else—but he always deals in big figures.

Just now he seems to have fallen into something that should thoroughly satisfy his appetite for size, action and novelty. When last heard from he was at Camp Pike, Little Rock, Ark., writing the story of the monster cantonment, which James Stewart & Co., the well known contractors, are building there.

In a letter to a member of the staff of THE FOURTH ESTATE, he says:

"Don't be misled when you read that this is one of a lot of major cantonments—this is a super-major camp. A kind of five-star, last, final, home, Wall street and box-score edition, as we say on Park Row. (Is there such a place as Park Row and do they still print newspapers there?)

"Really, though; this is a tremendous place—you can't possibly realize it until you are on the ground—1,600 buildings going up, 8,000 men at work, pay-roll of \$30,000 a day, a million and a half feet of lumber flowing in every day and being chewed up by twenty-five sawmills, twenty miles of sewer pipe going in, dozens of miles of water lines being laid, 1,500 horses and mules and a hundred huge trucks rushing everywhere, steam trench-diggers and drilling machines and blasting gangs working night and day, twenty mess houses serving 10,000



FRED APPLEGET IN THE SADDLE.

meals a day, companies of tall handsome Southern boys in khaki coming in every day, railroads building, mile after mile of streets being laid out and graded and bridges built—can you see the picture?

"Honestly, I don't believe there was ever anything like it in the way of quick construction since the one that fellow Genesis wrote about. (By the way, what paper is he on now? Would like to get him down here.)

"It's interesting and it's exciting, but I'll confess that it's a hard job to keep track of. You make a memorandum of the fact that work has begun on the 120 buildings constituting the re-mount station and before you can gallop back to where you keep your diary, you meet one of the big bosses who tells you the buildings are all up and horses in and the carpenters are working over on the hospital base. (Maybe not quite so quick as that, but not so far from it either.) The other day I saw a two-story barracks, 43 by 100 feet, go up in two hours and 55 minutes—floors laid, building enclosed, doors hung, windows in and even screened, roof on, scaffolding down and workmen out of the building in less than three hours. It took nearly 200 carpenters to do that trick, but it gives you an idea of what's going on here and the speed to it.)

"You can believe anything you see in regard to the building of Camp Pike. The people who are building it are the men who 'Stewardized' England with the high-speed engineering and

construction methods and miracles are a daily occurrence here.

"Tell the boys I'm well and happy—up at reveille, eating so much off my tin plate three times a day that I'm ashamed to meet the commissary chief, in the saddle a good part of the time, sleeping in barracks, and to bed and glad to be, at taps. There goes tattoo now. Good night and good luck to you and THE FOURTH ESTATE."

BUTTERICK CHANGES.

James A. Townsend, for the past eleven years with the Butterick Company, has been placed in charge of advertising for that company on the Pacific Coast.

Edmund Carrington, for twelve years with the Butterick Company, has been transferred from Boston to take charge of the Middle Western district, with headquarters in Chicago, succeeding Mr. Townsend.

George Terrien, well known to New England advertising interests but now in the New York office, will succeed Mr. Carrington as New England manager.

BYRNES A SOLDIER.

J. E. Byrnes, assistant Western advertising manager of Scribner's Magazine, has resigned to enter the Reserve Officers Training Camp at Fort Sheridan, Ill.

I. W. Naylor has sold the Ulysses (Neb.) Saturday Night Review to the Ulysses Dispatch.

INTRODUCING AD FOLKS.

Paul Gifford, who has just been appointed advertising manager of the Hamilton Watch Company, Lancaster, Pa., has been with that firm for the past year and a half, prior to which he was connected in an executive capacity with Allen, Slade & Co., wholesale grocers of Fall River and New Bedford, Mass.

C. K. Woodbridge, who is now general sales manager of the Kellogg Products Company, Inc., Buffalo, N. Y., has been in the service of the Loose Wiles Biscuit Company



C. K. WOODBRIDGE.

for some time, serving as sales manager at its New York and Boston plants and also managing branches at Hartford and Springfield.

The Kellogg Products Company, Inc., is a new company, with an authorized capital of \$2,500,000, to manufacture "Nut-Margarin."

SEYMOUR JOINS F. P. ALCORN.

Franklin P. Alcorn, publisher's representative, has purchased the entire interest of Frank W. Henkel, who has been in charge of his Chicago office, and henceforth will own and control the business in both the East and West.

H. W. Seymour has acquired an interest in the Chicago office, which will be under his management. Mr. Seymour has had several years' experience in the advertising and publishing business and also has general agency experience. He is resigning from the advertising department of the New York Globe to take up his new duties in Chicago.

Mr. Alcorn has been in the special agency business for more than fifteen years.

Mr. Henkel has had a number of years of newspaper and advertising experience, having been associated in former years with some large Middle West dailies.

He is disposing of his interest for the purpose of engaging in the newspaper publishing business in the Middle West, the details of which will be announced at a later date.

"WINDOW DISPLAY WEEK" PLANS IN IOWA.

The Des Moines Retailers' Association is going to help make "Greater Iowa Week," October 1 to 6, the big event in the state by donating display windows for the exhibition of things made in Iowa. Merchants in other Iowa towns are going to do the same.

TEXANS TO MEET.

The East Texas Press Association will meet at Henderson on September 14 and 15.

Continued Growth

Thus far in 1917, The New York Times has published nearly eight million lines of advertisements, a gain of over 600,000 lines compared with the corresponding period last year, and, deducting help and situation wanted advertisements, a greater volume than any other New York newspaper.

Average net paid circulation, daily and Sunday, exceeds 340,000 copies.

THE PITTSBURG PRESS

HAS
THE
Largest
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

W. M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK
Tribune Building, CHICAGO

ADS RAISE LIVING STANDARDS.

(Continued from Seventh Page.).
had been successful. The same man that started that business are managing it today. Over a period exceeding thirty years, there never has been a change in the management or the policy.

When we began marketing Coca-Cola, we got \$2 a gallon for it and the net profit was comparatively small. It was selling in less than half a dozen towns of central Georgia. We moved on.

We began to advertise, getting our signs as close as possible to where our goods were on sale, and keeping them there. When our trade widened we were able to reduce the price to \$1.75 per gallon, giving the retailer a larger margin of profit, and making a better net profit all the time.

In 1906 I was called into the office of the president of the company. I was at that time head of the accounting department. He asked me for certain data, which I submitted in detail and explained. We had an increase of 20 per cent the year before, the largest we had ever had up to that time—largest percentages on the largest volume of business—and that is going some, you know.

He said, "I think we can reduce the price to the jobber. I was a wholesale druggist once and I know how scant net profits are at the end of the year."

He wiped about 20 per cent off

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Remarkable Advertising
Pulling Qualities of the
WASHINGTON
TIMES
are built on the
Foundation Stones of
Size of Circulation
Confidence of Its Readers
A Right Rate

In Washington, D. C.,
The Times is Preferred.

Topeka Daily Capital

GOVERNMENT REPORT

for six months ending April 1, 1917,
showing net paid circulation.

34,567

Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN.

the retail price and the jobber's price, and in the face of the largest increase in the history of our business.

Why? Because we were doing business at a less expense, we were doing a very much bigger business with no greater overhead, through the medium of good advertising, backed up by vigorous, logical merchandising methods.

In 1914 this country faced a commercial crisis, such as has not been seen in many years. We did not know "where we were at." Our business went on with a constantly increasing percentage every month.

Through the medium of advertising by every legitimate means at our command, we had purchased an insurance policy in the good will of the American people, that no panic could take away from us, and throughout that memorable year our business continued to grow. At the end of the year we had a net 10 per cent increase.

Business increases through advertising!

But even greater difficulties were facing us. In 1915, with the closing of the ports of Europe, with the shutting off of exportations from many of the countries to which we had to look for our supplies, we faced a steadily increasing cost. Many were the conferences we held at the close of the day. Our cost was going up! up!! up!!!

The trade had kept faith with us. The public had kept faith with us. And we wanted to keep faith with them.

Finally, it looked as if the rising cost of the product had reached almost to the danger line and a conference was called.

The president of the concern had retired. He was chairman of the board and we younger fellows were called to his office in the bank. He had the figures before him. The manufacturing department had shown him that we were within a few cents of the net receipts of our product.

A gentleman, who was called into this conference, said, "I think you can cut the quality, the public won't know about it. Cut it 10 per cent. When these times are over, you can go back if necessary."

Well, we discussed that. We boys

BOSTON POST

CIRCULATION JULY, 1917

"NO RETURNS"

The Daily Post 523,332
The Sunday Post 354,316

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid
Guaranteed



For Every
Issue

GEORGE A. McLELLAN, Gen. Mgr.
401 Fourth Avenue NEW YORK

who were responsible for the success of the company said, "No, there must be no cutting of quality."

I said to him, "We have \$10,000,000 invested in the good will of the American public. Is it good business to sacrifice \$10,000,000 for a paltry immediate profit?" It was decided that it was not.

Then they said, "Cut the advertising."

"Not yet; maybe some day, but not yet. We must not put up a weak front before the American public now."

"Then raise the price." That is when I was ready to fight, and I said, "Gentlemen, so long as I am charged with the sales of this product to the retailers of this country, the price of this article will not be raised. They have kept faith with us on a basis of 3½-cent sugar. We will keep faith with them on 10-cent sugar. No spirit of philanthropy, no maudlin sentiment prompted that statement. It was good, sane, clear business."

And this is the answer. There came to us last year over 30 per cent increase, with a selling cost of less than 2 per cent, and the net almost equal to the best year in the history of our business.

THE DUTY OF AN AD CLUB SECRETARY.

(Continued from Fifth Page.)

decided this year that the club secretary is the logical man to express the personality of the association to outsiders and to its members, and hence have put into his hands the chairmanships of both publication and publicity committees, making him editor-in-chief of the club-publication, Pilgrim Publicity, which the present secretary has changed from a rather staid and formal monthly to a newsy weekly which represents some of the ideas set forth here, as well as others.

Possibly some of the other secretaries may feel—and perhaps with reason—that this plan vests in the secretary too much power and responsibility—to say nothing of the extra work involved.

But if the analyses which we have made are accurate, then this plan is indeed a logical one. And, after all,

1916 Broke All Records
of the

Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
350 Fifth Avenue, NEW YORK
Mellers Building, CHICAGO
201 Devonshire St., BOSTON
Krege Building, DETROIT

YOU MUST USE THE LOS ANGELES EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than 150,000

the success of a club secretary is dependent on precisely the same principles which make for large accomplishment in his own business—broad plans, carried out by capable and willing assistants, in effective organization.

And back, of course, of the ability for effective organization must be real virtue and genuine enthusiasm—for these are the qualities that set free in him the power to assume greatly added responsibilities and discharge them creditably.

On this basis, the secretary may with entire consistency so put himself—his plans and his work—into the publication as almost to be the publication—making it, as it were, a sort of secretary-on-paper—and working successfully through it to vitalize the membership and broaden the influence of the club—not locally, but throughout the country.

SPECIAL AGENCY CHANGES.

Pensacola (Fla.) News (national representation)—from E. Katz Special Agency, New York and Chicago, to George B. David Company, New York and Chicago.

Worcester (Mass.) Telegram (national representation)—from Kelly Smith Company, New York and Chicago, to Paul Block, Inc., New York and Chicago.

The Dakota Central Telephone News Bureau is the name of a new publication just issued at Aberdeen, S. D.

The Open Door to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
L.A. Klein, Metropolitan Tower, New York

The problem of covering the Canadian field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY
which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.
74-76 Church Street, TORONTO, CAN.

SUNBURSTS OF JOY.

From the A.A.C.W. News.

Oh the make-up man; the rollicking, frolicking make-up man; how happy is he! What fun he has! How proud he must be in all his prerogatives with their opportunities to get the whole establishment in Dutch.

He's the fella who puts the advertisement of the undertaker immediately beneath the "cards" of six physicians! Oh, joy!

He's the fella who switches the one-line head, "Bride Is Deceived," from the item about the annulment suit to the announcement of the marriage of the publisher's son! Oodles of joy!

He's the fella who gets the "takes" mixed in the last edition, and adds to the item about the death of the governor that he is survived by his widow and a batting average of .300." Joy galore!

He's the fella who manages to get the gruesome skull and crossbones moving picture advertisement immediately below the "They Satisfy" advertisement, and omits the rule between! Sunbursts of joy!

He's the fella who sandwiches the modest little shoe store advertisement between the two big corn-cure advertisements! Oh scintillating, suffocating joy!

Oh what fun to be the make-up man—the make-up man.

A new brick building is being erected for the Pocahontas (Ia.) Democrat.

THE PITTSBURGH POST ONLY

Democratic Paper In Pittsburgh



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "fond atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.
230 5th Av., N. Y.; Lytton Bldg., Chicago

Baltimore News

Net Daily Circulation 91,250
JULY, 1917

GAIN over JULY, 1916 15,388

Special Representatives
DAN A. CARROLL J. E. LUTZ
New York Chicago

St. Louis Globe-Democrat

dominates the morning field.

A. B. C. Statement
March 31, 1916 140,970

Net Paid Circulation
June 4, 1917 138,135

Between March 31, 1916, and June 4, 1917, daily price was raised to 2c.

The clean home-going family newspaper

PATERSON New Jersey's Famous Manufacturing City PRESS GUARDIAN

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

"American business men do not realize the value which trade journals and technical magazines may have for them in increasing the efficiency of their factories and in giving them a broad and comprehensive view of their business.

"Our foreign competitors read almost every article published upon their business with great care and thoroughness. Many of them have duplicate copies of their favorite trade paper sent to their homes so that they may read them away from the business without being disturbed. Many foreign manufacturers contribute articles to these journals on phases of the business with which they are most familiar. Such articles are bound to be helpful and have a constructive effect.

"Our trade journals and technical papers are the best in the world, and they should be supported and encouraged by our business men. Copies should be placed where employees can see them and they should be urged to read and study them.

"These papers are preaching the gospel of sound business on practical lines and are helpful not only to business but to the country as a whole.

"If the suggestions made by them in the past had been followed by our business men it would not be necessary at this time to point out some of the fundamental weaknesses in American business."

—Edward N. Hurley, formerly chairman of the Federal Trade Commission, in "The Awakening of Business."

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,264 lines more local business than its only competitor.

With the Springfield News (the two at 650 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

FRUIT PAPERS MERGE.

The Fruit Grower, St. Joseph, Mo., has been purchased by Frank S. Adams, publisher of the American Fruit Grower, Charlottesville, Va. The two papers have been combined and are now published monthly under the title of the American Fruit Grower, with headquarters in the Marquette Building, Chicago.

The Eastern office is located at Charlottesville, Va., and the Western office at Kansas City.

WOOD TO MILWAUKEE.

C. E. Wood has resigned from the staff of the Chicago Evening American, with which he has been connected for the past eighteen months in an executive capacity, to become connected with the Milwaukee Evening Wisconsin. He is familiar with the Milwaukee field, several of his twenty years in newspaper work having been spent in that city.

CHILDS WITH AIR PAPERS.

Harry B. Childs has become advertising manager of Flying and Aerial Age, two publications operated by the Flying Association, Inc., New York. He was formerly with several daily newspapers in Newark, N. J.

ADLER TO PLATTSBURG.

Captain Julius Ochs Adler, U. S. A., formerly with the New York Times, has been assigned to duty at Plattsburg Barracks, as an instructor in the Second Reserve Officers Training Camp.

THE WASHINGTON POST

WASHINGTON, D. C.
Net Paid Daily Circulation
For the Month of July, 1917

46,650

DAILY 2c—SUNDAY 5c

(Member A. B. C.)

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

BUFFALO EVENING NEWS

The only Buffalo newspaper that contains its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
120 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

AYER, 300 Chestnut st., Philadel-
phia—Making new contracts with
newspapers for the Woolson Spice
Co., Toledo, Ohio.

BATTEN, 381 4th av., New York
—Reported to be planning an exten-
sive campaign for the Loose-Wiles
Biscuit Co., "Sunshine" and "Tak-
homa" biscuits, Thompson av., Long
Island City, N. Y.

Also placing advertising for Geo.
E. Keith Co., "Walk-Over Shoes,"
Campello, Mass.

COWEN, 50 Union sq., N. Y.—
Making 1018 contracts with a list of
newspapers for New England Lines.

KORRE, 212 5th av., N. Y.—Plac-
ing orders with newspapers for Chase-
O Mfg. Co., "Chase-O-Laundry Cry-
stals," Philadelphia.

REDFIELD, 34 W. 33d st., N. Y.
—Reported to be making up a news-
paper list for Sonora Phonograph
Co., N. Y.

TAYLOR - CRITCHFIELD -
CLAGUE, Brooks Bldg., Chicago—
Making contracts with newspapers
for Firestone Tire & Rubber Co., Ak-
ron, Ohio.

Orders to farm papers for Globe
Machinery & Supply Co.

VANDERHOOF, CONDUCT &
COMRIE, 140 S. Dearborn st., Chi-
cago—Making 5,000-line contracts
with some Western newspapers for
British Recruiting Mission.

VAN PATTEN, 50 E. 42d st., N.
Y.—Making a few contracts with
some Western newspapers for Auto-
mobile Blue Book Publishing Co., 230
W. 39th st., N. Y.

HOLLYDAY'S, Boyce Bldg., Chi-
cago—Sending to mail order and
weekly publications orders for Capi-

St. Paul and the Northwest

Just can be reached by advertising your
wares in the columns of the

ST. PAUL DISPATCH
and ST. PAUL PIONEER PRESS

In St. Paul, the St. Paul Dispatch has
an average total daily circulation of 53,-
874; the St. Paul Pioneer Press, an aver-
age total daily circulation of 45,522; the
St. Paul Sunday Pioneer Press, an aver-
age total Sunday circulation of 47,802.
They also enter thousands of homes, lo-
cated in cities, towns and rich farming
districts of the Northwest.

TOTAL CIRCULATION
St. Paul Dispatch (daily). Over 81,000.
St. Paul Pioneer Press (daily). Over
90,000.
Sunday Pioneer Press (Sunday). Over
90,000.
They Cover The Field.

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
280 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
201 Devonshire Street, BOSTON.
Kresge Building, DETROIT.

THE Philadelphia Bulletin HAS THE

Largest TWO-Cent
Circulation in the East.

Net Daily Paid Average for June
358,191 Copies
WILLIAM L. McLEAN, Publisher.

tal Tailors and Chicago Woolen Mills
Company, Chicago.

DENNY-WHITE, 361 E. Ohio St.,
Chicago—Placing advertising of Den-
nos Food Co., (baby food) in some
publications.

SNITZLER, Garland Bldg., Chi-
cago—Orders to agricultural papers
for Boston Jewelry Co., Chicago.

GREENLEAF, 185 Devonshire st.,
Boston—Orders to farm papers for
Samuel Cabot & Co., (shingle stain),
Boston and Chicago.

BOWERS, Kimball Bldg., Chicago.
—Copy for W. W. Kimball Co., pi-
anos, to list of papers.

MILLER, Nasby Bldg., Chicago.—
Orders going out for Mason Fence
Co., Leesburg, Ohio, and Mathews
Engineering Co., Sandusky, Ohio.

ROGERS & SMITH, 64 E. Van
Buren st., Chicago—Orders for
Kewaunee Mfg. Co., Kewaunee, Wis.,
to educational papers.

HEEGSTRA, 19 S. La Salle st.,
Chicago—Orders for American Cor-
respondence School of Law, Chicago,
advertising law end of business.

RANKIN, Monroe Bldg., Chicago—
Has lately secured account of the
American Correspondence Schools,
58th street and Drexel Blvd., Chi-
cago. The account is largely devoted
to the magazine field.

Preparing fall schedule for Hart-
man Trunk Co., Racine, Wis., ward-
robe trunks. Newspapers and mag-
azines will be used.

MOVIES A LIFE SAVER.

George L. Hussey, Cincinnati
newspaper correspondent, had a nar-
row escape from death recently and
owes his escape to his fondness for
the movies. He lives directly above
a local sanitation company, whose
plant was entirely destroyed by the
explosion of chemicals, three persons
being instantly killed and several
others injured, his apartment being
badly damaged. He was attending
the movies at the time of the explo-
sion.

The Le Sueur Center (Minn.)
Leader-Democrat is moving into a
new brick building. Up-to-date
equipment, including a type-setting
machine, is to be installed.

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail
in Greater Montreal is larger than
that of any other Montreal morning
newspaper, English or French.
Verres & Conklin, Inc., 225 6th Av., N.Y.
I.S. Wallis & Son, 1st Nat. Bk. Bg., Chicago

OBITUARY NOTES.

GUSTAV VINCENT LINDNER,
librarian of the New York Herald,
died on August 18 at Glen Ridge,
N. J.

KINAHAN CORNWALLIS, at one
time financial editor of the New York
Herald, died in New York last week,
aged eighty-three years.

STARR L. BARBER, veteran
newspaper writer of Tioga County,
Pa. died recently at Petoskey, Mich.
He was eighty-seven years old and
for years conducted a column called
"Wheat and Chaff" in the Millerton
(Pa.) Advocate.

EUGENE J. CRONIN, formerly a
well-known newspaper man in Balti-
more, but more latterly a lawyer in
that city, died last week after a very
brief illness. He was thirty-eight
years old.

WILLIAM H. STEWART, at one
time publisher of a newspaper in
Chicago called Chicago Opinion, died
on August 14 at his home in River
Forest, a Chicago suburb. He was
sixty years old.

JOSEPH H. WILLIAMSON, a
New York advertising agent, died on
August 19 in Brooklyn. He was
born in Buffalo, N. Y., seventy-eight
years ago.

JONAS P. UPTON, who edited
a paper in the early days at Boone-
ville, Ia., died recently at his home
in Langlois, Ore., where he settled
after leaving Iowa a number of
years ago. He was engaged in news-
paper work at the time of his death.

STEPHEN A. TITUS, for many
years connected with the New York
World as reporter and editor, died
this week, aged sixty-two years. Mr.
Titus, born in Babylon, early became
active in public life on Long Island
and was influential as an editor and
politician before he was twenty-one.
Soon afterward he was elected to rep-
resent Babylon in the Suffolk County
Board of Supervisors. He served
several years, and at different periods
edited the Babylon Signal and pub-
lished and edited the Babylon
Budget and the Port Jefferson Leader.

He came to New York in 1887 as
a reporter for the World, and ex-
cept for two years while he was man-
aging editor of the New York Star,

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE
newspaper—increases its circulation
lead:

Daily (Net Paid) 55,498
CIRCULATION

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metrop-
olis of a rich, agricultural and man-
ufacturing territory.

Represented by PAUL BLOCK, Inc.
280 Fifth Avenue, NEW YORK.
Mallers Building, Chicago.
201 Devonshire St., BOSTON.
Kresge Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & PINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
People's Gas Building, CHICAGO.

he served the World continuously un-
til eight years ago, when he suffered
from paralysis.

INSTALLING EQUIPMENT.

GREENVILLE, Mo.—The Journal has
added to its equipment a new wire
stitcher. The job department of the
Journal is conducted under the name
of the Stivers Printing Company.
George W. Stivers is the editor and
publisher of the Journal.

SOLOMON, KAN.—The Tribune has
moved into its new headquarters in
the Robert Havener Building on East
Main street.

ELLSWORTH, KAN.—Both the Mes-
senger and Reporter have recently
changed the size of their papers
from a 6-column, 8-page, to a 7-col-
umn, 4-page paper.

SPRINGER, N. M.—Mr. Floersheim,
proprietor of the Springer Times, has
purchased some new equipment, in-
cluding a large printing press, and
is now printing the Times in his own
office.

CHETOPA, KAN.—The new Model
15 Linotype purchased by the Clip-
per has been installed and is now
used in issuing the paper.

CLARKSVILLE, TEX.—The Red River
County News will erect a new
building on East Main street, which
will be completed within the next
few weeks.

O. H. Raleigh has disposed of his
interest in the management of the
Canby (Minn.) Press to his partner,
Thomas Reinertson.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation:

DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

DALLAS EVENING JOURNAL
Published by
A. H. Belo & Co.

Covers the afternoon field as completely as does the Dallas News in the morning
37,659 NET PAID average during 6 months period ending April 1, 1917. P. O. Report.

LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
733 Tribune Building, NEW YORK

BOOKS USEFUL TO EDITORS AND ADVERTISERS.

"MAKING ADVERTISING PAY," by Harold F. Eldridge, advertising manager, Columbia (S. C.) State; The State, publisher.

The author's foreword opens with the statement, "Advertising has not yet reached that point of perfection where it might be classified as an exact science, but its value as a force in promoting business has been proven beyond dispute." The intimation that advertising research and advertising literature exists solely for the purpose of establishing the fixed laws of a science, is a misleading preparation for the pleasure in store for the reader of "Making Advertising Pay."

Enthusiasm develops with each page and with it comes a realization of an unusual condition. The book is largely a compilation of actual records and experiences of many men—drawn from their writings.

Forced for explanation of this rare treatment of a compiled work, we would offer a trite response that many heads are better than one. Which response, illogically enough, brings out again the fact that Mr. Eldridge has chosen wonderfully well and has performed the distinctly individual service of correcting and coordinating the chosen material with the aid of his own advertising experience and his own writing ability.

WILMINGTON DELAWARE

is the "High Spot" between Philadelphia and Washington.

EVERY EVENING

covers this territory more completely than any other newspaper.

Net Paid 13,280 Daily

A high class Home newspaper for intelligent readers.

BRYANT, GRIFFITH & FREDERICKS
New York Boston Chicago

BRIDGEPORT

CONNECTICUT
(The Eden of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram

(Evening) (Morning)

Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

We are sure that the State, the publisher of Mr. Eldridge's book, will not begrudge us our wish that the volume might have secured the aid of an established book publisher's superior facilities for presentation to the public. The book is good. In the parlance—it "pulls." Borrowing again from the foreword, it fully "justifies its existence by the service it renders."

"WALKER'S RHYMING DICTIONARY OF THE ENGLISH LANGUAGE," by J. Longmuir; E. P. Dutton & Co., publishers.

A work which has been familiar to versifiers and real poets since 1775 has been brought up to date with the addition of new words and emendations in use and pronunciation. An interesting section is that devoted to the use of the book of a detective of errors in code telegrams.

"FIFTY VALUABLE AND DELICIOUS RECIPES MADE WITH CORN MEAL," by Celestine Eustis; Celestine Eustis, publisher.

Appetizing recipes compiled by an authority on Southern cooking. Offers assistance in the observance of "wheatless days."

"GONE TO EARTH," by Mary Webb; E. P. Dutton & Co., publishers.

The author of "The Golden Arrow" reveals in this new book the same understanding of the folk of the remote countryside whose lives are lived close to the soil and bounded by the crops, the weather and the herds.

"THE MASTERY OF NERVOUSNESS," by Robert S. Carroll, M.D.

The increasing complexity and intensity of modern life forces upon active men and women the problem of nervous readjustment. Man's mechanism responds only intermittently to the excessive and emergency demands. Without a conscious effort on our part to train our minds and our bodies for mastery over these demands, we will surely find ourselves allowing our standards to be lowered. The serious minded, searching for a basis for an educational and training program for self-re-education, will gain inspiration from Dr. Carroll's earnest work.

NEW ENTERPRISES.

ST. PAUL, MINN.—Plans to issue a patriotic weekly newspaper which may be called the Minnesota Mobilizer have been announced by the State Public Safety Commission.

THE
DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle

NEW JERSEY'S
LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

CANADA'S NEWSPAPER MEN PLAN MEET IN TORONTO.

Arrangements are now practically completed for the annual "Press Day" at the Canadian National Exhibition, Toronto, on August 31. An invitation has been extended to Lord Northcliffe, who is at present representing the British Government in the United States, to address the press men at luncheon and Lord Northcliffe has replied stating that he will be present if at all possible.

President Woods of the Canadian Press Association, Inc., will be present and an unusually large number of the association's directors from all over Canada will also be present this year.

The opportunity of getting together on "Press Day" is being taken advantage of to hold a meeting of the board on that day.

As in former years, members of Canadian Press Association, Inc., will be the guests of the exhibition directors at luncheon, which will be served in the directors' dining hall in the administration building.

Supper will be served at 5.30 p. m. at the "fish restaurant" operated by the Dominion Government in the large dining hall under the grand stand.

Members and their wives will also be the guests of the exhibition at the grand stand performance in the evening. The performance will commence shortly after 7 o'clock. Seats will be reserved for the press party near the center of the stand.

REYNOLDS STILL GETS NEWS.

Lieutenant Conger Reynolds, recently commissioned at Fort Snelling and former head of the department of journalism of Iowa University at Iowa City, has been assigned to the intelligence department of the Army directly under the adjutant general of the United States. His duties will be to gather information of value to the army in France.

Mr. Reynolds was formerly with the Des Moines Register and Tribune editorial staff. He visited France a couple of years ago and speaks both French and German well.

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNESS, CHICAGO.
VERREB & CONKLIN, Inc., New York

CHANGES IN INTEREST.

SEDAN, KAN.—Roy Fruit, editor of the Times-Star, has sold that paper to a company of Sedan men, with Frank L. Colville at the head. He will enter the daily field in some other locality.

ELK FALLS, KAN.—Jake Christianson has purchased the Elk Falls Reflector and is at present publishing it from Longton. He will later put in a plant at Elk Falls.

HAMBURG, ARK.—W. R. Hartley, who has been connected with the Camden Beacon-Herald, has purchased the Hamburg Budget from F. K. Kimber.

VALLEY CENTER, KAN.—W. H. Woodhouse, editor of the Index, has sold that paper to L. B. Greenbank of Little River.

NEW FLORENCE, MO.—The Farmers Bank of this city, owner of the local Montgomery County Leader, has placed Charles Coleman in charge of that paper, Harry C. Turner retiring as temporary editor.

CENTERTOWN, MO.—Ray H. Parker, until recently foreman of the Russellville (Mo.) Rustler, has purchased the Centertown Leader.

CHICAGO HERALD IS HOST.

Members of the West Michigan Press Association were entertained in Chicago last week by the Herald. They visited the International Harvester plant and the Herald office and were entertained at the Herald Land Bureau and other Chicago places.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star	83,194
Evening Times	35,569
Washington Post	34,293
Washington Herald	30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREB & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING Union Star
EXCEPT SUNDAY.

AUDITED CIRCULATION 20,643
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

BANK DIGNITY AND ADVERTISING.

(Continued from Eleventh Page.)
He would have surely laughed in your
face.

But today, window display by banks
is coming into their own. Some
banks place it next to newspaper ad-
vertising in effectiveness and result-
producing. Just recently I received
an inquiry from a large Eastern bank
concerning window display. This
bank is having plans drawn for a
new buildings and its architect has
specific instructions to give special at-
tention to windows so as to provide
ample display space.

I attended the St. Louis conven-
tion of the A. A. C. W. all of four
days with financial advertisers who
had gathered there from every corner
of the United States. Many delegates
to the Convention I found were more
interested in window displays than
in anything else. It was spoken of
everywhere in favorable terms, and
present indications are that within a
year it will be universally popular. I
happen to know that there is being
written a book that is to deal with
window displays exclusively for banks.
Twenty years ago that were objection-
able from the patrons' point of view,
but which have since been replaced
with "Efficient Service" to take the
place of service that was inadequate.

When next you have occasion to
step within the threshold of the bank
where you do business, and you are
met with a smile, and your teller puts

If this territory presents a sales problem to you, the Merchandising Service Department

of the Boston American will, upon
request, make a trade investigation
covering various sections of Metro-
politan Boston and submit a report
which will help you solve that prob-
lem. Ask how this department
works.

BOSTON AMERICAN

W. D. BOYCE CO.
500-514 North Dearborn St., CHICAGO
908 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT

"BOYCE'S" IS A SYNONYM FOR
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL

Only evening paper in Peoria with As-
sociated Press franchise. Leads in cir-
culation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representative.
NEW YORK BOSTON CHICAGO

forth his best efforts to serve you
efficiently, and as a result of courteous
attention you find it a pleasure to
transact your banking business, just
remember that this was made possible
by the thing we call advertising,
which in a comparatively short time
has taken the "dig" out of bank
dignity and in its stead given us
efficient service.

TIMELY ADVERTISING.

On certain occasions it becomes
politic for banks to turn the trend of
their advertising along lines which
serve to produce a feeling of confi-
dence and security in the banking sys-
tem. At the time of our declaration
of war on Germany, there was a
slightly noticeable uneasiness among
some classes of people, and at that
time we used our windows most ef-
fectively.

Has bank dignity been dethroned?
Yes, the dignity which prevailed for
many years has gone forever. It is a
matter of history only. But in its
stead has come a new dignity—nobler
in character, a dignity more suitable
to our modern banking.

Today bank dignity spells "efficient
service," and the bank that is not
giving close attention to the conven-
ience and welfare of its patrons, is
the exception. Aloofness is unpopu-
lar, and that disinterestedness that
unmistakably characterized bankers
under the old idea of bank dignity is
gone forever.

WEDDING BELLS.

Irving S. Lewis, for the past five
years a member of the advertising
staff of the New York Journal of
Commerce, has announced his en-
gagement to Miss May Pisk of New
York. Prior to his connection with
the Journal of Commerce Mr. Lewis
was for two years a member of the
staff of the New York Times. He is
well known among advertising men
and is active in the "Big Brother"
movement. No date has been named
for his wedding.

Frederick H. Goodrich, Jr., formerly
associated with the Albion
(Mich.) Recorder, but now second
lieutenant in the National Army, was
married on August 18 to Miss Cora-
lynn Elizabeth Hafford of Albion,
Mich.

The BEST Advertising BUY in CLEVELAND THE LEADER Morning and Sunday, and THE NEWS

Quality Evening Newspaper
With Quantity Circulation
Represented by PAUL BLOCK, Inc.,
350 Fifth Ave., NEW YORK
Mellers Building, CHICAGO
801 Devonshire St., BOSTON
Krege Building, DETROIT

THE NEW ORLEANS ITEM

Largest Afternoon Circulation in the
entire South.
(April A.B.C. Not Paid Statement)
Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

PULITZER'S GIFT TO NEW YORK.

FOUNTAIN IS MODELED AFTER
PLACE DE LA CONCORDE,
IN PARIS.

Five short lines of print incor-
porated in the fifth paragraph of the
will of the late Joseph Pulitzer, edi-
tor and proprietor of the New York
World of the St. Louis Post-Di-
patch, expressed the admiration and
affection which that great journalist
and public minded man entertained
for the city of New York, to which he
owed much for the opportunity it had
given him and which owed him vast-
ly more for the great and successful
newspaper which was destined, even
during his lifetime, to become essen-
tially one of the instrumentalities by
which its development, influence and
enrichment should be accomplished.

These five lines constituted a leg-
acy of \$50,000 "for the erection of a
fountain at a suitable place in Cen-
tral Park, preferably at or near the
Plaza entrance and 59th street and
to be as far as practicable like those
in the Place de la Concorde, Paris,
France."

The phrasing of the text of this
legacy, however, and the application
of the \$50,000 to the purpose inten-
ded, could not in itself carry the
project to any great lengths, but the
legacy put the earnest and apprecia-
tive deliberation and efforts of Mr.
Pulitzer's executors (George L. Rives,
Frederick Newton Judson, Ralph Pul-
litzer, Joseph Pulitzer, Jr., J. Angus
Shaw and the Union Trust Company
of New York) resulted in evolving an
elaborate scheme by which it was
hoped to secure the best design that
could be procured for a fountain,
which, located as it was proposed to
be, at Fifth avenue and 59th street
Plaza, should for all time not only
occupy the most appropriate and
conspicuous vantage-ground in Greater
New York, but which should worthily
express in design of beauty and no-
bility the ideal of the donor.

In the selection of an architect to
whom such a commission should be
committed, it was decided to arrange
for a competition and offer prizes to
a body of five of the most eminent
architects in the city for the best de-
sign. Their plans to be submitted to a
jury of other distinguished archi-
tects. The architects who were
finally selected to compete were Mc-
Kim, Mead & White, Carrere & Has-
tings, Arnold W. Brunner, John Rus-
sell Pope and H. Van Buren Magon-
igle. The jurors comprised Paul P.

THE PITTSBURG DISPATCH

for nearly four score years
has sold good merchandise
for advertisers.

H. C. Root, Real Est. Trust Bdg., Phila.
W. G. Brooke, 225 Fifth Ave., New York
Ford-Parsons Co., Michigan Av., Chicago
W. R. Edg., Atlantic City, N. J.
Dorland Co., 10 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes.
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

The newspaper man
who wants a good position,
and doesn't know enough
to advertise for it in

THE FOURTH ESTATE,

when it costs so little (per-
haps nothing), does not
deserve the position.

Cret of the University of Pennsyl-
vania, Whitney Warren, George B.
Post, Charles A. Platt and Herbert
Adams.

The plans of competition were pre-
pared and placed on exhibition in the
New York Public Library rotunda,
where for a limited time they were
admired, studied and criticized by
the public and by artists and archi-
tects from all over the country.

The final selection of the plan to
be adopted was made by the jury
and after careful and critical com-
parison the prize was awarded to
Carrere & Hastings and their plan
was adopted by the executors.

Karl Bitter was selected to erect
the bronze statue on the fountain
and Piccirilli Brothers were selected
to do the general construction work.
The completed fountain was formally
presented to the City of New York.

The Circulation of the NEW YORK EVENING MAIL

represents a greater pur-
chasing power per unit of
circulation than is found
in any other New York
Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Germania Herald 36,989
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(German Farm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,002

Eastern Representative
LOUIS KLEBAHN
1 West 84th Street NEW YORK
Telephone 215 Greeley



A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium
Phone Stuyvesant 2004
90 East 10th St., NEW YORK

TO PUBLISH RUSSIAN PAPER.

The National Russian Brotherhood, which held a two days' session at Harrisburg, Pa., recently, decided to send Paul Dyonoyzk of Mayfield, Pa., and Peter Hualaf of New York, to Russia to establish a newspaper "to tell the Russians more of world democracy." Approximately \$50,000 will be spent in the undertaking, it was announced.

Finest
Quality

FELT PRESS and MOULDING BLANKETS

DIRECT
from Factory
to Newspaper

at

ONE PROFIT

Write for prices to
Newspaper Dept.

Chas. W. HOUSE
& Sons
UNIONVILLE, CONN.

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND

Kurier Bostonski

27 Beverly St., BOSTON, MASS
reaches 600,000 Poles in New Eng-
land. They want to buy your goods

Use Kurier Bostonski.

TRADE PRESS PROTESTS TAX.

A protest against proposed legislation which will place a tax on publishers' profits was sent this week to members of both houses of Congress by the Associated Business Papers, Inc. The editors also protest against an increase in the rates for second class mail, declaring that it will cripple their circulation.

That Congress will commit an injustice and cripple a valuable arm of the government by enacting such legislation is the statement made by the association in its communication. The editors assert that the work they are doing is essential to the welfare of the industrial life of the nation and they feel that they deserve some consideration.

NEW FINANCIAL PAPER.

Forbes' Magazine is a new fortnightly paper for the financial world, edited by B. C. Forbes, formerly for many years financial editor of the New York American and a well-known figure in the field of financial writing.

Walter Drey is vice-president and general manager of the company and will handle circulation and advertising. He was formerly vice-president and general manager of the Magazine of Wall Street and prior to that was president of the A. M. Sweed Advertising Agency, New York.

ROCHESTER FOR AFFILIATION.

Rochester has been named as the meeting place for the next convention of the Affiliation of Advertising Clubs, instead of Syracuse, which was selected at the convention last fall. The Syracuse Advertising Club asked to be relieved of the convention because of unforeseen difficulties that had arisen.

NEW EDITIONS IN BALTIMORE.

Beginning last Monday the Baltimore Sun put on two new editions, one at noon and the other at 5.30, making in all five regular evening editions.

DEATHS IN CHICAGO.

Dr. Siemon Gilbert, for twenty years editor of the Chicago Advance, died in that city a few days ago, aged eighty-three years.

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 500,000, and of which 70 per cent is French Canadian element. Get particulars.
W. M. J. MORTON CO., Special Rep.
NEW YORK, Fifth Ave. Building
CHICAGO, Tribune Building
LONDON, E.C. 4, 10 Scotland Avenue
Southampton Row
PARIS, 8 rue du Rocher.

THE JEWISH MORNING JOURNAL NEW YORK CITY

carries more advertising than any other Jewish newspaper. Circulation in New York City largest of all foreign language newspapers.
Member A. B. C.

NEW DAILY FOR LITTLE ROCK.

The Little Rock (Ark.) Daily News, a penny afternoon paper, will make its appearance about September 1. R. B. Robbins will head the paper as president and editor; Dr. M. F. Dickinson is secretary-treasurer, and C. C. Williams, formerly of the Stuttgart (Ark.) Free Press, is vice-president. The officers, with J. A. Houghton and T. W. Mattingly, are the directors. There are thirty two stockholders.

EUSTIS WITH COLLIER'S.

John R. Eustis, automobile writer and former advertising manager of the Chevrolet Motor Company, has become connected with Collier's Weekly.

NEW YORK THE DAY

America's Greatest
Jewish Community

America's Foremost
Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America.
CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY

The National Jewish Daily.

Member A. B. C.

Main Publication Office:
183 East Broadway, NEW YORK

NARODNI List

Established 1898.

An American newspaper published every day in the year in the Croatian Language
Sword Circulation as required by law, OCTOBER, 1, 1916, 25,066
Ideal Newspaper for National Advertisers
Phone 2939 Beekman
61 Park Row, NEW YORK

ARKANSAS NOTES.

Miss Leah Bradley of Kingfisher, Okla., formerly of the Grand Rapids (Mich.) Free Press, has joined the staff of the Little Rock (Ark.) Gazette.

Earl Plowman, telegraph editor of the Little Rock (Ark.) Gazette, has resigned and gone West for his health.

CHANGE ON HOTEL PAPER.

Harold J. McMahon has resigned from the Hotel Publicity Corporation, New York, as head of its checking department.

The Osseo (Minn.) Review is the name of a new weekly paper.

THE FOURTH ESTATE

232 West 59th Street, NEW YORK

<i>The News</i>	For over two decades THE FOURTH ESTATE has been furnishing the newspaper and advertising world with prompt reports of the happenings in this great field of endeavor and accomplishment.
<i>Hut \$2.00</i>	In the course of one year, fifty-two issues, over 21,000 items of interest, information, importance and genuine value, are furnished to subscribers for \$2.00.
<i>An Army of Generals</i>	The subscription list of THE FOURTH ESTATE is a representative roll of the men who are known for their activities and accomplishments in the advertising and newspaper field—a real army of generals.
<i>Fifty Millions in Newspapers</i>	A canvass of those on the subscription list who direct the advertising investments of large concerns shows that regular readers of THE FOURTH ESTATE spend approximately \$50,000,000 annually in newspapers.
<i>Earnest Advocate of Advertising</i>	THE FOURTH ESTATE has concentrated its efforts for almost a quarter of a century on having the newspaper recognized as the pre-eminent publicity medium—and its efforts have borne fruit.
<i>Two things YOU can do</i>	For the news of the great field it covers, read THE FOURTH ESTATE. To reach those who spend millions in newspaper advertising and buy the machinery and supplies for newspaper making: Advertise in THE FOURTH ESTATE.

Sample copies, rates and information furnished to those interested, with the greatest of pleasure.

THE FOURTH ESTATE

232 West 59th Street, NEW YORK

EIGHTY PER CENT OF THE PEOPLE BORN IN ALBANY ARE NATIVE BORN AMERICANS



*FROM THEM COMES the INSPIRATION
for UNADULTERATED AMERICANISM
that RADIATES EVERY MORNING from*

THE KNICKERBOCKER PRESS

FIRST WITH THE NEWS
FIRST IN THE HOME
FIRST IN PRODUCING
FOR ADVERTISERS



BUY SPACE *REGULARLY*
FOR BETTER, BIGGER SALES



ALBANY, N. Y.
18-20-22 Beaver Street

TROY, N. Y.
382 River Street

SCHENECTADY, N. Y.
Wedgeway Building

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

*Published Weekly at 333 West
50th Street (Near Broadway)*
SATURDAY, SEPT. 1, 1917
NEW YORK CITY

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED 1894 No. 1227.

The Home of the Department Store.

Chicago has the largest department stores in the world, and the aggregate volume of business of all its department stores is greater than that of any other city. These enormous businesses were built on newspaper advertising, and their officers probably know more about the relative efficiency of Chicago newspapers as advertising mediums than any other body of men in this country.

These stores have for years bought more space in The Chicago Daily News *six days a week* than in any other Chicago newspaper *in seven days*. The figures (in agate lines) for the first six months of 1917 are:

	<i>Six Days</i>	<i>Sunday</i>	<i>Total</i>
The Daily News	1,920,327		1,920,327
The Tribune	749,755	470,482	1,220,237
The American	782,844		782,844
The Journal	734,454		734,454
The Examiner	255,330	341,460	596,790
The Herald	323,825	223,538	547,408
The Post	220,299		220,299

The department stores in Chicago—the home of the department store—depend upon The Daily News to reach the *homes* of Chicago.

The Chicago Daily News

"It Covers Chicago"

SENATE ADOPTS ZONES FOR SECOND CLASS.

KILLS SPECIAL TAX OF FIVE PER CENT ON PUBLISHERS' PROFITS—THROWS OUT THREE-CENT LETTER POSTAGE.

After a prolonged debate an amendment offered by Senator McKellar of Tennessee was adopted by the Senate on August 29 establishing a zone system of tax on second-class mail matter in place of the 1½ cents a pound rate on all second-class matter, rejected by the Senate the previous day. The rates adopted are as follows:

- Zones 1, 2 and 3 (under 300 miles)—1 cent.
- Zone 4 (from 300 to 600 miles)—2 cents.
- Zone 5 (600 to 1,000 miles)—3 cents.
- Zone 6 (1,000 to 1,400 miles)—4 cents.
- Zone 7 (1,400 to 1,800 miles)—5 cents.
- Zone 8 (over 1,800 miles)—6 cents.

This new tax was adopted by a vote of 40 to 35, the alignment being almost partisan. The tax will yield \$12,600,000, it is estimated, in place of the \$8,000,000 contemplated under the 1½ cents a pound tax advocated by the Senate Finance Committee.

The House zone system, discarded by the finance committee, was calculated to yield \$19,000,000.

After voting in the zone tax, the Senate struck out the proposed publishers' tax of 5 per cent on net incomes above \$4,000. This was done by a viva voce vote.

The Senate, by a vote of 39 to 29, also discarded the House provision, backed by the finance committee, of a raise in first-class postal rates from 2 to 3 cents an ounce. This action came as a sharp surprise to Senator Simmons, sponsor of the bill. By eliminating the increase the Senate threw out a \$50,000,000 annual levy. To make it up the finance committee turned to excess war profits.

While discarding the extra postage tax, the Senate, on motion of Senator Hardwick of Georgia, retained the finance committee's proposal for free postage for soldiers writing home, whether from France, or from camp in their own country.

The zone second class rate adopted by the Senate is the one favored by most of the newspaper associations of the country (if there was to be any such tax at all), with the exception of the American Newspaper Publishers Association. The latter stood for no tax of any kind on newspapers that won't be levied on other industries also.

Among the organizations that urged the Senate to adopt the zone rate were the Southern Newspaper Publishers Association, the National Editorial Association, the Inland Daily Press Association, and practically all the other sectional and state bodies.

WEEKS TAKES NEWSPAPERS' PART.

The leader in the fight against the 1½ cent second-class rate was Senator Weeks of Massachusetts. He opposed the contemplated raise in second-class postage from 1 cent to 1½ cents a pound. He argued that to raise newspaper postage now would work a severe hardship to the smaller publications.

"Nobody denies that second-class mail is carried at a loss," he said, "but whose fault is it? Congress established and maintained the rates. This is a most inopportune time to punish—not tax—the publishers. Having permitted a great business to be developed under this condition, is it fair or reasonable to take the time when the industry is laboring under the heaviest possible burdens to commence to change it?"

"In fact, it is doubtful," Senator Weeks continued, "if the publications of the United States under present conditions, taking them by and large, are getting a new dollar for an old one. This is due to the abnormal increases in the cost of ev-

everything which publishers must use and to their inability to pass along to the consumer these additional costs.

"Every one, from the President down, who has had or is having anything to do with revenue legislation, has reiterated that taxes should be so levied that they would not materially damage any enterprise. This legislation would materially damage a great industry, and, therefore, it should not be passed."

Senator Weeks denied the oft-repeated statement that the Government carries periodicals at a loss of \$80,000,000 annually. Official investigation, he said, showed the deficit much less. The zone system, he declared, would ruin a very large part of the press.

"I am in favor of increasing the rates," he said, "but not at a time when this great industry is laboring under serious embarrassments peculiar to itself."

A modified amendment along the lines of his original substitute was offered on August 29 by Senator Hardwick. It would leave the present cent-a-pound rate on news portions of publications, but beginning July 1, 1918, would increase to 2 instead of 3 cents. That on advertising portions, make it 4 cents on July 1, 1918, 6 cents in 1920, and 8 cents thereafter.

Others who argued against special taxes on publishers of newspapers were Senators Smoot and McCumber.

SMOOT SEES DANGER TO PAPERS.

Senator Smoot opposed increasing the second-class rates, saying that many publications would be forced out of business, as their profits were less than the amount of postage

necessary on a self-sustaining basis.

"The only excuse for the 5 per cent profits tax on publishers," he said, "is to get at that inequality. Some publishers benefiting by this subsidy are making big profits. Others would be driven to the wall if it were removed."

"Does the Senator know any reason," asked Mr. Pomerene, "why such publishers should not advance their advertising or subscription rates to meet the increased postal charge?"

"Some of these farm papers have contracts for five years," said Mr. Smoot.

"Oh, this problem is not different in any particular from any other problem of taxation," said Mr. Pomerene. "In the case of the coal operators, who were dealt with by this body, it was pointed out they had long contracts in many instances. But that did not deter us."

"The Senator talks a great deal of these struggling farm and religious papers," said Mr. McKellar, addressing Senator Smoot. "The House exempted those classes of publications, but the Senate committee struck that exemption out."

"You will not find me denying," said Mr. Smoot, "that the present law gives the publishers a bounty of about \$70,000,000 a year. But the trouble is that we have allowed the publishers to build up their business on that false basis, and it would be mighty serious to change it over-

night."

As to the publishers' tax, Senator McCumber said the publishers had been built up under the Government's promise in 1870 of reduced mail rates to enlighten the public.

"They have been encouraged by laws, and shall we now, during the war, strike death to any business that we can keep going?" he asked. "We want to get at the publishers making enormous profits by the special income tax, and the small postage increase will not ruin any publisher."

OPPOSITION ARGUMENT TO ZONE SECOND-CLASS RATE.

Most of the newspapers favoring the zone rate on second class, as adopted by the Senate, are publications whose circulation rarely extends beyond the first three zones, which would remain at one cent a pound. The metropolitan newspapers, with country-wide mail circulation, oppose any increase in the second-class rates on the following grounds, expressed by the New York Times:

"Obviously, the adoption of this system as a means of increasing the revenue will work no injustice in the case of the magazines which circulate in large numbers all over the country. The magazine publisher can save himself from loss by a slight increase in the selling price of his publication, and the increase can

(Continued on Thirty-first Page.)

CLEVELAND PLAIN DEALER ALONE IN ITS FIELD.

BECOMES ONLY MORNING PAPER IN THE CITY THROUGH BUYING DAILY LEADER—SUNDAY LEADER NOT AFFECTED.

The Cleveland Company, owner and publisher of the Cleveland Morning and Sunday Leader and the Cleveland News, announced on August 31 the discontinuance of the six-day Morning Leader. It will continue to publish the Cleveland News and the Sunday Leader as heretofore.

The Cleveland Plain Dealer has purchased the subscription lists, news service franchises and good will of the Daily Morning Leader, and began today to serve both its own and the Morning Leader's clientele with a newspaper which it believes to be among the best in the United States.

Because of the constantly increasing costs of newspaper production, which has forced newspapers in Chicago, Philadelphia, Pittsburgh, Detroit, Buffalo and many other cities to increase their prices to 2 cents, the Plain Dealer finds it imperative to increase its price on transient sales to 2 cents, effective Sept. 1. The price for home delivery by regular Plain Dealer carriers, however, will not be changed at present.

As a part of the purchase the Plain Dealer takes over the Morning Leader's night leased wire International News Service.

W. P. Leech, general manager of the Cleveland Company, said to THE FOURTH ESTATE:

"The publishers of the Cleveland Sunday Leader and Cleveland News

will devote their entire energies hereafter to the Sunday and afternoon editions with the determination of making them the equals of any Sunday or afternoon papers in America.

"The staff, equipment, organization and many of the features of the six-day Leader will now be combined with those of the Sunday Leader and the News. The money and men heretofore used in producing three newspapers will be used in producing two.

"Six-day Leader readers need not miss a single installment of a large part of the many splendid features they have been enjoying. They will be continued in the Cleveland News, beginning with Saturday's editions of the News.

"Both the Cleveland Sunday Leader and Cleveland News will continue to use the Associated Press dispatches, the News having an exclusive membership in the afternoon field."

The officers of the Plain Dealer Company are: Elbert H. Baker, president and general manager; George M. Rogers, assistant general manager; Eric C. Hopwood, managing editor; Guerdon S. Holden, secretary; George R. Agate, treasurer.

The Plain Dealer is represented in the East by John E. Woodward, New York, and in the West by John Glass of Chicago.

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*FROM THEM COMES the INSPIRATION
for UNADULTERATED AMERICANISM
that RADIATES EVERY MORNING from*

THE KNICKERBOCKER PRESS

FIRST WITH THE NEWS
FIRST IN THE HOME
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FOR ADVERTISERS



BUY SPACE *REGULARLY*
FOR BETTER, BIGGER SALES



ALBANY, N. Y.
18-20-22 Beaver Street

TROY, N. Y.
382 River Street

SCHENECTADY, N. Y.
Wedgeway Building

PRESIDENT SETS 2.50 FOR PAPER.

IMPORTANT PRECEDENT BY THE GOVERNMENT IN BUYING NEWS PRINT.

In an order which newspaper publishers declare will serve as an important precedent, President Wilson has fixed a price of 2½ cents on news print paper for use in publishing the Government's daily Official Bulletin.

The order fixing the price was issued by Secretary Baker at the President's direction under the national defense act, which empowers the Government to commandeer supplies needed for war purposes. It was directed to the International Paper Company, which had refused to furnish news print for the bulletin at less than 3 cents a pound.

Newspaper publishers who learned of the order on August 30 voiced the hope it might open the way for cheaper news print paper to publishers generally. They called attention to statements by the President that the administration's price policy will be one that provides the same prices for the public as for the Government.

The President's action was taken at the instance of the joint Congress committee on printing, of which Senator Fletcher is chairman. When the Bulletin first began publication the committee asked for bids for news print, and the cheapest price named was 3 cents. This, the committee decided, was too high and appealed to the International on patriotic grounds to sell its product to the public printing office at 2½ cents.

The company complied and for a time furnished the paper, asserting increased production costs increased the price to 3 cents.

Senator Fletcher went to the Federal Trade Commission for its cost of production figures and the commission decided the International could sell at 2½ cents and still make a fair profit.

The situation then was laid before President Wilson, who asked Attorney-General Gregory for an opinion as to how far he could go under the defense act. The attorney general held a supply of paper for the Bulletin was necessary for war purposes and recommended it be taken if 2½ cents was a fair price.

Wise Publishers

are keen buyers of space and alert to changing conditions. At present they are showing their appreciation of a *New and Greater Value* among New York newspapers, as borne out by the record of the last seven months, which shows that

The Sun Leads

all New York papers, both morning and evening, in *Gains* in the advertising of Books and Publishers, gaining almost double that of its nearest competitor, and beating its own record for the same period of 1916

By 70,150 Lines

Seven Months 1917

THE SUN	Gained	70,150 Lines
Tribune	"	37,763 "
World	"	31,945 "
Times	"	28,953 "
EVENING SUN	"	18,059 "
Post	"	9,380 "
Telegram	"	7,086 "
Globe	"	2,319 "
Mail	Lost	19 "
Evening World	"	2,886 "
Herald	"	3,588 "
American	"	13,066 "
Journal	"	22,003 "

(Statistical Department Evening Post.)

The Reason? { Doubled Circulation! Greater Results!

tin was necessary for war purposes and recommended it be taken if 2½ cents was a fair price.

WHAT PAPER AUTHORITIES SAY.

Lincoln B. Palmer, manager of the American Newspaper Publishers Association, said that the action of the President did not point necessarily to any action by the Federal Government fixing the price of news print paper for the general trade.

"Of course," said Mr. Palmer, "we are much interested in the President's action, because it shows what he regards as a fair price for news print paper. It has been clear ever since the Federal Trade Commission made its preliminary report of its investigation of the situation that 2½ cents was enough for paper to cost."

"I have no reason to believe that the action of the President in ordering the print paper supplied for Government uses at 2½ cents means that he will fix that price for private publishers."

At the offices of the News Print Manufacturers' Association it was said that there was no knowledge there that there would be a reduction in the price of paper to newspaper publishers, in accordance with the President's action for the needs of the Official Bulletin.

None of the officers of the International Paper Company would make any statement.

Charles Dunkle, president of the Cleveland Paper Manufacturing Company, said:

"I do not believe the Government can set an arbitrary price and demand that the paper manufacturers provide stocks at such price. * * *

The Government, however, has the right to confiscate and operate paper mills, paying the manufacturers a fair rate of profit over cost. This has been estimated at 10 per cent. I believe a majority of paper manufacturers would jump at the opportunity to turn their plants over to the Government with assurance of 10 per cent net profits. Confiscation is the probable outcome if the Government continues with what the manufacturers believe is an illegal demand."

W. C. Powers, sales manager for the Great Northern Paper Company, said he did not doubt the power of the President to fix a price for news print, but added: "I do not believe the mills can produce paper at 2½ cents and survive."

BIG MERGER IN BOSTON?

REPORT THAT THREE DAILIES WILL COMBINE IN ONE BIG CORPORATION.

It is reported from Boston that three daily newspapers in that city are about to enter into a combination deal through the formation of a \$750,000 corporation. It is unofficially understood that if the transaction goes through at all the announcement will be made in the course of a day or so.

The Struble News and the Brunswick News will be published at Maurice, Ia., in the future, in connection with the Maurice Times.

BOOK PAPER MEN FACE CHARGES.

TRADE COMMISSION AVERS THEY HAVE CONSPIRED TO INCREASE PRICES.

Charges of concerted action to raise book paper prices have been filed by the Federal Trade Commission in formal complaints against twenty-three manufacturers and the head of their bureau of statistics.

The commission's complaint formally declares the respondents named have been for about two years engaged in a concerted movement to enhance prices and bring about a uniformity of such enhanced prices.

The complaint follows shortly upon the report of the Federal Trade Commission's investigation of the book paper industry in which it urged Congress to pass legislation that would regulate trade associations such as the Book Manufacturers' "Bureau of Statistics."

The respondents, according to the complaint, manufacture by far a greater portion of the \$70,000,000 worth of book print paper produced in the United States.

PRIZES FOR LOAN POSTERS.

The exhibition of Liberty Loan posters at the galleries of the Art Alliance of America, New York, this week, included more than 150 works submitted in competition for the prizes offered by New York bankers and the Federal Women's Liberty Loan Committee.

The first prize of \$150 for the poster "having the highest artistic qualities, combined with the power to induce subscriptions," goes to B. Hoyt's figure of Liberty in armor, with the inscription, "Your Gold is Liberty's Armor."

The second prize of \$10 goes to S. Tama for a poster that has every characteristic of an effective announcement card. The design is a large key, clever in pattern, including the letters "U.S." and a suggestion of the Stars and Stripes.

The exhibition closed on Thursday and on Friday the posters went to the Treasury Department in Washington for the final selection of those to be purchased.

PRINTERS INCORPORATE.

The incorporation of the Association of Employing Printers of the City of New York has been approved. The stated purpose of the organization is to "foster trade and commerce in the printing industry, to reform abuses relative thereto, to protect trade and commerce from unjust and unlawful exactions, and to diffuse accurate and reliable information among its members as to the standing of merchants."

LIEUTENANT MARKEY, U.S.A.

Eugene L. Markey of Chicago, well known to newspaper men through former business associations, is strutting about quite cockily these days—and justly so. The reason is that 'Gene, Jr., has received an unusual endorsement of military ability, while training at Fort Sheridan—a commission as second lieutenant in the Regular Army. He will be attached to the 19th U. S. Infantry at Fort Sam Houston, San Antonio, Tex.

A RECORD

Daily Net Paid

July, 1915 . . . 3178
Dec., 1916 . . . 5568
July, 1917 . . . 6054

A. B. C. statements.

Net cash earnings, sales and advertising, gain first 7 months 1917, over same period, 1915.

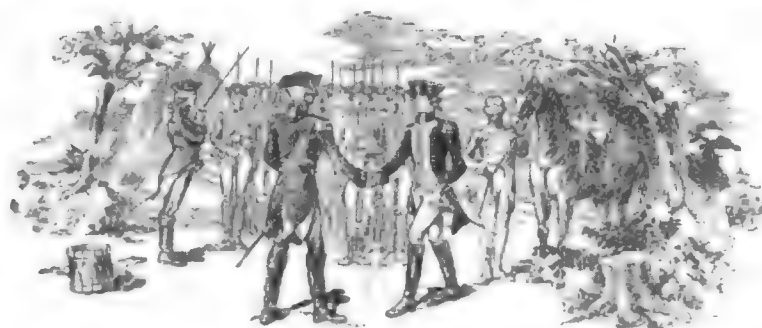
56½%

A remarkable record of growth in a field of keen competition.

FITCHBURG
(MASSACHUSETTS)
DAILY NEWS

"The Paper That Does Things."

Member Audit Bureau of Circulations



WHY WE CELEBRATE SEPTEMBER SIXTH

*I*N the year 1776, the Duke of Gloucester fell into disgrace by marrying contrary to the wishes of his royal brother, King George III. At a dinner given at Strassburg, in order to get even with his autocratic brother, the Duke regaled the guests with a humorous account of how certain rebels had thrown a cargo of tea overboard in Boston Harbor. It was a good joke and the laugh was certainly on George. At the close of the dinner, a lean, red-headed French officer, still in his teens, went up to the Duke and exclaimed, "I will join the Americans. I will help them fight for freedom. Tell me how to set about it."

This young man was Lafayette. In all her wars, Liberty never enlisted a better recruit. Overcoming great obstacles, he finally appeared before Congress and was given a commission as Major-General in the American Army—a volunteer serving without pay. Then he reported to the Commander-in-Chief at the old house still standing on York Road, near Hatboro town.

It was a great day in the world's history when Lafayette, the liberty-loving youth of twenty-one and Washington, the liberty-winning man of forty-five, joined hands and hearts in the struggle for the further liberation of the race. The world knows the story; but not all, as Liberty's story is never fully told. A great chapter is being written in 1917, when men from the land of Lafayette have reminded us of their early friendship and thousands of American soldiers are on the soil of France to repay the debt created seven-score years ago.

So, on September 6th we shall celebrate with renewed gratitude the birthday of Lafayette, whose lifelong adherence to keeping everlastingly at it did so much to bring liberty to us, to France and to the world.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

ALIEN LANGUAGE PRESS COERCED?

ADVERTISING SAID TO HAVE SWUNG LOYAL PAPERS TO GERMAN CAUSE.

Charges made this week that a foreign language newspaper advertising association has been attempting to coerce newspapers printed in Slavic and other tongues in New York City and elsewhere to preach disloyalty met a vigorous response from Don S. Momand, vice-president of the American Association of Foreign Language Newspapers, who averred that they were untrue, so far as they concerned his organization which is the largest organization of the class of agencies involved in the charges. The name of the agency complained of has not been made public.

Vladimir Kratochvil of the Bohemian Publishing Company, New York, who brought the charges and evidence to the attention of the Department of Justice, asserted that certain foreign-language newspapers which had formerly been loyal and opposed to Germany had been corrupted by this advertising syndicate.

These papers, he said, could not afford to alienate their readers by a sudden change to advocating Teutonic success, but were skillfully edging away from their former stand of enthusiastic patriotism.

"The first change which has appeared in their columns," said Mr. Kratochvil, "was the absence of editorials supporting the war. Next, news of the Allies' successes was minimized and big headings were placed over alleged German victories which never occurred. Then they began to preach doctrines favoring Germany in the guise of socialism. Instead of standing for war to the end, they began to call for an early peace."

"Of course, only a few foreign-language newspapers have submitted to dictation by this agency, but it has sought by every means at its command to throw the influence of the foreign-language press in favor of Germany."

Mr. Kratochvil said that this new propaganda had made some progress with the Czech press, which all through the war had been almost solidly in favor of the Allies.

Mr. Kratochvil also made detailed charges that German money had been used in large quantities to organize speakers' bureaus in many tongues to preach socialism with a pro-German slant at meetings of Czechs, Slavs and Greeks and to break up patriotic rallies of people of these races.

In his charges to the Department of Justice, Mr. Kratochvil named the man alleged to be at the head of this movement and several who were active in it.

Mr. Momand, in entering his disclaimer, denied that there had been any tendency toward pro-Germanism in the Czech press, which he declared had been enthusiastically patriotic and pro-Ally from the beginning of the war in 1914 and especially since the United States entered the war.

A new building is being erected for the Minneapolis Daily News and more than 500,000 pounds of new machinery will be installed.

Announcing A SUNDAY EDITION OF THE SYRACUSE POST-STANDARD

Beginning with September 2nd

The POST-STANDARD will be published hereafter daily and Sunday (instead of six days per week as formerly).

The first number of the *Sunday* POST-STANDARD will be on

Sunday, September 2nd

The publication of the Sunday POST-STANDARD is in response to thousands of requests from readers of the daily edition. They recognize in the POST-STANDARD the leading newspaper in its territory. The one newspaper to give them all the news in the most thorough manner.

The Daily POST-STANDARD has by far the largest circulation of any newspaper in its territory and the *SUNDAY* POST-STANDARD will no doubt occupy the same position in the Sunday field.

J. D. BARNUM,

Publisher.

PAUL BLOCK, Inc.

NEW YORK

CHICAGO

BOSTON

DETROIT

PERSHING PRESENTS HEARST GIFT TO MARSHAL JOFFRE.

Appropriate military ceremonies marked the presentation of a handsome gift from William Randolph Hearst and the Hearst publications to Marshal Joffre in Paris on August 29. The gift was a handsome bound volume of clippings from American publications of news matter and other references to Marshal Joffre and the visit of the French Mission to the United States. It is valued at several thousand dollars.

The presentation of the album was made on the third anniversary of the Battle of the Marne. At the presentation were many figures prominent in the war history of France and the United States. Chief among these were General Pershing, commander of the American forces in France, and Marshal Joffre. They were accompanied by members of their staffs. General Pershing personally presented the album.

GEORGIA EDITORS KILL BILL.

A bill to reduce the rates allowed newspapers for legal advertising has been sidetracked in the Georgia legislature. The bill had a good chance to be passed, until a lively committee from the Georgia weekly press, headed by Franc Magnum of the Swainsboro Blade, began to fight the measure.

It has now been tabled as far as the present session of the legislature is concerned.

EDITS SOLDIER JOURNAL.

Indiana friends of Earl Adams Clark, formerly Fountain City (Ind.) and Indianapolis newspaper man, have received announcement of his appointment by Secretary of War Baker to take charge of the publication of the military service paper at the Louisville cantonment, where the national army divisions of Indiana and Kentucky will be mobilized.

TRADE PRESS ASKS FAIR PRICE.

SOME SUGGESTED SCHEDULES WOULD CRIPPLE BUSINESS PAPERS, SAYS PETITION.

A petition has been sent to Congress by the editors of the principal technical, trade, scientific and professional journals of the country protesting against any legislative action at this time that will tend to diminish the power of their publications to serve the nation during the present crisis. The memorial says in part:

"We petition Congress not to obstruct the dissemination of information to the trades, industries and professions; not to penalize or unduly burden the greatest educational force in American industrial and professional life. Such a burden, for instance, as would result from a special or additional tax upon publishers' profits, and an increase in the second-class mail rate, which is the very foundation of the publishing business."

"The business press have not and will not make any demand for exemption from the taxes levied upon other business concerns. They will pay all the corporation taxes, the surplus profits taxes, the personal income taxes on telephone and telegraph messages, express and parcel post shipments, all the various stamp taxes, etc., etc."

"They believe, however, that Congress will commit an injustice if it imposes 'extra' tax burdens upon publishers who are not only not profiting from the war, but who are already suffering because of war conditions."

"The business press is not political or partisan in character. It is not concerned with the success of parties or the triumph of individuals. It is not designed to entertain or amuse. Its function is to instruct and educate. It's the popular source of education for the 83 per cent of our people who cannot go to high schools."

LEADS DRIVE ON NATURE.

Emil Scholz, publisher of the New York Evening Post, left on Thursday for State Line, Mich., for a two weeks' vacation. State Line is just below the copper and iron country and about forty miles from Lake Superior and in the midst of the lakes, rivers, and forests primeval.

There are also, to be had muskellunge, wall-eyed pike, brook trout, partridge and duck.

Mr. Scholz takes with him R. Fancilli, manager of the Post's international bureau; his brother Theodore Scholz, of the Chicago Daily News; and Charles Scholz, Jr., son of Charles Scholz, of the Crowell Publishing Company.

In an effort to reduce the cost of living Mr. Scholz expects, if ice is available, to ship a carload of game to New York for distribution among his friends.

GEARHEART TO MIAMI, OKLA.

Sam Gearheart, for several years active in advertising in Fort Smith, Ark., has purchased the Miami (Okla.) Daily District News, an afternoon paper, in company with Arthur Lloyd of Columbus, Ohio. The News is an afternoon paper, with Associated Press service.

Introducing our new Lead, Slug and Rule Caster

The Thompson Type Machine Company announces the completion of its new attachment (faster, simpler and cheaper than any on the market) for the casting of continuous leads, slugs and rules with automatic cutting-off and stacking device.

They are now prepared to accept orders for Thompson Typecasters so equipped and give adequate guarantees against patent infringement suits.

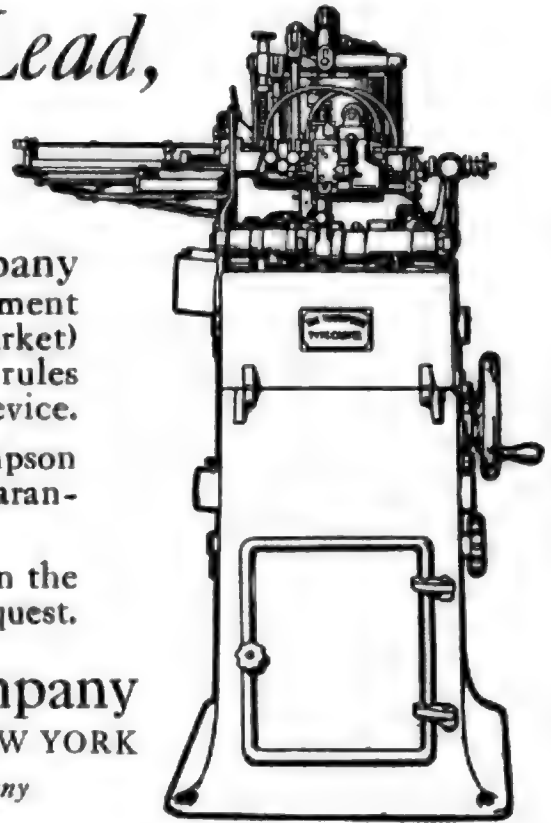
These attachments can be seen in operation in the principal cities. Full particulars upon request.

Thompson Type Machine Company

CHICAGO, 223 West Erie Street

38 Park Row, NEW YORK

Endorsed and Sold by the Mergenthaler Linotype Company



ADVERTISING, WELL USED, WILL HELP WIN WAR.

A FORCE BEHIND THE FRONT; IT GETS MEN, MONEY AND MUNITIONS AND KEEPS NATION STEADY IN STRESS.

By WILLIAM H. RANKIN,

President Western Advertising Agents' Association.

What part will advertising play in the war?

There are many answers to this question. A study of advertising conditions in England during the past three years proves that even in the throes of the mightiest war in all history, which would seem to command all her energies, she is forging ahead in her vast business enterprises.

She has discovered, and has used with wonderful efficiency, a new fighting weapon—advertising.

A wounded soldier, from the trenches in France, recently visited the Chicago Athletic Club. When asked "What about the boys in France, will they hold out? Will they win this war?" his answer was: "Don't worry about the boys at the front—they will surely do their part to win. Keep the folks at home in a winning frame of mind. Have them send us proper supplies, guns, munitions, aeroplanes, food and clothing, and the boys at the front will surely win for the Allies!"

Through advertising the people of England have been educated to do their bit.

Full pages in newspapers, weeklies and magazines have been used, first to raise an army, second to sell 8,000,000 people "Victory Bonds," third to teach prohibition, fourth, the Red Cross!

These tremendously successful advertising campaigns have afforded the nation a wonderful object lesson as to the power of advertising to accomplish definite results—on a huge scale.

The results have been phenomenal. A review of the year 1916 would

yield cause for congratulation to advertising and to the advertising men of England.

Advertising endured the severe strains it had been subjected to in a most admirable manner. It has shown itself to perform a function in modern trading of absolutely primary importance.

There were those in the earlier days of the war who were inclined to look upon their advertising as a species of luxury that offered the most favorable opportunities for retrenchment.

They are not much in evidence now!

Most of them learned in a very practical manner, and not without pain, that commercial business can no more be conducted without advertising than an engine can be run without steam. An editorial in a recent issue of the Advertising World, London, has the following to say:

"There will be an enormous amount of business to be done in home and over-sea markets during the years immediately following the cessation of hostilities, but the competition of it will be keener than any of which the commercial world has yet knowledge."

"This is being more and more recognized in this country—fortunately for the future of our trade—and everywhere efforts are being made to key the machinery of distribution, and, what is still more necessary, the machinery of distribution, salesmanship and advertising, up to a hitherto undreamed of level of efficiency."

"Quite apart from and in addition to the splendid advertising activities, this preparation work is giving all those connected with advertising rapidly increasing employment for all their energies and abilities. There is no time to lose, for it is more than possible that the war will end as suddenly as it began; and to be found unprepared for peace may cost us more in the long run even than we have had to pay for being unprepared for war."

It is highly important that American business and commercial interests press with vigor—now—the unparalleled opportunities for dominating the home market, as well as the world's markets, which the war has placed within our grasp.

Full speed ahead! should be the slogan of the alert manufacturers and merchants of the United States. The coming year, and the years to follow, war or no war, will be the most prosperous in our history, and we as advertising men can help make them so.

With our net income of \$25,000,000,000 a year and a total wealth of \$225,000,000,000 why should any one

hesitate to go ahead with business in the regular way?

Then think of it.

Ten billion dollars more will be spent in this country this year by the Allies. Business today is better in Canada than in any year during the past ten. So it will be here when our taxes have been fixed and business adjusted accordingly.

We need more optimists in this country just now who can look ahead thirty or sixty days and tell the people here and now they have nothing to fear.

For if you and I let our buying money remain idle, if we virtually hoard it instead of spending it, the retailers will buy less from the producers of raw material, and the result will be a depression without any real cause.

Prosperity in this country will win the war. If we interfere with that prosperity by foolish economy we not only hurt ourselves, but we will hurt our chances to do the big things necessary for us to do in this war.

We must wisely spend our money or we won't have money to spend. We should all of us decide now to spend the money we can afford to spend and hold up our end in promoting dollar patriotism, which is as essential to our victory as enlisting to fight!

The greatest advertising lesson that will come out of the war will be that advertising, properly handled, is a profitable investment and not a "necessary evil." When peace comes we will see advertising at least on a firm, unshakable, business foundation.

The main thing that we as advertising men are to prove to our country and business men of the world is that "Advertising lowers the cost of distribution."

THOMPSON'S NEW RULE CASTER

WILL ALSO MAKE LEADS AND
SLUGS—AVOIDS EXISTING
PATENTS.

The Thompson Type Machine Company is making in this issue of THE FOURTH ESTATE the first public announcement of its new attachment for the Thompson Type-caster for casting leads, slugs and rules in continuous lengths.

It is some months since this company built its first molds for this purpose, which were installed in a number of plants. These molds have now been redesigned to eliminate some objectionable features and as present constructed are said to be practically indestructible.

John S. Thompson, inventor of the Thompson Type-caster and the new attachment for his machine, says:

"We have been experimenting with different devices for producing leads, slugs and rules for the past two years, and have a number of patents on them on file in Washington. The art is an old one, and has been fairly well developed. Metal has been cast in molds, advanced therein and another charge of metal introduced so as to cause it to unite by fusion, as is disclosed in many patents, some dating back as far as 1890. Vertical molds were first used, the metal being poured in at the top, the lower solidified portion being released and intermittently advanced by gravity. Automatic cutters were employed to sever the bars into convenient lengths.

"Later patents show horizontal molds for the same purpose, the metal being introduced into them by pressure and drawn out mechanically. Improvement was possible only in detail, and the next step was to provide an ejector working behind the cast section to push it forward. It is this patent which is featured in the apparatus now being manufactured for making printers' leads, slugs and rules. A monopoly is claimed for it under that patent.

"We have avoided conflict with it, however, by dispensing altogether with the ejector blade which was first used in our early apparatus. This has resulted in a substantial improvement in the art, an ejector blade, especially for two-point, are a source of continual trouble. Instead of pushing the material out of the mold, we advance the whole mold after the cast has been made, grasp the material and retract the mold, leaving an open space in the rear into which the next cast is made. Perfect fusion is accomplished by our unique method of introducing the hot metal so that it strikes simultaneously the entire edge of the congealed section, instead of flowing along its edge. High speed, double that possible in previous devices, is the result.

"Our new molds are, therefore, a simple boxlike block which can be changed in two minutes to produce two-point, six-point or twelve-point, and our automatic cutter delivers the product cut to points and stacked on the galley.

"We want to emphasize the fact that we have not been, contrary to gossip, sued, enjoined or prohibited from manufacturing this or any other attachment, nor have any of our

Prepare Now for Your Busy Season
and War Extras When Our Boys
Get Busy by Installing

The Wood Dry Mat

Save from 2% to 3½% in cost of
Print Paper, be rid of steam
tables for all time—save time
and labor—improve printing.

*The Wood Dry Mat is a well established
success and has never failed when
used with proper equipment.*

Supply Absolutely Guaranteed.
Costs Less than Wet Mats.
Safe, Simple and Sane.

WOOD FLONG CORPORATION
25 Madison Avenue, New York City

users been interfered with. We are prepared to defend any such suits and give our users adequate guarantees."

RYAN & INMAN REPRESENT MONTREAL GAZETTE IN WEST.

In the recent publication of THE FOURTH ESTATE Directory of Daily Newspapers having Special Representatives in the National Advertising Field, the Montreal Gazette was erroneously listed as being represented in the West by Gilman & Nicoll.

The Western representatives of the Gazette are Ryan & Inman, McCormick Building, Chicago.

Gilman & Nicoll represent the Gazette in the East.

I.N.S. STAFF CHANGES.

H. C. Reynolds, for several years advance news editor of the International News Service, has resigned to join the copy desk of the New York Tribune. He will be succeeded on the I.N.S. advance news desk by S. H. MacKeon, formerly editor of the Hearst-Selig motion picture news weekly, who has been for some months in charge of the I.N.S. news mat department. He will retain direction of the latter service in addition to his new duties.

REAL PATRIOTS, THESE.

The Chicago Press Golf Club members gave a benefit tournament on August 31 for the "smoke fund" of the soldiers abroad. For each stroke, each player gave a cigarette to the fund. Just to make sure that the tournament was a success from the soldiers' standpoint, the golfers took a good many extra strokes on the round.

ADVERTISING AND QUALITY.

(Copyright, Mallory, Mitchell & Faust.)

When you buy an advertised product, you buy a guarantee of quality.

In the old days, when goods were sold in bulk without means of identification, when there was no way for the consumer to tell who the manufacturer was, the manufacturer was at liberty to use inferior material, manufacture in an inferior way without injuring his business.

For the goods were unidentified. Even should they prove unsatisfactory, there was no way for the consumer to know whose goods they were or how to avoid them a second time.

Competition among manufacturers was on the basis of price first at a sacrifice of quality, if this was necessary to meet competition. But now, with the advent of advertising and trade-marks as a means of identifying the goods as the product of a certain manufacturer, all this is changed.

Quality must now be the first consideration, with price secondary.

For if the quality proves unsatisfactory, the consumer will avoid buying these goods a second time. The manufacturer will have killed the market for his product. He cannot afford to sacrifice quality in a single unit or package.

The advertising and the trade-mark guarantee the consumer against inferior goods.

Frank Copeland, formerly connected with the St. Louis office of the American Type Founders Company, has purchased the Tryon (N. C.) News.

HOOVER WANTS AID OF FARM PRESS.

FOODSTUFF CONSERVATION
MUST BE BROUGHT HOME
TO FARMER.

Herbert C. Hoover, Federal Food Administrator, explained to editors of agricultural papers and representatives of newspapers from agricultural districts on August 25 the necessity for administering the supply of foodstuffs, and asked their cooperation.

He objected to the word "control" in connection with food conservation in the main wished to rely on voluntary effort and patriotic cooperation.

All sections of the country were represented at the conference, from which the newspaper representatives of the metropolitan press were excluded.

E. T. Meredith of Des Moines, who presided at the meeting, said that when he went to Washington recently to confer with Mr. Hoover he carried word that the farmers of the West were "against Hoover" because of the fear that they would suffer through price regulation. He said he had found out that this impression was "all wrong; that the food administrator intended to protect the farmer against a lower price than was his due."

Mr. Meredith said he believed that the price as eventually fixed would be a protection to the producer against a low price and the consumer against a high figure.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24
On Time All the Time

**POWERS PHOTO ENGRAVING
COMPANY**

154 Nassau Street, NEW YORK
Telephone 4200 Beekman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

**MANHATTAN PHOTO
ENGRAVING CO.**

251-253 William Street NEW YORK
Phone, Worth 1037-8

STANLEY PROCESS
quality not
to down
a made to price
**TYPE
METAL**

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 39d Street NEW YORK

BRIDGEPORT Is Waiting To Buy—PROSPERITY Reigns Supreme!

Many Bridgeport mechanics ride to and from their daily work in their own automobiles

THE illustration shows a large lot near Bridgeport's City Hall made vacant by razing old church buildings now accommodating a small part of the daily automobile overflow of Bridgeport's great mechanical and clerical forces. In Bridgeport "nearly every one" owns an automobile.

Another Example of Bridgeport's Prosperity.

"HELP WANTED—We will pay skilled mechanics \$1.00 per hour. Bridgeport Projectile Co."

POST AND TELEGRAM LARGEST CONNECTICUT CIRCULATION!

The JULIUS MATHEWS SPECIAL AGENCY
Boston New York Chicago



THE PARIS PAPERS' REGULATIONS.

SIZES AND PRICES ARE SET BY GOVERNMENT TO SAVE PAPER.

The question of the size and price of Paris newspapers, which are handicapped heavily by the cost of and the shortage in paper and other increased war expenses, has been settled by M. Viviani, acting as Minister of the Interior in the absence of M. Malvy. He issued a new set of regulations governing all periodicals.

The smallest size one-cent paper may continue to be sold for 1 cent; if the issue contains two pages only on Monday and Thursday and four pages on other days. For the next larger size 2 cents may be charged, but the limit is four pages daily. The third size may charge 2 cents, but they are limited to two pages on Monday and four on other days. The largest size may charge 2 cents for two pages on Monday and Thursday and have four pages on the other days. Papers issued between 10 o'clock and noon may choose their own two-page days.

The few remaining expensive papers, as well as the weeklies and bi-weeklies, are limited severely. This is found necessary because many journals have been increasing their sales. Consequently the use of white paper, not to gain circulation for at-

tracting advertising—war issues carry an almost irreducible minimum already—but to increase incomes from sales, will be brought back to normal.

Immediately after the announcement of the decree, the Paris edition of the New York Herald printed this comment, a translation of which follows:

"It has been decided that the 1-cent newspapers will be sold for 2 cents! We await with anxiety the result of this measure; the paper crisis does not allow us to propose another solution. But, in our opinion, this is the St. Bartholomew of a great number of newspapers."

"It should not be imagined that the pretext of 'the high cost of living' is valid in all cases."

"At present every citizen buys four or five newspapers in the morning and two in the evening. The five morning newspapers reproduce the same news—that which the censorship has permitted."

"In some newspapers the regular reader looks for his own opinions in the comments of Messrs. Clemenceau, Terve, Capus, Barres, Leon Daudet, Thery, etc. For it is the leading editorial which differentiates the newspaper; otherwise all the newspapers could make use of the same text."

"During the first days of the war there were few newspapers in Paris. There were peculiar changes in the opinions of purchasers; thus the *Liberte* and the *Independant* saw their circulations tripled in Paris, whereas the *Depeche de Toulouse* in the south had a considerable increase. At present it may be said that all the dailies are sure of their clients. As we have said, many newspapers are bought in the hope that one of them will give some news that has escaped the others! A vain hope moreover!"

"The censorship is to there, which watches and unifies the news for you!"

"When the 2-cent law shall have been promulgated the habits of the readers will change. Each of them will choose

one sheet, at most two. At night each will buy only one newspaper. (There will be a fine opportunity to seize for a newspaper that will appear at half past six.) Who will suffer from this state of affairs?"

"The press is already greatly reduced. The new regulation will certainly cause some of our contemporaries to disappear. For one who knows the journalistic proletariat the measure seems very harsh! There will be put on the street some unfortunates more; and notwithstanding, the pages of the official journal will not be reduced!"

"The advertisers, who remain so exacting, will pay more for their announcements; there will be just as much waste. Would it not have been possible to regulate the expense of paper? Certain publications are very useless; others are only prospectuses in form of newspapers. In the book industry there are, in spite of the war, a host of old books whose necessity is not apparent to us."

"On the other hand, the newspaper is a necessity; if it should disappear the social order would be compromised, all sorts of false reports would be spread abroad, there would be no longer any regulator of opinion. That is why the new law seems to us to be dangerous! It affects especially the newspapers of editorial influence."

An announcement issued by the Interministerial Press Commission says that by agreement with the Government the increase in the price of newspapers will be enforced strictly after September 1. The newspapers affected are requested when publishing the commission's notice to add that the price of their papers has been raised from 1 cent to 2 cents.

The Abercrombie (N. D.) Messenger is the name of a new paper published by E. S. Cameron.

EDITOR CALLED, NO PAPER.

The *Lapel (Ind.) News*, a weekly, was compelled to suspend last week's issue because A. G. Sherry, editor of the *News*, had been called to the colors. A man to edit the paper could not be obtained in time to get out the edition, according to an announcement made by W. H. Brinson, who owns the paper.

IN EAST FOR COAST PAPERS.

William D. Ward, New York, has been appointed Eastern representative of the Washington Newspaper Association, an organization of country weeklies, all home print, published in the state of Washington. It has a membership of 86 papers, the combined stated circulation of which is about 85,000.

Continued Progress

In August The New York Times published 895,649 lines of advertisements, a gain of over 77,210 lines over August, 1916, and, deducting help and situation wanted advertisements, a greater volume than any other New York newspaper. Average net paid circulation, daily and Sunday, 344,000 copies.

E. B. McLEAN WINS ESTATE CONTROL.

WARMLY FOUGHT CASE IS FINALLY DECIDED BY WASHINGTON COURT.

Control of the estate of the late John R. McLean, millionaire publisher of the Cincinnati Enquirer and Washington Post, goes to his son, Edward B. McLean, by the decision on August 30 of Supreme Court Justice A. M. Gould in Washington, D. C.

The ruling against the American Security Company, defendant in the big will case, gives the younger McLean immediate control of the estate, including the Washington Post and the Cincinnati Enquirer.

The contest waged by the son has been a matter of leading social and legal interest for nearly a year, during which time the case has come close to a decision several times.

Attorneys for Mr. McLean on August 29 filed a petition with the equity division of the District of Columbia Supreme Court, asking that he be made an executor. There is pending a caveat filed by the son, opposing admission of his father's will to probate.

Under the will of the millionaire publisher and mine owner, the American Security and Trust Company was named as executor. In his petition Mr. McLean sets forth that the will asked that he be allowed as much liberty as consistent with the law in carrying out the testator's bequests. The trust company immediately filed an answer, saying it would not oppose his appointment as an executor.

BRAND ASSERTS LOYALTY.

Horace L. Brand, editor of the Chicago Staats-Zeitung, has denied the truth of a report to the effect that he was named in a suit for \$564,500 instituted by John D. Beebe against the Northwestern Terra Cotta Company, "alleging damage based on the refusal of the concern to aid in the manufacture of war munitions for the United States."

Mr. Brand says no such allegation is contained in the statement of claim and that he is not a party to the suit. He is treasurer of the new Chicago Crucible Company and "would gladly sell its entire output to the United States Government."

SOME TOUGH COUNTRY!

With the revolutions and one thing and another, printers, even of the "tramp" variety are fighting shy of Mexico. As a consequence the Tampico Tribune has been forced to advertise in newspapers as far away as Chicago for linotype operators.

UNDER U. S. BAN.

St. Louis Labor, a weekly published at St. Louis, has been denied mailing privileges because of its anti-American attitude.

"SPUDS" MAY BE WELCOME, YET.

EDITOR THE FOURTH ESTATE.

SIX: It gives me great pleasure to enclose herewith my check for \$2 in lieu of potatoes or other subscribers' prerogatives. I trust your valuable and interesting publication will continue to prosper. JAMES MADISON.



EDWARD B. McLEAN,
WHO HAS OBTAINED FULL CONTROL OF THE JOHN R. McLEAN ESTATE AND
NEWSPAPERS.

DOING HIS BIT.

Treve Collins, Jr., the Brooklyn (N. Y.) cartoonist who creates pretty girls for Cartoons Magazine and draws special features for a number of newspapers, has not yet been called to his country's colors, but for some time past has been doing his bit to keep our boys in France in good humor.

Treve has a number of friends with the American contingent and recently completed a large number of individually drawn souvenir post cards which were sent to France gratis, for distribution.

One of his cartoons, Little Miss America, holding an American shield and saying: "I Can't Fight, But I'm Right With You Just The Same," has created so much favorable comment on the other side that a motion is afoot to reproduce it in quantities for general circulation.

SIMPLE LIFE FOR JOHN.

John A. Coughland, editorial writer on the Sioux City (Ia.) Journal for eighteen years and for the past three years editor-in-chief, has retired from further editorial duties. He will move to Florida for the simple life on a plantation where he proposes to raise fruits and flowers and enjoy life far away from the petulancies of "Vox Populi" and "Old Subscriber."

C. W. Clifton is starting a new paper at Bayard, Neb.

DUVAL HAD BIG CHECK.

M. Duval, director of the Paris (France) Bonnet Rouge, who is under arrest charged with supplying the enemy with information, had been shadowed for a long time, because of suspicious trips to Switzerland, until the end of May, when a check for \$90,000 was found on him at the frontier. Duval explained that this check was in payment for his interest in a casino near Constantinople, which had just been liquidated. The check was restored to him after a photograph of it had been taken.

RUSSIAN EDITOR GAGGED.

For the second time in the last three weeks a publication of M. Souvorin, Russian editor, has been suppressed.

The Government this week placed his newspaper, of a counter-revolutionary character, under the ban, and it will be permitted to appear no more. The paper had an exceptionally large circulation.

Only three weeks ago another paper gotten out by Souvorin was suppressed for its counter-revolutionary doctrines.

PRESS RODEO ON COAST.

The San Francisco Newspaper Men's Club will hold a California Cowboys' Round-Up on September 8-9-10. A few thrillers of old California days will feature the occasion.

SUNDAY ISSUE IN SYRACUSE.

THE POST-STANDARD ENTERS SEVEN-DAY-A-WEEK FIELD TOMORROW.

The Syracuse (N. Y.) Post-Standard will be published hereafter seven days a week, the first number of the Sunday Post-Standard being scheduled for tomorrow, September 2. The price will be 5 cents.

The Sunday edition will have full telegraphic news service of the Associated Press, augmented by special dispatches from other reputable news agencies. It will also cover Central and Northern New York more thoroughly than it has been covered for the daily edition. The news, local and general, will be generously illustrated.

In addition to its backbone of news, the Sunday paper will also include a weekly review and magazine, designed to interest all members of the household. It will have special departments and special articles on sports, theaters, motion pictures, finance and markets, fashions, humor, fiction, juvenile features and illustrations.

During the summer months the Post-Standard has been preparing for the addition to its family by remodeling its building throughout and with the addition of new machinery of modern design.

The Post-Standard is represented in the national advertising field by Paul Block, Inc., New York, Chicago, Boston and Detroit.

COURSE FOR RURAL PRINTERS.

The first short course for country newspaper foreman and printers ever held in the state, and probably the first to be held in the United States was closed last week at Ames, Ia., after a three-day session.

More than a score of printers from various parts of Iowa attended the session. Special instructions were given them along practical lines in newspaper make-up and job estimating. Educational movies were shown and a banquet was given on the last night.

The instructors were J. L. Frazer and E. H. Keating of the Inland Printer of Chicago, and A. E. Brown, publisher of the Owatonna (Minn.) Journal-Chronicle at that place.

The course was conducted by the department of journalism at the Iowa State College and directed by F. W. Beckman, head of the department.

ELVERSON'S FINE YACHT.

Motor yacht enthusiasts are loud in the praises of the Inquirer, the new speedster just built for Colonel James Elverson, Jr., publisher of the Philadelphia Inquirer. The boat is powerfully engined, will make a speed of twenty-five miles an hour and is luxuriously furnished. Colonel Elverson will use it for cruises in Long Island and Philadelphia waters, it is said.

A LITTLE ON THE SIDE.

Harry Carr, for many years feature writer for the Los Angeles Times, is now writing publicity stories for the Mack Sennett Studios in that city. He remains on the Times staff.

W.W. YOUNG IN NEW CONNECTION.

ELECTED EDITOR-MANAGER OF
NATIONAL EDITORIAL
SERVICE.

W. W. Young has been made editor and manager of the National Editorial Service, Inc., with headquarters at 225 Fifth avenue, New York.

This service is confined to a daily signed editorial of from 750 to 1,000 words on a timely topic and by an authority on the particular subject. It has been continuous for more than two years, having been started originally in connection with the Philadelphia Public Ledger.

Mr. Young is a graduate of the University of Wisconsin, where he

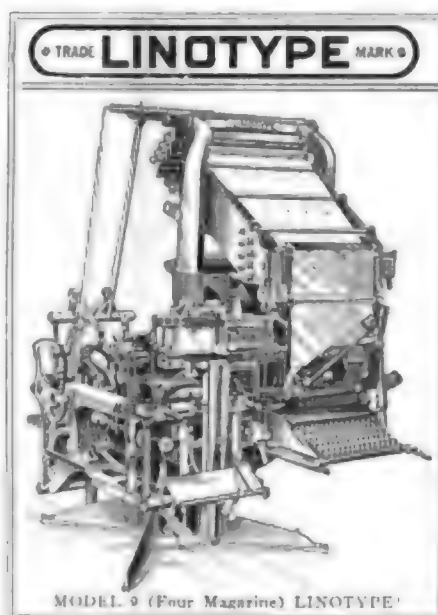


W. W. YOUNG.

founded the Daily Cardinal in 1892. Because of this and the fact that he was the first student to elect studies specially fitted to a journalistic career, he is looked upon as practically the founder of that university's school of journalism. His first metropolitan experience was on the New York World from 1894 to 1900, most of which time was spent on Sunday edition work.

When W. R. Hearst established his Chicago newspapers, Mr. Young was made the first Sunday editor of the Chicago American, afterwards changed to the Sunday Examiner. He held that position five years and during all that time he had charge also of the editorial pages and the daily "home" pages of Mr. Hearst's morning and evening Chicago papers. In 1905 he went to the Chicago Daily Journal, shortly after it was purchased by John C. Eastman, as feature editor. He had charge of everything in the paper that was not news.

In 1908 Mr. Young returned to New York as managing editor of Hampton's Magazine and remained with that magazine until a month



Curbing Rising Costs On the Hartford Times

"We average 100 columns of advertising in the daily edition of the Hartford Times. Handling this advertising is a gigantic task. For ten years costs steadily increased. Not until 1916 was there introduced into our composing room a *single factor* that had any tendency to curb the increase. Then came the Model 9 four-magazine Mergenthalers—three of them. Immediately they effected a saving of time. In fact, from the minute the ads reached the composing room until they were in the completed forms, this saving in time could be measured in dollars and cents. The Model 9s certainly speeded up production on the Hartford Times. The first edition is on the press at 2 P.M."

C. P. CHAMBERLIN, *Business Manager.*

*The "Linotype Line," a 16-page Folder describing
"The All Slug Route to Profit." Write for a copy.*

Mergenthaler Linotype Company
Tribune Building, New York
CHICAGO TORONTO SAN FRANCISCO NEW ORLEANS

before its demise in 1912. After that he was managing editor of Good Housekeeping, Sunday editor of the New York Press and one of the editors of the McClure Newspaper Syndicate. More recently he has been active as advisory publisher of magazines, also doing considerable writing and syndicate promotion.

Of the National Editorial Service he says:

"It requires optimism to believe that any syndicate can be made to grow during such times as these, but it is just because of the times and the peculiar way in which this particular service fits them that I see its biggest chance for growth and usefulness, and that is the reason that I have preferred to become identified with it rather than accept other positions that have been offered.

"As a people, we are now thinking harder than ever, and the war and the events following the end of the war are going to make us keep on thinking harder and harder about the every-day problems of life as well as vastly bigger things than those petty problems. More and more people will want to read what real authorities on vital subjects can impart to them in brief, direct-to-the-point editorials.

"Here is an organization with a staff of more than fifty of the world's greatest experts writing regularly on call and with practically the whole field of experts of various kinds as occasional contributors.

"The basic idea being good, the only chance for improvement is in the selection of material and it will be only in the way of getting more editorials on big business subjects that I shall make any radical changes. Business is the one big thing in the world today.

"Business jealousy caused the world war and it will be business that will stop it. It will be business—a wider and radically reorganized business—that will build up the world again. The right sort of editorial matter supplementing the news is going to make the newspaper the biggest factor in putting the world right, economically and in every other way."

ARGENTINA CITY HAS TWELVE DAILY NEWSPAPERS.

In La Plata, Argentina, twelve daily newspapers are published, reports Robert S. Barrett, special agent of the Department of Commerce at Buenos Ayres.

This is believed to be a greater number than is to be found in any other city of its size in the world. The population is 142,572. It is only an hour's ride from Buenos Aires, and all of the great dailies of that city are sold on its streets.

Eleven of La Plata's dailies are general in character, and publish telegraph, state, and local news. The twelfth is the Official Bulletin of the province of Buenos Aires, of which La Plata is the capital.

One of the publications has a circulation of 15,000 copies, and the others print from 1,000 to 6,000 copies each. Each has its own printing plant, and two of these are equipped with modern perfecting newspaper presses and typesetting machines. Their subscription prices range from \$4.40 to \$20 per annum, and the advertising rates from 3½ to 60 cents an inch.

WHAT ADVERTISING HAS DONE FOR CLOTHING.

FAMOUS READY-TO-WEAR CLOTHIER CALLS IT INDUSTRY'S GREATEST AID—URGESCO-ORDINATED PUBLICITY.

By DAVID KIRSCHBAUM,
Of the A. B. Kirschbaum Company.

While the first systematic attempt to produce ready-to-wear clothes took place in 1841, the rapid development of the industry in this country may be said to date from the year 1880.

Seven or eight years later one of two makers ventured, somewhat hesitatingly, into advertising. In those days advertising had a good many of the qualities of an adventurous experiment. It required, I fancy, a greater boldness to spend those modest appropriations than it does the vast budgets which prevail today in an industry ranking sixth or seventh in the United States.

To be absolutely fair in appraising the true place of advertising in this development, let us admit that the times were propitious for popularizing the ready-to-wear principle in clothes.

The era since 1880 has been one of restless commercial expansion. A wide diffusion of wealth has enabled people of all classes and occupations to give thought to the improvement of their dress. The tremendous growth of the American population has presented a market of constantly enlarging proportions.

But if these factors were favorable, there was one which was not. The best public opinion frowned upon the idea of wearing ready-made clothes. There was a deep social prejudice to be overcome before they could be worn generally by aspiring American citizens. And to add to the difficulty at the start, no particular standards were observed in the manufacturing of the clothes and practically no ethics in the retailing of them.

When we look back to these beginnings, we realize how far we have traveled. Step by step, ready-to-wear clothes have mounted the scale of excellence and respectability. Step by step, standards have been advanced, and today nothing is too fine in fabric, design or tailoring for the high-grade clothes makers to achieve. As a result, the vast majority of American men—reputed to be the best dressed body of citizens in the world—are patrons of the retail clothier.

What has brought about this remarkable transition? I confess to my belief that it was an evolution, inevitable in the very nature of things.

But without the enlightening power of advertising the industry would not have been where it stands today for possibly another 25 or 50 years.

Advertising propelling a fundamentally sound principle has enabled it to move forward at locomotive speed instead of an ox-team pace. Old and lingering prejudices have been erased—public thought has been remolded completely in its attitude toward ready-to-wear clothes by a comparatively few years of educational publicity.

For speeding this process of development, both the clothing industry and the American people are debtors to advertising.

To provide clothes for the men and young men of this country—20,000,000 of them—constitutes an industrial task of imposing magnitude. And it is imperative that a service so vital to the public welfare be rendered with the least possible waste and dissipation of effort.

Think what would be the cost of clothing our male population by the old merchant-tailor methods—then think of the economies and betterments effected by displacing these thousands of small shops by modern clothes-making institutions where scientific management, modern equipment and modern sanitation can be successfully applied.

The wide margin between the two systems in the producing of 60,000,000 or more garments annually, is a telling answer to that school of economists which affects to look upon advertising as a mere dead weight laid upon the consuming public's back.

CO-ORDINATED UNITY.

Co-ordinated unity is displacing the old theory of loose individualism all through American business life. For

a quarter of a century I have watched the working out of this trend in the clothing world. And as the manufacturing clothiers and the retail clothiers are drawing closer together, the costly evils of cancellations, cut-price sales and many forms of waste in merchandise distribution are gradually being diminished.

The decisive part advertising has played in bringing about the recognition of this community of interests has been far too little appreciated.

When a retail merchant accepts the agency for an advertised line, he must vouch to his clientele for the reliability and the good intent of the maker.

And the manufacturer, in associating his name with that of the clothier, gives his endorsement to the selling methods of the latter.

Thus the retailer has a stake in the making of the clothes and the maker has a stake in the retailing of the clothes.

To a large extent the interests of the two are merged.

Both recognize their mutual dependence for success upon a high conception of service to the public—for whose patronage they are jointly appealing.

In the national advertising of the

large clothing institutions this obligation of manufacturer and retailer to consumer was first given recognition.

It was in the clothing business that the one price system was first adopted; that methods of haggle and barter were first abolished; that the strictly American institution of "absolute satisfaction or your money back" was first evolved, with the wearer as sole and supreme judge of what constitutes absolute satisfaction.

Going further in this same direction, I believe the future will see practically all clothing sold at a price affixed to the garment by the clothes-maker. In assembling the materials for his garments and determining the grade of tailoring by which they are produced, the manufacturer has a definite retail price in mind, at which he invites the competition of the world.

He is willing to stake his success upon the public verdict of the value he gives at that price, which, of course, provides ample margin for efficient retail distribution. But let that price be raised to cover an undue profit or wasteful methods—on the part of either manufacturer or retailer—and the success of both is put in jeopardy.

In other words, the fixed price—at least so far as a non-patentable article is concerned—makes it impossible to levy the tax of industrial inefficiency upon the consumer.

ADVERTISING THE DECISIVE FACTOR.

Unmistakably, the present trend is toward concentration of the industry in the hands of those houses which have modernized their processes of production and distribution. I should have been inclined to attribute this tendency to the difficulties and hazards of the business, such as rapid style changes, wide fluctuations in cost of materials, tremendous financial investments and so on, were it not for the experience of our colleagues, the women's garment manufacturers.

But a careful comparison of the two industries clearly indicates that the greatest contributing factor toward concentration in our industry has been national publicity.

I recall that twenty years ago there were no less than 15 fair sized manufacturing clothiers in Philadelphia, whose sales volumes ranged from one-half a million to three million annually.

Today, in that city of 1,750,000 inhabitants, there is only one large plant making high grade garments.

Now look at the women's field.

Here advertising has not been employed by manufacturers except to a minor extent.

While women buy many more garments than men in the course of a year, still there are no individual concerns making women's apparel, which approach in size the larger concerns in the men's apparel field.

It has long been an unsolved problem to me why women—much more discerning than men in their knowledge of needlework and materials—should be satisfied with the present order of things.

Women are equally, if not more, responsive than men to intelligent advertising.

I predict that when the day of awakening comes and some far-visioned manufacturer begins to make

and to advertise women's garments along the same modern methods employed by men's clothing makers, he will reap a harvest beyond his most rosy dreams.

At any rate, the striking contrast between the two industries should be **conclusive proof to the most confirmed skeptic that advertising makes for more scientific manufacturing, higher ethics in the conduct of business, and above all, a better service to the public.**

IDENTIFYING LABELS.

But let me not convey the impression that the making and distribution of men's apparel has reached a state of unqualified perfection. Much still remains to be done.

For one thing, we should attempt to secure the enactment of laws requiring an identification mark on every article sold at wholesale or retail, certifying as to the conditions under which that article is manufactured. Particularly, in the case of so intimate and personal a thing as wearing apparel—the purchaser is entitled to know whether it was made in whole or in part in overcrowded sweat shops or in modern, sunlit, sanitary plants.

Of course, in the shops of practically all reputable clothes-makers, every safeguard is provided for the worker's health and well being. But thousands, yes, hundreds of thousands of dollars worth of wearing apparel—and millions of dollars worth of other articles—emanating

*Finest
Quality*

FELT PRESS and MOULDING BLANKETS

*DIRECT
from Factory
to Newspaper*

at

ONE PROFIT

*Write for prices to
Newspaper Dept.*

**Chas. W. HOUSE
& Sons
UNIONVILLE, CONN.**

from the most questionable sources, are still sold to the American public every year. Once the country is aroused to the danger, by nationwide agitation, for a label which would be a clue to its origin, we will be free from the menace of unclean and unsanitary merchandise.

The second task of which I would speak is the elimination of fraudulent advertising.

By the unscrupulous, advertising has been looked upon as a bonanza field where the miracle of publicity could turn wind into gold and frauds into substantial dividends. As a consequence, public confidence in the truthfulness of the printed word has often been grievously shaken.

BAD ADVERTISING.

Many of our newspapers and periodicals unfortunately permit the advertiser, within the columns he has leased, to deal with facts as loosely and inaccurately as he chooses. A strange paradox that in their editorial and news columns newspapers should display such a solicitude for the welfare of business and yet allow deception and fraud to find refuge in their advertising columns.

We owe it to the cause of advertising to conserve public confidence by moderation of statement—by a broad tolerance of fair competition—and by a swift and stern invoking of the law wherever fraud and misrepresentation show their heads.

Most of us absorbed in the activities incidental to the war, have had little opportunity to think of or prepare for the "war after the war."

Our entrance into this struggle marks the beginning of the most important chapter in American life. The past 25 years have been years of tremendous energies and accomplishment. We have achieved and reckoned not the cost. Waste has been the cardinal sin of the nation and in no phase of commercial life has this sin been more persistent than in advertising.

We will emerge from the tension of these serious times practiced in self denial and knowing the value of thrift. Meanwhile, we shall all have to carefully measure the means to this end. The ablest men of the advertising profession will be in greater demand than ever and will be summoned to contribute their full share to the process of severe economic readjustment.

I referred a few minutes ago to advertising as a unifying force to kindred industries.

So far as clothing is concerned, no one house could monopolize to itself the benefits of this advertising, for the same influence which decides

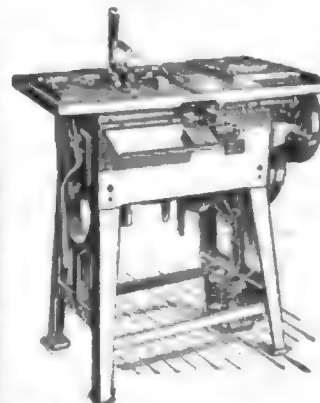
Save Your Stereotyping Blankets

With high and low type in the form, extra pressure is required in stereotyping to bring up the low letters. This causes undue wear and tear on the blankets. With the

Ludlow Typograph

there are no low letters. The constant uniformity in height-to-paper of Ludlow Slugs, preserves the life of your blankets.

Stereotyping blankets are expensive—this saving is worth while.



Know all the economies the Ludlow Typograph effects in newspaper production. Send for the complete Ludlow Literature.

MERGENTHALER LINOTYPE CO.

Sole Selling Agents

Tribune Building, New York
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

a man to buy a better suit makes it necessary for him to wear better shoes, a better hat, better style shirt and scarf.

SPEAKING AND SERVING TOGETHER.

Recognizing that the benefits of national clothing publicity go far beyond the boundaries of the industry, I believe the future will see a close co-ordination among the nationally known factors engaged in the making of all kinds of wearing apparel.

Without submerging their identities in the slightest, a cooperative campaign by the important houses of every industry would eliminate much unnecessary waste resulting from an overlapping of advertising effort, and it would be another step toward that era of concerted business and industrial effort on which the curtain is now rising.

I am sure I speak for my colleagues and competitors, as well as for myself, in welcoming the approach of the day when we can "speak together and serve together."

JERE O'LEARY FOR MAYOR?

Jeremiah O'Leary, editor of Bull, a periodical just barred from the mails because of seditious contents, is considering an offer to run for mayor of New York on a platform calling for "peace, a free press, and the maintenance of constitutional rights."

SPORT REPORTERS VINDICATED.

McGRAW RESPONSIBLE FOR "REPUDIATED INTERVIEW," SAYS HIS LEAGUE.

After several weeks' deliberation, the National League vindicated Sid Mercer, a baseball reporter for the New York Globe, and other sporting writers, in their report of an interview with John McGraw, manager of the New York "Giants," who had repudiated the interview at a previous session of the league's directors. McGraw was fined \$1,000 for criticism of John K. Tener, the league president, contained in the "repudiated interview."

Following McGraw's denial of the baseball reporters' story of his remarks, the league closed the case, but reopened it at the request of the New York chapter of the Baseball Writers' Association. At subsequent hearings, testimony was heard from the writers affected and from witnesses of the interview, which definitely established that McGraw had been correctly quoted and that he had approved the copy of the interview, submitted to before being sent to the newspapers.

The finding the league directors is as follows:

"To the New York Chapter of the Baseball Writers Association of America.

"GENTLEMEN: In response to your resolution under date of June 27 the directors of the National League of Professional Baseball Clubs have carefully considered the matters referred to and have unanimously made a formal finding, as follows:

"1. Manager McGraw of the New York club of our league was asked to appear before this board on June 19 to explain articles appearing in certain New York newspapers on and about June 16.

"2. Manager McGraw denied that he had given interviews as published and voluntarily signed a statement to the effect, and the board, accepting this in perfect good faith, did not then try him for his alleged utterance.

"3. At the hearing, held at your request, several witnesses were heard. They were present at the talk between Manager McGraw and three reporters. All agreed that McGraw did not make the statement published in the interviews.

"Nevertheless he technically approved the interview when after having been given an opportunity to suppress or correct it he failed to do so; and while witnesses differ as to whether he actually read the article or not he gave his sanction by handing the same back to the reporters, saying, 'I guess that is all right.'

"Therefore, he must be charged with responsibility for the article so far as this board is concerned.

"4. By so doing Manager McGraw failed in his duty to his club and the league, and we formally condemn and censure him for his gross lack of care in thus permitting the publication in question.

"5. The incident leading up to the matter has already resulted in a fine of \$500 and the suspension without salary for sixteen days. Therefore the board finds there should be imposed in addition to this formal reprimand and censure a fine of \$1,000.

"This is deemed by the board of directors the proper time to warn managers and other employees of the league that on any similar conviction of offense of this nature a penalty of suspension for the season will be the minimum punishment."

HOBBY ACTING GOVERNOR.

W. P. Hobby, editor of the Beaumont Enterprise and lieutenant-governor of Texas, has become governor of that state, pending the disposition of charges of misconduct in office against Governor James E. Ferguson.

NASSAU QUALITY METALS

ALWAYS UNIFORM
ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
608 West 99th Street NEW YORK

LIVE TOPICS FOR MEETING IN WASHINGTON.

"Should Not the Person Buying Government Printed Envelopes Pay the Freight?"

"Hang the Space Grifters."

"Should the Government Pay For Liberty Loan Advertising?"

"My Experience in Raising Advertising Rates."

"Guaranteed Circulation."

"Does It Pay to Give Premiums?"

"Advertising in a Town That Will Not Advertise."

"Shall We Take Out-of-Town Advertising?"

"Foreign Advertising Rates."

"Charge the Legal Rate."

"Are Patents and Plates Really Readable and Worth What They Cost?"

This are a few of the subjects up for discussion at the meeting of Willamette Valley Editorial Association (Washington State), which leaves Albany in a special car on the regular Newport train September 8. The session will be held on the train and time at Newport given over to pleasure.

R. H. LEE SERIOUSLY ILL.

Richard H. Lee, who was to have joined the New York Tribune's business forces today, was taken sick in Cleveland this week and is now in that city suffering from typhoid fever.

NATIONAL AND LOCAL NEWS FOR BANK ADS.

THERE ARE MANY WAYS OF USING SPACE
IN NEWSPAPERS THAT PROVE
HIGHLY PROFITABLE.

By DAVE S. MATTHEWS,
Of the Farmers and Merchants Bank, Stockton, Cal.

The state from which I hail—California—is a firm believer in advertising.

It was a little over three score years ago that John W. Marshall's keen eyes caught the glitter of the precious metal nature so kindly stored in the crevices of the Sierra Nevada mountains, and the announcement of the discovery of gold, even though an unintentional advertisement, broke all records for its pulling power.

It drew men from all parts of the world. These argonauts were our first colonists. As we progressed and learned more about the science of advertising, we told our Eastern friends about our many other resources. Running the gauntlet from gold to climate and oranges, we have continued to bring the settler to our shores.

Advertising is a sign of progress and California is a progressive state; and it is pleasing to observe that evidence of our progressiveness is seen in the fact that our banks are demonstrating a greater appreciation of the importance and value of financial advertising.

The subject, "How to Use Current Events and Local Happenings as Basis for Bank Advertising," I shall present from the standpoint of our experiences, appreciating the fact that circumstances alter cases and there are localities where some of the features we have adopted possibly cannot be carried out.

A bank has a message to deliver to the people; something it desires to call to the public's attention.

Whether it is seeking new accounts or is simply desiring to impress upon the general public the unexcelled service it can render, it must present the message in a manner that will strike home.

A bank ad is one of many advertisements and no matter how logical the argument, unless it contains that something that will immediately attract the eyes, it stands greater chances of being unnoticed by Mr. Reader.

Therefore if you can attach to your bank advertisement a little local color; if you can occasionally build your ad on some current event or local happening the chances of attracting the reader's attention are decidedly in your favor.

First, we must attract his attention and then he will read the message.

Now, how are we going to do this? It's very simple. A nose for news will help the bank advertising man immensely. Read the newspapers and see where you can apply current events and local happenings of importance to your bank ads.

Take, for example, such items as the following, which appeared in one of our local papers:

"ELEVEN HUNDRED DOLLARS IN BILLS PICKED FROM HIS POCKET."

"Eleven hundred dollars in bills was lifted from the pocket of E. P. Gunn, a Nebraska farmer who is touring California, presumably at the corner of El Dorado and Weber avenue, a few days ago while he was waiting to make a trip to Sacramento. Mr. Gunn reported his loss to Chief of Police Simpson, who is giving what assistance he can. The loss left Mr. Gunn penniless and the Stockton chief wired to the man's Nebraska home and succeeded in obtaining funds for him."

We took this item, ran a replica of it in our ad, and after referring

to the unfortunate occurrence, suggested as a precaution that it would be far better to place one's money in a strong bank such as ours and when traveling to secure travelers' checks, which we issued on all parts of the world.

We featured our comments by writing them in longhand and having a plate made of the same. The heading "Eleven Hundred Dollars in Bills Picked From His Pocket" caught the reader's eye and natural curiosity caused him to read our comments.

The daily papers contain numerous such instances, which can be used to advantage.

WHEN A FIRE OCCURS.

Suppose Mr. Jones' house burns down; suppose he has a safe deposit box in one of the local banks.

Very likely he will have no objection to your referring to the fact in your bank ad and emphasizing the importance of the precaution he took.

It would certainly be a fine opportunity to call to hundreds of other people who undoubtedly keep their important documents at home, the mistakes they are making. Strike while the iron is hot.

It is after a big disaster that the officials usually put into effect laws that tend to increase public safety, so why not take advantage of such opportunities as cited above in driving home the advantages of a bank account, safe deposit box, etc.

It is the psychological time. It is human nature to close the barn door after the horse is gone. I know of a real estate firm that has a number of standing reader ads on fire, accident and burglary insurance which are run under all appropriate news items.

You will often find that questions of nation-wide interest offer fine opportunities for timely bank ads.

Take, for example, the high cost of living problem.

You recall the experiments conducted by the Life Extension Institute of New York, when twelve men in the New York Police Training School lived on 25-cent-a-day menus. We sent for a copy of the menus, had a number printed and under this advertising heading "Twenty-five-cent-a-

day Menu," told the people about the experiments and informed the housewives we would be pleased to present them copies.

The day before the last Presidential election our ad ran as follows:

ELECTION DAYS.

"Election Day—Your Decision."

Stating that the reader had undoubtedly made his decision as to how he was going to vote, we added:

"Very likely you have thought for some time about starting a savings account. Why not make your decision now?" etc.

During the preparedness discussions we ran an ad containing the picture of the flag and emphasizing that preparedness began with the individual and that the best form of preparedness was a savings account.

About the time the tax collector announced taxes were due our ad read: "The Tax Problem A Solution." The solution was a savings account.

During safety-first week we advertised as follows:

"Safety First—This is safety first week. The safety first campaign is a very creditable movement and is worthy of the support of all good citizens. Precaution is important in all things. This applies to your finances. You should provide for the future by starting a savings account. Take advantage of such events as Washington's and Lincoln's birthdays by running their pictures and quoting them on thrift."

When President Wilson was addressing the nation on various international problems, one of our ads was headed: "President Wilson's View." we gave it—on savings.

There was a very bright young man in Stockton who won a college scholarship. His picture had appeared in the newspapers. We ran his picture in an ad without giving his name, told of his accomplishments and incidentally declared he had had a savings account at our bank for a number of years, having saved consistently. We did the same thing in the instance of a young business man who had consummated a big business deal.

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of Commerce in urging all who could to participate in the auto caravan to Calaveras, etc.

Of course, we always see to it that a marked copy of the newspaper reaches the committeemen. There is one result we are certain of and that is good-will. Whether we get any direct returns or not, we know it has increased the bank's popularity. We not only adopt this plan as a means of co-operating with out-of-town public affairs, but we have used it in their efforts to make their entertainments a success.

BUILDING A NEW HOME.

If any reader is so fortunate as to represent a bank that is building a new home, you have a wonderful opportunity to exploit the bank and most inexpensively.

This can come under the heading of local happenings. A bank building is a local happening and in the smaller communities is a basis for no little publicity. I think we have built our bank building in the newspapers from the foundation up and we are just about to complete the job with a big public opening.

One feature we used to advantage was advertising the fact that practically all the contracts were let locally. We likewise mailed copies of the ads to all the business houses. We played upon the bank's foundation by running a picture of the same and comparing it with the firm financial foundation upon which the institution rested.

There's still another method of securing bank publicity based upon local happenings that has worked out satisfactorily with us. Whenever we attend any community celebration or make a trip to some neighboring locality we take occasion to write an interview for the papers.

Thus we connect the bank's name with the story and are afforded an opportunity to say something nice about our neighbors. In many instances the papers in the community so boosted copy the article and the bank not only receives the benefit of the publicity, but continues to increase its popularity.

HATRICK MOVES UP.

E. B. Hatrick, a well known newspaper man, has been elected secretary of the International Film Service. He was for several years a reporter, telegraph editor and bureau manager for the United Film Service, joining the Hearst forces in 1909. He took charge of the photograph departments of the various Hearst newspapers and welded them into one organization for the gathering and distribution of newspaper illustrations.

Actors, actresses and the people of the show-world generally hold

The BILLBOARD

in rare and high esteem.

Among themselves they seldom refer to it save by the nickname they have dubbed it, viz., "Old Billyboy."

And they revere it by it because they have learned through years of experience that they can trust it implicitly.

There is not enough money in the world to induce us to run an ad that in our estimation is designed to deceive or take unfair advantage of them.

Weekly. Member A. B. C.

Circulation 40,000 Copies.

The Billboard Publishing Co.

Broadway and 42d St. NEW YORK

STANLEY CLAGUE A.B.C. MANAGER.

CHICAGO AGENT SUCCEEDS
WHITMAN—FUTURE OF
ORGANIZATION.

The directors of the Audit Bureau of Circulations, meeting in Chicago on August 28, elected Stanley Clague, vice-president of the Taylor-Critchfield-Clague Advertising Agency, Chicago, as managing director of the bureau, to succeed Russell R. Whitman, who resigned on August 18 to take charge of his new property, the New York Commercial. Mr. Clague accepted the new responsibilities and will take charge of the A.B.C. work at once.

For a time, at least, there will be no organic changes in the Taylor-Critchfield-Clague Agency, further than the retirement of Mr. Clague from active participation in its work. Whether or not his name will be dropped from the agency title has not been announced, though Mr. Clague has expressed a desire for such a change. Mr. Clague will have his office in the A.B.C. group of offices in the Venetian Building, Chicago.

The new managing director has been active in the A.B.C. since its organization, being one of the leading figures, indeed, in the organization of the bureau. He has been a director, a member of the executive committee and chairman of the standard forms and audit committee of the bureau since its inception and is more thoroughly acquainted with the inner workings of the organization than any other man, barring Mr. Whitman, the retiring managing director.

Mr. Clague was not a candidate for the place and accepted the responsibilities only at the request of a committee from the A.B.C. His acceptance of the post was over an appreciative protest of the directors of Taylor-Critchfield-Clague, presented to Mr. Clague by Major E. E. Critchfield.

"The breadth and scope of the Audit Bureau of Circulations and its value to the participating interests are just now beginning to be recognized," said Mr. Clague to *THE FOURTH ESTATE*. "The advertising agencies, the advertisers and the publishers are just now awaking to the true stabilizing value of the organization."

"Because of my early participation in its growth and progress, I have come to regard the A.B.C. as a parent regards a beloved child, and in my new capacity I shall work more diligently than ever before to forward the progress of the organization."



STANLEY CLAGUE,
THE NEW MANAGING DIRECTOR OF THE AUDIT BUREAU OF CIRCULATIONS.

ward the progress of the organization."

There will be no abrupt departures in policy; no startling changes in personnel. It is Mr. Clague's plan to continue the present policies of the bureau and to broaden the usefulness of the organization in every possible way.

Mr. Clague's long experience in various phases of the advertising field would seem to equip him for the responsibilities of his new post. After long service as head of the advertising service department of the Curtis Publishing Company in Philadelphia he went to Chicago in 1908 and formed the Clague Agency. Two and a half years ago he became an official in the Taylor-Critchfield-Clague Agency, through the consolidation of his company with Taylor, Critchfield & Co.

In addition to his active responsibilities in the Audit Bureau of Circulations, Mr. Clague has been widely honored in publishing and advertising circles. He has been president of the Affiliated Advertising Agents Association of America, president of three terms of the Western Advertising Agents Association, member of the national commission of the Associated Advertising Clubs of the World and vice-president of the National Outdoor Posters Association.

Having a prominent share in conventions, wherever advertising men very wide acquaintance in the general advertising field.

eral advertising field.

At the meeting of the A.B.C. directors have gathered, Mr. Clague has a vote of appreciation was given Russell R. Whitman, the retiring managing director.

Among the directors present at the meeting, sessions of which were executive, were: W. H. Field, Chicago Tribune; Lafe Young, Jr., Des Moines Capital; F. H. Squier, Mil-

waukee; Louis Bruch, American Radiator Company; M. F. Harris, Armour & Co.; Curtis Brady, Woman's World, and Frank E. Long.

PROSPECTS FOR THE FUTURE.

For some time past there have been rumors of internal dissension, including possibility of withdrawal or even the formation of another organization on somewhat different lines, avoiding methods that have been open to criticism.

Numerous dailies, including some of the most important in the United States, such as the New York World, Philadelphia Bulletin and the San Francisco Chronicle, have refused to join the A.B.C.; and some of the present members have been considering withdrawal.

Commenting on these rumors, President Louis Bruch of the A.B.C. said:

"Of course one cannot argue against rumors, but there has been no dissatisfaction because of delay in rendering reports on newspapers."

"As a matter of fact, we owe less than a dozen audits to any publishers, and the few towns thus represented are geographically a little expensive to get at or the A.B.C. would not owe any service. Actually, if it had not been for the draft taking away several of our family of auditors we would have been obliged to have curtailed our forces because of the work being in such an up-to-date condition."

"It was simply Mr. Whitman's desire to go into business for himself, which is every man's privilege, and if it were not that he believes it to be a most excellent opportunity he no doubt would be glad to continue with us indefinitely."

"The rumor that the advertising agencies are planning to have an audit bureau of their own is at least four years old and antedates the formation of the A.B.C. Their officers tell me they have had no talk or discussion since that time and would not consider a movement of that kind at the present moment because of the accurate, rapid and augmented service that the A.B.C. has been able to finally bring about and in so brief a time."

B. L. Bierce has become the editor of the Havana (N. D.) Union.

A Short Story: DETROIT SATURDAY NIGHT

—gained 35% in
Advertising and
Circulation in 1916

[NOW IN ITS ELEVENTH YEAR]

Represented by G. Logan Payne Co.
New York. Chicago. Boston. Detroit.

INTERTYPE

"The BETTER Machine"

Model A

Single
Magazine

\$2100

Model B

Two
Magazines

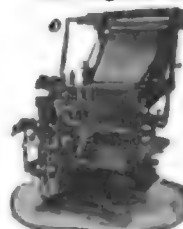
\$2600

Model C

Three
Magazines

\$3000

Side Magazine Unit, Applied Before Shipment, \$150 Extra



A composing machine which requires much time for adjustments and repairs is a pretty expensive proposition, however versatile it may appear to be.

All Intertypes—the versatile multiple-magazine models as well as single-magazine machines—are so simple and durable that loss of time due to complicated design or delicate construction is an unknown factor among Intertype users.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

DRIVING FAKE ADS FROM CLASSIFIED COLUMNS.

U.S. POST OFFICE AND NEWSPAPERS HAVE HARD TASK TO GET CUNNING FRAUDS OUT OF THEIR LAST REFUGE.

By WALDON FAWCETT.

To say that the United States Post Office Department, in its continuous effort to prevent the use of the mails for fraudulent purposes, is making a special drive on the suspicious propositions that nestle in the classified columns of the newspapers might convey a wrong impression, and yet that it about what it amounts to—this present policy of the Post Office. Bait such as "Work at Home," "Be a Detective," "Agents Wanted," etc., etc., is being scrutinized more closely than almost any other form of teaser that is held out to the unsophisticated and the unwary.

For all that the "secret service" of Uncle Sam's postal establishment is dropping its heaviest projectiles in the form of "fraud orders" in the classified trenches it may as well be admitted that it is merely a case of happen so that has directed the main attack in this quarter. The fakirs and swindlers are themselves responsible, in that an increasing proportion of the gentry of easy money have, despite all the precautions of the newspapers, taken refuge in the classified columns.

It looks very much like a "last stand" for such of the confidence men as must rely upon other than direct-by-mail advertising to uncover the steady procession of new prospects that are essential for their prosperity.

That the Post Office inspectors have been enabled this past year or two to accomplish as much as they have in curbing the pests of the classified columns has been due in great measure to the active cooperation of the newspapers. Publishers of newspapers of standing are quite as anxious as the postal authorities to ferret out the fakirs, and well they may be, for the presence of fraudulent liners for any length of time will go far to discredit an entire classified section which, as every newspaper proprietor realizes, is at best a child of slow growth. But for all the sincerity of his desire to have his "classified" present a clean bill of health, the newspaper publisher or advertising manager has never found it so difficult as at present to detect and uproot the swindlers.

Owing to the increasing cunning of the mail-order frauds anything in the way of a superficial censorship will no longer suffice to keep clean the classified columns. The publisher who thought he was safe when he barred out such enemy liners as the "Racy Pictures" and "Love Powder" lures now has to think several times in succession ere he can feel any assurance on this score. The cleverness of mail order swindlers in devising advertisements that are entirely plausible on the face of things has complicated the situation immensely. Furthermore it is almost always, nowadays, a case of separating the sheep from the goats. There are so many reputable correspondence schools, for example, that it is out of the question for a newspaper to reject all the "instruction by mail" advertising that is offered, and yet some of the most brazen swindles are in this class.

Another phase of the situation that has served to multiply the troubles of the publisher is the persistence of the latter-day mail order swindler and his agility in bringing forth new dress for his proposition as rapidly as he may be unmasked.

Newspaper men who followed the case will recall the lightning-like changes of a Buffalo manipulator

whose "automobile league" for the ostensible sale of tire and auto supplies at cut prices was, in its various guises, one of the several notable cases for which evidence was supplied to the Post Office Department by the Associated Advertising Clubs of the World.

UNCLE SAM HAS LONG ARM.

It is just here that the Post Office Department is in a position to render practical assistance to the newspaper publisher who is really keen to keep clean his classified. No publisher can, without unwarranted expense, trail through various aliases the swindler who has once been excluded from the advertising pages, but the Post Office Department makes a specialty of thus following up an offender who has once been detected in wrong doing and shows no disposition to mend his ways.

Similarly, were it not for the police functions of the postal authorities, newspaper publishers would face almost insurmountable obstacles in attempting to identify, as of common origin, suspicious advertisements giving different addresses.

That the Post Office Department has been enabled to accomplish what it has, these past few years, in cleaning up the classified pages—ever the cradle of the mail swindler of small means—has been due in great measure to the revival of the "fraud order."

The fraud order which quickly puts a snuffer on the operations of mail swindlers by shutting off their mail and money orders instead of allowing them to continue operations unmolested while a case drags its weary length through the courts is authorized under Sections 3929 and 4041 of the Revised Statutes, as amended by the Acts of September 19, 1900, and March 2, 1895.

Prior to 1913, however, the issuance of fraud orders had been practically discontinued, the department evidently feeling that the fraud order did not "reach the spot" and preferring to rely upon the Criminal Code.

With the advent of the present

administration came a movement for the revival of the "fraud order," and it is this movement which has latterly borne fruit so plentifully. Incidentally there was perfected a modified form of procedure that seems to have freed the system from any such criticism as it was subjected to in years gone by.

No fraud order is issued without a fair trial of the accused, who has opportunity to present any evidence that he may desire to offer. At the same time, the mills, in the case of the guilty, grind much more quickly than they did under the other plan, and, best of all, the fraud order promptly cuts off the swindler's supply of funds from victims, instead of allowing him to continue to receive mail and in the end get off with a fine which he could well afford to pay out of his ill-gotten gains.

One fact that the postal authorities have clearly established during the four years of activity since the resurrection of the fraud order is that this form of Federal discouragement cannot be successfully evaded by a mere change of name. To continue a fraudulent scheme under a new name requires the distribution of new advertising copy as well as the printing of new circulars and follow-up literature and under the plan of cooperation now in operation the officials in the office of the Solicitor for the Post Office Department can usually aid a publisher in watching for the reappearance of a proposition that it is desired to permanently exclude.

While there must inevitably be a certain amount of red tape connected with the issuance and publication of a "fraud order," the officials at Washington are alive to the fact that the effectiveness of this remedy for fake advertising will be dependent upon the promptness with which publishers and the public are warned of the swindle. Accordingly every precaution is taken that there shall be no repetitions of that experience wherein an operator who netted \$350,000 a year was enabled to work his scheme for years ere he could be put out of business.

Judge W. H. Lamar, solicitor of the Post Office Department, has on more than one occasion bestowed praise upon the metropolitan newspaper that has a rule barring from its classified columns all advertisements relative to starting persons in the mail-order business; promoting circular distributing schemes; soliciting the preparation of mailing lists; exploiting detective schemes; offering to teach the young the "detective business;" soliciting the opportunity to set song poems to music; offering to publish songs and to create a demand therefor; and advertising work-at-home schemes, such as writing, knitting, sewing, etc. However, it is not the expectation of the Post Office Department that many newspapers will adopt such an advanced or extreme code.

Inasmuch as the leading magazines of the country are divided on the question of whether or not to accept "opportunity" advertising, so called, it is rather much to expect that newspapers will throw out all of this business any more than they can be expected to turn down all "Agents Wanted" liners because it has been found that some advertisers demand that the prospect make an unwar-

ranted payment for a "canvasser's outfit."

HOW TO HELP GOVERNMENT.

The degree of practical cooperation that the postal authorities would, however, like to have from all newspapers that aspire to a place on the nation's "white list" is two-fold. In the first place the Post Office Department would like to be tipped off regarding any suspicious copy that may be proffered for insertion.

The officials would like such information even though the publisher who supplies it has rejected the advertising in question, because mail swindlers usually offer their copy simultaneously to a long list of daily or Sunday papers and not all publishers are equally alert in detecting deception in an innocent little bid for inquiries.

As a second feature of teamwork, the postal officials would fain see newspaper proprietors not wait for Uncle Sam to sound an alarm on mail-order frauds but adopt a policy of requiring every suspected user of the classified to furnish the burden of the proof that his business is legitimate.

Or, if the advertising manager does not wish to be quite so harsh about it, the paper owes it to its readers, according to the logic of the Post Office officials, to have an office boy write decoy letters to unproven advertisers that will serve to bring their follow-up under the scrutiny of the publisher whose columns are being used to recruit prospects.

NEWSPAPERS MIGHT "START SOMETHING."

It has been intimated, too, at Washington, in a perfectly good-natured way, that some newspaper makers might do a little housecleaning in the classified out of their own intimate knowledge of their own business. It is surmised that the practical newspaper man merely smiles when he notes in running through his classified columns, proposals to transform country boys into newspaper correspondents or press photographers, with prospects of large earnings—all for the payment of a fee ranging from \$5 to \$25 according to the proposition.

However, it is suggested that if the newspaper man would uncover the whole proposition baited in this wise he would oftentimes find a scheme to mulct the innocent victim of more than a nominal fee for "press credentials" or "correspondent's cards" of quite as doubtful value as the star-shaped badge which the amateur detective purchases in the belief that it will entitle him to admission to all the circus performances and theatrical entertainments in his back of the woods.

Two strokes of good fortune have materially aided the postal authorities in their ambition to make the classified columns safe for the most gullible. One of these is adoption in many newspaper offices of a policy of excluding all medical advertisements, or at least all advertisements that hold out hope of a cure of such ailments as cancer and consumption.

This serves to bar the classified to many rank frauds, even though there still slip through the rosy promises of advertisers who would make all women slender and sylph-like, would

(Continued on Twenty-sixth Page.)

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE XI

TEST FOR WHETHER CAPITAL INVESTED IN A BUSINESS IS EMPLOYED WHERE IT CAN EARN MOST PROFIT.

By EDMUND WALKER,
Chicago Herald Building.

From the *invoice synoptic*, which we dealt with very fully in Article VI (See *THE FOURTH ESTATE* for July 6, 1917) all expense items were posted to the *general or private ledger*, and a *trial balance* having been taken off and proved, the *profit and loss account* of our company must now be compiled.

Before doing this however it is advisable that we consider some points which have a direct bearing on this statement.

What is the object of preparing a *profit and loss account*? Primarily to ascertain whether or not the business has been conducted at a profit or a loss.

Then what is a profit?

In my dealings with publishers I have found a very great difference in opinion on this all important subject and the intention of this article is to clear the atmosphere in this respect.

Economists have declared that every business is made up of three distinct parts: *Capital, land and labor*.

Wages is the payment made to *labor*, *rent* is the payment made to *land*, and what payment is made to *capital*?

Obviously *capital* earns *interest* and this answer also proves that interest on capital must be charged as an expense of the business just as wages or rent.

To determine the rate to charge as interest on capital one must determine the value of money, and current *bank rates* will guide to the correct solution. I do not intend to go into the question of the value of money—you can decide that more accurately yourself, because money is worth more in Idaho than in New York City. But I do want to show that any calculation of profit without charging interest on the capital employed is inaccurate and misleading.

To take a specific example:

Suppose John Doe and John Smith each have \$100,000 in cash.

John Doe decides to invest his money in Government bonds and to work on a salary for some other corporation. His income is the amount of his salary plus about \$5,000 dividends on his capital.

John Smith on the other hand decides to start a business of his own and shows a statement at the end of the year whereby he claims that as a compensation for his undertaking commercial risks and going into business for himself he has made, what he claims to be, profit of \$7,000.

On analysis however we find that this is really no profit at all, because he has not charged the business with any salary for himself nor any interest on his capital.

In other words, assuming that John Doe's salary was \$3,000 per annum then in the above example his total income was \$10,000; whereas Smith's income was only \$7,000, so Smith not only lost \$3,000 but also received

nothing for taking commercial risks.

Since you are in business presumably to earn a profit it follows that your earnings, if you are to be counted successful, must exceed the salary you could earn elsewhere plus the dividends you could receive by safely investing your capital.

You will readily see the importance of this item when considering cost accounting. A newspaper business is essentially speculative—therefore the yield received on any investment in a newspaper should be much higher than the yield on Government bonds—if it were not, you had better sell out—put the proceeds in bonds and earn a fixed salary with some other company.

Some publishers own their own buildings and charge themselves with no rent. On this basis land is receiving no payment which is inaccurate.

If you have not calculated your profits on the above basis, just take the figure which you have and deduct an amount which you feel you would have to pay another party to carry out your duties for you—that should be your salary—then deduct an amount which will represent the dividends you could earn with the entire capital invested in your business, and the result of that calculation will give you your real profit—the real compensation you have received for being in business and undertaking all the risks which go with business.

These articles are not intended for professional accountants or bankers and I therefore will not go very deeply into a question which might be raised and which is very involved.

It is well however to mention the point and I will cheerfully answer personally any questions you may care to write me about.

In forming our hypothetical company we created goodwill and this intangible asset was reflected in the common stock issued. One of the explanations of goodwill is that it represents the capital value of the excess or super profits which the business is making and is expected to make in the future.

If we therefore calculate interest on the full capital issued in our company, we will be charging a portion of that interest or its equivalent twice over.

You will see that this viewpoint brings up a very involved question and rather than discuss the same in this article I would suggest that the

easiest way for you to do is to take the amount of money which you could get for your business, if you sold it as a going concern, and charge profit and loss account each year with a fair rate of interest on that amount.

Your argument for doing this will be that you could today sell out for \$100,000 and you could take that money and get 5 percent per annum on it or \$5,000 per annum and you could accept a salaried position at \$5,000 per annum, thus your total income could be made to be \$10,000 per annum.

Now compare that figure with the amount your business paid you—have you earned a profit or a loss?

A VALUABLE COLLECTION.

James Madison, who conceals laughing material for such artists as Al Johnson, Nat Willis, Frank Tinney and Nora Bayes, has what he considers the most complete collection of early San Francisco play-bills and theatrical data in existence and is not infrequently called upon to loan treasured programs of days gone by for re-production in various publications.

On the walls in his office in the Putnam Building, New York, hang a number of rare specimens.

NEWSPAPER VICISSITUDES.

By KENNETH O'HARA.

The Copy-Reader to the Reporter:

Your stuff is rotten all the way.
You don't know how to write;
You use the split infinitive;
Your copy is a sight.

You write ungainly similes.
You never tell the news;
You try to set the town agasp
With pseudo-daring views.

You think you'll paint a picture grand.
With long bombastic words;
And when you're through your story looks
Like cheese with all its curds.

Your interviews with famous men
Are jokes—they reek with rot!
You think you're a reporter? Well,
Believe me, boy, you're not!

The Reporter to the Copy-Reader:

Aw, can that kick—you long-haired boob!

You don't know how to read;
You mutilate my stories; to
My style you pay no heed.

You rip and slash my comic yarns
And head them with a growl;
You have a sense of humor like
A pessimistic owl.

You never see the point I write;
You cross it out—you dub!
The only point you ever see
Is on your pencil stub.

You don't "let ride" a clever line;
You "kill" it at a slant;
You think you can read copy? Well,
Believe me, man, you can't!

The Composer Speaks:

I wish they'd pay me twenty more
A week, and let me do
The work those feather-brains down-
stairs—
Those awful bores—put through!

The star reporter carelessly
Pounds out a misspelled name;
It's not corrected by the desk—
Results—I get the blame!

The copy-readers are so slow
They don't know they're alive,
They take as long to read a stick
As I take setting five.

And when the copy gets to me
It surely is a mess;
Could I be scribble and read stuff, too?
Believe me, Mister, yes!

H. B. Myers has disposed of the Columbus (N. D.) Reporter to Van W. Figel.

A WRONG THEORY THAT CLINGS.

PUBLIC MUST BE CORRECTED FROM BELIEF THAT ADS INCREASE PRICES.

By EDWIN T. JONES.

The hard work that has been so thoroughly in vogue for years and years of eliminating from the minds of producers and sellers of all classes of merchandise the idea that advertising necessarily must increase the cost to the consumer, is still being carried on. The theory clings fast to many.

It is generally conceded, I believe that to produce and market a commodity, two very essential items are always figured in the cost of the commodity—namely, the cost of manufacturing and the cost of selling. These items are inevitable expenses.

It is quite natural to suppose, from a clear business viewpoint, that every manufacturer figures down to the minimum the cost of manufacturing his commodity.

It is quite natural to also credit the manufacturer with the same business keenness as to the cost of selling—but, has the average manufacturer been successful in this?

If he looks upon advertising as an extra expense, he has not.

Advertising is the selling force that has the power to reduce the manufacturing cost, thus enabling a general selling reduction.

I had the pleasure of receiving, a few years ago, a very gratifying admission from a business man, who said:

"Until you convinced me that newspaper advertising was both a business builder and an expense, reducer, I had always figured it in my mind as an unnecessary expense, an expense that would reduce the profits of my business, thus forcing me to deprive myself and my household of many luxuries."

"I was very skeptical about trying the venture, but the first year showed me a much larger volume of business, with a greater net profit, after deducting the amount of my advertising expenses, than my business had ever enjoyed. This result has continued."

A frank statement of this nature coming from a merchant, who had fought long and hard against the use of advertising space, was both pleasing and encouraging. It was the demonstrable proof that advertising was not an additional expense.

A selling force that has the power of enormous selling at the lowest minimum cost, should have, as it does, a tendency to reduce the cost of all advertised commodities to the consumer. Advertising is like a well directed bullet, it goes straight to the mark aimed at—it saves time, saves energy and saves the cost that wasted time and energy cause.

The world-wide consumer can always rest assured that in purchasing advertised products—in dealing with merchants who regularly advertise—economy is guaranteed.

Advertising in addition to its tremendous selling force possesses a wonderful creative power; in other words advertising creates the customer and sells to the consumer thus created—a power not to be found in any other individual salesman.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company.
Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary. 232 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 58c.; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions, 25 cents).

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
232 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1227.

FOR THE WEEK ENDING SEPTEMBER 1, 1917

RECORD ADVERTISING FOR FALL BUSINESS.

The extent of newspaper and general advertising during the coming fall has been a matter of more or less conjecture.

THE FOURTH ESTATE has undertaken to ascertain the true condition and learned from one of the largest dailies in America, with the highest rate, that at the present moment the contracts in hand for advertising break all records for the same period, both in amount of space contracted for and number of advertisers.

The best sign of how advertisers feel is the fact that eighty-five per cent of national advertisers are paying an excess rate for preferred position.

Another straw that shows which way the wind blows is that last Monday one large national advertiser made a single contract with a well known New York weekly for \$230,000 worth of space to be used in one year from November 1.

In addition to existing contracts, it is known that almost every advertising agent in this country is working on important lists and preparing plans for many new advertisers, as well as broadening the field of operations for old ones.

In all the plans, the newspaper is more prominent in the figuring than ever before, as it should be.

With the general recognition of the great value of publicity, the newspapers themselves are relying upon THE FOURTH ESTATE to carry their message to the men who are seeking the live ones, as is evidenced by many inquiries in this direction.

A great factor in a general awakening of lethargic business men was the wonderful success of the last Government bond issue through newspaper publicity.

Skeptics were convinced of the efficacy of newspaper advertising and began to figure how this vital force could be best applied to their particular business.

Advertising managers and advertising agents have pointed out the way, and the path leads through the columns of the daily press.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessary, 25 cents a line (about 7 words), each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

THE NATIONAL ADVERTISING ADVISORY BOARD.

The other day a man who believes, as we all do, that Congress should buy advertising space in newspapers to sell the second installment of the Liberty Bond was heard to remark:

"Look! The same gang of advertising space grafters that got the free advertising for the first section of the loan is going to handle the next section, too. It is the best evidence that Congress will spend no money."

The complainant referred to the National Advertising Advisory Board, and no doubt the same opinion is held by other folks.

Recently O. C. Harn of New York, a member of the advisory board and one of the best known national advertisers in the country, explained the relations of the board with the first Liberty Loan.

He told how the board did all it could to get an advertising appropriation from Congress, but without avail; so like good soldiers the members went ahead and took the trench with the best weapons they could muster.

Mr. Harn's explanation is printed in THE FOURTH ESTATE this week, and it is well worth while reading, if for no other purpose than to learn of the National Advertising Advisory Board's true position, so that credit may be given it for the excellent patriotic work the board accomplished.

Every practical business man must realize that Congress should provide the means to sell the second Liberty Loan to the people on a businesslike basis. Mr. Harn brings out the point well when he says:

"The financing of this war is a business problem. It is not businesslike to prosecute it on donations."

This—from the men who obtained the donations in the first loan—is clear evidence that the board wants Congress to buy its advertising.

It is not fair to the advertising men on the board to cast aspersions on their business reputations, as the aforementioned complainant did, without giving them a chance to state their side of the case.

Everybody can be certain that the

Advertising Board is doing all in its power to get an advertising appropriation for the next loan.

But, if it fails, those same men, as soldiers, will go ahead and take the next trench as they did the first—with the best means at their command.

And when it comes to the point of patriotism, the newspapers will be at their elbows.

At the same time, we all hope Congress can be persuaded to do the right business thing—buy advertising space for the Liberty Loan as it buys all other things that go into its issuance.

The patriotic men giving all they can to the Advertising Advisory Board are deserving of the highest praise for doing their "bit."

REPUTATING BONA FIDE INTERVIEWS.

The board of directors of the National League of Baseball Clubs is to be congratulated on its fair-minded ruling in the McGraw case.

And it should be a source of great satisfaction to the many newspaper men who cover baseball news over the whole country to be vindicated as the New York writers have been. Their fate concerned all.

Manager McGraw of the New York team, it will be remembered, several months ago declared that quotations as from him, criticizing President Tener of the league, appearing in the New York newspapers, were false. He repudiated them in a signed public statement when called to time by his chief.

In doing so he cast discredit on baseball writers who were known as reliable and faithful workers. He held them up as falsifiers before their readers.

But the newspaper men were members of the Baseball Writers' Association of America, which exists for just such protecting purposes as the McGraw repudiation case brought up.

The New York chapter of the association, without waste of time, challenged McGraw and demanded a hearing of the writers' side of the case by the league directors, or the chapter would bring the matter into court.

The writers were given the hearing and produced their proofs that McGraw had given permission to print the interview he afterward repudiated.

It was shown that the writers made every effort to submit to him the interview, before publication, for approval, but that he refused to look at it, telling them to go ahead, "Anything you say will be all right." A man as careless as that deserves full punishment.

The Baseball Writers' Association, in winning its case, proved that it is entitled to a foremost place among American newspaper organizations, and that it is a protective force for newspaper workers that must be reckoned with when it comes to fighting for a right.

NOTE AND COMMENT.

Liberal advertising space used by the Whole Grain Wheat company in daily newspapers of Fort Wayne, Ind., in the company's recent campaign in that city brought especially gratifying results. This fact was admitted by C. Dixon How, advertis-

ing counselor for the Whole Grain Wheat company.

Mr. How is a firm believer in the use of large advertising space. He claims the way to wake the public up to the fact that you have a health food beneficial to the entire family, is this:

"Give them plain, honest facts, use page ads if necessary, and you are bound to make good."

That is the way Mr. How put Whole Grain Wheat up to the Fort Wayne people and it went over big.

When the roster of American soldiers "mentioned in dispatches" for bravery, or in the grim casualty lists, happens to include one or more citizens of Brooklyn, N. Y., the Brooklyn Eagle will be on the spot with a picture and a short biography of the fighter.

With the lists of local men accepted for service in the National Army, those commissioned at Reserve Officers Training Camps and complete rosters of men in the regular Army the Navy and the local regiments of the National Guard as a starting point, the Eagle has made arrangements with a Brooklyn photographer to take a picture of every man whose name has appeared in any of those lists, the Eagle bearing all expenses, unless the "subject" wants extra photographs for his family and friends.

Letters which have been sent out in the past few days have received a liberal response from Plattsburgers and from the newly drafted men.

The Methodist Episcopal Church, through its convention of pension agents held in Chicago last week, voted to set aside \$100,000 for an advertising fund to further the movement for pensions for superannuated ministers.

"The board is learning that there is a difference between paid and free publicity" said Rev. Dan. B. Burmitt, Chicago editor of the Epworth Herald in discussing the issue.

"The church needs the newspapers more than the newspapers need the church" said Rev. J. T. Smith, editor of the Veteran Preacher. "Our motto should be: 'Always At It'; not sporadic advertising, and it must be clean, honest and upright."

The Omaha Bee has been running a Sunday feature of "Then and Now" pictures showing Omaha "prominents" twenty years ago and at the present. Last week the members of the Bee staff took their own medicine, "then and now" portraits of several of the staff appearing. Those thus pictured were: Monroe Reeves, managing editor, Victor Rosewater, editor-in-chief, T. W. McCullough, associate editor, T. J. Fitzmorris, exchange editor, and Charles L. Thomas, city editor.

Many live newspapers have strong service departments, which work both to the advantage of themselves and their advertisers, but not many go further along this line than does the St. Louis Globe-Democrat, which guarantees an excellent service to every advertiser who includes the weekly Globe-Democrat in his list, but also "plugs the game" of the local newspapers in the territory

covered by the Weekly Globe-Democrat in carrying out that campaign.

If an advertiser decides to invade the Missouri territory and to use the Globe-Democrat's weekly edition in doing so, the "Globe-Democrat Plan" steps in. The advertiser is asked for a complete analysis of his campaign, covering all information of value to local weekly publishers and also giving a list of dealer-helpers, all of which information is transmitted to the publisher of the local weekly in a town where the goods are to be displayed.

Supplied with this information, the local publisher is taught by the Globe-Democrat how to solicit advertising from the local dealer, thereby supplementing the national campaign, increasing the advertising revenues of the neighboring weekly papers and helping the national advertiser.

As part of the plan, a monthly journal is issued under the name of Team-Work, which goes to local dealers and publishers, telling the former of the merits of advertised goods and informing the latter how to get the dealers to advertise.

The Chicago Daily News says it helped over 15,000 men, women and children to get positions on farms since its farm labor recruiting bureau was started on April 23.

PURELY PERSONAL.

Medill McCormick, Congressman-at-Large from Illinois and formerly one of the owners of the Chicago Tribune, had a narrow escape from death in the American trenches on the French front last week. He was visiting the "Sammees," when a soldier practicing war maneuvers inadvertently threw a trench bomb in his direction.

Emile H. Rabiger of the Wilmington (Del.) Every Evening, who has joined the colors, has been presented with a wrist watch by his fellow-employees.

James K. Lambert, editor and publisher of the Natchez (Miss.) Democrat, accompanied by Mrs. Lambert, is on a two weeks' recreation and business trip to Chicago and Northern cities.

Jesse W. Blythe, a well-known St. Louis newspaper man, has been appointed secretary of the board of control of the St. Louis Zoological Garden at \$2,500 a year.

Edward H. Johnson, president of the Staten Island (N. Y.) Richmond County Advance, has just returned from Hot Springs, Ark., where he has been taking the baths. He is in perfect health and ready for duty again.

Al Weeks, dramatic editor of the Detroit News, is in New York this week looking over the new shows.

Richardson Webster, political writer for the Brooklyn Times, is the Democratic nominee for register of Kings County. Mr. Webster is well known in local newspaper and political circles and a few years ago was candidate from the Eleventh District for alderman on the Democratic ticket. He is a member of the Press and Crescent Clubs and other organizations.

E. T. Conkle, manager of the central division of the United Press, with offices in Chicago, has just returned from a three weeks' trip to



JEROME D. BARNUM,

WHO HAS JUST ADDED A SUNDAY EDITION TO THE SYRACUSE POST-STANDARD. See Tenth Page

New York, Boston and Washington in the interest of the service. During his absence H. J. Jacobs has been in charge of the Chicago office.

Sidney Wire, publicity director for the "Hip Hip Hooray Girls," is doing big things in Rockford, Ill.

Sidney Smith, one of the Chicago Tribune cartoonists, is home from his vacation.

A. W. Rogers, advertising manager of the Beaumont (Tex.) Enterprise, is spending his vacation in Galveston.

WEDDING BELLS.

Miss Mary Cabeen Meek, daughter of Samuel W. Meek, treasurer of the New York Times, and Lieutenant John Dorsey Brown, U.S.R., have become engaged.

Paul W. Stiles, circulation manager of the Middletown (Ohio) Journal, and Miss Lurena Eleanor Baughn

Xenia, Ohio, were married last week in Middletown.

James Stiles, editor of the Freeport (N. Y.) Nassau Post, and Miss Florence A. McIntosh will be married today in Freeport.

Robert Lyle Stubbs, news editor of the Springfield (Ill.) News-Record, and Miss Edna Etta Hamann were married on August 18.

O'MALLEY TO WED?

According to unconfirmed rumors along Park Row and Broadway, Frank W. O'Malley, for many years on the staff of the New York Sun, intends to commit matrimony within the next few weeks. The future bride, whose name is not divulged, is said to be a newspaper woman.

The Farmers Non-Partisan paper has been moved from Centerville to Lake Mills, Ia.

STAFF CHANGES.

Paul Wagner, editor of the Shreveport (La.) News-American since its organization, has resigned to join the copy desk of the Birmingham (Ala.) News.

Albert A. Cormier, for nearly two years with the New York Morning Telegraph's advertising staff, has become advertising manager of the Exhibitors' Trade Review. He succeeds Fred Becroft, who has become chief of advertising on the Motion Picture News.

E. J. Melton, who has been connected with the California (Mo.) Herald, has joined the Miami (Okla.) Daily Record-Herald.

Herbert H. Claggett, for four years editor of the Jackson (Tenn.) Sun, has become editor of the Columbia (Tenn.) Daily Herald, succeeding James I. Finney, now in the Army.

Miss Nellie Fitzgerald has joined the editorial staff of the St. Louis Times. She was formerly editor of the Maryville (Mo.) Democrat-Forum.

James Blaine Gibson has become advertising manager of the Fort Collins (Colo.) Courier.

Robert Bell has resigned as editor of the Isabel (Kan.) Staff.

E. E. Manney has resigned as editor of the Ford (Kan.) Promoter.

Miss Myrtle E. Colson has been placed in sole charge of the educational bureau of the Cleveland Plain Dealer.

J. L. Morrison, city district manager for the Des Moines Register and Tribune has resigned to become general manager of the Conrad Telephone Exchange at Conrad, Ia., owned by his father.

Mrs. L. A. Gurnett has resigned as editor of the woman's department of the Toronto Mail & Empire to become secretary of the women's auxiliary to the Dominion Organization of Resources Committee.

Paul Donald Brown, for the past three years financial editor of the Indianapolis Star, has resigned to become associated with the brokerage firm of Thomson & McKinnon. Mr. Brown, who went to the Star from the Chicago Evening Post, will be succeeded by J. H. (Bert) Henley, of the editorial staff of the Star and formerly connected with the Terre Haute (Ind.) Star.

Arthur H. Folwell, formerly with the New York Tribune, is now with the Brooklyn (N. Y.) Times, contributing a daily column. At one time Mr. Folwell was editor of Puck, the humorous magazine.

Eben J. Chamberlain, for many years Associated Press operator in the Battle Creek (Mich.) Enquirer office, has been transferred to the Detroit office of the A.P.

Webster L. Babbitt has been transferred from the Chicago office of the United Press to St. Louis, where he will have charge of the office. Miles Vaughn, formerly manager in St. Louis, has been transferred to Kansas City. Mr. Babbitt went to Chicago two months ago from the Detroit Journal.

T. A. Read is now assistant day city editor of the Chicago Tribune.

Harry Spellman and Orville Dwyer, both from the Chicago Examiner staff, are now with the Chicago Tribune.

CIRCULATION FEATURES for Circulation Managers

Timely, down-to-date premium specialties, popular prices, best quality obtainable. When in doubt, write to "Blake," the Premium Specialty man. He will send you full particulars on his latest premium offer.

S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

WE HAVE THE **Auto Comic**
you have been looking for

The International Syndicate
Established 1899. BALTIMORE, MD.

ATLANTA CROWDED SAYS SIMMONS.

I.C.M.A. MEMBERS URGED TO RESERVE HOTEL ROOMS IMMEDIATELY.

There is room enough in Atlanta for the circulation managers who



JOHN D. SIMMONS.

will attend the 1918 convention of the I.C.M.A. in October in that

Going to France

in a few days as an accredited war correspondent. Can I serve you either with special cables, letter service or syndicate matter?

O. H. DOWNEY
Churubusco, Indiana

The True News FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK



I Get the Money!

J. A. McAVOY

*Special Editions
Weekly Review Pages
Cartoon Books*

*Not! Exch. Bk. Bldg.
PROVIDENCE, R. I.*

city, according to John D. Simmons of the Atlanta Journal, who is in charge of arrangements, but late-comers will find it hard to get comfortable quarters unless arrangements are made well in advance.

Mr. Simmons says the city is comfortably full even now, and with the opening of Camp Gordon, the local army cantonment, he expects that every hotel will be crowded to capacity.

Mr. Simmons had made arrangements with all the amusement places around the city for the reception of the I.C.M.A. delegates, their families and guests, and informs THE FOURTH ESTATE that the "boys" and "girls" will have few idle moments while under his care.

Of course, no great negotiations were necessary with the department stores for the entertainment of the ladies, but Mr. Simmons did not consider it amiss to drop a hint or two that a large party of keen-eyed members of the fair sex would spend a couple of October mornings bargain hunting in Atlanta's stores. He feels that the merchandise managers and the ladies themselves can be relied upon to do the rest.

TO TEST ANTI-PREMIUM LAW IN DENVER.

Charges of violating the new Denver anti-premium ordinance, filed against the Denver Post and its president, H. H. Tammen, last week, were sustained in the local police court and fines of \$5 were assessed on the defendants. The latter stated that they would appeal immediately to determine the constitutionality of the ordinance.

The statute in question prohibits the giving away of premiums or favors with advertisements. The defendants made no effort to disprove the fact that the Post had committed infractions of the anti-premium law since it became effective on August 7.

TRADE JOURNAL FOR WESTERN MICHIGAN EDITORS.

Members of the Western Michigan Press Association have decided to found a trade journal, which will start issuing at once.

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete. Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

National Electric Bulletin Corporation.
NEW LONDON, CONN.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEWS NOTES OF CIRCULATORS.

R. D. Decker, late of Reading, Pa., is now with the Albany (N. Y.) Knickerbocker Press as circulation manager.

Thousands of mothers want to know how to save their babies. A special feature which is now running in the Atlanta Daily Georgian and Sunday American, written by prominent and capable medical men of the country, tells them. Science shows that one out of every seven dies, but science also shows that with proper care the seventh can be saved.

That is one reason agents for the Daily Georgian and Sunday American are making inroads. When agents can tell a prospective customer about the many merits of their paper, and in addition show how a baby series will aid mothers, it is easy for them to increase their drawings.

Mrs. Frances Quilan is the only woman traveling representative of the Atlanta Georgian and Sunday American. She had made a phenomenal success in securing prepaid subscriptions, according to the country circulation department.

The Columbus (Miss.) Dispatch is conducting a second circulation campaign under the direction of V. H. Austin, giving two automobiles and other prizes.

The Xenia Gazette-Republican, Dover Reporter, and New Philadelphia Times are a trio of Ohio newspapers which are conducting circulation contests under the direction of the Morton Ross Corporation. Two automobiles and minor prizes are being given in each contest.

At the suggestion of Edward E. Keavin of Boston, well known as the friend of newsboys, Mayor Curley has requested the trustees of the Boston Public Library, of which William F. Kenney is chairman, to provide in the basement of the Old South Church, and in connection with the proposed Business Men's Library, a convenience station for newsboys.

The Chicago Herald is distributing among its readers a war map of

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)

Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG.

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

the United States. This shows the location of the different army encampments, training camps and similar points of war interest.

NEBRASKANS CONDEMN PRESS OF HYPHEN SYMPATHY.

The state council of defense of Nebraska, in a recent statement, strongly condemns local German language press for alleged promulgation of anti-American propaganda, and calls on Congress to enact laws which will curb the editors of the papers if present laws are not sufficient to deal with the matter.

WILSON'S DOUBLE KEPT BUSY.

C. F. Doying, general manager and secretary of the Jacksonville (Ill.) Courier, is now also acting as local and telegraph editor of that paper. He is thirty years old, the youngest son of G. E. Doying, who founded the Courier, and is said to bear a remarkable likeness to President Wilson, especially in profile.

WAR SUFFERERS AIDED.

The income from the estate of the late F. C. Shattuck, Wisconsin paper manufacturer, will be devoted to war relief during the conflict abroad. Arthur Shattuck, concert pianist and heir to the estate, has just made the announcement that he will forego the income which amounts to more than \$50,000 a year.

Butte H. Tipton has sold the Baker (Mont.) Times to Frank J. Hains and Karl R. Pleissner.

Complete BOOKLOVER'S PICTUREGAME, SUITABLE FOR NEWSPAPERS OF LARGE OR SMALL CIRCULATION. \$350.00

which includes everything—2,000 Competition Booklets—complete copy service—sets of all 48 pictures—expert supervision throughout.

An original feature that will wake up every department of the newspaper—and make a profit. Possible only through the originators in this field.

The Booklovers Sales Co.

Incorporated
110 West 40th St., New York City
SEND FOR THE DETAILS.

NATIONAL AD BOARD AND THE LIBERTY LOAN.

THEIR RELATIONS EXPLAINED—WAR CAN'T BE PROSECUTED ON DONATIONS—SPACE APPROPRIATION NEEDED.

By O. C. HARN.

If a man has two hands and two feet which his country can use and gives them, he is doing his bit. If he knows how to greatly multiply what two hands and two feet can do, it is his duty and his great privilege to devote that special know-how to the cause.

It is a great thing to be a fine marksman and an intelligent soldier. It is a greater help to the army to be able to train a hundred unskilled men how to shoot.

It is a great thing to lend \$100 to Uncle Sam when he needs it; it is a greater thing to induce 100 men to buy each a \$100 bond.

Every American owes to his country whatever his country needs from him. We, as advertising men, stand ready to give not only blood but brain.

It was his alert sense of this double obligation that led Herbert S. Houston, then president of the Associated Advertising Clubs of the World, to foresee the duty of advertising men long before the need arose.

When the Council of National Defense first began its valuable work of preparedness, Houston offered the services of organized advertising ability to the Government, and, thanks to the fact that we were organized, immediate and valuable aid was given in Howard Coffin's stupendous work of industrial survey.

A year later, when the hour had struck and war could no longer be honorably avoided, Mr. Houston was again at the elbow of the Government, with an offer, not of a helpless, unorganized patriotism, but of a definite, representative and concrete organization. As head of this great organization, known as the Associated Advertising Clubs of the World, the largest and most vital because best organized business force in the country today, he called into being as representative of this association what has become known as the National Advisory Board.

I wish to call special attention to the care with which he built this board. It does not and could not contain all the best brain of our organization. It was not necessary that it should.

But it was very necessary that it be representative of that best brain. So you will observe that the men called to the colors for this special job were, for the most part, men whom their fellows in some division or other of advertising activity had previously selected to represent them by placing them in prominent positions.

The board was made up of seven advertisers, seven advertising agents and one man each from twelve classes of advertising media which might presumably be used, making twenty-six men in all. These men were:

THE TWENTY-SIX MEN.

Advertisers.

Louis Bruck, president of the Audit Bureau of Circulations.
M. W. Cresap, vice-president of Hart, Schaffner & Marx, Chicago.
Harry W. Ford, president of the Saxon Motor Car Company, Detroit.
O. C. Harn, New York, chairman of the National Advertising Commission.
George W. Hopkins, New York, sales and advertising manager of the Columbia Phonograph Company.
L. B. Jones, board of directors, Asso-

ciation of National Advertisers.

Lee Otwell, New York.

Advertising Agents.

Collin Armstrong, New York Advertising Agents' Association.
E. E. Critchfield, Chicago Advertising Agents' Association.

W. C. D'Arcy, St. Louis, now president of the A.A.C.W.
William H. Johns, National Advertising Commission and New York Advertising Agents' Association.

Mac Martin, Minneapolis, chairman of the A.A.C.W. research committee.
St. Elmo Massengale, Atlanta, president of the Southern Advertising Agents' Association.

William H. Rankin, Chicago, president of the Western Advertising Agents' Association.

Representing the Media:
Magazines—Herbert S. Houston.
Newspapers in large cities—William A. Thomson, director of the Advertising Bureau of the American Newspaper Publishers' Association.

Newspapers in small cities—Courtland Smith, president of the American Press Association.

Foreign language newspapers—Louis N. Hammerling, president of the Foreign Language Newspaper Association.

Advertising Press—John Irving Romer, publisher of Printers' Ink, New York.

Business press—James H. McGraw, New York.

Agricultural press—E. T. Meredith, Successful Farming, Des Moines.

Religious press—Charles H. Ridder, Catholic News, New York.

Poster advertising—John E. Shoemaker, Washington, D. C., president, Poster Advertising Association.

Painted bulletins—O. J. Gude, New York.

Street car advertising—Barron G. Collier, New York.

Direct mail advertising—C. R. Lippman, New York.

In order that there could be no suspicion of ulterior motives directed at any of the board's plans, it was decided that the recommendation to be made to the Government as to media should be placed entirely in the hands of the advertisers and the agents of the board, who should be known as the *committee on plan and scope*. These men had nothing to sell.

Owing to the representative character, the board was promptly recognized by the Secretary of War, the Secretary of the Navy and the Secretary of the Treasury.

The universal service bill, however, eliminated the necessity of the services of the board to the War and Navy Departments, and so the Secretary of the Treasury has had the exclusive services of the board so far.

Nothing, I believe, throws out in

relief the flexibility of the great Associated Advertising Clubs organization more than the way its National Advertising Advisory Board adapted itself to rapidly changing conditions.

EXPECTED BUSINESSLIKE AD AMOUNT.

The first plan which was laid before the Secretary of the Treasury for the utilization of the force of advertising in selling the Liberty Bonds was predicated upon the assumption that the whole work would be directed from the Treasury Department and that there would be a *businesslike appropriation of necessary promotion funds*.

Congress failed to see the necessity of any promotion funds, the one-tenth of one per cent allowed by the bill for expenses being required for manufacturing and administrative expenses—that is, for buying the paper, printing the bonds, registering and distributing them.

As he had no selling funds, Secretary McAdoo put the job of selling the bonds up to the governor of the State of his respective Reserve Banks.

Did the advertising board of the A.A.C.W. falter?

It did not.

Immediately by wire President Houston appointed a chairman in each Federal Reserve Bank city—with instructions for him to appoint his own helpers and offer this subcommittee's services to the governors of their respective Reserve Banks.

The response was immediate. In most cases the telegrams of acceptance of the duty was accompanied by the word that the committee was already at work.

The district chairmen were:

Boston—Frank Black, president Pilgrim Publicity Association.

New York—Collin Armstrong.

Philadelphia—Rowe Stewart, president Poor Richard Club.

Cleveland—William H. Raddatz, president Cleveland Advertising Club.

Chicago—William H. Rankin.

Atlanta—St. Elmo Massengale.

Richmond—R. R. King, president Richmond Advertisers' Club.

St. Louis—W. C. D'Arcy.

Minneapolis—Mac Martin.

Dallas—J. C. Phelps, president Dallas Advertising League.

Kansas City—William H. Besack, president Kansas City Advertising Club.

San Francisco—C. H. Brockhagen, president San Francisco Advertising Club.

These men were either the presidents of their local clubs or members of the original national board. I have not time to tell you how these men and their assistants worked night and day, neglecting their own business, devoting all their time without a cent of cost to the Government, for just one reason. They recognized that the first trench that must be won in the great war for liberty and civilization was the floating of the Liberty Loan. That was a trench which brains, not blood, must take. It was a trench in the taking of which it was not our physical prowess but our professional skill which counted.

WHAT PROPER ADVERTISING COULD HAVE DONE.

We believe that this trench could have been taken more easily if business men had been allowed to plan the campaign on business lines.

We believe that if an advertising and selling plan properly financed by Congress had been adopted, the entire five billions authorized would have been subscribed as easily as a

billion can be sold under the prescribed lack of plan.

The Government allowed the work to be assumed by a few which should have been imposed upon all.

Advertising men of the country would not let this charge upon the first trench fail. Led by the board which Commander Houston appointed, advertising men conducted the necessary advertising and selling campaign just as if Uncle Sam had given them an appropriation with which to do it.

They were like soldiers who had been asked to attack without guns. They went out and got their own weapons. They bought rifles when they could. They accepted donations of artillery and when there was not enough they seized hose or filled their pockets with good hard stones. And with this improved attack the advertising men took the Liberty Loan trench.

What I want to impress upon advertising men and the whole business and official world is that the success of the Liberty Loan was not a vindication of the belief of Congress that a patriotic loan should be floated without a businesslike selling plan.

All honor to Louis M. Hammerling and his 400 and more foreign language newspapers that gave freely of their advertising space that their readers might know about the loan and buy the bonds!

All honor to the individual newspapers in our own language which did the same!

All honor to John E. Shoemaker and his Poster Advertising Association who donated \$120,000 worth of billboard space!

All honor to Gude and Collier and the International Car Advertising League, who gave freely of their space and talents.

All honor to H. E. Leean, the National Cartoon Service and countless individuals who bought and paid for advertising space and turned it over to be used for the Government without price.

All honor to the merchants and bankers of hundreds of cities who turned their advertising space to Liberty Loan copy. All honor to the artists who contributed their art and to the advertising agencies who gave regular agency service without charge.

But, fellow citizens and fellow advertising men, these very gifts proved what?

Not that the latent patriotism of a nation is sufficient to work a miracle over night.

No, but rather that the keen business sense of a trained few foresaw that the patriotism of the people must be translated into the desire to lend their money. The business men know that patriotism does not absorb billions of bonds over night any more than patriotism makes an army of a million soldiers over night.

WAR CAN'T BE PROSECUTED ON DONATIONS.

The financing of this war is a business problem.

It is not businesslike to prosecute it on donations.

It is not businesslike, first, because it is not fair.

Why should you and I, whose regular business is not in a line which can be used, except our fellow citizen who happens to get his living from selling advertising service, ex-

BUSINESS OPPORTUNITIES.

\$20,000 Cash

available for first payment on purchase of an attractive daily newspaper property. Atlantic coast locations preferred.

Proposition P. J.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Daily Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

AUBREY HARWELL HENRY F. CANNON

Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

EXCLUSIVE EASTERN FIELD

Only paper in Eastern city of 20,000, covering large field and showing satisfactory growth without direct effort. Price \$150,000, including real estate on main street of city. Ask for Key No. 2301x. References required.

CHANCE FOR MERGER.

Two evening papers in live Central West field may be bought for \$50,000 and merged. Every prospect of netting annually from \$15,000 to \$20,000. Details to inquirers furnishing references. Proposition 1m319x.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

For an exceptionally good weekly will trade clear California property, part or all, valued at \$15,000, or will apply as part payment for interest in evening daily. Years of experience qualifies me to handle either business or editorial end. Address Box 834, care The Fourth Estate.

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
184 W. Washington Street, CHICAGO

pect him to bear our burden and his own, too?

In the second place, it is not businesslike because it is not efficient.

What one of us would expect to build a real business in soap, in flour, in talking machines, or in automobiles by using only such fragmentary and occasional advertising space as might be donated to us by friends who happened to be publishers and personally friendly and generous?

Our friends, the newspapers, sometimes seem to be trying hard to spoil us advertisers by giving us publicity which we do not pay for, but even this does not make us so foolish as to enter upon a serious selling campaign without buying a definite amount of advertising space proportioned properly to a definite purpose; and this we back with a properly proportioned sales effort.

HELP WANTED.

WANTED—An engraver to operate and manage engraving plant in connection with well established daily paper. Plant in good condition. Unusual opportunity for first-class man. Address, giving reference and experience: R.P.C., care The Fourth Estate.

BUSINESS OPPORTUNITIES.

Newspapers For Sale!

Opportunities few to buy California dailies in good location. Evening paper, job shop, good equipment. Town 12,000. Price \$20,000 to move it. Liberal terms. No agents. Box 1186, Los Angeles, California.

Competent newspaper man wants controlling interest in afternoon paper in Middle West. Town of 25,000. Address Box 846, care The Fourth Estate.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Agency, Youngstown, Ohio.

PRINTING

A printer with first-class plant desires to arrange with one or two more weekly publications. Is an expert in keeping the prices down to rock bottom. Address Caslon, care The Fourth Estate.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 20,000 of them in a year for ten dollars. Send for samples and display rates. 710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices
278 Fourth Avenue NEW YORK

The newspaper man who wants a good position, and doesn't know enough to advertise for it in

THE
FOURTH
ESTATE,

when it costs so little (perhaps nothing), does not deserve the position.

SERVICE CORNER

588—"Can you supply us with a list of firms supplying syndicate newspaper features?"

589—"Will you give us the name of a high class firm managing circulation contests."

HELP WANTED.

Opportunity afforded thorough-going young man who has the experience and character qualified for the job to take business management of newspaper and job business in town of 11,000. Daily edition to be re-established this fall. Man who has successful record as assistant business manager and can submit unqualified endorsements should apply. Must not be over 35. Give full particulars, references and state salary wanted until your success is demonstrated. Address Middle West, care The Fourth Estate, New York City.

WANTED—A high grade special edition man to put on industrial edition in prosperous 25,000 city in Middle West. Must have gilt edge record. Submit full proof of same in first letter. Address Box 847, care The Fourth Estate.

Experienced young man wanted on a trade (coal) paper who can get news and write it in condensed form. He must also know something about circulation, advertising and general office work. Small salary to start, but good prospects. Address Box 825, care The Fourth Estate.

Wanted—At once, a first class man for city editor and larger reportorial work on an evening daily in a town of 25,000. Virginian greatly preferred. Must be able to do some desk work. Answer experience and salary expected, to Room 901, 171 Madison avenue, New York City.

AMUSEMENTS.

Astor—B'way & 45th—"The Very Idea."
Booth—45th, W. of B'way—Russian Ballet.
Bijou—West 45th—"Mary's Ankle."
Broadway—At 41st—"Pay Me."
Geo. M. Cohen—B'way and 43rd—"This Way Out."
Cohan & Harris—W. 48d—"A Tailor Made Man."
Cort—39th st. and B'way—"Love o' Mike."
Cort—48th E. of B'way—"The Inner Man."
Criterion—B'way and 44th—"The Manx Man."
Eldorado—W. of 48d—"Business Before Pleasure."
44th St.—W. of B'way—San Carlo Grand Opera Co.
48th St.—E. of B'way—"What Happened to Jones."
Globe—B'way and 46th—"The Spy."
Harris—W. 42d—"Daybreak."
Hippodrome—4th av. and 44th st—"Cheer Up."
Hudson—E. 44th st.—"The Deluge."
Lyceum—B'way & 45th—"The Lassoo."
Lyric—42d W. of B'way—"The Masquerader."
Liberty—W. 42d st.—"Hitchy-Koo."
Longacre—W. 48th—"Leave It to Jane."
Manhattan Opera House—W. 84th—"The Wanderer."
Marine Elliott—C9th st. E. of B'way—"Eyes of Youth."
New Amsterdam—W. 42d—"Ziegfeld Follies."
Palace—B'way near 47th—Vandeville.
Playhouse—48th E. of B'way—"The Man Who Came Back."
Princess—59th near B'way—"Oh, Boy."
Republic—W. 49d—"Peter Ibbetson."
Shubert—44th, W. of B'way—"Maytime."
Winter Garden—B'way and 50th—"Passing Show of 1917."

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

MACHINERY FOR SALE.

TRUSTEE'S SALE
SEPTEMBER 8th.

The following property of the American Printing Company will be sold by me at St. Joseph, Mo., on Sept. 8:

3 Cylinder Presses
4 Platen Presses
2 Cross Automatic Paper Feeders
3 Linotype Machines
1 Folding Machine
1 Stitching Machine
1 Self-Clamp Paper Cutter
1 Otto Gas Engine
1 Dynamo, together with all belting, shafting, pulleys, etc., used in connection therewith.

Also type of all kinds and descriptions, imposing stones, type cabinets, all furniture and fixtures of any kind whatsoever. **WALTER FULKERSON, Trustee.**

Owners desiring to sell newspaper properties may advertise them in these columns over an assumed name, and answers will be received in entire confidence and forwarded without charge.

Rate twenty-five cents per line a day.

FOR SALE—A Campbell New Model press and stereotype outfit complete. Rebuilt five years ago by R. Hoe & Co. and guaranteed to be in perfect condition. Prints four or eight pages, 6, 7 or 8 columns to the page, and can be seen running daily in our plant. Reason for selling is we are about to install larger press. Small cash payment and balance in monthly installments. First reasonable offer gets it. Address Campbell New Model, care The Fourth Estate, 323 West 50th street, New York City.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour. \$2, 24, 26, 28, 30 and 32 page papers at \$6,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

AFTERNOON DAILY

FOR SALE.

New Plant in Beautiful Eastern City. Owner has other business interests that demand his attention. Good opportunity for some man who knows business. Represents investment of about \$75,000. Can be bought for less. Address Box 568, care The Fourth Estate.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 2, Serial No. 10100; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 2010, and Model No. 1, Serial No. 2011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

FOR SALE—Mats; four sets of 6-pt Roman No. 2, with Bold Face No. 1; five sets 7-pt Roman No. 2 with Bold Face No. 1. Write for details of font arrangement. News, Dayton, Ohio.

For Sale—18-page Potter Press in good running order, in use by Daily Argus-Leader, over 10,000 circulation, including stereotype outfit, also 12 turtles and 12 chaw. Delivery about December 1, following installation larger press. A big bargain. Write The Argus-Leader Co., Sioux Falls, S. Dakota.

SITUATIONS WANTED.

A LIVE WIRE

experienced newspaper woman, young and enthusiastic, and willing to handle any sort of assignment, will fill in gap, caused by conscription, on your editorial staff. Has handled general and feature work on large city dailies for several years. Address Box 848, care The Fourth Estate.

EXPERIENCED.

well-trained newspaper and advertising man wants position as business manager or managing editor of progressive afternoon daily. Has long and successful record on newspapers and in retail advertising. Thirty-six years old and thoroughly dependable. Might make moderate investment if desired. Prefer city of 30,000 to 60,000. Will consider trade journal proposition. Address Box 849, care The Fourth Estate.

EDITOR

Extensive Experience
Desires change
Exempt from conscription
References
Box 845,
Care The Fourth Estate.

Circulation Department

Three years in charge of daily of 35,000 circulation, several years previous in mailing and list departments. A strong believer in system and efficiency. Competent to assume charge of either department. References previous employers. Am twenty-nine years old, married, have wife and one child dependent. Must have work. What have you? Address Box 851, care The Fourth Estate.

Live wire Advertising-Business Manager, morning or evening daily of ten to twenty thousand circulation, open for position September 15. Salary \$50 a week. For details or personal interview address Box 859, care The Fourth Estate.

CARTOONIST

First class, 15 years' experience, national reputation. Can furnish convincing recommendations and samples of recent work. All-around newspaper artist; exceptionally good on pen portraits. Can deliver the goods and expect good salary. Answer at once. Box 861, care The Fourth Estate.

EXPERT TYPOGRAPHER

with fifteen years' practical experience desires connection with substantial advertising agency. University man. State full particulars. Address E. C. T., care The Fourth Estate.

The publisher who needs
A managing editor
A city editor
A circulation manager
or anything in the newspaper line, must be hard to suit if he can't find in this column what he wants.

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for
A. B. Coddington
S. Chivers-Wilson
Anna B. Corshane
Geo. W. Craig
L. D. Cartwright
Thos. E. Donnelly
Arthur T. Eagan
W. Burton Ellis
A. Finley
A. Fisher
R. Herts Service
Sam'l M. Evans
George S. Teall
J. W. Glenister
W. A. Faver
Theodore Blacns
Ray E. Wilcox
J. G. Disher
G. S. Myers
Griffith Bonner
H. H. Patterson
Publicity Bureau
Glenn C. Wilson
O. Weg
Chas. H. Forman
A. W. Seaborn
J. H. Muegat Co.
A. P. Robyn
Richard Neville
Clinton E. Woods
C. E. Persons
C. S. Kendall
W. E. Hornaday
R. D. Van Alstine
A. E. Rickson.

SITUATIONS WANTED.

PUBLISHER'S ATTENTION

Do your circulation charges each month tally with your A. B. C. report? Or is there a deficit charge? Do you get a trial balance the first day of each month showing to a cent your circulation charges, allowances, cash, accounts receivable, etc.?

If you do not get the above you are in the dark as to leaks in your circulation revenue.

What about your city carrier service? Your mail subscription country promotion work and office methods incidental thereto? Are you satisfied? If not the writer will guarantee to satisfy you in all the above respects if given a six months' contract for a compensation of \$2,000.

I can show a seventeen year record in circulation work. Now employed and have saved my present employer \$5,000 per year in overhead and leaks in the past six months.

Address G. L., care The Fourth Estate.

ATTENTION PUBLISHERS!

Who has the best position to offer a newspaper man of 30 years' experience? At present employed as night editor of a large New England daily but desires a change. Send answers to Egbert, care The Fourth Estate.

A Practical Printer with four years' good all-around experience and a thorough course at the Mergenthaler factory as a machinist-operator wants to connect with some publication or a private plant where attention to business is appreciated and advancement made accordingly. Best of references from former employers. Address Austin Savadel, 108 Targee street, Stapleton, N. Y.

WANTED—Position as editor or feature writer on newspaper or trade publication. Married, sober and fully competent. Position must be permanent on ability to make good. Understand advertising and printing business in full detail. Can come at once. Address W. H. Van Doran, 416 Sherman st., Elkhart, Indiana.

MANAGING EDITOR of morning newspaper in Southern city of 75,000 wishes to make change. Experienced on larger Southern dailies. Afternoon newspaper preferred. Address O. K. L., care The Fourth Estate.

CIRCULATION MANAGER WANTS PLACE

as general, mail or city circulation manager on a live paper. Competent to promote special campaigns and successfully handle any kind of territory. Familiar with all approved systems. Experience covers large and small cities. Am employed, but desire a change at once. Age 38, references. Address Box 862, care The Fourth Estate.

Successful advertising man of wide experience in newspaper work is seeking new connections. Can write fetching copy and is live, energetic solicitor. Married, sober, industrious. References on request. Address Box 866, care The Fourth Estate.

YOUNG MAN WHO CORRESPONDS

with five hundred newspapers wishes position as press agent or publicity manager with some person or firm desiring wide and international newspaper publicity. Address Box 868, care The Fourth Estate.

Mr. Publisher—Has the war hit your advertising department and do you want an experienced solicitor at once? Am unexpectedly at liberty. Have had over 20 years' experience selling advertising, not copy chasing. Full of ideas and know how to put them over. References cannot be beaten. Name what salary you will pay; it must be good, but I will earn it. For quick action, write Experienced Solicitor, care The Fourth Estate.

A good man for a good position. I know the newspaper game from Alpha to Omega; 20 years' experience, coast to coast. Gifted salesman and copy writer. Born diplomat and executive. I want a man's job with a man's salary. What have you? Advertiser, 60 West Alexandrine, Detroit.

WANTED—Position, managing or telegraph editor. Thoroughly experienced, fully competent; now employed. Not subject to draft. Address Wembee, care The Fourth Estate.

SITUATIONS WANTED.

Do you need a competent editor or reporter? I can deliver the goods, as employers for last 15 years will testify; will be glad to give full details; why not write me at Box 793, care The Fourth Estate.

Cartoonist

Can do any kind of cartooning. Can supply one comic strip a day; also comic cards or animated cartooning; samples on request. Address C. Williams, 415 15th street, West New York, N. J.

Live circulation manager of evening daily of 18,000 desires to make a change; 33 years of age, 10 years in present place. Recently has been through a raise of 50 per cent in price of paper and got by with flying colors. Best of references given. Address Box 861, care The Fourth Estate.

Circulation Manager, resourceful, successful business getter, using original campaign methods; many years' experience; methodical, economic; wishes to connect with metropolitan newspaper. Best references. Address Box 861, care The Fourth Estate.

Circulation Manager—Have worked in and understand all departments from carrier up. Have a steady position but desire change for personal reasons. Not subject to draft. Address Box 869, care The Fourth Estate.

PARAGRAPHER AND EDITORIAL WRITER

wishes to give up a good job for a better one. Young, original, forceful. Convincing clippings and references on request. Address Box 860, care The Fourth Estate.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or
How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange
Third National Bank Building
SPRINGFIELD, MASS.

Editor—Extensive experience daily, weekly, monthly; writer, reviewer; familiar with make-up; engaged, desires change; references. Not subject to draft. Address Box 883, care The Fourth Estate.

WANTED—Position on first class daily as business or advertising manager, by a high-class man of unusual character, ability and experience. Best of references. Address Box 888, care The Fourth Estate.

Circulation and advertising man with a record of 30 years' successful work seeks position in the West or Southwest. Address Box 793, care The Fourth Estate.

Experienced newspaper man wants business or entire management of small city daily, or would lease the property. Good references. Now located Pacific coast and prefer to stay there, but will go elsewhere if advantageous. Address L. L. K., care The Fourth Estate, 283 West 69th street, New York.

Business Manager—Competent efficiency man now "making good" in metropolitan field desires general management of small city paper. Excellent record in all departments as an organizer and producer. Preference for position demanding careful, economical development. Address Box 886, care The Fourth Estate.

Circulation manager of a 18,000 daily who has worked up to his position, desires to advance in circulation work. Address Box 888, care The Fourth Estate.

HEMSTREET
PRESS CLIPPINGS

Tenth Avenue at 45th Street NEW YORK CITY

We can Increase Your Business.
You want it Increased, don't you?

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

NEW RECORDS FOR TEXAS CO.

LARGE ADVERTISING CITED IN ANNUAL STATEMENT OF CORPORATION.

Extensive advertising, increases in prices received for crude and refined oils and enlargement of its field of operation and distribution enabled the Texas Company to establish new records for earnings in the last year. Its statement, which includes the twelve months ended June 30, shows a surplus of \$19,724,526 available for dividends, or an increase of \$5,825,664 over the preceding fiscal year.



L. A. JACOBS.

This surplus is equivalent to \$35.54 a share earned on the \$55,500,000 capital stock, as compared with \$37.66 a share earned last year on the smaller capitalization of \$37,000,000.

The balance of \$19,724,526 compares with \$13,898,802 in 1916, \$6,393,327 in 1915 and \$6,185,975 in 1914. The company's surplus amounts to \$40,270,189, as compared with \$25,078,163 in 1916. Reserves of \$3,183,398 were set aside from the net earnings comprising \$2,047,217 for the sinking fund and depreciation account, \$1,000,000 for taxes and \$136,180 for bad and doubtful accounts.

One factor which brought the Texas Company rapidly to the front was the advertising campaign in newspapers and magazines in behalf of its

products, particularly automobile oils, directed by L. A. Jacobs, advertising manager of the company. This campaign is being increased annually.

NEWS OF THE AD AGENCIES.

John Callan O'Loughlin, formerly Washington correspondent for the Chicago Tribune and later for the



JOHN C. O'LOUGHLIN.

Herald, has become vice-president of the Lord & Thomas Advertising Agency, Chicago. He will have charge of a new department—that of advising big firms on advertising.

The Pioneer Advertising Agency, Inc., has been chartered to do a general advertising business in New York, with a capital of \$2,000. Its incorporators are Frank F. Lopez, Aristides G. Odio and Charles F. Root.

Milton Fuessle of Erwin & Wasey, Chicago, has joined the copy staff of the Williams & Cunningham Agency, Chicago.

C. W. Jackson, copy man of the Gundlach Advertising Co., Chicago, has been called to France by a cable from Major Grayson P. Murphy, who will have charge of much of the engineering work in connection with the Pershing expedition. Mr. Jackson, it is understood, will be given an important post in the purchasing department.

J. E. Kelley, for many years connected with the copy department of W. D. McJunkin, Chicago, has been chosen head of the department to succeed J. P. Roche, who resigned that post to enter military service.

C. E. Raymond, vice-president of J. Walter Thompson Company and manager of the Chicago office of that firm, is now in Washington as a member of the Hoover Food Commission.

A. D. Carson and Mrs. F. H. Rose are new members of the copy department of W. D. McJunkin Agency, Chicago.

Bruce Farson has resigned from the copy department of Williams & Cunningham, Chicago, to become as-

sociated with the Chicago office of the Cosmopolitan Magazine.

S. B. Newton, manager of the New York office of Williams & Cunningham, has returned from a business stay at the Chicago office.

The William H. Rankin Company, Chicago, has a new vice-president in Robert F. Rinehart, manager of the New York office.

Gray Puffer, copy man in the Gundlach Advertising Company, Chicago, has resigned and is now serving as a captain in the new army. He will be stationed at Rockford.

John D. Dunham, formerly of the Erwin & Wasey Agency, Chicago, has joined the Williams & Cunningham Agency, having been elected secretary of the latter organization.

J. B. Kirk, formerly with the Blackman-Ross and the Frank Presbrey Agencies in New York, has been appointed production manager of the Erickson Company, Inc., also of that city.

Glenn Florea, formerly with Calkins & Holden, Inc., New York, has joined the staff of the George Batten Company, Inc., being attached to the New York office.

S. H. Fox, formerly sales manager of A. W. McCloy Company, has been appointed executive manager of McCloy's Advertising Agency, Pittsburg, to which he will devote his entire time.

The agency is owned by the A. W. McCloy Company, but has a complete and separate organization.

The sales volume of the A. W. McCloy Company has enjoyed a very substantial increase under Mr. Fox's administration.

The personnel of the agency, aside from this important addition, will remain the same, including R. L. Mitchell, whose time hereafter will be devoted to the development of the growing number of accounts secured.

Harry F. Phillips is responsible for the space buying, planning, and, in part, copy-writing.

F. M. Lippincott is in charge of the art department and the outside solicitors include W. O'Neil Goodwin and L. A. Quill.

In addition to representing the agency for the customary service, Mr. Fox will give attention to the cost finding department. This new service is a most interesting development for the agency and its clients.

AD FOLKS' NEWS.

The New York Advertising Club News will issue a military number on September 24, devoted to facts and faces of club members now in the country's service.

The Better Advertising Bureau of the Chicago Advertising Association is making a stiff fight against off-color advertising methods in Chicago. A suit has just been instituted by the Bureau against Bloch & Roth, jewelers, alleging "fake" bargain sales.

Educational meetings will be the main part of the 1917-1918 program of the St. Paul Advertising Club, just as they were last year, according to

Frank L. Madden, the club's new president. In the season which ended last spring, the club had held eight educational meetings, in the course of which the members made an extensive survey of St. Paul and the Northwest, studying those markets from the viewpoint of the manufacturer, jobber, retailer and consumer,



F. L. MADDEN.

and amassing information and data of considerable value.

This year there will be a series of perhaps six meetings for the study of analysis, which Mr. Madden and the club's educational chairman, James I. Haynes, advertising manager of Griggs, Cooper & Co., St. Paul, believe will work well in with last year's accomplishments.

Mr. Haynes is now working on details of the program and expects to have at least one educational evening meeting a month, with the balance of the evening meetings devoted to

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
450 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES.
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Krege Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES.
235 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
28 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., St. LOUIS



JAMES ZOBIAN CO.

GENERAL ADVERTISING
155 Fifth Avenue NEW YORK

Daily Publishers!

MORE ADVERTISING?

If you want real wide awake advertising representation, here in Chicago and the West, get in touch with us at once.

We get business by going after it: keeping after it until we get the order. Why not discuss the matter with us today? Write us at once.

YOUNG & FARRELL

Room 400, 20 N. Dearborn St.
CHICAGO, ILLINOIS

nationally known speakers or lecturers on various subjects.

Noon luncheon meetings will be held every other week instead of weekly, and will be devoted to open discussions on the subject of the last educational meeting and on topics of current interest.

J. R. Bolton has been appointed advertising manager of the Royal Typewriter Company, New York.

C. F. Leslie, assistant advertising manager of the Emerson-Brantingham Implement Company, Rockford, Ill., has been appointed advertising manager. He was formerly with Fairbanks, Morse & Co., and with the International Harvester Company.

The annual election of the Chicago Advertising Association will be held September 10. At this time there is only one ticket in the field, that headed by W. Frank McClure for president. In former elections there have been as many as three tickets in the field, with attendant enthusiasm and excitement.

J. Buist Richardson is the new president of the Nashville (Tenn.) Advertising Club.

Ernest D. Anderson has been elected president of the Buffalo (N. Y.) Advertising Club.

INTRODUCING AD FOLKS.

Fred R. Lufkin, who has opened an office in Elgin, Ill., intends to establish a business among manufacturers and engineering concerns which desire to sell their product, be it machinery or service, by publicity methods founded on the same principles that are followed in other departments of their business.

Mr. Lufkin, who spent some time in the electrical business before going with Walter B. Snow & Staff, Boston, five years ago, explained his plan to THE FOURTH ESTATE as follows: "No manufacturer would think of hiring a book-keeper to work in his machine shop. He hires a man trained in the handling of machinery in order to get the results that he wants.

"But many a manufacturer has been obliged to place his publicity in the hands of those who know little or nothing about machinery or its uses. And when this machinery is sold to customers trained in engineering, the lack of an engineer's training on the part of the publicity man is deplorable. This is the field in which I shall endeavor to build my field and clientele."

HAWKS ON U.S.S. RECRUIT.

Lieutenant Wells Hawks, the well-known press agent, spends his time these days either at his desk or planking the quarter deck of the U. S.S. Recruit in Union Square, New York, where he makes his headquarters. He is quite proud of the big "land dreadnought," too, and has asked the newspapers to print stories which will induce visitors to New York to include the ship in their itinerary of "sights worth seeing."

C. H. Beaulieu has become the editor of the White Earth (Minn.) Tomahawk.



ELBERT H. BAKER,

PRESIDENT AND GENERAL MANAGER OF THE CLEVELAND PLAIN DEALER, WHICH IS NOW THE SOLE OCCUPANT OF THE MORNING NEWSPAPER FIELD IN THAT CITY. See Second Page

TO LIST CASUALTIES OF THE AMERICAN FORCES.

Arrangements have been made for giving information to families in America of United States troops killed, wounded or taken prisoner, through the Red Cross Bureau of Casualties, with an office at Paris under the direction of W. R. Castle, Jr.

It will be part of the bureau's duties to furnish lists of prisoners in America to the International Red Cross in Geneva and to receive its lists of Americans in German prison camps.

The central office of the bureau will be at Washington, where card catalogs of prisoners and all American casualties will be kept. The Paris office will be the headquarters of the American Red Cross, 4 Place de la Concorde.

MOSES WITH SELZNICK.

Vivian M. Moses has become publicity manager of the Lewis J. Selznick Enterprises, New York, succeeding Randolph Partlett, who has joined the editorial staff of Photoplay Magazine.

ROBERTSON'S NEW DUTIES.

F. A. Robertson has been elected president of the Fitchburg (Mass.) News Company, assuming the duties of that position in addition to his work as manager of the News.

During the past two years the News has almost doubled its circulation, climbing from 3,178 in July, 1915, to 6,034 in July, 1917, with a gain of 7 per cent in its net cash earnings from sales and advertising for the first seven months in 1917 over the same period in 1915.

SELLING "STANLEY" METALS.

J. Henry Stephany, formerly with the American Type Founders Company, is now calling on the printing and publishing trades as the representative of the Syracuse Smelting Works of Brooklyn, N. Y., manufacturer of the "Stanley Process Type Metals."

NEW RAILROAD EDITOR.

Frank A. O'Connell has been appointed editor of the Baltimore & Ohio Employees' Magazine, succeeding Lieutenant R. M. Van Sant and A. W. Grahame, who have entered military service.

WASHINGTON MEN CONVENE.

KAYNOR PRESIDENT; OFFICES TO BE OPENED IN NEW YORK AND CHICAGO.

More than 100 editors and publishers from all parts of Washington and Oregon attended the thirty-first annual meeting of the Washington State Press Association held at Chehalis, Wash., from August 22 to 25.

A fine program of addresses was carried out, in which all phases of newspaper work were discussed.

Resolutions were passed uncompromisingly supporting President Wilson in the war period; pledging every support to encourage and strengthen the patriotism of the people of the nation; pledging subordination in papers of political questions; endorsing the work of the Federal committee on public information; and ordering the creation of a "Roll of Honor" for newspaper men serving in the Army and the Navy.

A committee was appointed to work to obtain the next meeting of the National Editorial Association for Washington State.

The print paper situation was taken up with paper dealers and a committee was appointed to handle cooperative buying.

J. C. Kaynor of the Ellensburg Record was elected president; E. M. Conner, South Bend Pilot, first vice-president; and Sol H. Lewis of the Lynden Tribune, second vice-president. N. Russell Hill of the Lincoln County Times, Davenport, was re-elected secretary-treasurer.

The next meeting was voted to Spokane.

The Washington Newspaper Association, which handles foreign advertising for Washington State newspapers, reported a prosperous year. Secretary E. E. Troxell will leave this month to establish offices in New York and Chicago for the association.

SIR HUGH'S FULL TITLE.

Readers of THE FOURTH ESTATE knew several months ago that Sir Hugh Graham, publisher of the Montreal Star, had been raised to the peerage, but his full title, as noted in the London Gazette, has just become known in the United States. It is: "Baron Atholstan of Huntington, in the Province of Quebec, the Dominion of Canada and the city of Edinburgh."

SPECIAL AGENCY CHANGES.

Springfield (Ill.) State Register (Eastern representation)—from MacQuoid-Miller Agency to Verree & Conklin, 225 Fifth avenue.

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburgh



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

THE PITTSBURG PRESS

HAS
THE **Largest**
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
J. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

SEATTLE "P-I"

The only seven day A. P. paper in the
Metropolis of the entire Northwest.
The one paper in the entire West with-
out competition in its field. It reaches
into the homes of the most prosperous
people on earth.

W. M. J. MORTON CO., Eastern Rep.,
Fifth Ave. Bldg., NEW YORK.
Tribune Building, CHICAGO

DRIVING OUT THE FAKERS.

(Continued from Sixteenth Page.)
banish wrinkles and gray hair and
put an end to baldness.

The other form of first aid has
been found, oddly enough, in the
world war which has served to di-
minish, for the time being, the flow
of advertisements from Europe of
books and pictures that if they ma-
terialize are seldom as startling as
had been anticipated. Occasionally
nowadays a fraud order is issued
against some concern in Europe, but
the instances are less frequent than
formerly.

"WORK AT HOME" FRAUD KILLED.

Post Office officials who make a
specialty of picking up clues in the
classified columns take perhaps their
greatest pride in the success they have
attained in recent years in driving in
cover the "Work at Home" swindlers—a
particularly contemptible
class, since they prey upon ignorant
old women, usually on the verge of
poverty.

Presumably every newspaper pub-
lisher is familiar with the game in
most of its phases. Upon answer-
ing a "Help Wanted" advertisement
of this class the prospect is bol-
stered in her hope of earning \$12
or more per week at home, but is
informed that she must first make
an investment for an outfit or for
materials or patterns or what not.
Once this deposit is in the hands of
the advertiser the tasks set are
either too difficult for accomplish-

The Remarkable Advertising
Pulling Qualities of the
**WASHINGTON
TIMES**

are built on the
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,
The Times is Preferred.

Topeka Daily Capital

GOVERNMENT REPORT

for six months ending April 1, 1917.
showing net paid circulation.

34,567

Member A. B. C.

Arthur Capper PUBLISHER
TOPEKA, KAN.

ment or else the completed work is
rejected as "unsatisfactory" as rap-
idly as it is turned in.

For all that the postal officials
feel that they are making some prog-
ress in cleaning up the classified they
are handicapped for lack of adequate
machinery for keeping track of new
frauds as they appear. From the
very nature of things, as any news-
paper man can testify, it would be
difficult to perform constant sentry
duty on the classified columns—in-
deed, the limitations involved explain
why a greater proportion of publish-
ers do not more rigidly censor their
lines—but in the case of the Post
Office Department it is for the most
part a case of waiting until some-
body complains, and a classified ad
has usually attained wide circulation
ere the victims are heard from.

Uncle Sam has on his staff several
hundred Post Office inspectors who
devote a considerable part of their
time to obtaining evidence against
the mail frauds, but there is no sys-
tem at headquarters for regularly
reading, as a press clipping bureau
would do, the classified sections and
promptly referring to inspectors as
soon as published the new traps or
old friends in disguise.

It also operates against this plan
of waiting for trouble instead of
looking for it that many of the swin-
dles worked via the classified involve
in the case of each transaction so
modest a sum that comparatively
few victims think it worth while to
complain.

No wonder one of the "Cure Your-
self Without Drugs" artists collected
\$1,500,000 in fees ere the Post
Office shut down on him.

EDITOR JOINS UNIVERSAL.

S. D. Palmer, former editor of
the Ogdensburg (N. Y.) Journal, has
joined the publicity staff of the
Universal Film Company, taking
charge of out-of-town syndicate news.

LITERARY BENT.

In order to devote more time to
literary work, Lee Shippey has sold
the Higginsville (Mo.) Jeffersonian.

BUSINESS TROUBLES.

The Fraternal Publishing Company
of Chicago has asked court permis-
sion to wind up its affairs and quit.

BOSTON POST

CIRCULATION JULY, 1917
"NO RETURNS"

The Daily Post 523,332

The Sunday Post 354,316

KELLY-SMITH CO., Representatives
230 Fifth Avenue, NEW YORK
C. GEORGE KROGGESS, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid
Guaranteed



For Every
Issue

GEORGE A. McCLELLAN, Gen. Mgr.
661 Fourth Avenue, NEW YORK

NEWS NOTES FOR SUPPLY MEN.

BUSINESS CHANGES.

LEXINGTON, Mo.—Bate C. Drum-
mond, former editor of the News, has
again taken over the editorship of
that paper, J. B. Slater having re-
signed. Harry Dunford has become
business manager of the paper.

BEACON, N.Y.—G. N. Stille, founder
of the Charleston (Mo.) Republican
in 1909, has just purchased the Bea-
con Eagle and taken charge of the
same.

LOCK SPRINGS, Mo.—Charles R.
Clark has purchased the printing
plant of the late J. B. Ferguson and
will continue publication of the Her-
ald.

SAN MARCOS, TEX.—George C.
Staples has sold the Record to Henry
Barnhouse, linotype operator on that
paper, and B. E. Norwood.

LANE, KAN.—W. M. McCurdy has
sold the Journal to the Osawatimic
Publishing Company, and has pur-
chased and taken charge of the Ran-
dall News. The Lane Journal will
be continued as a weekly paper, pub-
lished at Osawatimic and mailed from
the Lane post office.

RAVENWOOD, Mo.—Albert Hulen,
formerly connected with the Platts-
burg (Mo.) Leader, has purchased
and taken charge of the Ravenwood
Gazette, formerly owned by F. G.
Graf.

COLONY, KAN.—Captain William
Payton has sold the printing equip-
ment of the Colony Free Press and
the paper will continue to be printed
at Iola as it has been for some time.

CONWAY, ARK.—The name of the
Arkansas Farmer, a weekly paper
published here, has been changed to
the Conway Weekly Times, the origi-
nal name under which it was founded
20 years ago.

WINDSOR, Mo.—Nate McCutchan
has sold his interest in the Windsor
Review to Charles H. Burgess, who
will be associated with Will G. Got-
ten in publishing that paper.

NEW ENTERPRISES.

LONGVIEW, TEX.—The Daily Times
Clarion has resumed publication here
after a suspension of 7 months. The

1916 Broke All Records
of the

Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Kresge Building, DETROIT

YOU MUST
USE THE **LOS ANGELES
EXAMINER**

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Cir-
culation—more than **150,000**

weekly edition of the paper has been
discontinued.

POFFJOY, IA.—The News is the
name of a new paper just started here
by James C. Barnes.

INDUSTY, KAN.—The News is the
name of a new paper being published
by Mr. Wilson, editor of the Long-
ford Leader, from the office of the
Leader.

INSTALLING EQUIPMENT.

ST. FRANCIS, KAN.—The St. Fran-
cis Herald has just installed a new
Model 19 Mergenthaler Linotype.

LIBERAL, KAN.—The News has start-
ed moving into its new headquarters.
The building is to be completely
remodelled and new fixtures installed.
The News has recently enlarged the
size of its paper from a 6-column
to a 7 column sheet.

CONSOLIDATIONS.

MEDICINE LODGE, KAN.—I. M. Ax-
line, publisher of the Cresset, has
sold that paper to Painter & Herr,
owners of the local Index, who will
consolidate the two papers into one
weekly. F. A. Reese of Stafford will
be business manager of the Index.

SUSPENSIONS.

NORFOLK, OKLA.—The Sun, a weekly,
has suspended publication. G. H.
Woods was the editor and owner of
the paper.

The plant of the Plymouth Print-
ing Company, publisher of the Der
Le Mars (Ia.) Herald, a German
newspaper, has been destroyed by fire.

The Open Door
to the workshop of the world

**The
Philadelphia
Record**

Special Representatives:
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
J.A. Klein, Metropolitan Tower, New York

WORLD'S POOREST ADVERTISER.

HERBERT S. HOUSTON SAYS IT IS THE CHURCH—HOW THE A.A.C.W. OFFERS AID.

"What is advertising?" was a question recently asked by the Church Advertising Department of the A.A.C.W. of Herbert S. Houston, ex-president of the Associated Advertising Clubs. In reply he said:

"Every sermon is an advertisement. At least that is what it should be and that is what it is if it bears a real message.

"For advertising, which I have been asked to define, is the declaring, the telling, the publishing, by word, by print or by paint the merits of something to somebody who is likely to be interested.

"It may be reverently said that the great commission was a mandatory message to advertise righteousness. And just in proportion as the church has envisaged that message in the vivid human language of life and deed, it has succeeded.

"Advertising is, broadly speaking, merely expression with a purpose.

"It is self expression, community expression, church expression, trade expression—but always with a purpose.

"Advertising is direction with a destination. It is aim with a target. It is a message with some one to receive it.

"This is broad and universal advertising. But direct, paid advertising, to the development of which this great A.A.C.W. movement is devoted, is the same in principle.

"The fundamental difference is that the paid advertising with which we are concerned is subject to complete control. We can see it when and where and how our judgment directs and our purse permits. And

Trenton TIMES

New Jersey's Leading
FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.
280 6th Av., N. Y.; Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 91,250
JULY, 1917
GAIN over JULY, 1916 15,388

Special Representatives
DAN A. CARROLL J. E. LUTZ
New York Chicago

churches by the score are finding that by using it they replenish their purses and fill their pews.

"But the advertising which does that is interesting, clear and convincing.

"It must be colored by human sympathy and charged with human appeal, just as the sermon must be, which it invites people to hear.

"Of course if cold, formal and stereotyped advertising is used by a church it irresistibly bears the impression that the sermon will be of the same kind.

"It is past all understanding that a church, established by its Divine Founder to serve men, a church whose walls ring with uplifting music, from whose pulpit sounds the challenge to nobler living and among whose members is the quickening spirit of sympathy and service—that such an institution with so much to offer, should call through the highways and byways in a small, dull, formal advertisement, I repeat, it is past all understanding.

"Such advertising, in fact, falls so far below the truth that it is essentially untruthful, and I am not sure but that it cries to heaven for the corrective service of our A.A.C.W. vigilance committees.

"At least this can be said without fear of challenge in this great parliament of advertising—the church, which is the greatest institution in the world, has the poorest advertising in the world."

"But I do not make this strong statement as one without hope. Instead I make it because I have the highest hope of new and better things. The A.A.C.W. department of church advertising gives ground for that hope. You are brought into the closest contact through this department with the best advertising service. As it rises to meet its great opportunity it will become one of the most essential and quickening parts in the church militant, hastening the day of the church triumphant."

ILLINOIS DATES.

The annual meeting of the Illinois Select Newspaper Association will be held on September 7-8 at the Hotel LaSalle, Chicago.

St. Louis Globe-Democrat

DAILY—SUNDAY—WEEKLY.

To reach Farmers in Mississippi Valley and Southwest use

Weekly Globe-Democrat

Can give advertisers effective co-operation. Write for "Team-Work" and "Globe-Democrat Plan."

PATERSON

New Jersey's Famous
Manufacturing City
PRESS

GUARDIAN Its BIG Independent Newspaper
G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

BOY SALES FORCE FOR NEWSPAPERS.

HOW AN ENTHUSIASTIC AND EFFICIENT ORGANIZATION MAY BE DEVELOPED.

By H. M. WHEELER,
Circulation Manager, Hartford (Ct.) Times.

Nine years ago it was my good fortune to act in the capacity of traveling representative for one of the leading magazine publishing houses in this country. For three years my time was devoted to the establishing of boy sales organizations. During this time I found that through this method I could always get circulation and plenty of it and that business so obtained was easily held.

During my magazine experience I came in contact with many newspaper circulation managers, and often suggested that they promote their circulation through boys' organizations, rather than through the expensive house to house canvassing method.

In many instances I was laughed at and told that selling methods, applicable to weekly magazines were not applicable to newspapers. Since those days newspaper circulators, as well as other sales promoters, have found that boys sales organizations are practical, efficient and economical.

It is a matter of record that one of the most successful selling campaigns ever pulled off was a boy campaign conducted by one of the leading tea and coffee houses in this country. If boy sales organizations can sell tea, coffee and magazines, is it not reasonable to say that they can sell newspaper subscriptions or any other salable commodity?

To my mind, the juvenile salesmanship method cannot be beaten, no matter whether it is in the city where you publish or in surrounding towns and cities. For an illustration as to the economy of the method, let me cite the following:

In 1913 I was employed to establish a boy sales organization to promote the circulation of a new daily in a city of 30,000 inhabitants. I went with this company two weeks

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S
GREATEST
NEWSPAPER."

VERRE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

before the first publication day. When the first issue came off the press we had a bona fide list in the city and outside of 4,000 subscribers. Not one penny was spent for prizes, etc.

How long would it have taken, and how much would it have cost to get this business with canvassers?

A great many will say that the method is O. K. in the publishing city, but how about surrounding towns and cities? I have found that boy sales organizations are practical in any cities or towns that are large enough to warrant three or more boys.

In our suburban territory we have a small city to which we were sending 577 papers daily. A road man was sent to this city with instructions to remain two weeks, start a \$17 cash prize offer and instruct boys in juvenile salesmanship.

In the two weeks we increased about 150 copies and established an organization that held the increase and continued to get more business after the road man had left.

Today we are sending to that city more than 900 papers daily.

In establishing successful boys' sales organization, the following are vital factors:

First. An efficient organizer, a man who can bring out all of the salesmanship qualities that are in a boy.

Second. Securing the right kind of boys. My experience has been that the very best boys are those boys who do not have to work, but take up the carrying of newspapers because they are ambitious and want to become independent by earning their spending money, working their way through college or attaining some other worthy object.

Third. The boys' profit. This is one of the most vital factors in any boy sales organization. If a boy feels that he is well paid, he is very apt to hold his enthusiasm and work harder.

Carriers, newsdealers and boy agents who handle the Times earn one cent profit on every paper they sell. For this reason, we never have any trouble with the boys "throwing over" their routes.

One of the most successful boy sales managers once remarked in my presence that when you cut the profit of your boys you cut your own throat so far as circulation is concerned.

Fourth. The product for sale. This is the most vital factor. The boy salesman can get the business, but to hold it the publishers must give the people the best possible paper at a reasonable price.

THE WASHINGTON POST

WASHINGTON, D. C.
Net Paid Daily Circulation

For the Month of July, 1917

46,650

DAILY 2c—SUNDAY 5c

(Member A. B. C.)

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
280 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,264 lines more local business than its only competitor.

With the Springfield News (the two at .085 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

NICHOLS, 20 E. Jackson Boulevard, Chicago.—Sending out orders and handling all the advertising activities of the Alabastine Company, Grand Rapids, Mich.

LORD & THOMAS, Mallery Bldg., Chicago.—Sending out orders to farm papers for Mitchell Motors Co., Racine, Wis.

STEWART-DAVIS, Kesner Bldg., Chicago.—Preparing orders with daily newspapers for advertising of William Wrigley Chewing Gum Company, Chicago.

LESSING, 225 5th st., Des Moines.—Orders to dailies for A-S-Nomor Co., asthma remedy, Des Moines.

KIRTLAND-ENGEL, Lytton Bldg., Chicago.—Orders going out for Young Typewriter Co., Chicago.

WOODWARD'S, 910 Michigan av., Chicago.—Reported handling account of Texas Company, "Texaco Oil," 17 Battery pl., N. Y., advertising to be handled by Martin Horrell of N. Y. branch, 501 5th av.

ARMSTRONG, 1457 Broadway, N. Y.—Planning campaign for Janan Society, Inc., 165 Broadway, on Japanese tea.

FOLEY, Bulletin Bldg., Philadelphia.—Again making 1,000-line, 1-year contracts with Western newspapers.

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

ST. PAUL DISPATCH
and ST. PAUL PIONEER PRESS

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 53,678; the St. Paul Pioneer Press, an average total daily circulation of 45,622; the St. Paul Sunday Pioneer Press, an average total Sunday circulation of 47,802.

They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION
St. Paul Dispatch (daily). Over 81,000.
St. Paul Pioneer Press (daily). Over 64,000.
Sunday Pioneer Press. Over 77,000.
They Cover the Field.

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
260 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
201 Devonshire Street, BOSTON.
Kresge Building, DETROIT.

THE Philadelphia Bulletin HAS THE

Largest TWO-Cent Circulation in the East.

Net Daily Paid Average for June
358,191 Copies
WILLIAM L. McLEAN, Publisher.

pers for Liggett & Myers Tobacco Co., St. Louis.

SIEGFRIED, 20 Vesey st., N. Y.—Orders to newspapers in selected sections for Manhattan Briar Pipe Co., 425 Greenpoint av., Brooklyn, N. Y.

FEDERAL, 6 E. 39th st., N. Y.—Will run newspaper campaign in 25 cities for Bradley Knitting Co., Delavan, Wis., "Bradley Knit Goods." Also planning magazine and women's publication campaign for same company.

JONES, Binghamton, N. Y.—Making 2,000-line contracts generally with newspapers for Tokolon, Inc., 20 W. 22d st., N. Y.

McMULLEN, Cambridge Bldg., N. Y.—Orders to newspapers for E. F. Dalley & Co., "Two-in-one Shoe Polish," Hamilton, Ont., and Jersey City, N. J.

METROPOLITAN, 6 Wall st., N. Y.—Making 2,000-line contracts with Eastern and Southern newspapers for George P. Ide & Co., "Ide Collars," Troy, N. Y.

PORTER, 18 E. 41st st., N. Y.—Placing 5,000-line, 1-year contracts with Northwest newspapers for Nestle Food Co., "Nestle Baby Food," 233 Broadway, N. Y.

WADE, Old Colony Bldg., Chicago.—Now handling account of Redden Motor Truck Co., Chicago.

CHAMBERS, 616 Maison Blanche Bldg., New Orleans.—Sending out fall copy for the Falcon Shoe Co. to farm papers and mail order publications.

JAMES, 110 W. 19th st., N. Y.—Orders to newspapers generally for Sloan's Liniment.

GENESEE, 45 E. 17th st., N. Y.—Orders to newspapers generally for "Peterson's Ointment."

TALOR - CRITCHFIELD - CLAGUE, Brooks Bldg., Chicago.—Now handling farm paper advertising of Estate Stove Co., Hamilton, Ohio.

McJUNKIN, Mallery Bldg., Chicago.—Placing dealer ads in Chicago papers for the "Fridger" patent refrigerator account.

GUNDLACH, Consumers Gas Bldg., Chicago.—Placing copy for Standard Burner Co., Chicago, kerosene burners, in list of farm papers.

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

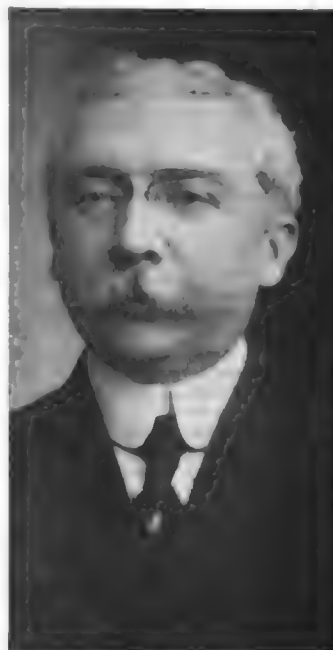
MONTREAL DAILY MAIL

The circulation of the Daily Mail in Greater Montreal is larger than that of any other Montreal morning newspaper, English or French.

Verraz & Conklin, Inc., 225 5th Av., N. Y.
I.S. Wallis & Son, 1st Nat. Bk. Bg., Chicago

NEW K. & E. PRESS AGENT.

James Jay Brady, the new general press representative of the Klaw & Erlanger theatrical interests, has been connected with the business since before the great blizzard of 1888,



JAMES JAY BRADY.

starting as "mixer among newspaper men" for J. J. Hill at the old Union Square Theater in New York. Previous to that he had been a court reporter, therefore an expert at shorthand, which came in handy when he was with Denman Thompson in "The Old Homestead." Mr. Thompson kept his part "in his head," but Mr. Brady for protection sat in a private box and took it down in shorthand during performances.

He was in the advertising business for a time, but got back into the theatrical line, traveling ahead of plays for Gilmore & Tompkins, Henry C. French, Charles Frohman and Joseph Brooke for four years. Then he took on the publicity of the Cen-

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

Daily (Net Paid) 55,498 CIRCULATION

April, 1917 Figures—A.B.C. Basis.—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
260 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
201 Devonshire St., BOSTON.
Kresge Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
People's Gas Building, CHICAGO.

tury Theater, St. Louis, and the Dearborn Stock Company, Chicago, jumping to the Rogers Brothers and "Ben Hur," both of which were Klaw & Erlanger enterprises.

For a time he spent the winter with K. & E. and the summer with Ringling Brothers' circus, later joining the circus firm exclusively. Six years were spent under the big tents, then three at the Colonial Theater, Chicago, and three with the George M. Cohan Theater, New York, before Mr. Brady made his present connection.

ON DECK AT HOUSTON.

C. M. Schutz, special correspondent for the Chicago Tribune at Houston, Tex., was one of the innocent bystanders injured in the recent race riots in that city. Mr. Schutz was sent to Houston from Chicago for the prosaic task of keeping tabs on the military affairs there, but he broke into "first page" happenings on his first day.

During the melee, in which the negro troopers participated, the newspaper man suffered a gashed knee, which required several stitches. He kept on the job, however, and filed his story before seeking medical aid.

WITH SUCCESSFUL SHOW.

"The Man Who Came Back" will round out a year's run next week at the Playhouse Theater, New York, of which David Wallace is press representative.

THE KANSAS CITY STAR

MORNING-EVENING-SUNDAY

Each Issue
Over 200,000 Circulation

THE Boston Herald (Morning and Sunday) and the Boston Traveler (Evening)

Net Paid Circulation:
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

DALLAS EVENING JOURNAL

Published by
A. H. Belo & Co.
Covers the afternoon field as completely
as does the Dallas News in the morning
37,659 NET PAID average during 6
months period ending April 1,
1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTE, Manager Eastern Dept.
738 Tribune Building, NEW YORK

WAR TAX STRATEGY IN THE SENATE.

PAPERS WARNED TO GUARD
AGAINST FUTURE JUMPS IN
POSTAL RATES.

EDITOR THE FOURTH ESTATE.

Sir: Mortgaging the future of publishers is a Senatorial diversion that cropped out in most pronounced form in Washington this past week.

While a considerable proportion of the membership of the Senate is protesting against war bond issues that will obligate future generations and declaring in favor of a pay-as-you-enter war the cost of which will be levied principally in current taxes, a number of these same Senators are trying to force down the throats of newspaper owners the very doctrine which they rail against as applied to the community at large.

This general proposition to let second-class postage rates alone for the time being, but to boost them later, is, it need scarcely be emphasized, one of the most insidious that has been attempted to put over on the newspaper industry. The whole tendency of such putting off of the evil day is to lull the publishers and induce them to consent, by default or otherwise, to an increase at some time in the future—an increase that may appear remote and indefinite at present but that will develop into an unpleasant reality all too soon.

Strategy of this character has been

EVERY EVENING

Delaware's LEADING Newspaper

CARRIED 22,787 LINES

more automobile advertising the first four months of the year than its next competitor.

EVERY EVENING

ALWAYS LEADS IN

WILMINGTON

DELAWARE

The wealthiest city per capita in America.

BRYANT, GRIFFITH & FREDRICKS
New York Boston Chicago

BRIDGEPORT

CONNECTICUT
(The Eden of America)
The Property Center of the United States and the Industrial Center of New England.

THE Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

Joliet, Ill. (The PITTSBURGH) of the West

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News

ALCORN-HENKEL, Representative
New York Chicago

persistently urged upon Congress ever since it took up the proposal to make the newspapers help pay for the war by increasing postage charges. Indeed, readers need not be reminded that the Revenue Bill, as it passed the House, incorporated a zone system of second-class rates that was to remain in force for only four months, when the rates would be arbitrarily "marked up," with the sequel that four months later prices would be again boosted in accordance with the prearranged schedule.

When it became apparent that the Senate was not likely to accept the House formula the interests that are bent upon increasing the burdens of the publishers by successive additions—each supposedly too small in itself to provoke opposition—gave their proposal a new dress. The scheme of Senator Hardwick and other similar proposals would go farther than the House plan in that the successive increases would extend not over one year, but over three or four years.

There would be one increase on July 1, 1918, another on July 1, 1919, a third on July 1, 1920, etc.

From the standpoint of the men who engineer it, this is a clever move to out-manuever the newspaper publishers. First of all, by proposing no increase until a year hence it purports to take care of the objections of Senator Weeks and others that while an increase in newspaper rates may be justified at some date in the future this is no time to pile fresh burdens upon the shoulders of publishers already bowed under the weight of excessive news-print prices.

Secondly, the scheme for advances by easy stages is supposed to answer the objections of the Congressmen who have protested that it is unjust to suddenly advance rates on newspapers that are piled up with long-time advertising and subscription contracts.

Has it escaped these strategists, though, that in thus consenting to postpone until the summer of 1920 or until the summer of 1921 the levying of the full toll that they desire to take from newspapers they have, by their own confession, as it

THE DETROIT JOURNAL

with over 100,000 net paid
Circulation daily is indispensable in covering
Detroit and surrounding
territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle

NEW JERSEY'S
LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

were, given proof that this postage increase is not a "war measure?"

Publishers have all along protested that war need was merely being employed as a ruse by Post Office Department officials, One-Cent Letter Postage Association promoters and others who have long desired to secure an increase in second-class rates, whatever the means to the end. There has been indignant refutation in some quarters. The second-class increase was needed, so it was represented, for the contribution it would make to the war chest.

Even Senator Simmons, chairman of the Senate finance committee, said in his address in the Senate that the committee did not see how it could let the newspaper publishers off in view of the fact that everybody else would have to do his bit by paying higher letter postage.

Now, to the confusion of all such representations, comes the confession that the interests that are after the newspapers are willing to wait, for the realization of their dreams, until until 1921, by which date the war will doubtless be over. At the same time the Senate has by a decisive vote come out against that increase in first-class postage which was supposed to render compulsory a proportionate advance of the second-class rate.

The happenings of the past week in the Senate have further emphasized to publishers that they must be ever ready, until the final curtain is rung down on war revenue legislation, to combat a hostile spirit that stands ready to make any compromise so long as that compromise will take something from the tills of the publishers. In other words, the champions of additional newspaper taxation are disclosed as versatile bluffers who will accept little if they cannot get much.

This policy has been clearly disclosed in the various proposed revisions of the zone system that have been trotted forth in an effort to "buy off" this or that section of the newspaper and periodical press. For example, there is the proposal from the Post Office Department to let the old rates stand on reading matter but to work, by gradual steps, up to a rate of 8 cents per pound on adver-

The Plain Dealer

First Newspaper of Cleveland, Sixth City
prints a far greater total
of paid advertising and
paid advertisements than
any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bldg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bldg., Chicago.

BALTIMORE CITY OF HOMES

and noted for its great industries and
thrifty working classes, affords National
Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNES, CHICAGO.
VERREE & CONKLIN, Inc., New York

tising sections—a scheme that is generally interpreted as a sop to religious, labor, fraternal and other publications that carry no advertising and as hint to all publishers that under this arrangement they would, as though by Uncle Sam's orders, pass the entire increase on to advertisers.

Another move of the past week likewise calculated to break the newspaper alliance was the introduction in the Senate of that substitute for the postal section that would continue the present second-class rate within a radius of 300 miles of the place of publication or mailing, but would increase the rate by zones outside the 300-mile limit.

Here is an overture plainly designed to persuade the small publishers to conclude a separate peace on the promise that their circulations, confined presumably to the 300-mile radius, will be taken care of while they will at the same time be relieved from some competitive pressure on the part of publishers of metropolitan dailies, etc., by reason of the added expense under which such publishers would operate.

Publishers cannot, of course, take the Senatorial disposition of the second-class postage amendment as closing the incident. The House has incorporated a definite "mark 'em up" program in its bill as approved and it is intimated that the House conferees may not this time be as obliging as usual about "receding" from the position taken. W. F.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star	83,194
Evening Times	35,569
Washington Post	34,293
Washington Herald	30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

The special features of
THE
**BUFFALO
TIMES**

Have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERRE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION
EVENING 100,000
EXCEPT **Union Star**
SUNDAY.
AUDITED CIRCULATION 20,643
Home circulation reaching best path
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

JUDGE GOODWIN DIES.

Judge C. C. Goodwin, editor and author and for twenty-one years editor of the Salt Lake City Tribune, died in Salt Lake City on August 25. Judge Goodwin was a member of a brilliant coterie of writers which sprang up in California and Nevada during the '60s and '70s. Though he was best known as a journalist, his vocations included those of school-teacher, merchant, miner, lawyer, furist, politician, and orator.

During the California gold rush, at the age of twenty, he journeyed to the new field and, settling in Marysville, became a lumber merchant. He lost his fortune by fire, so turned miner and took up the study of law. He edited the Territorial Enterprise, which became a noted mining paper.

With the decline of the Comstock Lode at Virginia City he moved to Salt Lake City where he served as editor of the Tribune and Telegram, and later Goodwin's Weekly, a paper established by J. T. Goodwin, his son. He was the author of "The Comstock Club," "The Wedge of Gold," "The Divine Light," and several other widely read books.

Judge Goodwin was born near Rochester, N. Y., April 4, 1832.

OTHER OBITUARY NOTES.

CHARLES ALFRED LEWIS, connected with the New York Morning Telegraph, died on August 28 in New York. He was for many years a member of the New York chapter

If this territory presents a sales problem to you, the
**Merchandising Service
Department.**

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

W. D. BOYCE CO.
500-514 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL

Only evening paper in Peoria with Associated Press facilities. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

of the Baseball Writers of America and was a nephew of Irving J. Lewis, managing editor of the Morning Telegraph. His brother, Samuel Lewis, is state printer of Colorado.

Among the more prominent newspaper men present at the funeral were William E. Lewis, owner of the Telegraph; Irving J. Lewis, managing editor; W. J. MacBeth and Weed Dickinson, of the Baseball Writers; Bide Dudley, of the World; Edward Staats Luther, Thomas Hanley, Walter Juan Davis, Henry Parker, Seymour Pierson and Jack Starkey. Every department of the Telegraph was represented.

WILLIAM LETHAM McALPIN, for 20 years the Paris correspondent of the London Daily Mail and later representing the London Daily Mirror, is dead at his home in Paris in his fiftieth year.

Mr. McAlpin was born in Glasgow and after graduating from college in that city he started his newspaper career in London and afterward went to Paris, where he worked until his death, from heart disease, brought on by his exertions since the beginning of the war.

JOHN W. CORBETT, one of the founders of the Wellington (Kan.) Daily Mail and for many years city editor of the Winfield Courier, died recently at Mountain Air, N. M.

FRANK BURNHAM BAGLEY, former newspaper man, writer of short stories and motion picture scenarios, died in East Orange, N. J., on August 25, aged forty-three years.

ARNOLD C. BUTTERS, managing editor of Machinery, a publication issued by the Industrial Press Corporation, died in New York on August 25. He was fifty-two years old and had been affiliated with trade journals for many years.

MRS. THERESA R. ARNOLD, editor of Missionary Tidings, a publication of the Women's Foreign Missionary Society of the Free Methodist Church, died last week in Chicago.

A. B. CAMPBELL, editor of the Tolona (Ill.) Herald, died August 21 after a brief illness at his home in Tolona. In addition to his editorial

The BEST Advertising BUY in
CLEVELAND
THE NEWS
Quality Evening Newspaper
With Quantity Circulation

THE LEADER
Sunday

Represented by PAUL BLOCK, Inc.,
350 Fifth Ave. NEW YORK
Mallory Building, CHICAGO
301 Devonshire St., BOSTON
Kresge Building, DETROIT

**THE NEW ORLEANS
ITEM**

Largest Afternoon Circulation in the
entire South.
(April A.B.C. Not Paid Statement)
Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

duties, he was also cashier of the Citizens' Bank at Tolona. He was forty-five years old.

GUS H. BEAULIEU, editor of the White Earth (Minn.) Tomahawk, is dead.

WILLIAM E. WOERTENDYKE, for the past fourteen years business manager of the Newburg (N. Y.) Daily News, and for more than twenty years connected with that newspaper, died suddenly last week of acute indigestion. He was forty-three years old.

Mr. Woertendyke had been with the News since his twenty-sixth year, with the exception of a short time in New York, and rose from a clerical position.

EDGAR F. FASSETT, until two years ago editor of the Arlington (Neb.) Review-Herald, died recently in Colorado Springs, Colo.

JOHN WEERTZ, secretary of the Record Publishing Company, publisher of the St. Louis Record, was accidentally killed recently.

GUSTAVUS F. KIMBALL, former editor of the Belleville (Ill.) Advocate and recently proprietor of the Kimball Printing office, Topeka, Kan., died in Topeka last week, aged eighty-one years.

C. E. LYDDANE, veteran newspaper man, died at Winchester, Ky., recently after 15 years' illness.

BYRNE IN NEW YORK FOR THE
BROOKLYN TIMES.

The Brooklyn Times has appointed Frank Byrne as its representative in the New York advertising field, with offices in the World Building. He succeeds Martin Ready, who recently resigned. Mr. Byrne was formerly assistant advertising manager of the Brooklyn Citizen and has been in the advertising business for about eleven years.

NEW HUBBARD PAPER.

The Roycroft is a brand new publication issued from East Aurora, Ill. It takes the place of the Fra, although it greatly resembles the Philistine. Elbert Hubbard, II, is editor-in-chief, with Felix Shay as editor.

THE PITTSBURGH DISPATCH

reduces to the minimum
all chance in advertising
expenditures.

H. C. Reeb, Real Est. Trust Bdg., Phila.
W. C. Brooker, 385 Fifth Ave., New York
Ford-Perrine Co., Michigan Ave., Chicago
W. E. Edge, Atlantic City, N. J.
Derland Co., 19 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters

**THE TIMES-DISPATCH
RICHMOND.**

is delivered 12,000 of the city's
daily into best homes.
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

SHIFTS IN INDIANAPOLIS.

Hillard D. Garrison, night editor for the Associated Press in the Indianapolis office, has resigned to succeed William McClure, who entered the second training camp for reserve officers at Fort Benjamin Harrison, as assistant city editor of the Indianapolis Star.

Mr. Garrison's place has been filled temporarily by A. M. Easterling, formerly of the Omaha and Lincoln (Neb.) offices of the Associated Press. Mr. Easterling, as soon as he can be relieved, will go to Chicago to take the examination for the aviation corps.

NEWS IS BETTER THAN LAW.

Miss Jessie E. Magley, for many years court news reporter and special writer on the Decatur (Ind.) Democrat, has recently been admitted to the bar. Miss Magley intends to keep right on with her newspaper work and was admitted to the bar merely for the purpose of having legal permission to wind up her mother's estate.

"My first case and probably my last," says Miss Magley, "will be the settlement of my mother's modest estate, instead of paying a large fee to attorneys."

M. Meyers has sold his interests in the Columbus (N. D.) Reporter to Van W. Fiegel.

The Circulation of the NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION
 Germania Herald36,989
 Only German Morning daily in Milwaukee
 Sonntag Post37,000
 Only German Sunday daily in Milwaukee
 Weekly Germania107,413
 (German Farm Journal) Weekly, 103,353
 Die Rundschau, Weekly....25,008
 Eastern Representative
 LOUIS KLEBAHN
 1 West 84th Street NEW YORK
 Telephone 215 Greeley



A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium
 Phone Stuyvesant 2004
 90 East 10th St. NEW YORK

SENATE VOTES FOR 2D CLASS ZONES.

(Continued from Second Page.)
 be made so small that it will not perceptibly affect his circulation.

"In the case of the daily newspapers, however, the increase of governmental revenues would be small under the proposed plan, while the publishers would inevitably be subjected to losses.

"Very few newspapers circulate extensively beyond the 300-mile zone. For the few copies, comparatively speaking, that go to distant points, the price of the newspaper cannot well be raised to meet the increase of rate.

"A newspaper sells at retail for 1 to 3 cents. Some of the more prosperous journals, to be sure, circulate far beyond the city of publication, but in diminishing numbers of copies as the distance increases.

"If the rates are raised according to Mr. McKellar's plan, the daily newspapers would have to raise their prices for the mail circulation from 50 to 100 per cent. This is out of the question, and in most cases the proposed increase of second-class postage on newspapers mailed to distant points would give no revenue at all to the country, and the distribution to those points would discontinue.

"This is clearly not the idea of Senator McKellar, to cut off any source of revenue. As a matter of fact, the daily newspapers should not be classed under the law with the weekly and monthly publications sell-

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN reading and speaking population of St. Louis as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND

Kurier Bostonski

27 Beverly st., BOSTON, MASS reaches 600,000 Poles in New England. They want to buy your goods

Use Kurier Bostonski.

ing for comparatively high prices.

"The daily newspapers are cheap and should be within the reach of all. They represent public opinion.

"Any restriction of their circulation will be a public deprivation.

"The opinions of certain papers are so eagerly looked for in all parts of the country that they are often telegraphed to distant points when a matter of great public importance is under consideration.

"The amendment affecting second-class matter should be further amended to separate the daily newspapers from other publications.

"They constitute a very small proportion of the bulk of mail matter beyond the 300-mile limit, the revenue gained by the increased cost of postage would be inconsiderable, and the Senate would serve its purpose better by fixing a fair rate which would not tend to diminish circulation."

SENATE TO VOTE SEPTEMBER 10.

The Senate by unanimous consent has agreed to take up the measure on Monday, September 10, for the third vote. This agreement was reached after Senator Simmons, chairman of the finance committee, yielding to the insistence of leaders on both sides, had consented to withdraw a motion for closure.

Under the agreement reached the Senate at 5 o'clock on September 5 will proceed to vote on the amendments beating on excess war profits. In the meantime debate on these amendments will go on. A vote on the income tax amendments will be taken on September 7. After that the Senate will devote itself to consideration of the remaining features of the bill.

WAITING ON HEARST.

New York politicians of all kinds, Fusion and anti-Fusion, Tammany and anti-Tammany, Socialist and pacifist, are all waiting to see whether William R. Hearst will or whether Mr. Hearst won't be a mayoralty candidate at the coming primaries. By law his withdrawal must come not later than today, if at all.

E. E. Van Deusen, circulation manager of the Schenectady (N. Y.) Gazette, goes on his vacation next week.

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 140,000 and still growing—and it thoroughly covers Montreal's population which is over 700,000, and of which 70 per cent is French Canadian element. Get particular

NEW J. MORTON CO., Special Reps
 NEW YORK, Fifth Ave. Building.
 CHICAGO, Tribune Building.
 LONDON, ENG., 10 St. James Avenue
 Southampton Row.
 PARIS, 6 rue du Rocher

THE JEWISH MORNING JOURNAL NEW YORK CITY

carries more advertising than any other Jewish newspaper. Circulation in New York City largest of all foreign language newspapers.

Member A. B. C.

SIMONE AGENCY'S TROUBLES.

A creditors' petition in bankruptcy has been filed against Charles Simone, doing business as the Charles Simone Advertising Agency, Curry Building, Pittsburg, Elliott Frederick, Chamber of Commerce Building, Pittsburg, has been appointed receiver.

Mr. Simone, however, hopes to be able to continue business under an agreement with his creditors to pay the indebtedness in full from notes at one, two and three years.

The statement is made in Mr. Simone's behalf that his difficulties were caused through unfortunate investments, including \$3,500 in cash in stock of the Mollinger Medicine Company, \$2,500 in the International Seed Company and \$1,400 in the Phonograph Sales Company.

Mr. Simone claims that these investments have inured to the benefit of the newspapers because the companies mentioned were large and extensive advertisers and are still continuing their advertisements.

It is proposed to organize a corporation of which Mr. Simone will be general manager, giving his entire time and attention thereto in an effort to earn sufficient money to pay all obligations in full.

Under the Pennsylvania law, the landlord would be entitled to one year's rent of the office in the Union Arcade, \$1,300, as a priority claim and this, with the expenses of the bankruptcy, would practically cover all the assets, leaving nothing for the general creditors.

The receiver has not yet issued a statement of assets and liabilities. The attorney for Charles Simone is Harry N. Stein, 301 Curry Building, Pittsburg.

LIEUT. HOLMES ON VISIT.

George R. Holmes, formerly in the New York and Washington offices of the International News Service and now second lieutenant in the United States cavalry, was in New York this week on a few days' leave. He has returned to his regiment "somewhere in America" and hopes to report soon for "somewhere in France."

The Hewitt (Minn.) Banner has suspended publication.

NEW YORK THE DAY

America's Greatest Jewish Community

America's Foremost Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America. CIRCULATION OVER 70,000 Despite advance in price from one to two cents.

THE DAY The National Jewish Daily.

Member A. B. C.

Main Publication Office: 159 East Broadway, NEW YORK

NARODNI List

Established 1898.

An American newspaper published every day in the year in the Croatian Language

Sworn Circulation as required by law, OCTOBER, 1, 1916...25,066 Ideal Newspaper for National Advertisers

Phone 2930 Beekman 61 Park Row, NEW YORK

PAPERS WORK TOGETHER ON BIG "DOLLAR DAY."

A decidedly successful "Dollar Day" was held in Schenectady, N. Y., on August 23 with the Schenectady Union-Star and the Schenectady Gazette cooperating in its direction. These papers always work together on "Dollar Days" and the results are all that can be asked for.

"Some live town," is the way a traveling man gave his impression of Schenectady as he came out of one of the big hotels and saw the throngs of shoppers clamoring for admission into the Dollar Day stores.

Long before opening hours they came about, by automobile and trolleys, and when the doors were opened the crowds extended beyond the curbs.

A department store head said it was by far the biggest "Dollar Day" crowd they had ever had, and added, "There are many more out-of-town shoppers than usual."

Another big store said the crowds were fully equal to that heretofore experienced, but that from casual observation he thought they were mostly local shoppers.

Altogether the 1917 August "Dollar Day" in Schenectady will be long remembered.

Considering the steadily rising cost of merchandise and the difficulty of securing goods that could be sold for a dollar, the values offered by the Schenectady merchants gave convincing evidence of Schenectady's ability to "make good."

THE TERRE HAUTE TRIBUNE

The big home evening paper of its section of Indiana.

In Charge of Foreign Advertising G. LOGAN PAYNE COMPANY New York Chicago Boston Detroit

BROOKLYN DAILY TIMES

In 1916 Carried

(Publishing 6 days a week, no Sundays)

3,230,368 ^{Agate Lines of} Advertising

An increase over 1915 of

151,417 lines

Brooklyn's FASTEST GROWING NEWSPAPER

The Rotogravure Section

Space for Fall Advertising Going Fast

The soft tints, the delicate shadings, the lifelike brilliance of detail, which distinguish the genuine rotogravure printing, are found only in THE CHICAGO SUNDAY TRIBUNE'S ROTO- GRAVURE SECTION.

This section is printed in two separate colors, a delicate green and soft sepia brown, and reproduces with the accuracy and realism of a perfect photograph the portraits of famous men and women and striking scenes of world events gathered from every corner of the earth.

The finest advertising illustrations you can secure—whether photographs or the work of master artists—are transferred direct to a copper cylinder and reproduced in The Chicago Sunday Tribune's Rotogravure Section with a lifelike realism and fidelity to detail such as the roto- gravure process alone can give.

There are no halftones, no electros, no mats. Your illustrations are printed direct from the original etching on the copper cylinder.

These rotogravure pages are 9 $\frac{3}{4}$ inches wide by 15 $\frac{3}{4}$ inches deep, giving you liberal space for large and striking photographs or drawings and imposing type.

An automobile company recently wrote the following:

"We have always been partial to run of paper, black and white copy, but since our page in the Rotogravure Section of January 28th we now believe that the Tribune Rotogravure Section is one of the best advertising mediums for the motor car industry."

Space for Fall Advertising is going fast—better let our nearest office go into detail with you.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office:
251 Fifth Avenue, NEW YORK

Pacific Coast Advertising Office:
742 Market Street, SAN FRANCISCO

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Weekly at 888 West
88th Street (Near Broadway)

NEW YORK CITY

SATURDAY, SEPT. 8, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1864

No. 1228

Announcement

On September first *The Cleveland Plain Dealer* purchased the news service, franchises, good will and subscription lists of the

CLEVELAND LEADER

(six day morning) which suspended publication with its issue of August 31st, effective with September 1st. *The Plain Dealer* guarantees its advertisers a net paid daily circulation exceeding 175,000 copies.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Western Advertising Representative:

JOHN GLASS

CHICAGO, Peoples Gas Building

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

NEWSPAPERS PAY OWN WAY IN SECOND CLASS

FEW DAILIES HAVE A CIRCULATION BEYOND 300-MILE RADIUS, WHICH ONE CENT MORE THAN PAYS FOR.

Newspapers are under no obligations "for favors received" if the two houses of Congress finally agree that publishers must be unjustly overburdened by paying increased second-class postage rates on the zone plan proposed by Senator McKellar.

Senators who talk of a "subsidy" being permissible in the case of knowledge-disseminating newspapers have nothing to apologize for, if they only know it.

The newspapers of America are paying roundly for all they receive and in many instances they are doing much more than that.

The feature of the new zone plan is that it continues the present rate of one cent per pound on newspaper mail destined for points within a radius of 300 miles of the place of publication.

Congressmen may have been told that, with a few notable exceptions, few newspapers have any circulation worth mentioning outside a territorial belt 600 miles wide, so they figure the amendment as framed takes care of nearly all newspaper interests.

As a matter of fact, however, postal statistics—the very figures submitted by the Post Office Department for the benefit of Congress in framing revenue legislation—go to show that under the McKellar plan there will be no newspapers (packaged or individually wrapped) put into the post at the minimum rate for any distance that will not pay all, or very nearly all, that the Post Office Department calculates it costs to handle and transmit.

To be specific, it is conceded by the authorities that in the case of newspapers to local addresses, including destinations on radiating R.F.D. routes, one cent per pound more than pays the cost. Likewise, in the first and second zones one cent will more than cover the expense.

It is only when the third zone is reached that the Post Office calculates that things are evenly balanced and then only in the case of the farther reaches of the third zone.

To be exact, 289 miles is set down as the dead line of the service within a cost of 1 cent.

This means that it is only the few newspapers that are sent a distance of more than 289 miles that go to pull in averages against the overwhelming number of newspapers sent distances of less than 289 miles at an actual expense on a descending scale from one cent per pound.

Moreover it must be borne in mind that all the above is predicated on the calculations of the Post Office Department, as to what it costs to handle second-class mail.

Therefore the cost of handling the comparatively small number of newspapers that is sent in second class beyond the 289-mile line is more than paid for by the vast quantity that is sent shorter distances than 289 miles, at less than cost.

So how can any part of the claimed \$80,000,000 loss annually in second class mail be laid to the newspapers, as many Congressmen and post office officials try to do?

Obviously the right thing to do would be to draw a distinctive line of classification between the newspapers and other kinds of second class mail. The newspapers' case is well presented by the New York Times as follows (reprinted from THE FOURTH ESTATE last week):

THE LINE OF DEMARCATION.

"Obviously, the adoption of this (the McKellar) system as a means jeered to losses.

"Very few newspapers circulate extensively beyond the 300-mile zone. For the few copies, comparatively speaking, that go to distant points, the price of the newspaper cannot now be raised to meet the increase of rate.

"A newspaper sells at retail for 1 to 3 cents. Some of the more prosperous journals, to be sure, circulate far beyond the city of publication, but in diminishing numbers of of increasing the revenue will work

no injustice in the case of the magazines which circulate in large numbers all over the country. The magazine publisher can save himself from loss by a slight increase in the selling price of his publication, and the increase can be made so small that it will not perceptibly affect his circulation.

"In the case of the daily newspapers, however, the increase of governmental revenues would be small under the proposed plan, while the publishers would inevitably be subcopied as the distance increases.

"If the rates are raised according to Mr. McKellar's plan, the daily newspapers would have to raise their prices for the mail circulation from 50 to 100 per cent. This is out of question, and in most cases the proposed increase of second-class postage on newspapers mailed to distant points would give no revenue at all to the country, and the distribution to those points would discontinue.

"This is clearly not the idea of Senator McKellar, to cut off any source of revenue. As a matter of fact, the daily newspapers should not be classed under the law with the weekly and monthly publications selling for comparatively high prices.

"The daily newspapers are cheap and should be within the reach of all. They represent public opinion.

"Any restriction of their circulation will be a public deprivation.

"The opinions of certain papers are so eagerly looked for in all parts of the country that they are often tel-

egraphed to distant points when a matter of great public importance is under consideration.

"The amendment affecting second-class matter should be further amended to separate the daily newspapers from other publications.

"They constitute a very small proportion of the bulk of mail matter beyond the 300-mile limit, the revenue gained by the increased cost of postage would be inconsiderable, and the Senate would serve its purpose better by fixing a fair rate which would not tend to diminish circulation."

HOW ARE NEWSPAPERS FIGURED?

As readers of THE FOURTH ESTATE are aware, Don C. Seits, chairman of the American Newspaper Publishers Association's postal committee, and other eminent authorities who have made a study of this question have contended through a long term of years that the postal officials never have known what they were talking about when it came to figuring operating costs and that, actually, the figures adduced by the Post Office Department statisticians should be reduced by one-half or somewhere thereabouts. The A.N. P.A. stands against any second-class increase at all.

Then again, it must be borne in mind that the figure of one cent, which has been taken as the average cost of handling within the third zone limit, is, manifestly a cost allowance for all second-class mail.

Senator McKellar has said:

"At the present rate the magazines are paying their way up to about three hundred miles."

With respect to the newspapers, then, this figure makes absolutely no allowance for the contention so vigorously set forth at Washington during the present session, that it costs the Post Office Department less to handle and transfer newspaper mail

than it does in the case of the greater proportion of periodical mail.

Of the newspaper publishers who have within the past few weeks expressed their views in letters and telegrams addressed to members of Congress, if any increase is to be made in second-class at all, a clear majority is in favor of the McKellar zone plan, as compared with the zone plan adopted by the House of Representatives or any other alternative system.

ADVERTISING PROPORTIONS.

The scheme fathered by the Post Office Department, and sponsored by Senator Hardwick, for continuing the present second-class rate on reading sections of publications, but drastically increasing the postage rate on advertising portions, has never found much favor with newspaper publishers and it has found even less since statistics prepared for Senator Hardwick by the Post Office Department show that by and large the proportion of advertising in daily newspapers is as heavy or heavier than in magazines.

For purposes of tabulation the space measurers selected given issues of representative newspapers for various dates during the month of May, 1917.

The computations indicate that newspaper advertising percentages, in proportion to total space, range from as low as 15 per cent to as high as nearly 70 per cent.

Even some country weeklies (special proteges of the average Congressman) carry more than 61 per cent advertising, or within a fraction of one per cent as much as some of the more liberally patronized metropolitan dailies, while there are any number of small weeklies that run 40 to 50 per cent advertising.

Incidentally it may be noted that the figurers chose the issue of May 12 of THE FOURTH ESTATE for the census of advertising in this quarter.

I. P. ASKS 3 CENTS FOR PAPER

ORDERED BY GOVERNMENT UNDER WAR ACT—2½ CENTS PROTESTED.

In accordance with President Wilson's war order the International Paper Company is supplying the Government with news print for the Official Bulletin at 2½ cents a pound, but under protest.

In a letter to the Secretary of War, Philip T. Dodge, president of the International Paper Company, declares that news print cannot be made and sold at a profit now at 2½ cents per pound and that he will take whatever steps he may to protect the interests of his company in the matter. He asks for an order permitting the I.P. Company to be paid 3 cents a pound for the paper in question.

The letter follows:

"This company is in receipt of your telegraphic order demanding the shipment of 400,000 pounds of news print paper to the Government Printing Office, at a price of 2½ cents per pound, under the authority of Section 120 of the act entitled 'An Act for Making Further and More Effectual Provision for the National Defense,' etc.

"As a matter of loyalty and patriotism, this paper will be furnished to meet the alleged needs of the Government.

"Section 120 of the National Defense Act provides that 'the compensation to be paid to any individual its products or materials * * * shall be fair and just.'

"The price named by you, 2½ cents per pound, is an arbitrary, unfair and unjust price and does not meet the requirement of the law.

"It is not a proper price and is not a price which will give this company a profit.

"I assume that your action in fixing this price is based on the finding of the Federal Trade Commission that 2½ cents per pound from March 1 to September 1, 1917, is a proper price for news print paper.

"The commission fixed that price only to September, 1917, and its ruling does not cover the period in which the paper is to be furnished under your order.

"As a matter of fact the 2½-cent price was fixed on an investigation of costs of manufacture of the first half of the preceding year, 1916. The conditions today are vastly different from those then in existence. The cost of materials, labor, transportation and other elements entering into the manufacture of paper has enor-

(Continued on Thirty-first Page.)

650,000 Men and Young Men, employed in
all forms of labor and industry,

will require

New Fall Clothing

in Philadelphia

The Third Largest Men's Clothing Market in the United States.

**Dominate
Philadelphia!**

Create maximum impression on both dealers and
consumers at one cost by concentrating in
the Dominant Newspaper, the

**PHILADELPHIA
BULLETIN**

The Bulletin is read by "nearly everybody" in and around
Philadelphia—practically 100% of the entire potential
market. Net paid average two-cent circulation for Aug. 1917

**351,976 Copies
a Day**

Largest Two-Cent Circulation in the East

WILLIAM L. McLEAN, *Publisher*

Dan A. Carroll, Tribune Building
NEW YORK

J. E. Verree, Steger Building
CHICAGO

THE CLEVELAND LEADER BROUGHT \$750,000.

SALE INCLUDED ONLY SUBSCRIPTION
LIST AND GOOD-WILL—PRICE A HIGH
TRIBUTE TO MANAGER W.P. LEECH.

William P. Leech, vice-president of the Cleveland Company, was in New York yesterday and, referring to the big Cleveland merger, said:

"I have pleasure in complimenting you on the story you printed in last week's issue of THE FOURTH ESTATE covering the transaction between the Cleveland Plain Dealer and ourselves in connection with the sale of the six-day Morning Leader.

"I regret that I am unable to say the same of a story I saw in another trade paper.

"The sale for three-quarters of a million in cash, which did not involve a nickel's worth of machinery or equipment, can hardly be characterized as a suspension, particularly in view of the obvious implication that the publication was not profitable.

"As you know, we control four paper mills, which have an average daily production of 220 tons, which may well be regarded as an important asset in these days for a daily newspaper.

"It would be interesting if you would print the value of the six-day Morning Leader placed upon it by the Plain Dealer people at the time I went to Cleveland, as compared with the amount just covered in the transaction, copy of which I hand you and which I believe is the first thing of the kind a trade paper has ever printed in its entirety. I further believe that it will be interesting to all publishers of daily newspapers."

"The full details of the sale are given in the following reproduction of the agreement between the sellers and purchasers of the Morning Leader:

THIS AGREEMENT, made this 30th day of August, 1917, by and between THE CLEVELAND COMPANY, its successors and assigns, D. R. Hanna, his heirs, representatives and assigns, and W. P. Leech, his heirs, representatives and assigns, as first parties; THE PLAIN DEALER PUBLISHING COMPANY, its successors and assigns, as second party; and THE CLEVELAND TRUST COMPANY, of Cleveland, Ohio, as trustee, third party.

WITNESSETH:

WHEREAS, the Cleveland Company is the owner and publisher of the six week-day morning Leader, and has decided to discontinue the publication of said newspaper upon the 1st day of September, 1917, and has offered for sale certain of the assets and privileges owned by it in connection with said newspaper;

NOW, THEREFORE, it is agreed between the parties hereto as follows, to wit:

I.

The Cleveland Company agrees to sell to the Plain Dealer Publishing Company, and the Plain Dealer Publishing Company agrees to buy from said the Cleveland Company, the following properties, privileges and good-will owned by said the Cleveland Company in connection with the publication of said six week-day morning Leader, to wit:

The subscription list of said six week-day morning Leader and the good-will pertaining to said six week-day morning Leader (this is exclusive of the Sunday edition of the Leader); also the Cleveland Company agrees to relinquish in favor of the Plain Dealer Publishing Company the six week-day morning Associated Press franchise; all for the sum of Seven Hundred and Fifty Thousand Dollars (\$750,000), on the terms and conditions hereinafter stated.

The Plain Dealer Publishing Company shall, on the 1st day of Sep-

tember, 1917, at the office of the Cleveland Trust Company, pay to the Cleveland Company the sum of Five Hundred Thousand Dollars (\$500,000) in cash; and said the Plain Dealer Publishing Company shall, on said date, deposit with the Cleveland Trust Company as trustee, third party herein, the sum of Two Hundred and Fifty Thousand Dollars (\$250,000), the same to be paid by it to the Cleveland Company upon the first day of September, 1919, without interest, but upon a certificate signed by the Cleveland Company and the Plain Dealer Publishing Company that the conditions of Article V hereof have been complied with by the Cleveland Company, D. R. Hanna or his legal representatives, and W. P. Leech, or his legal representatives.

II.

The Cleveland Company shall assign to the Plain Dealer Publishing Company the seven-day wire of the International News Service, and also such morning features of the Feature Department of that organization as agreed upon between said companies. The Plain Dealer Publishing Company agreeing to pay for such wire and feature service the prices stipulated in the contract between the Cleveland Company and the International News Service dated May 15, 1916, and terminating November 29, 1919; this assignment, however, to be subject to the right of cancellation reserved in the contract referred to.

Such wire and feature service shall be paid for weekly by the Plain Dealer Publishing Company upon bills rendered to it by the Cleveland Company.

III.

The Cleveland Company shall deliver to the Plain Dealer Publishing Company an amount of print paper equal to sixty-six (66) tons per week, calculated from the date of the discontinuance by the Cleveland Company of the publication of the six

week-day morning Leader, to and including the 31st day of December, 1917; the same being the six week-day Leader's proportion of the Cleveland Company's present paper contract; and the Plain Dealer Publishing Company shall pay the Cleveland Company therefor at the rate specified in said Cleveland Company's present paper contract, which is understood to be Two Dollars and Ninety-Five Cents (\$2.95) per hundred pounds f. o. b. mills, and the Plain Dealer Publishing Company shall, in addition, pay all freight, cartage, delivery and storage charges on said paper.

The Cleveland Company shall endeavor to secure an option for the same amount of print paper per week for the year beginning January 1, 1918, and the Plain Dealer Publishing Company shall have the right to exercise said option if secured.

IV.

The Plain Dealer Publishing Company agrees to carry out all unexpired prepaid subscriptions to the six week-day morning Leader, by delivery of the Plain Dealer on said subscriptions and the Cleveland Company agrees to reimburse the Plain Dealer Publishing Company for such service pro rata on said unexpired subscriptions.

V.

The Cleveland Company, its successors and assigns, D. R. Hanna, and his legal representatives, and W. P. Leech or his legal representatives, individually and severally, agree, on the considerations above stated, not to engage in nor to become interested, directly or indirectly, in any morning newspaper printed in the English language in the city of Cleveland before September 1, 1922; and the Cleveland Company, its successors and assigns, D. R. Hanna, his heirs, representatives and assigns, and W. P. Leech, his heirs, representatives and assigns, agree, individually and severally, that they will not dispose of the Sunday Leader and the Cleveland News, or either of them, prior to September 1, 1922, without providing in the contract of sale that the purchaser or assignee shall not engage in nor be interested in the publication of a morning newspaper printed in the English language in the city of Cleveland, before September 1, 1922.

VI.

In the event the Cleveland Company, its successors or assigns, D. R. Hanna, or his legal representatives, and W. P. Leech, or his legal representatives, individually or severally, directly or indirectly, fail to observe the agreement not to publish a six-day (week-day) morning paper in the English language in the city of Cleveland prior to September 1, 1919, then and in that event the Cleveland Trust Company, trustee, shall retain said deferred payment of Two Hundred and Fifty Thousand Dollars (\$250,000), and shall, after thirty (30) days' notice to the Cleveland Company, D. R. Hanna, or his legal representatives, and W. P. Leech, or his legal representatives, of its intention so to do, repay it to the Plain Dealer Publishing Company, which shall retain and keep said sum as agreed minimum damages for said breach; but said retention shall not operate to prevent the Plain Dealer Publishing

Company from claiming greater damages.

The breach prior to payment of said Two Hundred and Fifty Thousand Dollars (\$250,000) due September 1, 1919, of said agreement not to publish a six week-day morning English paper in the city of Cleveland by D. R. Hanna or his legal representatives, or W. P. Leech or his legal representatives, either or both, shall operate to relinquish any claim of the Cleveland Company to said Two Hundred and Fifty Thousand Dollars (\$250,000), whether the said D. R. Hanna or his legal representatives or assigns, D. R. Hanna or his legal representatives, either or both, be at that time connected with the Cleveland Company, its successors or assigns, or not. The Plain Dealer Publishing Company retains at all times its right of damages against the Cleveland Company, its successors or assigns, D. R. Hanna or his legal representatives, and W. P. Leech or his legal representative, individually or severally.

VII.

The Cleveland Trust Company, trustee, agrees to receive from the Plain Dealer Publishing Company said sum of Two Hundred and Fifty Thousand Dollars (\$250,000), deferred payment, and to keep same in trust and pay over the same under the terms of this agreement; and the Plain Dealer Publishing Company shall pay said trustee its reasonable charges for administering said trust.

The said Trust Company shall not be answerable under said trust for anything except willful misconduct or gross negligence.

IN WITNESS WHEREOF, the parties hereto have signed this instrument in triplicate as of the day and year first above written.

THE CLEVELAND COMPANY.

By W. P. LEECH, Vice-President.

J. J. LEWIS, Secretary.

D. R. HANNA.

W. P. LEECH.

THE PLAIN DEALER PUBLISHING COMPANY.

By ELBERT H. BAKER, President.

G. S. HOLDEN, Secretary.

THE CLEVELAND TRUST COMPANY.

By J. F. FREIBYER, Vice-President.

Cleveland, Ohio, September 1, 1917.

Received from the Cleveland Plain Dealer Publishing Company Two Hundred and Fifty Thousand Dollars (\$250,000) to be held as provided in the foregoing instrument.

THE CLEVELAND TRUST COMPANY.

By F. H. GOFF, President.

J. F. FREIBYER, Vice-President.

The Cleveland News and the Sunday Leader continue to be represented in the national advertising field by Paul Block, Inc., New York, Boston, Chicago and Detroit.

NEWS WIRE ACROSS CANADA.

Starting with the morning papers of September 3, there became available to the newspaper readers of Canada, for the first time, a truly national news service, linking up in a news sense the remotest sections of the country, from Sydney to Victoria, and including every daily paper in the nine provinces, as well as those of Newfoundland and of the Yukon.

"CENSORSHIP" BY INDIVIDUALS.

ASSOCIATED PRESS REQUESTS COURTS TO RULE ON BISBEE INCIDENT.

Acting upon complaint of Melville E. Stone, general manager of the Associated Press, Attorney General Wiley E. Jones of Arizona has taken up the censorship exercised by officials of the Phelps-Dodge Corporation over the Western Union office at Bisbee at the time of the deportation of Industrial Workers of the World from that place on July 12.

The attorney general said that it will be decided at a conference between the United States attorney and himself whether procedure shall be taken in the Federal court for violation of interstate or in the state court for violation of state commerce.

DENIES ANTI-ALLY ACTS.

The Omaha Daily Tribune (printed in German) in an answer to a statement of the Nebraska State Council of Defense, emphatically denies any misrepresentation of America's allies.

The Nebraska Defense Council's statement declared public opinion must be brought to bear in suppressing foreign language newspapers until Congress could enact laws which would govern them.

In conclusion the Tribune declared:

"We call upon all citizens, including the members of the State Council of Defense, if they have any real love for their country, to lay aside personal animosities, to arise above all prejudice and narrow-mindedness, to put aside all differences of race or creed, and strive together as a united people in support of the American cause."

BATTLE CREEK BUSY.

Because of the sudden increase in the population of the town, owing to the location there of a military encampment, Battle Creek (Mich.) newspapers are finding some difficulty in handling the local news situation.

The three newspapers in the city have increased the size of their local staffs—although widespread advertising was necessary in order to find the men.

To help meet the emergency, Mrs. Harry J. Walker, wife of the city editor of the Morning Enquirer, has resumed newspaper work and will handle feature assignments for that paper.

RAN THE BLOCKADE.

William H. Burquest, associate editor of Domestic Engineering, Chicago, has just received a letter from John A. Hagerty, well known Western newspaper man, relating the latter's experiences in running a submarine blockade on a recent trip from Liverpool to New York. Hagerty was a passenger on the armed merchantman Mongolia, which had a lively brush with the U-boats on a recent voyage.

WITH SELLS-FLOTO CIRCUS.

F. W. Deck, who has had newspaper experience in Indiana and California cities, has become press agent of the Sells-Floto Circus, succeeding "Billy" Exton, who has entered military service.

Supreme in Their Field

THE
Tacoma Daily News
(Evening, Associated Press)

THE
Sunday News-Ledger
(Sunday, Associated Press)

THE
Tacoma Daily Ledger
(Morning, Associated Press)
(The only morning paper in Tacoma)

Circulations Guaranteed

Effective October 1st, 1917, the following circulations are guaranteed advertisers:

The Tacoma Daily News, 25,000
The Sunday News-Ledger, 32,000
The Tacoma Daily Ledger, 18,000

Flat Rate is Instituted.

Effective Oct. 1, 1917, advertising will be accepted for the News and the Ledger at a flat rate of 5 cents per agate line for each newspaper. An additional charge of 10 per cent. is made for the Sunday News-Ledger. Agency commission will be 15 per cent. with 2 per cent. cash discount.

GUARANTEED CIRCULATION IS WHAT COUNTS.

The circulation figures given above are guaranteed.

The News and the Sunday News-Ledger lead all Tacoma newspapers in circulation and the best part of it is that the bulk of it is paid-in-advance.

(This announcement was published on the front page of the Tacoma Daily News of Aug. 31, 1917.)

The Daily News Leads Its Field

The Tacoma Daily News is supreme in its field.

The News has more carrier circulation in Tacoma than any other local newspaper.

The News has more street sales in Tacoma than any other local newspaper.

The News has more circulation within a radius of 50 miles than any other local newspaper.

The total circulation of the News is greater than that of any local newspaper.

The News has more paid-in-advance circulation than that of all other local newspapers combined.

Virtually the entire circulation of the News is within a radius of 50 miles of Tacoma.

The Sunday News-Ledger has approximately 10,000 more circulation than any other Tacoma Sunday newspaper.

UNLAWFUL USES OF RED CROSS.

MANY VIOLATIONS CAUSE A WARNING TO BE ISSUED BY SOCIETY.

Because of the growing misuse of the Red Cross emblem commercially the American Red Cross has just issued a new warning to those who may be violating the law regarding it.

While much of this misuse of the emblem is unintentional and through excessive zeal, the national Red Cross can no longer acquiesce in these violations, many of which have been and are of a serious nature.

Under the statute the Red Cross emblem can only be used by authority.

It cannot be used in the manufacture or sale of Red Cross buttons or pins except upon such authorization. Many novelty manufacturing houses and stores, taking advantage of the great increase of popular interest in the Red Cross, as well as the growth in membership to nearly 4,000,000, have put on sale large quantities of Red Cross pins, post cards, and devices.

An equally common abuse has been on the covers of patriotic songs and popular magazines.

It is the feeling of Red Cross officials that the Red Cross emblem should be regarded much as the flag is regarded.

Under the law and the Geneva international agreement the emblem is set apart for the work of relief and mercy.

It should not be used in any way to detract from that high office. Its use to stimulate the sale of magazines, songs, post cards, or other articles under the guise of patriotism, therefore, should not be regarded as proper.

Provisions of the law are as follows:

"It shall be unlawful for any person, corporation, or association other than the American National Red Cross and its duly authorized employees and agents and the Army and Navy sanitary and hospital authorities of the United States, for the purpose of trade or as an advertisement, to induce the sale of any article whatsoever or for any business or charitable purpose, to use within the territory of the United States and its exterior possessions the emblem of the Greek red cross on a white ground, or any sign or insignia made or colored in imitation thereof, or of the words 'Red Cross' or any combination of these words."

DAKOTA MANAGER RESIGNS.

Lewis H. Harrison, for the last five years manager of the Bismarck (N. D.) Tribune, has resigned and has gone to Detroit Lake, to join Mrs. Harrison, who is residing there.

Mr. Harrison will take a much needed rest before taking up any new business proposition. The Harrisons will spend some time in Minneapolis, Mr. Harrison's old home city.

NEW OFFICIAL PAPER.

The Roslyn (N. Y.) News has been designated as the Republican official county newspaper of Nassau County. William McCarthy, its editor, owns several Long Island newspapers.

VERREE & CONKLIN, Inc.

Sole Eastern Agents

NEW YORK
225 Fifth Ave.

CHICAGO
28 E. Jackson Boulevard

DETROIT
11 Lafayette Boulevard

PITTSBURG POST IS SEVENTY-FIVE.

HAS BEEN PUBLISHED UNDER PRESENT TITLE SINCE SEPTEMBER 10, 1842.

The Pittsburgh Post will celebrate on September 10 the 75th anniversary of its existence under its present title. The issue of the Post of that day will be augmented by articles appropriate to the occasion and showing the growth and present prosperity of Pittsburgh in all activities.

An interesting feature of the number will be a reproduction of the first issue, four pages, of the Post of September 10, 1842.

While the Post has been published under its present title for seventy-five years, it traces its ancestry through a direct line of predecessors under other titles, back to 1804, thus making it one of the oldest newspapers in the United States.

The history of the Pittsburgh Post is that of the development of the Pittsburgh district in seventy-five of most progressive years known.

Its pages have shown faithfully the growth of Pittsburgh from a population of less than 30,000 to a metropolitan center of more than a million, the state from 1,800,000 to 8,000,000, and the country from about 18,000,000 to more than 100,000,000.

In the record of its own facilities it has shown the marvelous development of the printing press from the one that turned out 125 small papers an hour to the perfecting press that produces 24,000 of the large modern papers an hour, and the advances from hand composition to the Linotype machine. The press room facilities of the Post today could turn out 192,000 such papers as the original Post in an hour.

Here are some events and incidents in the life of the Post:

On March 20, 1904, the Post issued a "Jubilee Number," with this announcement:

"It commemorates the establishment of Democratic journalism in western Pennsylvania. The Commonwealth, issued in 1804, made its advent with the first administration of Thomas Jefferson as President of the United States, as a living and potential fact. The Pittsburgh Post is its legitimate and continuous successor as a Democratic newspaper."

Here are the progenitors of the Post:

The Commonwealth, founded in 1804 by Ephraim Pentland.

The Mercury. A newspaper of this name seems to have been started in 1811 by James C. Gilleland, but the earliest files of the Mercury in the Pittsburgh Carnegie Library, of the famous weekly which had a continuous run for years, shows Volume 1, Number 1 as of July 9, 1812, and with John M. Snowden as the publisher.

The Allegheny Democrat, started in 1824 by John McFarland.

The American Manufacturer, founded in 1830 by William B. Conway.

The Daily Pittsburger, launched in 1839 by William Jack and John W. Shugert.

Publication of the Commonwealth ceased April 25, 1818, its plant being devoted to the issuing of the Statesman, but with its Democratic patronage passing largely to the Mercury.

The Allegheny Democrat, from the office of which the Pittsburger was



A. E. BRAUN,

VICE-PRESIDENT AND GENERAL MANAGER OF THE PITTSBURG POST.

issued, seems to have passed into the Pittsburger in 1839.

John W. Shugert soon was succeeded in the firm publishing the latter paper by William McIlroy. Early in 1841 William H. Smith, into whose hands the Mercury had passed, purchased the Pittsburger from Jack & McIlroy and revived the name of the Allegheny Democrat in the consolidation of the plant of the Pittsburger with that of his paper, under the title of the Pittsburgh Mercury and Allegheny Democrat.

Soon the name was changed to the Pittsburgh Mercury and Democrat. At this time the American Manufacturer was owned by Thomas Phillips. The Pittsburgh Mercury and Democrat and the American Manufacturer were consolidated as the Mercury and Manufacturer about the first of September, 1842, with the announcement that the chief purpose of the combination of their plants was to issue the Daily Morning Post.

To William H. Smith, editor of the Pittsburgh Mercury and Democrat and the father of Edwin Z. Smith, a mem-

ber of the county board of viewers, belongs the credit for the idea that led to the founding of the new daily.

STARTED WITH \$44.

In a personal record he kept this is found among the entries for 1842: "I had resolved to start a daily paper on my own account. I told Phillips and asked him to join me. He agreed at once, and on the 10th of September, 1842, the Post appeared. It was successful from the jump. We had our type and presses, to be sure, but only \$44 cash capital was required, namely, to help pay the first week's wages."

In the '30's and early '40's newspapers were constantly springing up to represent factions or individuals in addition to the so-called "regular party organs." But while they called themselves newspapers, most of them gave little attention to news; their chief concern was factional politics. Some of the journals bore grotesque names, showing that they had been started only for temporary purposes and others were published by secret committees.

In 1839, although the population of Pittsburgh was placed at about 18,

000, there were 4 dailies, 11 weeklies and 10 other periodicals in the town.

In 1838 an attempt had been made to launch a Democratic daily, but without success.

When the Post was started it enumerated 6 dailies in existence in Pittsburgh and reported that it heard of another about to be started to represent Clay.

Pittsburgh with national and many local disputes to stir it, was one of the hottest political beds of the country when the Post was launched.

The first number of the Post had four pages 20 by 15, and with six columns to the page. It was printed



J. E. TROWER,

Advertising Manager, Pittsburgh Post. on Washington hand presses, each with a capacity of about 125 papers an hour, the first edition numbering 2,000. The regular issue for some time was in the neighborhood of 500, the price being 2 cents a copy or a yearly subscription rate of \$5. While there were advertisements on the first page, as was the fashion of the time, care was taken to leave room for some anecdotes of Andrew Jackson, the news being found principally on the inside pages.

RECORD OF OWNERS.

During the first 13 years of the Post it passed through several changes in management, but with each new manager announcing his determination to maintain the principles of Jefferson and a high standard in the treatment of news.

In July, 1845, the paper was sold to John Bigler, Robert Sargent and Washington Bigler, Mr. Smith entering the banking and insurance business and Mr. Phillips going into the newspaper business in Illinois.

The new owners did not keep the Post long. John Bigler went to California and eventually was elected governor of that state on the Democratic ticket, serving from 1852 until 1856.

"Lucky" Harper acquired control of the Post in 1846, remaining in charge until July, 1853, but with John Layton associated with him from (Continued on Twenty-seventh Page.)

A "BONE DRY" AD RULING.

"DRY" PLACE PAPERS CAN RUN
"ANTI-DRY" CAMPAIGN ADS
SAYS P. O. LAWYER.

L. H. Gibson, campaign manager of the Ohio "wets," has given out a statement quoting from rulings showing that newspapers do not violate the Federal "bone dry" law by publishing advertisements against the proposed prohibition amendment.

J. J. Southerland, acting solicitor of the Post Office Department, Washington, is quoted as follows:

"Advertisements or circulars containing arguments with reference to the merits and demerits of prohibition are not affected by the act of March 3, 1917.

"However, of course, it should be understood that should political advertisements of this character contain expressions which could be construed as advertisements or solicitations of orders for particular kinds of intoxicating liquors, the department would be compelled to regard them as unlawful."

Attorney General McGhee is quoted as ruling that voters of Ohio have the right to hear both sides of a proposed constitutional amendment.

PHILADELPHIA BULLETIN'S MUSIC PLEASES TROOPS.

An outburst of song has followed the distribution among soldiers encamped in New Jersey of "patriotic pamphlets," containing American songs and sentiments, by the Philadelphia Bulletin. Community singing among the thousands of soldiers is now engaging the attention of the various brigade and division commanders as a means of keeping their men busy and his Satanic Majesty correspondingly idle.

The Bulletin accordingly took advantage of the situation to compile a small book containing all of the songs that soldiers like to sing, interspersed with stirring quotations from President Wilson's various addresses on the war and from the words of the strong men of other American wars.

In addition, there are also relatively complete statistics of the warring countries, showing the estimated total of men under arms and the estimated strength of the various navies.

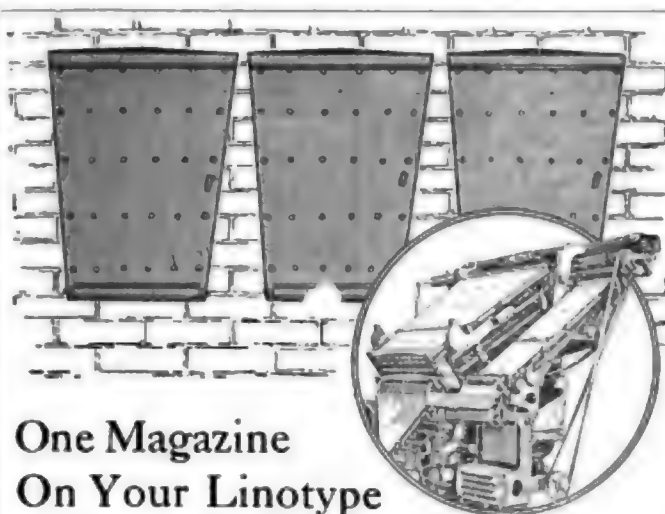
NEW GERMAN PRESS BUREAU.

Hereafter every government department in Germany is to have its own press bureau. The North German Gazette of Berlin, the semi-official organ, in discussing the plan, says the object is to establish close collaboration on a larger scale between the government and the newspapers.

The press, however, says the semi-official organ, "notwithstanding the new scheme for its enlightenment, is to maintain its right of free judgment, which will be far greater in the new Germany—the Germany of world politics and internal reconstruction."

AT CAMP SHERMAN.

James E. Grube is now at Camp Sherman, near Chillicothe, Ohio, where he is associated with Frank B. Wilson, formerly of the Columbus (Ohio) Monitor, in getting out a "Camp Sherman" edition of the Chillicothe Scioto Gazette. He was formerly city editor of the Middletown (Ohio) Journal.



One Magazine On Your Linotype Is Worth Three on the Wall

In a middle-west composing room, operating thirty single-magazine Linotypes, five hours of one man's time were consumed each day in making magazine changes.

Such unproductive time has been converted into productive time by the following prominent newspapers which retired their earlier models for time and labor-saving

Multiple Magazine Linotypes

Lynn Item
Portland Oregonian
Shreveport Times
Brooklyn Eagle
Charlotte News and Observer
New York Evening Mail
Philadelphia Ledger
Chicago Tribune
Detroit News
Omaha Bee

Cleveland Press
San Antonio Light
Philadelphia Record
Charleston Mail
Buffalo Times
Seattle Times
Birmingham News
Brooklyn Home Talk
Chicago American
Detroit Free Press

and scores of others of equal prominence.

The trend of the trade is determined by the leaders who compose it. Their collective satisfaction is worth many times the cost of individual experiment.

"The Linotype Line," is a 16-page folder briefly describing all Linotype Models. Ask us to send it.

Mergenthaler Linotype Company
Tribune Building, New York

CHICAGO TORONTO SAN FRANCISCO NEW ORLEANS

FRIENDLY BY NAME AND BY NATURE.

E. S. Friendly, assistant business manager of the New York Times, started his fifth year in that capacity on September 1.

Mr. Friendly began his duties on the Times as a clerk in the publication office and his advance was rapid. His next step was to take charge of the publication office, and later he was promoted to become head of the financial advertising department.

The gain in that classification was a surprise even to himself, certainly



E. S. FRIENDLY.

to all others; his third advance brought him to his present position, which all his friends believe to be just a stepping stone to something bigger.

How he is trusted and respected by those under his jurisdiction is best depicted by an anecdote of a short time ago: A stranger who came into the office found it necessary to duplicate that visit and had time to observe Mr. Friendly's attitude to his staff. The gentleman asked Mr. Friendly if that was really his name or whether the employees nicknamed him that.

FRENCH PAPERS RAISE PRICE.

Daily newspapers in France, which maintain their original form, advanced their prices this week from the equivalent of 1 cent to 2 cents. This action was to meet the government's solution of the news print crisis, the theory being that sales would decrease proportionately to the increase in price, leaving the revenues of the publishers unaffected and reducing the demand for paper.

Some newspapers, such as the Paris Patrie, preferring not to increase their price, will reduce the size to quarter of the original, or to about four pages of ten by twelve inches.

HOW STATE BODIES CAN ECONOMIZE.

NORTH CAROLINA PUBLISHERS GIVE A PRACTICAL DEMONSTRATION—CAN BE DONE ELSEWHERE, TOO.

By J. L. HORNE,

Of the North Carolina Association of Afternoon Newspapers.

In North Carolina we have worked along the lines of meeting our own problems, and what we have done or attempted to do has been of necessity, or for the improvement of our properties, or getting the most for our dollar.

Getting together and threshing out our problems in a harmonious manner has for the past six years had its good results, and not without a few accomplishments to the North Carolina Afternoon Newspapers Association's credit at that.

It was six years ago that the afternoon papers in the state, being served with four or five different telegraph news reports at as many different prices as there were papers, began to compare notes and then it was that the game was up so far as the press associations were concerned.

It was found that papers closer to a point of filing were paying more than the man further off for identically the same report, while fellows in another part of the state that were better traders, but located just as far away from point of filing, received the same 500 words for half the money. It was here that the need of an association of state dailies was established—especially in my mind as I found that my paper was paying a third more than a fellow further off, and that another afternoon paper was buying it for less than half—and we all received the same identical filings.

So it was we decided to see what we could do by getting together, as none of us could pay the exorbitant charge of the then dominating press association—though one or two tried it for a while.

The result was all that one could wish; and, though we took on a very good service as a starter and we worked that way for some months, we later switched and today we have membership in the Associated Press, the greatest news gathering agency in the world, hold our territorial rights, enjoy the April luncheon at New York's swellest hotel, if we have the wherewithall to get there, listen to the waves roll on the Pacific coast by long distance telephone, and an address of the President.

We haven't grown great at all, but we all get from 2,000 to 3,000 words of press daily—under the old figure, when we stood apart. At the old rate quoted us it would have cost us in excess of \$125 a week and we get it for a little more than 10 percent of that amount.

It was necessity that made us do that. Any one of the papers would have, as an accepted thing, found \$20 a week prohibitive for a press service. Now those fellows that could stand that and a little better have jumped for the leased wire—quoted before the get together at \$150 and more per week, and now it's sold to a half dozen in the lot at \$55 and \$60.

MEETINGS

The meetings of this association of dailies are held semi-annually by ap-

pointment and an average of three or four times a year on call. They are always for business and there is never anything social about them save the evening meal. This is a "Dutch" treat pure simple.

No summer resort gets its season started with a meeting and no special rates are asked or taken, with the hotel proprietor expecting you to go back home and write a column of "sob stuff" about the excellence of his hotel, when in truth you might have had to buy a hammer to crush a lump of salt to put on a green tomato—as you famished for food. The meetings are always of two sessions, afternoon and night of one day—they are pretty long sometimes—but not to the man that is learning something worth while.

LOOKING AHEAD.

Different from the associations of dailies, of which I have read as existing in other states, there are no paid officers in the association of "Down Homers"—each fellow gives of his part, his time and effort for the good of the whole and all matters are handled by committees of which there are some half a dozen or more.

The chairman and members of the committee, as far as possible, keep in touch with the different phases of endeavor not only in so much as it affects his individual interest, but the association's interest as well.

It was by this means that last year the chairman of the committee on news print as early as February sounded the warning of the approaching unprecedented rise in price, and during 1916 there was but little news print used by members that cost as much as three cents a pound. Sizes have been standardized for both sheet and roll news and the specifications for the 1,500 tons needed for a year's supply could be given in a jiffy.

NATIONAL ADVERTISING.

Our advertising for national business is cooperative under the direction of a live advertising committee, which from time to time issues attractive booklets, compiles advertising data, which the respective papers carry, listing all the membership of the association.

The booklets are attractively gotten up, giving much about the state and the great opportunity for the advertiser to reap a harvest, and with each paper having an opportunity to tell something about his own field, his circulation, quote his rates and

other information, required by a national advertiser. There are furnished in several hundred quantities to members who use them as enclosures in case of inquiries from prospective advertisers.

The representative of the association in Chicago and New York uses them to fire on the hoped to be user of space from another angle. Incidentally that same national representative represents no other papers in the state and he approaches the man who wants to buy space in North Carolina papers with the field practically at his finger tips, and he speaks in terms of so much an inch for fifteen towns and cities in the state. Of course, he does place individual business for this and that paper where an advertiser insists on one point and that he does not want the other.

ECONOMIC NEWS GATHERING.

A committee on wire reports has made good use of the facility of each paper bring in wire communication with each other several times a day.

With a central clearing house or bureau located at the state capitol, we are enabled to clear much of the sharp, crisp state news occurring in our respective territories each day. Thus a greater part of the state is covered without correspondents or the expensive wire tolls. This year we had a session of the legislature and we all clubbed together under the committee's direction and employed two men, one in the House and the other in the Senate. We get from 100 to 500 words a day, up to the

last minute, flashed along on our circuits without extra cost for tolls, and the outlay was the grand sum of \$2 to each paper per week. Individually lots of us have paid ten times that amount and gotten a poorer report because one man cannot cover both branches of the Assembly.

We have a state advance letter whereby news events are written in advance and mailed with a last minute correction by wire, but I will not burden you with the details of that.

ADVERTISING REPRESENTATION.

We are now working on a proposition whereby each paper becomes a sort of local representative in his locality for the other fourteen members.

In other words, if there is a general user of advertising space over the state that starts up in Charlotte or in Durham or Greensboro, the members in that town are expected to present the fourteen other papers, using the same argument as to the total number as does the national representative, of so much an inch for all.

Being prepared, of course, to place it in part if requested. The advertisement is then forwarded to the different papers and billed direct, completing that member's task—unless the advertiser turns out to be slow pay or some trouble develops. There have been a few nice orders cleared this way, though as I explained in the outset the plan is new.

And as yet we look upon the case—
(Continued on Twenty-ninth Page)

Going Over the Top

For the past fourteen months the circulation of THE SUN has averaged more than 150,000 copies daily, considerably more than double the circulation of THE SUN prior thereto.

With this doubled circulation there came as a natural result—

Doubled Influence

For the past eighty years THE SUN has exerted a mighty influence in the affairs of the nation and of New York State. Think what that influence is now with more than double the number of readers.

It's the influence of a newspaper that pays advertisers. Therefore,

Greater Results

were obtained by those advertisers who were using THE SUN when its influence of many years was so materially increased and extended.

These greater results naturally attracted

More Advertising

and still more advertising until the record for the first seven months of 1917 shows remarkable gains in total advertising and especially in those lines appealing to substantial interests, such as

National Advertising—THE SUN gained 209,632 lines	
Automobiles—	138,944 "
Books and Publishers—	70,150 "
Real Estate—	11,834 "

THE SUN gained twice as much as its nearest competitor in Automobiles, Books and Publishers. In Real Estate it was the only morning newspaper to make a gain. In National Advertising THE SUN beat all competitors in gains.

The Sun "New York's Morning Newspaper"

McADOO CANNOT BUY AD SPACE IN NEWSPAPERS.

BUT HIS DEPARTMENT NOW PAYS FOR POSTERS AND WINDOW CARDS FOR THE LIBERTY LOAN.

Liberty loan committees—many of them new and others of them the old groups—began forming this week to put across the second liberty loan of 1917—probably \$3,000,000,000—at a date not later than October 1.

The actual time for starting this second tremendous sale of bonds wherewith to finance the war depends upon Congressional action, but Secretary McAdoo believes that body will act directly upon the big bond and certificate bill.

Meantime the Secretary is debating the question of buying space to advertise the loan. He believes advertising a sound proposition, but states that under publishers' plans the government would have to take space in some papers which a private commercial venture would probably not accept. A statement he issued praises the press for its loyal cooperation in printing news stories of the first bond issue, and denies he had asked free advertising in the first campaign.

Secretary McAdoo's complete statement follows:

"I am receiving numerous communications as to the attitude of the Treasury Department with respect to the campaign now in progress in the country to induce the Government to engage in a policy of paid advertising in connection with future issues of the Liberty Loan. It is necessary, therefore, that the position of the department should be made clear.

"In the first Liberty Loan campaign the department did not pay for any advertising space in newspapers, street cars, billboards, or other mediums. Some newspapers voluntarily advertised the loan free of cost to the Government, as did street car, billboard, and other advertising agencies. In addition, many bankers, investment houses, merchants, and others, inspired by the same public spirit, bought advertising space or gave over to the Liberty Loan part of the advertising space for which they had contracted.

"There seems to be an impression that the Treasury Department in the first Liberty Loan campaign applied for free advertising, or paid for advertising in some papers and not in others. That is entirely erroneous.

"The Treasury Department did not ask newspaper publishers for free advertising, because I realized that the newspapers' only profitable commodity is advertising space, and that there are many papers which are not able to give free advertising—especially in view of the high cost of print paper.

"Newspapers and press associations loyally cooperated with the Government in the first Liberty Loan.

"News and editorial columns were devoted most generously to the issue. They carried its message into every home in America, and deserve great praise for their service of patriotism.

"The people of the country want to know the financial needs of the Government and the details of the issues of bonds. That is news.

"This information was given to them in the most comprehensive form possible, and the newspapers and press associations have the satisfaction of knowing that they contributed immeasurably to the success of the loan. Success could not have been accomplished without their aid and co-operation. I have no doubt that

the Government will have the same genuine support from them in their news and editorial columns in connection with the second issue.

"The question of paid advertising presents a serious problem for the Government.

"The value of such advertising cannot be doubted, and, if the operation could be governed by the same considerations as those which determine the action of private enterprises, it would be much simplified.

"A private enterprise may advertise in a selected number of mediums most useful for its purpose, and may control its expenditures for that purpose, without any limitation except its own desires or ability to pay. If the Government engages in such a campaign it must advertise in every newspaper and periodical in America without discrimination, all must have equal treatment, and should have equal treatment.

"The Government must be thoroughly democratic and impartial in a matter of this sort. To make the advertising thorough and effective, it should be done on a broad and liberal scale. The cost of such an undertaking would be very great, and would exceed the appropriation which the Congress has thus far made available for the sale of Liberty bonds.

"The question is, however, being carefully considered by the department, but obviously a final decision cannot be reached until more light has been received as to the cost of an effective advertising campaign, and until it has been decided what appropriations will be made available by the Congress for future issues of Liberty bonds."

In spite of the secretary's attitude on the purchase of newspaper advertising space, the Official Bulletin for September 5 notes that:

"Contracts for 4,000,000 posters in eight designs and 500,000 window cards in one design for use in the second Liberty Loan campaign have been awarded by the Treasury Department. The awards were made on the basis of competition, both as to designs and to prices."

NEW YORK BEGINS PUBLICITY.

The Liberty Loan Committee of the New York Federal Reserve District, which will have charge of the flotation of the second war loan, held its first meeting on September 5 at the

offices of the Federal Reserve Bank. It considered definite plans of organization for the next campaign, which is expected to begin on October 1, and approved of the preliminary work done by the sub-committees on distribution and publicity.

Governor Strong, the chairman, made the following statement:

"The object of the meeting was to ratify the work of preliminary organization which has been carried on under the direction of the Federal Reserve Bank during the past six weeks. It has been necessary to do a considerable amount of work along the lines of outlining distribution policies and reaching various sections of the district with a view to obtaining the best possible help in the next loan. It has been necessary to reach the magazines which are now about to appear with material emphasizing the need of saving for the next loan.

"While the exact date of the beginning of the campaign has not been announced, and we are not familiar with the amount to be raised and various other details, we feel that the announcement by Secretary McAdoo last week was the first gun in the new campaign. We know that the campaign will begin within a few weeks, and we know the amount to be raised will require the best efforts of all our committees and of the public who have generously offered to work with them.

"Our distribution and publicity organizations will be hard at work during the next few weeks, and any members of the public who are desirous of offering their services or who have any suggestions to make with regard to the next campaign are urged to communicate in writing with the Liberty Loan committee immediately."

EDITOR IN JAIL FOR WRITING AGAINST THE DRAFT.

Carl Ahlteen, editor of the Alarm, a semi-weekly publication devoted to the interests of the Industrial Workers of the World, was arrested in Minneapolis on September 5, on an indictment charging him with violation of the military laws of the United States and the state of Minnesota.

Mr. Ahlteen declared he had printed nothing in his paper that could be interpreted as seditious and that he did not know what article the grand jury found that warranted his arrest.

He is said to have published an article aimed against the draft and declaring that men who go to Europe as soldiers are sent as tools of millionaires, of Wall Street, of capitalist control. His article is said to have been printed in the Swedish language and to have been signed by himself.

A PLEASANT TASK.

Charles R. Baker, since his arrival in New York from Chicago, has been making many friends for the San Carlo Grand Opera Company, now playing at the 44th Street Theater. Mr. Baker's work is lightened by the fact that he is backed by a company of artists of genuine merit, as the newspapers of New York quickly discovered, with the result that the notices of the recent opening performances of the San Carlo Company are such that any organization should be very proud of them.

NEW YORK CITY'S AD RECORD.

SEVEN-MONTH TOTAL AHEAD OF 1916—SMALL AUGUST LOSS—PAPER SAVING.

Despite the fact that 1916 was an abnormal year for newspaper advertising, the fifteen New York City daily newspapers are ahead of it, in 1917 for the period of January-August (inclusive), by 2,148,389 lines, according to the New York Evening Post's statistical bureau's report for the month of August.

The report showed that four of the fifteen English printed dailies made gains over their records for August, 1916.

The total loss of the eleven others amounted to 172,294 lines.

The total advertising carried by all fifteen papers was 6,882,076 lines. In only one year since 1911 has this figure for August been exceeded. That was in 1916, a record year.

It is also interesting to note that the New York dailies saved 174 pages of paper as compared with August last year. The size record by pages of each follows:

	1917	1916
American	778	756
Brooklyn Daily Eagle	708	778
Evening Journal	424	428
Evening Mail	374	366
Evening Post	494	470
Evening Sun	362	386
Evening Telegram	532	508
Evening World	348	348
Globe	334	350
Herald	810	870
Brooklyn Standard-Union	350	382
Sun	558	604
Times	702	814
Tribune	568	594
World	848	782

Total 8,360 8,544
*Sundays included

PLAN FOR NATIONAL ARMY PUBLICITY BUREAU.

Spearman Lewis, veteran Chicago publicity man, is assisting General Thomas H. Barry in the establishment of a press bureau at Rockford, the cantonment for the Illinois contingent of the new National Army. A farmhouse has been commandeered as headquarters for the bureau and some of the newspaper men among the privates and officers will be designated to gather the news of the camp and supply it in approved form to the different newspapers represented at the camp.

Through this cooperative plan the military authorities will have supervision over the outgoing material and the newspapers will have the benefit of a greatly augmented supply of news.

7,817,447 Agate Lines in eight months.

In 8 months of 1917 The New York Times published 7,817,447 agate lines of advertising, 632,908 lines more than in the first eight months of 1916, and 1,810,842 lines more than in the first eight months of 1915—a greater volume and a greater gain, Help and Situation Wanted advertisements alone excepted, than any other New York newspaper.

Average net paid circulation, daily and Sunday, exceeds 345,000 copies.

PAPER MARKETS OF THE WORLD.

ANGLO-SWEDISH EMBARGO DISPUTE STILL UNSETTLED—SCANDINAVIAN OUTPUT SHOWING DECREASE.

Scandinavian pulp and paper markets displayed a weakness during July, due principally to the difficulties attending shipments and the lessened demand from England. Fairly large quantities of paper and pulp from Canada and the United States have been delivered in English ports and have lessened the amounts permitted under license, according to the monthly digest of the world's pulp and paper markets issued by the News Print Manufacturers Association.

There has not been as weak a demand for mechanical wood pulp as there has been for chemical and prices remain at about the levels that prevailed during June.

English importers have adopted a waiting attitude, hoping that shipments of chemical wood pulp from Sweden will ease their situation. Paper is becoming dearer everywhere and the supply diminishes month by month, especially in the southern countries.

FRANCE.

Little is known of the pulp and paper making situation in France and conditions are presumed to be about as stated last month, with prices higher. The mechanical wood pulp market (pine) is about 20 per cent higher than was quoted in June; unbleached sulphite wood pulp has advanced about 20 per cent; but bleached sulphite, soda and sulphate pulps maintain the same levels as previously reported.

In regard to the difficulties facing the press and the general curtailment of sizes, Charles Humbert, director of the Paris Journal, is quoted in L'Industria della Carta, Milan, Italy, on August 1, 1917, as criticising the government's action of limiting the editions of the papers instead of adopting the policies pursued by England, Italy and Germany in seeing that sufficient quantities of pulp were imported into the country.

This article states that news print paper, which, before the war, brought \$47.27 per short ton, now costs \$157-\$175 per short ton and will cost within three months \$262.63 per short ton, if it can be obtained at all.

JAPAN.

American sulphite pulp, for which there was little demand on account of its inferiority in quality, has become very popular and is used mixed with superior European pulps.

The price is still far below that of the European pulp and the delivery is good. The pulp is almost all unbleached chemical wood pulp, mostly sulphite and a little soda pulp, no mechanical and straw pulp being imported.

About 30 per cent of the imported bleached pulp is consumed for Japanese paper, the rest being used for fourdrinier machines.

The best grade of news print has been imported from England and Sweden, while an ordinary grade was principally obtained from Germany and Belgium. This has naturally stopped and as a consequence the Japanese-made printing papers are in great demand. What is known as "Zara" paper, a rough mechanical wood pulp paper, as that used for newspapers, is entirely supplied by home production. Printing paper known as "B-printing paper" is also nearly all supplied by home manu-

facture. Only the book papers and coated papers are not yet successfully made in Japan.

On the subject of the Japanese pulp industry Svensk Export, Stockholm, Sweden, June, 1917, writes as follows:

"Wood pulp has for some time been produced by the Japanese paper mills, except by a few smaller ones, and consequently the imports were small even before the European war. Chemical pulp for the production of finer kinds of printing paper was principally imported from Sweden and Norway and amounted to about 4,409 short tons a month on the average before the war.

"Last year the imports were very lively, as it was feared that the supply from foreign countries might be shut off altogether or that the prices would be prohibitive.

"The imports during 1916 were 63,137 short tons, but this year the figures have fallen heavily. During January and February less than 2,000 short tons were received. For March and the following months the amount is not yet known, but it has probably been very small as the shipments which arrived have been as small as 5 to 10 short tons.

"This great decrease in the imports is due partly to the lively imports in 1916 and also to the vigorous development of the chemical wood pulp industry in Karafuto. The supply is now pretty good and quotations are low compared with the foreign market.

"On this account several attempts have been made to export wood pulp from Japan. In April the first export to India took place, amounting to 551 short tons, and since then the exports have increased. In Tokyo alone 3,307 short tons have already been delivered for export to foreign countries.

"This may be only incidentally, as the capacity of the Japanese mills cannot yet satisfy the demand of the country. But it should be remarked that the paper mills in Oji and the wood pulp mills in Karafuto are to be enlarged within the near future, and the paper mill in Fuji will have its own wood pulp mill ready towards the end of the year. In that case the supply will be greater than the demand for the product of Mr. Koike's mill, and the present temporary export can then develop into

a permanent export. The problem is the cost of production, but to judge from results already obtained, it may not give cause for worry."

Japan uses annually about 70,000 tons of mechanical wood pulp and about 90,000 tons of chemical wood pulp. The great bulk of mechanical is manufactured in Japan, but almost 75 per cent of the 90,000 tons of chemical pulp required is imported.

ITALY.

The following article on the increased cost of manufacturing paper is taken from L'Industria della Carta, Milan, Italy, August 1, 1917:

"A very important question—but of which the newspapers and the editors in their arguments with the manufacturers of paper have always taken little or no consideration as though it were of no importance and of secondary influence—is that of the increase of the raw materials necessary to the manufacture of paper.

"With noble and praiseworthy forethought the administrative office of the Italian Paper Mill in Turin has compiled the following table, which shows exactly the increase of the said prices from the beginning of the war to the end of June, 1917.

"It is a very impressive table and requires no comment, because the figures so speak for themselves as to cause one to shudder.

"We are reproducing it completely (on the basis of values for equal quantities:

	July 31, 1914.	July 31, 1917.
Coal	\$5.78	\$37.54
Unbleached chem. pulp	30.67	323.91
Bleached chem. pulp	31.59	525.26
Mechanical wood pulp	21.01	330.17
Poplar wood	8.15	10.61
Felt63	2.18
Wire170	1.04
White rags08	.08
Colored rags01	.04
Rosin	33.06	218.86
Aluminum sulphate	19.26	166.73
Chloride of lime	39.76	210.10
Gums	157.58	613.80
Nails	41.83	435.70
Oils	70.00	625.26
Clay	7.03	48.57
Size	48.57	353.20
Color	760.85	10,505.20

"N. B.—The above mentioned prices not being at all fixed, but still subject to increase as it has already occurred in the case of some articles, it follows that even for paper there will exist higher limits than the present ones."

The Italian newspapers are obliged to print two pages twice a week and there is talk of limiting the publication to two pages three times a week.

RUSSIA.

The Paper-Maker and British Paper Trade Journal, London, August 1, 1917, writes as follows:

"Agents and representatives of American electrical engineering firms have visited various districts in South Russia to study those waterfalls or stretches of water which they think capable of being used as a source of water-power, with a view, apparently, to obtaining concessions. It has been admitted that Russia will afford a profitable field for electrical development at the conclusion of hostilities; and of this American firms, always well informed by their consuls, were not slow to take notice."

Svensk Pappers Tidning, Stockholm, Sweden, June 30, 1917, states that the Russian Newspaper Publishers Association has had great difficulties in obtaining Swedish paper

because of the money exchange situation. Swedish paper prices are exceedingly lower than those asked in Finland, but the exchange situation more than equals the difference in prices.

ENGLAND.

For some time past there have been rumors that the Swedish Government would probably at an early date lift the embargo on the exports of chemical wood pulp to Great Britain. At the annual meeting of Albert E. Reed & Co., Ltd., the chairman intimated that certain developments were taking definite shape, thus giving relief to those papermakers particularly who had bought and had been unable to obtain delivery, necessitating storage.

While the embargo may not altogether be lifted, licenses to ship chemical wood pulp from Sweden to England are said to be under consideration. It is probable that a proportion of the production—in some quarters one-eighth is suggested—will be allowed to be imported.

Whether certain stipulations put forward, such as quick dispatch and full return cargoes, will impede shipments remains to be seen, but it is evident that several difficulties present themselves. It is thought arrangements will probably be made to secure Norwegian and Danish bottoms, with 60 per cent of approved imports and 40 per cent of other goods—mainly chemical wood pulp.

With arrivals from Sweden, it will be interesting to watch the trend of prices, as in many quarters they are expected to soon reach the level of the Norwegian product, particularly as mills in Norway, faced with high freights for coal, etc., may materially limit output.

Despite recurring rumors concerning the raising of the Swedish embargo on chemical wood pulp, the fact remains that nothing has happened save a further tightening of the order. The position is clear enough. Sweden will supply Germany with all the pulp she can take. Other countries are allowed to buy on the strict understanding that Great Britain gets no part of the consignment.

"A quiet tone dominates the pulp market for the moment. The British demand is uncertain, and in Scandinavia some apprehension exists in view of the competition from Canadian and American mills. The result of these new sources of supply has been to bring about a welcome easing of the position. Prices continue to vary in sympathy with the diversity of demand. Although there is no official announcement of the lifting of the Swedish embargo, it is felt that such a move or partial release is imminent.

The following prices, obtained August 10, having eased off slightly in the cases of bleached and news sulphite from the general July quotations:

Sulphite, bleached,	
Per short ton.	
good quality	\$225.94—\$238.98
Sulphite, easy bleaching, 1st quality...	195.53—199.87
Sulphite "news" or strong quality ...	173.80—195.53
Soda, unbleached, 1st	195.53—
Soda unbleached kraft or strong...	173.80

The mechanical wood pulp market has also weakened slightly with very

little trading going on. Upon the issuing of new licenses it looked as though trade would be stimulated, but simultaneously with the licenses came the news that a further closing down of the North Sea had been caused by the extension of the mine field.

The paper imports, however, amounted to over 15,000 short tons, the largest amount received since January of this year. The paper received during the January to June period, 1917, amounted to only 88,000 short tons, however, a shrinkage of 216,000 short tons from the same period last year.

Exports of British paper were very small in June, 1917, amounting to only 4,000 short tons, against 10,000 short tons in June last year, and the shipments from January to June, 1917, amounted to 30,000 short tons against 78,000 short tons during the same period last year. Of this loss 33,000 short tons represented printing paper, 3,000 short tons writing paper, 7,000 short tons wrapping paper, and other grades 5,000 short tons.

SWEDEN.

According to Svenska Pappers Tidning, Stockholm, Sweden, June 30, 1917:

"The demand for paper in Sweden is at present very lively, and especially is this the case with paper for the German and Austrian markets.

"Recently, however, the German and Austrian buyers have requested that half of the payment should remain deposited in German or Austrian banks until after the closing of peace, but, as far as we know, no paper mill has agreed to such a mode of payment, and we hope that the solidarity of the Swedish mills will be strong enough to prevent such terms from being forced on them."

Dry mechanical wood pulp, according to Affarsvarlden, Stockholm, Sweden, was in good demand during July, with the renewal of licenses, and sales were made at unchanged levels, viz.: \$53.49, \$54.70 per short ton f. o. b. Gothenburg and \$43.76 per short ton f. o. b. Bothnian ports, all inclusive of the usual agent's commission, with the market firm. Little interest was shown for wet mechanical wood pulp.

The above authority states that the chemical wood pulp market was very quiet during July as all available tonnage was used to deplete the large stocks on hand. Production has been reduced to 60 per cent of normal and more serious conditions are seen in the future. In the July 25th issue of this journal it is stated that quotations are firm and unchanged for both sulphite and sulphate wood pulp, but quotations are omitted.

NORWAY.

Farmand, Christiania, Norway, July 7, 1917, writes of the pulp wood situation in Norway as follows:

"A misfortune almost without precedent has befallen those branches of the wood industries which obtain their logs from the Glommen River district. The director of the association under whose management lies the floating of the logs in the River Glommen has sent the newspapers for publication a letter which he has addressed to the Association of Forest Owners.

"Because of the immense quantity

of logs to be floated down the river this year, a late spring and a rapid thaw, a quantity, estimated at almost 5,500,000 logs, has been piled up at Bingfoss lock, tied one with the other almost inextricably in an enormous height, and it is only possible to extricate the logs one by one with immense work and difficulty.

"As the situation stands now," says the director, "it is hardly probable that we shall be able to clear the quantity of timber at the Bingen lock in less than two years, and there is no prospect of our being able to release this year much more than one-half the quantity of timber which has been marked this season floating in the Glommen River."

"This is an event which is without parallel in the long time which has elapsed since floating of logs in the Glommen River commenced, and it will affect the planing mills at Fredrikstad, among other cellulose mills the large mills belonging to the Kellner Partington Paper Pulp Company, the Greaser Cellulose Mill, and all the other mills which are situated by the Glommen River, but more or less all pulp mills in the south of Norway will be inconvenienced by this stoppage, for all of them obtain at least a part of their log supply from the Glommen River district."

According to Affarsvarlden, Stockholm, Sweden, July 11, 1917, freights from Norway to England have fallen, easing the situation slightly, but the margin of English buyers' profits is so low in comparison with the risks taken that many firms are doing nothing. In London many old established firms are negotiating for the sale or lease of their yards and wharfs, as they have sold all their stock and are determined to conserve their capital for better times, this journal declares.

The paper market, July 1, was as follows, according to Tidsskrift for Papirindustri, Christiania, Norway:

"There has been a little more activity in the paper market and we learn that inquiries and orders are proportionately frequent. The production is, as far as Norway is concerned, very restricted, 58 of the 88 paper machines being idle.

"Many of the Norwegian paper mills which are in operation have now arranged for heating with wood instead of coal and, in spite of the high prices on wood, the method comes out considerably cheaper than coal firing."

The last Norwegian journal received was Papir-Journalen, Christiania, Norway, July 19, 1917, which quotes as follows:

"The market for all sorts of chemical pulp continues quiet. The removal of the Swedish embargo to the United Kingdom is now generally awaited. This question has been up several times during the last months without having led to any result, but we learn from leading people in the trade that there now is a reason to be lieve that a solution is to be found.

"As a consequence of this fact the buyers are not very willing to enter into new engagements at the prices quoted by the Norwegian mills, although a more brisk market had been expected after July 1, when new import licences were to be granted. The reason is undoubtedly to be found in the above mentioned expectations.

"We have heard of very few sales

indeed, and the prices might be as follows:

Prime strong sulphite.....\$121.56
Prime easy-bleaching sulphite 126.42
Prime bleached182.34
per short ton f. o. b. east Norway ports.

English trade journals issued late in July stated that the expectations of the Norwegian manufacturers that the renewal of licenses would bring brisk trading had not been realized and that markets were still very dull.

THE ADVERTISED TRADE-MARK

(Copyright, Mallory, Mitchell & Faust.)

Both of these results are desirable—standard article and a fair price. Either one is to be desired by the consumer. But when both go hand in hand they form the ideal combination.

These results are brought about by advertising the product and then identifying it by means of a trade-mark or brand name.

When a product becomes known to the consuming public through advertising, it tends to become standardized. Being produced on a large scale, it naturally follows that there comes to be a uniformity of quality of the different units. Each unit is exactly the same as every other unit bearing that label.

People come to know just what this product is. It stands for something definite. It represents a definite value characteristic of this particular product. It becomes standardized.

In addition to this, the very fact that it does become standardized and known makes possible a greater market for it. This greater market makes possible the economies of large scale production.

That is, a manufacturer who produces 10,000,000 units of a product can produce each unit more cheaply than the manufacturer who produces but 10,000 units, through having more improved machinery, being able to carry the specialization of labor to a greater degree, having less waste, and having more units of production to bear the expense of general management and overhead.

The result of this large scale production is a lower price to the consumer per unit.

CHANGES IN VANCOUVER.

B. A. McKelvie, formerly with the Vancouver (B. C.) Province, has become managing editor of the Vancouver Sunday Tribune, which has succeeded the Saturday Chinook, published by George M. Murray. The Chinook was formerly published in South Vancouver as a Saturday night paper, but is now located in that city itself and is issued on Sunday morning as the Tribune.

L. D. Taylor, formerly mayor of Vancouver and ex-publisher of the Vancouver World, is planning a new weekly for that city. Until recently he has been publishing a newspaper at Fort George, in the Northern Interior.

FOR WESTERN AD GOLFERS.

The fifth of the Western Advertising Golfers' Association tournaments will be held at Chicago on September 11.

SHIFTS IN BURLINGTON, VT.

The war and other causes are making some changes in the staff of the two dailies in Burlington, Vt.

Donald G. Babbitt, who assumed the editorship of the News a few months ago, leaving a position on the Boston Record, has gone to the second officers' camp at Plattsburg.

John B. Taylor, business manager of the News, has been obliged to give up work because of poor health, and will go to Denver, Colo.

Mr. Babbitt has been president and and Mr. Taylor treasurer of the corporation which purchased the News from Joseph Auld and others.

Arthur N. Chamberlin, for several years on the Free Press staff, was scheduled to succeed Mr. Babbitt as editor of the News, but on Saturday received an appointment as an aerial observer in the United States Signal Corps and left Sunday night to begin training.

Perley M. Stoughton, for many years a reporter on the Free Press, is already in the aviation corps.

Leland Hays, a member of the Free Press staff for a year and a half, has just gone to Manchester, Ct., to become editorial writer and telegraph editor on the Herald.

CLASS IN TYPE OPENS.

A free course in proofreading and typography will be given at the Stuyvesant Evening Trade School, 15th street, near First avenue, New York, starting on September 17.

Men and women engaged in the printing, publishing, advertising, and allied lines are eligible for the classes, which are directed by Arnold Levitas.

The classes each meet twice a week—Monday and Tuesday and Wednesday and Thursday, from 7.30 to 9.30 p. m.

Certificates of proficiency are issued at the end of the term.

SOLD PAPERS FOR SOLDIERS.

Illinois troopers whose peace-time homes are in or near Rockford, Ill., benefited last week when members of the "Hip, Hip Hooray" musical comedy company sold over 900 copies of the Rockford Republic in the city streets, realizing a tidy sum for the company funds.

A RELIC OF THE DARK AGES.

EDITOR THE FOURTH ESTATE.

Sir: I wish to enter my protest against publication of items like the following:

Robbers entered the office of the Advocate Review, a community newspaper in the south side of Chicago, last week and demanded largesse from M. E. Doroch, the editor. Mr. Doroch paused in his work of getting his paper ready for press long enough to laugh loudly at the robbers for hoping to find money in a newspaper office. When they discovered their mistake, the robbers left.

The idea that a newspaper office never has any money is an exploded one. It was all right way back in the dark ages, when a newspaper took cord-wood, pumpkins or any other commodities in exchange for subscriptions.

The newspaper business today is just as legitimate and money-making a business as any. It requires more than the average ability and nerve to make it successful, and items like the above tend to cast discredit upon it.

J. L. STURTEVANT,
Publisher, Wausau (Wis.) Record-Herald.

THE U.S. LATIN-AMERICAN ADVERTISING INQUIRY.

WILL COVER THE PEOPLE AND ALL MEDIA OF ADVERTISING—MR. SANGER IS NOW IN SEATTLE.

Since the Department of Commerce of the United States Bureau of Foreign and Domestic Commerce some time ago announced it had engaged J. W. Sanger to make a study of the problem of advertising in South America, American advertisers and newspapers have been very anxious to learn of the complete extent of the Government's investigation. Just when Mr. Sanger was en route to Seattle on August 27, THE FOURTH ESTATE got into touch with him and obtained at least a preliminary outline of what he intends to do in the assignment he is about to undertake. Mr. Sanger said:

"I am glad of the opportunity to say a word to the readers of THE FOURTH ESTATE concerning this investigation of advertising methods which the Bureau of Foreign and Domestic Commerce proposes to undertake throughout the countries of Latin America.

"Manufacturers who do a domestic business only are familiar with the tremendous power of advertising in helping to gain a hold in new markets for either new or old products. We have reliable information on this subject and know that if the product is right and the service is what it should be that with a given sum of money devoted to advertising, the work of the sales force can be greatly supplemented.

"Unfortunately the same information is not available concerning foreign countries, particularly those countries of Latin America toward which our manufacturers are casting longing eyes as a probable field for export trade development.

"After the great war is over there will ensue the keenest and perhaps the bitterest competition for these markets that the commercial world has ever known and it is to anticipate this struggle and to furnish us practical information for that time that the United States Government operating through the Bureau of Foreign and Domestic Commerce has determined to conduct a thorough-going investigation with the purpose of reporting back to manufacturers in the United States what advertising methods can best be employed to win a larger share of the market in the countries to the south of us.

"Roughly speaking, the investigation will cover, first, the people. Many manufacturers say to me:

"In preparing our advertising, which is a form of selling appeal, we would like to know just what kind of people we are talking to. Are they fundamentally different or are they practically the same kind of people with whom we are accustomed to deal in this country, with such changes as are brought about by difference of language, traditions, habits of the thought and other considerations?

"They say to me:

"We want to sell goods to these people but we cannot advertise to them until we know what sort of people they are."

"Secondly, the investigation will cover all recognized mediums of advertising appeal, such as export journals, local newspapers, direct by mail,

street car and poster advertising, electric signs, motion picture advertising, novelties, sampling, demonstrations, etc.

"Insofar as it is humanly possible, not a stone will be left unturned to make this investigation thorough-going and thoroughly practical and the results of it will be published by the government in the form of a book available for distribution everywhere at a very nominal cost.

"In addition to this, after my return from the investigation, and after the book has appeared my services for a brief period will be available as a special agent of the bureau with the purpose of making specific application to any manufacturers' problem of the plans and suggestions offered in the book.

"I will return to New York about October 1 for a ten-day stay before sailing, and hope then to have the opportunity of meeting exporting manufacturers, etc., individually or as groups for a further conference and discussion of their problems preliminary to my trip to Latin America."

DWYER TO BACK HIS CHARGES BEFORE GRAND JURY.

John P. Dwyer, managing editor of the Philadelphia Record, who has charged Francis Fisher Kane, United States Attorney, with neglect of duty in his direction of draft violation prosecutions and conduct of office generally, has been subpoenaed to appear before the Federal Grand Jury in Philadelphia. He is directed to bring with him all records and data in connection with the cases in which there were alleged violations of the law.

The action follows quickly on the heels of steps taken by Mr. Dwyer to have Mr. Kane removed from his post by appealing to Washington.

Mr. Kane has denied that he had been in any way derelict in enforcing the draft law or that relating to public meetings, as charged by Mr. Dwyer and others.

MERGED WITH DAILY.

The Wooster (Ohio) Democrat, established in 1826, was discontinued last week, the circulation being merged with the Wooster Daily News, published by the same company. The Democrat was for many years a political power in the Democratic ranks of Wayne County. It was published as a weekly until a few years ago, when it was made a semi-weekly.

EVENING POST TELLS OF OIL'S USES IN WAR TIME.

Among the biggest of the war-time crises is that of oil. A tremendous demand has been created by the fact that the use of oil in the world-war has been great and far-reaching. Not a single phase of military operations at home or abroad could be carried on without the use of oil or one of its by-products. The airplane, the submarine, the oil-burning battle-cruisers, the motor trucks used for transporting troops and supplies in a country where there are no railroads, and motorboats used as submarine chasers, all would be useless if the oil supply was exhausted or cut off.

This exigency gives special timeliness to the Oil Industry Supplement issued by the New York Evening Post, consisting of fifty-six pages, with many illustrations. It reveals the fact that the industry is straining every nerve to meet the emergency. At Washington there is both optimism and pessimism as to the ability of the country's resources to meet the test. America is producing two-thirds of the entire world's supply.

The struggle of the independent companies for supremacy, the value of geology in producing petroleum, the place of the industry in modern life, the manufacture of gasoline from natural gas and the use of petroleum for transportation purposes are discussed, with carefully prepared articles on the oil fields of this country, Mexico, Russia and Rumania. A Texas oil gusher is shown on the cover.

MORNING PAPER NEXT WEEK FOR HATTIESBURG, MISS.

The publishers of the Hattiesburg (Miss.) News have completed arrangements for a new morning daily for Hattiesburg and Camp Shelby, to be known as the Herald. The first issue will appear on September 11. Although published from the same office under the same business management as the News, the paper will be distinct as to news and features.

C. S. Partridge, at one time city editor of the Washington Herald and more recently connected with the Cleveland Leader, will be managing editor of the Herald, with full control over both editorial and news columns. The Herald will receive the morning report of the Associated Press over a leased wire and will be issued daily except Monday.

LOCATE YOUR SOLDIER FRIEND AT A GLANCE.

Those with friends or relatives in khaki will be grateful to the New York World when they see the two-page map of the United States in its magazine section tomorrow. Every camp which houses or will house divisions of the National Guard or the National Army is accurately placed and marked with the name of the division. National Guard cantonments are marked in red, while those of the National Army are designated by blue stars.

The rules promulgated by the Post Office and covered in recent issues of THE FOURTH ESTATE on the proper methods of addressing soldiers are also clearly set forth as a supplement to the map.

WHEN METAL POISONS.

Many Linotype operators and machinists believe that the molten metal in the Linotype crucible produces fumes which are injurious to the lungs.

This is not a fact, says the Linotype Bulletin, because a temperature sufficiently high to produce lead fumes is never reached on the Linotype.

Type foundry and persons engaged in rubbing and preparing type are the ones who suffer. In all the processes, therefore, it is lead dust which has to be considered, and not fumes from molten lead at a temperature of 550 degrees, as employed in the Linotype.

Skimming the metal pot is far more likely to be injurious than the fumes of the molten metal, for in skimming the dross from the top of the machine pot or the remelting furnace a small cloud of dust arises when the ladle is emptied. Any vessel, therefore, of molten lead, in which skimming is necessary, requires a hood and exhaust shaft to carry off the dust found in the oxide or dross.

A separate exhaust can be arranged for the removal of the dust immediately above the point where the skimmings are deposited.

It follows, then, that dust arises from a bath of molten metal while being stirred, if dross or oxide is present in any noticeable quantity.

Linotype operators and machinists should remember, then, that the lead dust is injurious and not the metal fumes. It is not necessary to have a hood and exhaust on the Linotype proper for carrying off metal fumes, but it is desirable for carrying off gas or gasoline fumes from the pot burner.

The most urgent need for the hood and exhaust is at the point where the metal is stirred, or where the dross is skimmed and the ladle emptied.

LITTLE'S BIG JOB.

Luther B. Little, former newspaper man and later head of the publicity department of the Metropolitan Life Insurance Company, has been selected by the Fusion committee of New York to direct Mayor Mitchell's campaign for re-election.

The plant of the Seaforth (Minn.) Item is to be moved to Lucan.

A RECORD

Daily Net Paid

July, 1915 . . . 3178
Dec., 1916 . . . 5568
July, 1917 . . . 6054

A. B. C. statements.

Net cash earnings, sales and advertising, gain first 7 months 1917, over same period, 1915.

56½%

A remarkable record of growth in a field of keen competition.

FITCHBURG

(MASSACHUSETTS)

DAILY NEWS

"The Paper That Does Things."

Member Audit Bureau of Circulations

KANSAS CITY STAR LANDS "TEDDY."

COLONEL ROOSEVELT WILL COMMENT REGULARLY ON CURRENT EVENTS.

Theodore Roosevelt will become a member of the staff of the Kansas City Star on October 1, and will contribute by wire his comments on current events. The Star commented in its announcement as follows:

"The Star has long felt that a daily newspaper would give him the best possible medium for the expression of opinion on matters on which his views are of prime importance. In this belief Colonel Roosevelt has now come to acquiesce.

"Several courses were open to him, including that offered by an urgent invitation to write for a syndicate of newspapers. But he held that the strategic place of Kansas City in the very heart of the country, and the sharing of common ideals by himself and the Star, made this newspaper the appropriate medium with which to ally himself.

"The Star would be guilty of false modesty if it did not frankly confess its happiness in the acquisition of Colonel Roosevelt to its organization in the capacity of a regular contributor. The honor of such an acquisition is one of which any newspaper in America or Europe might well feel proud. Moreover, it believes that the connection thus established will arouse the keen interest of the country in general and of Kansas City in particular.

"It will make Kansas City the center of a momentous discussion of events of transcendent importance—a discussion that will be watched not only by the whole United States, but by all the nations of Europe as well.

"This newspaper counts itself fortunate to be able to do the public service of printing regular contributions from such a man."

Colonel Roosevelt, in acknowledging that he had joined the staff of the Star, said he would continue to contribute one editorial a month to the Metropolitan Magazine, on the staff of which he has been for more than a year.

MAY BE SOLDIER-EDITOR.

Linn A. F. Gale, editor of Gale's Magazine, Worcester, Mass., has been accepted in the draft and wants to continue his magazine at the cantonment where he is sent for training. Mr. Gale is a well known newspaper man of Albany, N. Y., and until a short time ago was editor of the Rensselaer Jeffersonian Democrat.

NASSAU QUALITY METALS

ALWAYS UNIFORM
ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
606 West 29th Street NEW YORK

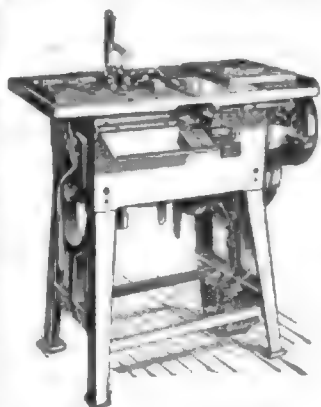
Save Your Stereotyping Blankets

With high and low type in the form, extra pressure is required in stereotyping to bring up the low letters. This causes undue wear and tear on the blankets. With the

Ludlow Typograph

there are no low letters. The constant uniformity in height-to-paper of Ludlow Slugs, preserves the life of your blankets.

Stereotyping blankets are expensive—this saving is worth while.



Know all the economies the Ludlow Typograph effects in newspaper production. Send for the complete Ludlow Literature.

MERGENTHALER LINOTYPE CO.

Sole Selling Agents

Tribune Building, New York

CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

SOME NEW BOOKS.

"JAPAN IN WORLD POLITICS," by K. K. Kawakami; Macmillan Company, publisher.

Most of the chapters of this book were originally published as separate articles in the North American Review, Atlantic Monthly, Century Magazine, American Review of Reviews, Forum, New York Evening Post and Pearson's Magazine. The process of revision and elaboration produced a clear exposition of the relationship of Japan to our own country. But the equally interesting—and for a complete understanding of Japanese world policies—equally necessary, history of her relationship with the other world powers, is summarized in three brief chapters.

The newspaper world may not be pleased at the author's opinions of certain American daily papers. He may, moreover, have made statements difficult to refute.

It is not necessary, however, that we regard Kawakami's views as final. We find a great deal to commend in his fairness in criticism of both Japan and America, and this is particularly true with reference to the Japanese problems of our Pacific Coast states. Many of the "jingo" stories are shown in their true light by the author's knowledge of the

facts of the situations out of which these stories sprung. A wide circulation of the book among the legislators of the Pacific Coast states would have no other than a good effect on the legislative program of these states.

"THE UNITED STATES POST OFFICE," by Daniel C. Roper, first assistant postmaster-general, 1913-1916; Funk & Wagnalls Company, publisher.

The author describes the growth of the American Post Office from its inception in the intercolonial postal union of Alexander Hamilton to its present enormous dimensions, intricate network of routes, and highly developed organization. It is a worth while story, told in popular style, of a department of our government the volume of whose business is almost unbelievable.

W. N. U. SOUTHERN SHIFTS.

Joe H. Simpson is now manager of the Atlanta office of the Western Newspaper Union, succeeding Frank E. Coffee, who has resigned to become a member of the Lewis-Seabrook Advertising Company, in the Georgia metropolis. Mr. Simpson has been manager of the Birmingham office and is succeeded by R. B. Vail, who has been connected with the W. N. U. for some time.

WEDDING BELLS.

Frank Ward O'Malley of the New York Sun and Miss Grace Edsall Dalrymple, well known newspaper artist and society woman, were married on September 1 in the Church of the Sacred Heart, New York, Owing to the recent death of Miss Dalrymple's mother the wedding was private.

Mr. O'Malley is widely known in the newspaper world and has a particularly wide acquaintance in theatrical and art circles. He is forty-one years old, was born in Pittston, Pa., and was educated at Notre Dame University. He afterward studied art, first in the Pennsylvania Academy of Art and later at the Art Student's League in New York. For the first four years after coming to New York he was an illustrator.

Immediately after the ceremony the couple left for the North Woods.

Lieutenant Richard Oulahan, U.S. R., son of Richard V. Oulahan, Washington correspondent of the New York Times, and Miss Mildred Bacon have become engaged.

Madison Worth Colwell, well known New York writer and publicity man, and Miss Dorothy Weld Raymond have announced their engagement. Mr. Colwell, since the entrance of the United States into the war, has been handling one branch of recruiting publicity and last week took the examination for admission to the aviation section of the Signal Corps, U.S.A. He is now awaiting the decision of the War Department.

A.P. CHICAGO CHANGES.

Among the recent changes in the Chicago offices of the Associated Press are the following:

Mason Taylor, night pony editor, has entered the second officers' training camp at Fort Sheridan.

Robert Brugere of the St. Louis office has been transferred to Chicago.

A. C. E. Schoeneman, formerly of the Mason City (Ia.) office and more recently in Chicago, has been transferred to Detroit.

New men in the Chicago office are Don Ewing of Omaha and R. A. Hall of Columbus.

Paul Brindel has been transferred to the Kansas City office. Before going to Chicago, Brindel was in the office of the Cedar Rapids (Ia.) Times-Tribune.

J. M. Miller has purchased the Burke (S. D.) Gazette and will assume active management of that paper in the near future.

J. M. HUBER

Manufacturer of
Black and Colored

News Inks

Main Office: 65-67 W. Houston Street
NEW YORK CITY

Color, Varnish & Ink Factories
BROOKLYN, N. Y.
Carbon Black Works, DOLA, W. VA.

SERVICE BRANCHES
Boston, Baltimore, Chicago, Omaha,
Cincinnati, Los Angeles, St. Louis,
Philadelphia, San Francisco.

RECORD ADVERTISING IN THE SOUTH

PROMISED FOR THE FALL—ADVICE ON PAPER TRAFFIC AND CANTONMENTS FOR ARMY—OTHER NEWS.

Secretary-Treasurer Walter C. Johnson of the Southern Newspaper Publishers Association declares that:

"Reports received from a number of members of the S.N.P.A. indicate that there has been no so-called summer dullness this year. Business has in a number of cases been as brisk as during the spring and fall months.

Circulations have not only held their own, but contrary to the usual custom have shown splendid increases. The volume of advertising has shown increases over the corresponding months last year.

"One of the most encouraging features of this increase in advertising is the fact that a considerable portion of the increase is national advertising.

"Indications are that the daily newspapers of the South will break all records this fall so far as increases in circulation and advertising are concerned. Increased cost of news print and other supplies, advances in labor and other expenses, brought on by the war, combined with that of the impending war tax, are causing many to speculate as to whether or not they will be able to show a profit for the year."

The S.N.P.A. also warns its members that:

"At no time has there been a greater demand for freight cars than the present, according to the car service commission of the railroads' war board. The movement of lumber to the cantonments and supplies for the government has brought about the use of more than 100,000 cars. The movement of grain and food products is going to be especially heavy during the next few months. The 600,000 recruits to be transported to cantonments and other traffic movements due to the war will interfere with freight movements.

"In view of the above conditions, publishers should watch their news print stock closely and see that a sufficient quantity is on hand and in transit to take care of shortages likely to occur through delayed shipments.

PRESENCE OF ARMY CAMPS.

"The fact that a great many Southern cities will soon have army camps in their vicinity will bring about changes in established local customs and especially with the retail trade in these cities.

"Publishers should suggest to their merchants that they visit cities where camps are already located with a view to obtaining first-hand information from dealers in their same lines as to the kind of goods for which there will be an extraordinary demand. The dealers will learn that the needs of the soldiers are many and varied and a knowledge of their requirements will prove quite helpful in buying stocks. Practically every line of business is affected either directly or indirectly through the presence of soldiers."

Other interesting points in the S. N.P.A. current report are:

PUBLISHER HANSON'S BUILDING.

"All Alabama, the whole South, and Birmingham in particular, should be proud of the great newspaper plant built in Birmingham by the Birmingham News—a plant which will compare favorably with any similar plants in the world—according to Edgar M. Foster, business manager of the Nashville Banner, who was in Birmingham recently, on which occasion he was personally conducted

through the building by V. H. Hanson.

MEMPHIS MEN TO ARMY AND NAVY.

"Every department of the Memphis Commercial-Appeal has contributed volunteers to Uncle Sam's army and navy. A total of twenty-seven employees and former employees make up the long list who have volunteered for service with the colors, a majority of whom selected places in the three regiments of the Tennessee National Guard. Business Manager J. W. Hays has given three sons to the National Guard; C. P. J. Mooney, managing editor, has given his youngest son. The business office, editorial, mechanical and art departments are represented in the roster. Even six of the paper's office boys, copy boys and elevator boys have heard the call to higher duty and have joined the colors.

PUBLICITY SUGGESTIONS.

"Walter F. Dumser, director of publicity of the United States Public Service, Reserve, Washington, D. C., is asking publishers for suggestions in the conduct of this department. One publisher, in replying, stated that while the publishers of the United States have shown that they are glad to do everything possible for the government, a great many feel that they are getting a 'raw deal' in return.

SANFORD'S DREAMS REALIZED.

"Ever since the fire which destroyed the Hotel Imperial, Knoxville, Tenn., A. F. Sanford, publisher of the Journal & Tribune, has dreamed of a new and more handsome building on the site, which is in close proximity to the office of his paper. Sanford's expectations are about to be realized, as is shown in the announcement that actual building operation on the new Hotel Faragut will be commenced on September 15."

BIG ADS FOR ARMOUR.

Plans for a record advertising campaign during the coming year were formulated at the annual banquet of the Armour Packing Company's advertising staff at the Hotel La Salle, Chicago, on August 31.

BUSINESS IN WEST BOOMING.

NEWSPAPERS OF THE PRAIRIES ACCLAIM "DIRECTORY OF SPECIALS."

EDITOR THE FOURTH ESTATE:

SIR: On my return from a long trip West, calling on my papers, I feel that I must write you and tell you what a splendid hit you made with your issue of July 28, giving the National Directory of Special Representatives.

All of our papers were very glad indeed to have the information contained in that issue and you would be surprised how much they were interested in it and in looking over the directory to see who represented their competitors' and their friends' papers in the East and West.

I believe you can do a good thing for the business by getting out this directory once a year.

I made one jump from Chicago to Salt Lake City and spent most of my time west of the Mississippi River, that is, in Salt Lake City, Denver, Kansas City and St. Louis.

Everywhere I went I found that local business is better than it was a year ago. I never saw the Western country so prosperous or the people so liberal in spending money. You could see this plainly by looking in the display windows of the different stores in the cities.

The class of goods, dresses, etc., displayed would prove to you that the people are buying a better grade of clothing, dresses, hats, etc., than ever before and you could easily see by observing the people on the street that the entire population of the Western cities is more prosperous than it ever has been.

I noticed this particularly in Salt Lake and Denver. These two cities are booming. They do not seem to realize that there is any war so far as business is concerned.

Kansas City is growing very rapidly and is busier than it has been in years. The farmers in that district and around St. Louis have immense crops and are getting the biggest prices they ever secured.

I was away for two weeks and was agreeably surprised on my return on going over our orders to find that we actually sent out from our New York office in August this year more business than we did last year. Every indication all over the country is for a big fall business. I know that it is so in our Chicago, Detroit, Kansas City and Atlanta offices as well as in New York.

You know I have been in the advertising business for thirty-six years and am not inclined to be over-enthusiastic, but I cannot help telling you that I believe (in spite of the war, which, I realize, as we all do, is a very serious thing and is going to be even more serious than it is now) we are going to have about the best fall business we have ever had in the newspaper and advertising world.

EDWARD S. CONE,

Cone, Lorenzen & Woodman.

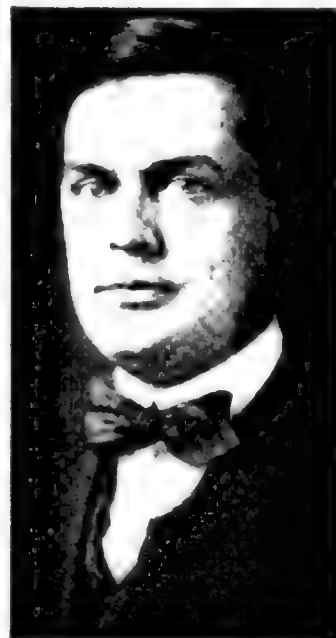
MERGER IN GETTYSBURG.

The Gettysburg (Pa.) Star-Sentinel has ceased publication, its subscription list having been taken over by the Gettysburg Times-News.

NEW JOB FOR BAUMGARTNER.

J. Hampton Baumgartner, publicity representative of the Baltimore & Ohio Railroad, has resigned to become assistant to President S. Davies Warfield of the National Association of Owners of Railroad Securities. He entered upon his new duties this week.

Mr. Baumgartner has a wide acquaintance in financial, business and publishing circles. He has directed the affairs of the Baltimore & Ohio's publicity department since July, 1911, and has been identified with the various national publicity campaigns conducted



J. HAMPTON BAUMGARTNER.

by the railroads to enlighten and educate the public concerning the problems facing the railroads.

As publicity representative of the Baltimore & Ohio, his efforts have also been directed towards promoting friendly public relations through the medium of the press and other agencies between the railroad and its patrons and the communities it serves, insuring an intelligent understanding of both the position of the public and that of the railroad.

He is a native of Westminster, Md., and is 30 years of age. Prior to his appointment as publicity representative of the Baltimore & Ohio he was connected for several years with the executive offices of the company under Vice-President George M. Shriver.

DETROIT SATURDAY NIGHT

Holds a commanding position in the progressive and prosperous homes of Detroit and Michigan.

One reason why it gained 35% in circulation and advertising during 1916.

Represented by
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE XII.

USE OF A TIME-SHEET IN SEGREGATING PRODUCTIVE AND NON-PRODUCTIVE COSTS IN OFFICES.

By EDMUND WALKER,
Herald Building, Chicago.

The distinction between *productive* and *non-productive expenses* may at first sight appear to be very easily laid down, but in actual practice I have found a wide divergence of opinion among publishers, and this is an all important matter in the calculation of our costs.

Generally speaking, one may say that *productive expenses*, viewed from an accounting standpoint, are only those expenses directly incurred in the producing of the article to be sold or those expenses necessary to bring raw materials into the condition where they may be sold.

Every business is engaged in adding utility to commodity. Do not confuse "utility" with "usefulness."

Water is useful, but has no utility. There are different kinds of "utility."

The cold storage corporation adds "utility of time" to a commodity, the railroads add "utility of place" to a commodity, the manufacturer adds "utility of form" to raw materials.

The publisher adds "utility of form" to raw materials.

These are economic terms, but if thoroughly grasped will help us decide more intricate questions later on.

Obviously news print is part of the *production cost* of your paper, so is ink, stereo wages, composition, both hand and machine, and press wages. That you would at once agree to, but what percentage of your composing room wages represents "distribution"—is that productive?

Distribution is necessary and useful just as the rent is, but it is not represented in the finished product, and it is no more productive than the wages of the janitor who cleans out the composing room.

No publisher who has not a *costing system* knows what his *distribution costs* him, and a higher percentage of your pay roll is going into that channel than you might think.

We see then that we cannot take the broad item of wages and charge them all to production costs—the wages must be analyzed and you must ascertain what you are paying for.

Distribution is merely one of the non-productive operations your mechanical employees perform. How about repairs, cleaning machines, corrections to advertisements, standing time? All these, too, are non-productive.

To accomplish the desired result a cost system is installed, and this subject will be dealt with in a later issue of THE FOURTH ESTATE, but suffice it to say that each mechanical employee is furnished daily with a time sheet and he records what class of work (not which particular job, as in a job printing business) he was doing.

This may at first sight appear to necessitate a lot of detail work, but a very simple plan is to have a sheet ruled with the hours divided into ten equal parts of six minutes each.

The employee then merely draws a line in the column representing the class of work performed and each column is quickly totaled on the adding machine, or otherwise, and the total is expressed in so many hours and so many decimal parts of an hour.

For example, the total of the *advertising composition* column might read 6.5 hours, which would be 6 hours and 30 minutes. This allows the hours to be added up and subtracted and multiplied in exactly the same manner as dollars and cents and obviates all awkward calculations of minutes.

On the left hand side of the *time sheet* we will group the productive classifications and on the right hand side the non-productive classifications.

The sheets for the different departments will be of different colors, which will allow us to quickly separate them each morning for posting the totals. I will be glad to send forms to any reader on request.

Sometimes in classifying expenses one is apt to get confused between productive and non-productive, and more especially is this the case when the statement is made that all expenses are necessary for the proper conduct of the business and that the editorial department and the advertising department and the accounting department are all productive of some part of the whole business.

This is all very true, looked at from one viewpoint, but for purposes of costing and accounting and for purposes of ascertaining the cost of any advertisement or of an hour's time or an issue of your paper, these must be regarded as non-productive and their sum total cost must be treated as an "on-cost" expense and loaded onto the productive expenses. Thus each hour of productive time may be made to bear its pro rata proportion of the burden charges.

Speaking from an economic standpoint, wages, capital and land are all productive elements of your business, but in this article we are not interested in dividing your business into economic divisions and parts. Therefore think along the lines first laid down only.

When determining whether or not an expense is productive or non-productive ask yourself if that expense was "directly" incurred and is "directly" reflected in the finished product—your newspaper.

Insurance on your plant is not reflected in the finished product, although it is very necessary—therefore insurance charges are non-productive.

JEFFERSONIAN IS BARRED.

GEORGIA COURT OF EQUITY
DENIES INJUNCTION OF
T. W. WATSON.

Judge Emery Speer, in the United States District Court for the Southern District of Georgia, at Macon, has rendered a decision denying to Thomas W. Watson's Jeffersonian second class mailing privileges, the reason being that the periodical has advocated "treason, disloyalty and mutiny."

Watson brought an injunction suit against J. Q. West, a Georgia postmaster, to compel him to admit the Jeffersonian to the second class privileges.

Postmaster General Burleson, after charging the existence of an organized propaganda to discredit and handicap the government in the prosecution of the war, declared that such matter was in violation of section 3 of title 1 and sections 1 and 2 of title 12 of the Espionage Act and was nonmailable.

He held that "for these reasons the publication is not a newspaper or other periodical publication within the meaning of the laws of the United States governing mailable matter of the second class, and the deponent so decided after due and thorough consideration of the matters and things stated herein."

In this conclusion Judge Speer found that he was fully justified and added:

"There is, moreover, an additional consideration of the weightiest character, which obliges the denial of such an injunction as is here sought. An appeal is made to an American court of equity to oblige the postal authorities of our country to contribute its mailing facilities for the furtherance and success of a propaganda against the nation as distinct as it is truculent and dangerous."

"Under the familiar rule in equity such an appeal is addressed largely to the discretion of the court. It is to be determined by the conscience of the chancellor, and always with proper regard to the public's welfare."

"And, a party seeking this extraordinary remedy, under a rule equally familiar, must come into court with clean hands. Can one be said to come with clean hands when the policy, methods and efforts he would maintain may cause his hands to be imbued in the blood of the demoralized and defeated armies of his countrymen?"

"If by such propaganda American soldiers may be convinced that they are the victims of lawless and unconstitutional oppression, vain indeed will be the efforts to make their deeds rival the glowing traditions of their hero strain."

"On the contrary, the world will behold America's degradation and shame, the disintegration under fire of our line of battle, the inglorious flight of our defenders, like the recent debacle of the Russian army, brought about by methods much the same, the ultimate conquest of our country, the destruction of its institutions and the perishing of popular government on earth."

"The preliminary injunction is denied."

Searching inquiry into the utterances of German language newspapers in the United States, socialistic magazines, and literature of so-called peace societies and associations is being conducted by the Department of Justice.

The department considers its position strengthened by the recent decision of Federal Judges Hough of New York and Speer of Georgia in sustaining the action of Postmaster General Burleson in refusing the privileges of the mails to the Masses and the Jeffersonian.

Recent utterances and activities of Mayor Thompson of Chicago and the

Republican, a newspaper which supports him in connection with the so-called convention there of the People's Council of America for Democracy and Peace, are also being scrutinized.

The department has held repeatedly that it is not its function to prohibit or to break up pacifist meetings or conventions, but a close scrutiny of the utterances of speakers and others at such meetings is maintained to determine violation of the Espionage act.

Included in the investigation of alleged seditious publications and others of a character regarded as open to question are individual newspapers and magazines published in German in this country and the advertising and other literature of the American Union Against Militarism, the People's Council, the League of Conscientious Objectors, and other organizations affiliated with them or of a similar character.

The time is not far distant, in the opinion of some officials, when the Government will begin prosecutions. Hundreds of newspaper and magazine articles whose propriety is admittedly open to two interpretations have been placed before the officials. In most instances, it is said, these articles have been cleverly worded so as to bring them virtually within the law, while at the same time creating the effect desired.

A large number of articles and editorials under investigation do not attack the Government, but center their criticism upon allies of the United States. What proceedings, if any, can be taken in these instances, it was said, depends wholly upon the wording of each article.

ARRESTS FOLLOW BOMBING OF PUBLISHER'S HOME.

Seven opponents of conscription have been seized by the Montreal police, charged with complicity in the dynamiting on August 9 of the summer home of Lord Atholstan, publisher of the Montreal Star. The Star's policy has been strongly in favor of conscription and Lord Atholstan received several threatening letters before the bomb was set off under his residence in Cartierville.

Elie Lalumiere, head of the Constitutional party, an anti-conscriptionist organization, has been charged with murder in connection with the dynamiting and the names of the seven others arrested have been withheld by the police pending further developments.

If You Entertain

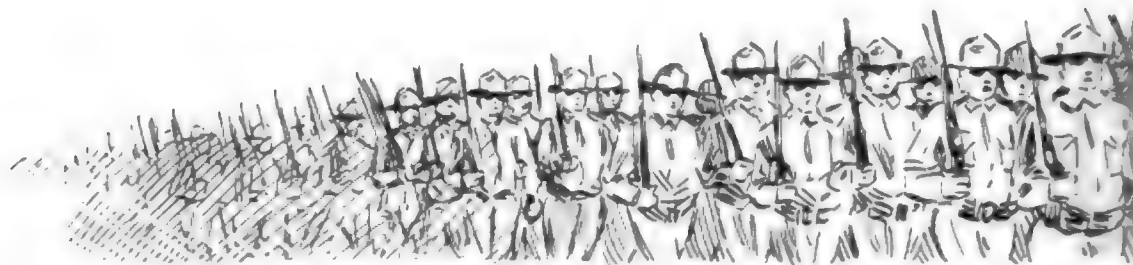
you will now and then need the services of professional entertainers—or it may happen you will find yourself upon the entertainment committee appointed by your lodge, club, bunch or society, in which event a dollar ad stating your requirements if inserted in

The BILLBOARD

will place you in touch with hundreds of humorists, musicians, vocalists, magicians, etc., etc., or if you do not feel competent to choose, with agents who purvey entertainment.

Weekly. Forms close at 12 noon Mondays.
The Billboard Publishing Co.
Broadway and 49d St. NEW YORK
Chicago, St. Louis Cincinnati and San Francisco.

(Member A. B. C.)



LIKE OUR The WORLD is

*The steady onward and upward march
furnishes a constant topic for conversation*

August

August is usually a poor month to break records, but all months are alike to the WORLD.

The latest report of the Statistical Bureau of the New York Evening Post shows that out of FIFTEEN daily newspapers in Greater New York, ELEVEN show a LOSS in the volume of advertising, ranging from 5,901 to 78,053 agate lines. Only FOUR show a GAIN.

*The NEW YORK WORLD'S gain
for August was 87,878 lines!*

SOME AUGUST HISTORY—The Post figures illustrate, probably better than anything else, the steady growth of the New York WORLD in the estimation of careful advertisers. Here is a four-year record of advertising published in the WORLD during August:

1917	1916	1915	1914
1,009,771	921,893	780,572	746,199

The Answer? Simply that THE



SOLDIERS MARCHING ON!

*of the NEW YORK WORLD
in Metropolitan advertising circles.*

1917, to date

The increase in the volume of advertising printed in the WORLD is not confined to August, or any other single month.

The Post report, referred to on the left, shows that in 1917, from January 1st to August 31st, inclusive, THE WORLD LEADS ALL the newspapers, MORNING and EVENING, in the METROPOLITAN DISTRICT in ADVERTISING VOLUME, as well as in INCREASE—and it is MORE THAN A MILLION AHEAD of its nearest competitor.

The relative standing of the morning newspapers is shown by the following table from January 1 to August 31, 1917, as against 1916

	1917	1916	GAIN	LOSS
WORLD . . .	8,915,486	8,131,401	784,085	
Times	7,817,447	7,184,539	632,908	
American . .	5,871,180	6,148,052		276,872
Herald	4,852,482	4,835,583	16,899	
Tribune . . .	3,066,573	2,732,370	334,203	
Sun	2,736,262	2,530,687	205,575	

WORLD PAYS ADVERTISERS

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company, Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 232 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions, 25 cents).

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
232 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1228.

FOR THE WEEK ENDING SEPTEMBER 8, 1917

HOW LONG IS CANADA TO BE OUR PAPER DICTATOR?

A report just issued by the Canadian director of forestry on Canada's exports of pulp wood and paper pulp to the United States shows a condition of dependency by this country on Canada for news print paper that is shocking.

The report shows that in 1916 Canada exported to the United States 1,009,207 cords of pulp wood to be made into pulp and paper here.

Canada's exports for 1916 of mechanical and chemical pulp to the United States were 468,761 tons.

Some part of the imported pulp wood and wood pulp is used in the manufacture of other grades of paper than news print.

Altogether this raw material provided for the making of well over 1,000,000 tons of paper in the United States in 1916.

Besides, Canada's paper mills supplied us during 1916 with 468,000 tons of news print paper.

The consumption of news print paper in the United States during 1916 was practically 1,700,000 tons.

It is safe to say that the United States supplies less than 20 per cent of the material that daily goes into the news print paper consumed in the United States.

Is not this a deplorable state of affairs?

The United States under present conditions is entirely at the mercy of Canadian paper manufacturers.

And unless something is done quickly to make the United States news print users independent, it is sad to contemplate what the future may bring about in the way of absolute dictation of news print terms to Americans by Canadian manufacturers.

The one feasible way for the United States to declare paper independence from Canada is to "unlock" the water powers and other natural resources possessed by our own nation.

Today conditions for properly working these resources are prohibitive to investors, as the law provides no guarantee for protection to operators.

A permit may be given today and

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessaries, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 25 lines in depth of column) double price.

cancelled tomorrow.

The Walsh Bill, the Small Bill and the Shields Bill now before Congress provide for the issuance of 50-year permits to operate natural resources, and they provide that the Government shall have no right to cancel permits except on violation of the contract by the permittee; or by mutual consent; or by reimbursing the investor for the improvements he has made.

Nature has largely segregated her natural resources in the far Western states. There forests necessary to the manufacture of wood pulp and paper line the banks of the falling water. Pine, spruce, larch and hemlock timber is wasting each year in our Western forests, contiguous to wasting water powers sufficient to produce, at cheapest cost, all the wood pulp and paper required by the newspapers of this country.

Why not give those who would develop our wasting water-power the right to work, the right to build and expand and develop, the right to help create a greater and more powerful industrial nation?

Why not give them laws to work under, which, while placing them under the constant supervision of the public authorities, and safe-guarding every public interest, yet shall be of such fair and businesslike character that under their operation men may hope for a generous return for their work and their risk in a necessarily hazardous business, and capital be assured of a safe investment?

The American Newspaper Publishers Association is doing its utmost to awaken the American newspaper publishers to the wisdom of doing their best to help bring about the passage of the Walsh, Small or Shields Bill.

THE FOURTH ESTATE time and again has reiterated the necessity of concerted support by the publishers to get the measure through to a law at the present session of Congress.

If any publishers have not yet realized the need of cooperating, can they afford to do so any longer in the face of such mocking figures as show that the United States supplies only 20 per cent of the material that goes into their news print?

We will have to stand Canada's dictation of paper terms until a law releases our resources.

This is sad, but true.

How can any American newspaper publisher stand by idly and refuse to aid in pulling his country out of a position that rates it second to another nation in any respect?

America has the natural resources to be independent in paper making. Therefore it is a patriotic duty to help loose its bonds.

Get into touch with the A.N.P.A. at once and find out the best way you can help.

THE NEWSPAPERS' PART IN COAL CONSERVATION.

As a patriotic duty newspapers should emphasize to their readers that now is the time for every user of coal to endeavor to reduce his coal requirements.

Heretofore, the man who used more coal than he needed might feel that he caused no loss except to his own bank account. Few were influenced by thought of conserving the world's supply of coal.

Today coal is a sinew of war, and he who unnecessarily reduces the country's available stock of coal may curtail the nation's energy in the great industrial conflict.

In the past, if the available supply of coal was not sufficient for all needs, however extravagant, new mines could be opened and, by heavier withdrawals from the great supply of coal in the ground, even the most extravagant users of coal could be supplied without interfering with other industries.

Under such conditions those endeavoring to arouse a widespread desire to eliminate the wasteful use of coal have found slow response from a public accustomed to think more of the present than of the future, and many industrial plants using 50 per cent more coal in their power plants than necessary to produce the same power have not allowed their attention to be directed to the economy offered by good methods of stoking.

No thinking man can fail to realize the obligation which the war situation imposes upon the user of coal. On a vast scale the situation is similar to that where people are in an open boat at sea with a limited supply of food. The man who wastes coal today is an enemy of mankind.

Under these circumstances all newspapers are justified in calling upon all men to give thought to avoiding waste of coal.

Let every man consider how his coal requirements can be reduced.

Induce all organizations of business men to engage in a vigorous effort to promote the discussion of wasteful methods in coal consumption and the adoption in all power power plants of those stoking methods which produce power without waste of coal.

There is a great opportunity for associations, particularly engineering societies, to conduct campaigns of education.

The executive committee of the Chamber of Commerce of the United States is forming a special committee to act as a clearing house of efforts to reduce the unnecessary consumption of coal.

Urge business men to form local committees to co-operate with Chamber of Commerce committee, without delay. There is real work to be done.

Newspapers joining the coal conservation movement can work along the following five points of sugges-

tion to local coal users; including themselves:

1—Inquire into the methods employed by your fireman and consider his methods in relation to those suggested by the Bureau of Mines.

2—Learn what plants in your locality secure the best results from coal.

3—Endeavor to have the wasteful users of coal profit by the best experience of the locality.

4—Improve all local methods by consultation with the Bureau of Mines and study of the stoking methods recommended by the Bureau.

5—Buy your coal as near home as possible.

IS YOUR BID IN FOR THE NATION'S NEW WEALTH?

Business reports from all parts of the country continue to indicate that unexampled prosperity is being enjoyed by various industries and that the outlook is favorable for business for some time to come, at least.

Newspaper publishers of the South this week joined with those of the North, as already noted in THE FOURTH ESTATE, in reporting that unprecedented fall advertising is being booked for their newspapers.

All this serves to justify the prediction that the fall will be a record newspaper advertising season for publishers who go about it properly to get business.

In connection with this prediction a glance at the national business record for the month of August is enlightening. Bradstreet's points out it is worth noting that August this year had fewer failures than in any month for four years past, and also that the August total this year was the smallest reported in that month since 1911.

Liabilities in August showed a decrease from those in July, and were the lightest recorded in August since 1911.

Very much the same showing is recorded for the eight months' period, the failures being the fewest reported since 1911, and the liabilities being the smallest since 1909.

There were only 999 failures in the month of August, as reported to Bradstreet's Journal, a decrease of 4.7 per cent from July, and of 23 per cent from August of a year ago.

Liabilities for August were \$13,458,873, a decrease a 22 per cent from July, and of 22 per cent from August a year ago.

Continued activity is noted, by the New York Journal of Commerce and Commercial Bulletin, in the formation of new enterprises.

Incorporations in the Eastern states last month with a capital of \$1,000,000 or over involved \$382,100,000.

This is considerably above the average monthly total, although the figures show a falling off as compared with July of \$34,250,000. But in that month incorporations were exceptionally heavy, having made the best showing in years.

In August, 1916, the output of new companies aggregated \$113,472,000.

The grand total of all companies chartered with \$100,000 or over covering all states amounted to \$462,061,000, comparing with \$174,933,000 in August a year ago and \$148,186,000 two years ago.

The incorporations are of a diversified character, so much so that all

lines of business are included in the returns.

Also notice that an analysis of the foreign trade of the United States during the first three years of the war shows that exports from this country to the neutral nations doubled and exports to the belligerent nations trebled.

In the fiscal year 1917 exports to the neutral sections of the world other than those in Europe were \$1,838,000,000, against \$877,000,000 in 1914, while those to neutral Europe were \$414,000,000, against \$184,000,000 in 1914. Total exports to all neutral countries in the fiscal year 1917 were \$2,252,000,000, compared with \$1,061,000,000 in 1914.

Exports to belligerent Europe in the fiscal year 1917 were \$4,042,000,000, against \$1,304,000,000 in 1914.

Wise business men are doing the above noted record advertising in order to insure their participation in the distribution of the new national wealth.

Newspaper publishers should be doing the same thing—and as never before.

Their natural bid for business is to the national advertiser, and the best way to reach him is through his national advertising manager who reads THE FOURTH ESTATE, his trade newspaper.

NOTE AND COMMENT.

New Yorkers will have an opportunity to hear half a dozen eminent musicians, both instrumental and vocal, on September 27, when the Humanitarian Cult will give the first of its concerts for the 1917-1918 season, but only those who subscribe to the Humanitarian Magazine will receive tickets to Madison Square Garden, where the concert will take place. The funds realized will go to the Humanitarian Magazine.

A booklet reproduction of a series of war editorials by Lafayette Young, from his Des Moines Capital just issued, breathes the writer's characteristic spirit of true patriotism. Mr. Young has been editor and publisher of the Capital for twenty-seven years and he is also chairman of the Iowa Council of Defence. He spent four months in Europe during the first year of the war, and has had a full understanding of the European situation from the start. This he has used to give his paper's readers a full understanding of the war.

The Mergenthaler Linotype Company has just issued an impressive booklet entitled "More Profits in Booklet and Catalog Composition," designed by W. A. Dwiggin, and the composition was entirely from the Linotype.

The text bristles with good advice for the advertising manager, and points the way to economies in printing production.

Altogether the booklet is a handsome example of what can be done with ideas and a Linotype.

Advertising managers, and others interested in the production of booklets and catalogs will find much information in "More Profits in Booklet and Catalog Composition," a copy of which will be furnished gratis by the Mergenthaler Linotype Company, Tribune Building, New York.

Few city rooms in the country can

boast of the rarefied atmosphere of the Chicago Evening Journal. "No Smoking" signs are rigidly enforced in that department.

John R. Palendek of Chicago, editor and publisher of the United Serbian and the Balkan World, is setting an excellent example for other foreign language publishers by lecturing at different points in Chicago on patriotism and loyalty to Uncle Sam in the present war.

The Brooklyn Daily Eagle made a hit with the recruits for the National Army who paraded in Brooklyn on September 5 by distributing copies of an address to the "rookies" delivered by the chaplain of a local regiment at the public celebration in their honor.

PURELY PERSONAL.

Colonel O. S. Hershman, president and editor of the Pittsburg Press, will leave his summer home at Allenhurst, N. J., for Pittsburg on September 10.

Edward E. Britton, editor of Josephus Daniels's newspaper, the Raleigh News and Observer, has been appointed private secretary to the Secretary of the Navy.

Victor Murdock, editor of the Wichita (Kan.) Eagle, was sworn in this week as a member of the Federal Trade Commission, completing the membership of that body.

Marcellus E. Foster, publisher of the Houston (Tex.) Chronicle, was in New York this week.

Clarence Snyder, Jr., assistant general manager of the International News Service, is on a fishing trip in Pennsylvania.

Harry M. Bitner, managing editor of the Pittsburg Press, has been in New York City this week on a business trip.

Charles M. Stauffer, former business manager of the Santa Fe New Mexican Printing Company, is the father of a new baby girl.

Griffin L. Frost, an employee of the Rock Springs (Wyo.) Miner, was severely injured in a recent fall.

Wesley L. Robertson, editor of the Gallatin (Mo.) Democrat, has been appointed by the governor, a member of the state board of charities.

Ed A. Palmer, editor of the Kingman (Kan.) Leader-Courier, recently underwent an operation for spinal trouble and his condition is now very favorable.

Miss Mary Dougherty, society editor of the Chicago American, visited Des Moines on her vacation and was a guest of honor at a luncheon given by the Scoops, an organization of Des Moines newspaper women.

H. Serine led the field in the qualifying tournament this week for the New York Newspaper Golf Club's September tournament. He had a card of 84—14, 70.

Stanislaus Szewajk, for twenty-five years editor-in-chief of the Chicago Polish Daily News, has been made a Papal Knight of St. Sylvester.

E. T. Sandberg, newspaper correspondent of Duluth newspapers in Aurora, Minn., is about the busiest man in the town. In addition to covering the news of Aurora, Sandberg also serves as mayor, chief of fire de-

partment, member of park board, member of library board, manager of moving picture theater and drives his own automobile.

George E. Whitenack, city editor of the Wilmington (Del.) Sunday Star, has been visiting at Rehoboth, Del.

James M. Thacker, managing editor of the Starch Room Journal and publisher of the Hamilton County Mason, is on a visit to his home in Richmond, Va. It is "Jim's" first visit home in four years.

George Carter, editor of the Wilmington (Del.) Evening Journal, a few days ago entertained a party of friends on a fishing trip to Bowers' Beach, Del.

Carey Orr, cartoonist for the Chicago Tribune, has returned from his vacation.

George W. Cottingham, who was sent to Houston to cover the Texas military camp for the Chicago Evening Post, has been compelled to give up newspaper work. He is now serving Uncle Sam in the training camp at Rockford, Ill.

Harry Smith, news editor of the Chicago Daily News, has gone to Canada for his annual fishing and hunting trip.

R. J. Finnegan, managing editor of the Chicago Journal, is back from his vacation spent in northern Wisconsin. W. S. Blum, city editor, was acting managing editor during Mr. Finnegan's absence.

J. S. Mason, managing editor of the Chicago Evening Post, is back from a vacation spent along the Maine coast.

William S. Haddock, circulation manager of the Pittsburg Press, is the leading candidate for the Republican nomination for sheriff of Allegheny County.

Peter S. Lambros, editor of the Greek Star in Chicago, is the father of a brand-new boy, born on his father's birthday, August 28.

A. H. Laidlaw, of the Chicago City News Bureau, is home from a vacation spent at his old home in southern Indiana.

Paul Cowles, superintendent of the Associated Press in Chicago, has gone to San Francisco to meet his daughter, whose husband (Lieutenant Marcus of the Navy) was killed recently in a submarine explosion at Cavite, P. I.

Frederick K. Reybold, managing editor of the Wilmington (Del.) Evening Journal, is spending his vacation on his country place near New Castle, Del.

B. H. Beitler, city editor, and Ben Hecht, feature writer on the Chicago Daily News, are back from their vacations.

Miss Ruth Parrett, society editor of the Columbus State Journal, has been on her vacation. During her absence, Miss Ruth Edith Young acted in her place.

Royden K. Jones, city editor of the Wilmington (Del.) Morning News, has returned from his vacation, which he spent at Rehoboth Beach, Del.

LEUSCHER ON THE JOB.

Mark A. Leuscher is back at his old job as press representative of the New York Hippodrome.

STAFF CHANGES.

T. L. Gard, Associated Press operator, has been shifted from Columbus, O., to Chicago. Wyman McKelvy has been assigned to the Columbus office.

Harry C. Simons has resigned an advertising manager of the Edward Wren Company, Springfield, O., to join the advertising staff of the Cleveland Press. Formerly Mr. Simons was with the Springfield Sun.

Charles Copenharve, for many years city editor of the Butte office of the Anaconda (Mont.) Standard, and Charles L. Stevens have resigned from the Standard.

Roy E. Murphy, formerly connected with the Omaha (Neb.) Bee, and recently Associated Press operator on the Muscatine Journal, has resigned.

L. M. Hildebrand, who has been city editor of the Newton (Ia.) Daily News, has gone to an officers' training camp.

Theodore R. Palm, for the last three years a member of the advertising department of the Twentieth Century Farmer, Omaha, has enlisted in the aviation corps.

Joseph D. Salkeld, veteran reporter, has been placed in charge of the Chicago Journal staff at the Rockford (Ill.) camp. Reporters in the "crew" are H. M. Beardsley and Edwin Baird.

Cornelius Rourke of the Chicago Daily News staff has been assigned to cover the military camps at Houston, Tex. Paul Leach will cover the Rockford, Ill., camp for the News.

Carl Sandberg, formerly on the Chicago Day Book, has become a member of the reporting staff of the Chicago Daily News.

W. P. Stone, night north wire editor in the Chicago office of the Associated Press, has entered the Rantoul aviation camp.

E. J. Cour, reporter-photographer, has been assigned to cover the Rockford training camp for the Chicago Evening Post. Cour is a reporter who takes his own pictures.

Paul Crissey, financial editor of the Chicago Journal, has given up newspaper work to join the new National Army.

ROCHE'S NEW PLAY.

Arthur Somers Roche, a former New York reporter and now an author who has gained a big reputation in the last few months, will see his first play, "A Scrap of Paper," produced at Atlantic City on Monday evening with Robert Hilliard in the leading role. The play was dramatized by Owen Davis from the serial that first appeared in the Saturday Evening Post. Mr. Roche will take a party of friends to Atlantic City by automobile on Sunday to see the opening. In the party will be Mr. and Mrs. Ray D. Lillibridge and Mr. and Mrs. O. O. McIntyre and Miss Ethel Petit.

DUDLEY HAS NEW SHOW.

"Bide" Dudley and Mrs. Dudley have returned to New York after spending the summer at Sea Gate. Mr. Dudley, who runs a dramatic column in the Evening World, is co-author of "Odds and Ends" which is to be produced by Jack Norworth at the Jack Norworth Theater this month.

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GETTING INTO THE CANTONMENTS.

HOW A NEW ENGLAND PAPER DID IT—INTRODUCING NEW EDITIONS.

By H. E. DUNCAN,
Circulation Manager, Fitchburg (Mass.) News.

We were recently planning to inject an edition into Ayer, some fifteen miles east of Fitchburg, and now famous as the site of the New England cantonment for the new army.

Incidentally, the Daily News was aware of the coming of this cantonment long before any newspaper in the country, and we had laid our tentative plans to secure circulation and advertising early in the spring. We realized that a city of 30,000 soldiers, 10,000 civilian employees, plus the population of Ayer before the war (we will say 6,000 souls); as well as some 6,000 people living in Harvard, Pepperell, the Grotona and Vose, who trade in Ayer, would be the richest field we had ever entered.

We were debating the final details. The camp had started to spring up, and, as Ayer is territory of the Lowell and Boston papers, we realized we must use more or less strategy to "get the jump" on our opposition.

Allow me to go back. For several years we had tried to invade this territory. We failed. Two Ayer weeklies, the Lowell Courier Citizen and

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PROVIDENCE, R. I.

the Boston Post were too well entrenched.

In our final drive for Ayer, in less than two weeks we had circulation, net paid, nonreturnable, of 1,500 copies daily, 100 of which was in the trading territory and the rest sold in Ayer. This was only the beginning. We plan for 5,000 circulation in Ayer after September. Now I have the preamble. The next to tell is how it was done.

F. A. Robertson, our business manager, visited the site and I did the same. Our trips were not made together and we both received different impressions, but both knew the ultimate result, if we laid our plans well.

Our city editor and our publisher paid visits to the camp and town and then, after "war councils," it was decided to make Ayer "our town."

In view of the fact that in order to properly attend to the work in this city it was decided that the best mode of operation was to secure some man with newspaper experience, plus a little cash and "pep" to speculate and take over our Ayer edition.

This we did. There are plenty willing to jump at that chance in a boom town. We secured a man who had worked for us writing subscriptions and was a resident of Ayer. He took over the responsibility of handling the papers, getting the distribution and also news and advertising, posting a bond satisfactory to both parties, we retaining all publishing and other rights.

Next, we sprung a daily paper all their own upon the good people of Ayer and vicinity. We sampled the territory for two days and the Ayer manager reported 275 paid subscriptions in that town alone, and that list has grown by leaps and bounds. We now have routes established, our own, and sell also to a wholesaler.

The edition carries all foreign, some local and Ayer advertising and conforms to the A.B.C. ruling on that matter. We carry in it fifteen suburban towns and as soon as Ayer proper has been worked the manager plans to invade these towns for stiff subscription work, no premiums or

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They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete. Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

National Electric Bulletin Corporation.
NEW LONDON, CONN.

Auto Comic you have been looking for

The International Syndicate

Established 1899. BALTIMORE, MD.

inducements, but a good clean, newsy newspaper.

As to the future, we have no anticipation of trouble to secure the canteen rights for our paper and will make it a real newspaper for army men as well as for civilians.

This is the second, or rather third, successful attempt on the part of the Fitchburg Daily News to establish new editions. We established a country edition nearly a year ago and that today requires slightly over a thousand copies.

When I first went to Fitchburg, six years ago, a local extra on a big news event was unknown, except during the world series or on election nights.

By beating our competitors from ten to twenty minutes on extras of that sort, we established a reputation of being the first on the field.

Within the year, we have put extras out night after night and now find it easy for us to dispose of them. Street boys buy heavy on Daily News extras, stands require them, and, although non-returnable, never hesitate to buy.

Why? Simply because we use good common sense in following ideas that pay in a big city.

I have given you the working out of a theory.

Here is my theory in regard to news editions. Keep clinging at the public and letting them know that they are missing something by not taking your paper.

Let them know, above all, if you are an evening paper, that you can give them wire news hours ahead of any competing big city paper.

Instill into the boys the idea that the new edition is "different;" that it will sell, then go after the dealers.

The public always wants something new, whether it is a new edition or a newspaper or a new idea in dress.

We are making our Ayer venture pay for itself by making a distinct separation between it and our country or city editions. It is, in the Ayer case, simply the *Western idea*. Pick out your site, start your daily paper and soon people realize that you are making a city out of a dead sandpile.

Newspapers and Western progress go hand in hand. The East could well copy.

The only journal outside of the United States published in the interest of newspaper men.

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NEWS NOTES OF CIRCULATORS.

The next meeting of the New England Association of Circulation Managers will be held in Hartford, Ct., on November 8 and 9 and Secretary-Treasurer H. M. Wheeler is sending blanks to members asking what topics they wish to have discussed at the gathering and upon what topics they feel best prepared to read a paper.

The Oklahoma City Daily Oklahoman will publish a weekly newspaper for the soldiers of the National Guard from Missouri and Kansas, who will train at Fort Sill. The paper will contain eight pages and will be distributed to the soldiers free.

The Liberal (Kan.) Democrat will issue a daily paper for the week of the local Chautauqua.

G. C. Gardner is the new circulation manager of the Des Moines Capital, succeeding L. L. Ricketts, who is now at the officers' training camp at Fort Snelling, Minn.

William F. Coe has resigned as circulation manager of the Roanoke (Va.) Times.

Louisville newspapers are rapidly completing buildings at Camp Taylor, the United States army cantonment on the outskirts of the city, where representatives of the editorial and circulation departments will be permanently stationed. Under army orders, each newspaper desiring representation at the camp must put up its own building on a site designated by camp officials. The Louisville Herald and the Evening Post will occupy jointly a building, while the Evening Times and the Courier-Journal will erect one.

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William L. Betts
Company

NEWSPAPER CONTEST SPECIALISTS

Suite 406, World Bdg., NEW YORK

SMOKES FOR TROOPS FROM "PHILLY."

NORTH AMERICAN CARES FOR SOLDIERS AND THOSE LEFT BEHIND.

The spirit which cares for the soldier abroad and honors his family at home was demonstrated in the two floats of the Philadelphia North American in the "send-off" parade for Philadelphia troops on September 1.

The first float was that showing how the "smokes" so necessary to the men in the trenches are provided through the North American.

On the float ten marines conducted a little recruiting campaign as they distributed thousands of packages of tobacco for which the North American is raising funds to send to the men in the trenches.

These packages, containing 45 cents worth of tobacco, have been put up by the American Tobacco Company so that they can be sent to one soldier for 25 cents. The North American is raising the funds through its readers, and the Red Cross has arranged for distributing the packets to the men. In each packet is a return post card by which the soldier who gets the packet personally can thank the donor.

As the float moved along the marines picked out uniformed men in the crowds as recipients for the packets. When the thousands asked for the tobacco, the marines would shout back, "Get in uniform."

When they spied a sailor or marine in a second-story window they threw the packets up to their comrades in arms. The truck made a tour among the marchers before the parade started, distributing the smokes.

The second float exhibited for the first time the "service flag" used to mark the home where a soldier has been sent to war.

This flag, a red one with a white field and one blue star for every man who has gone to war from a home, is being given out by the North American.

"If you've sent a boy, fly a flag" read one of the signs on the truck.

The second float was also a tribute to those who stay at home. "The Military Four," the quartet of the Pennsylvania field hospital No. 3, provided through the courtesy of M. Witmark & Sons, the music publishers, sang half a dozen of the better known of the new war songs as the float went along.

A. E. MacKinnon, circulation director, devised and executed the idea.

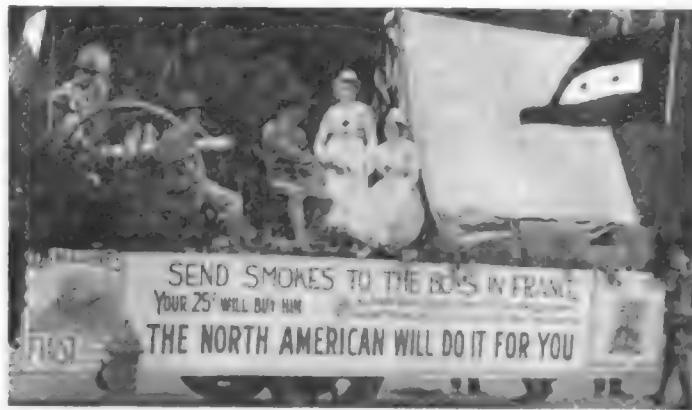
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A PHILADELPHIA NORTH AMERICAN FLOAT.

CIRCULATION AND ORGANIZATION.

SALES OF GOOD CARRIER CREW NOT AFFECTED BY LEADER'S ABSENCE IN EMERGENCY.

By L. V. VANCELEAVE,
Circulation Manager, Rockford (Ill.) Republic.

How important a thoroughly organized and trained circulation department is to a newspaper was never better illustrated than on July



L. V. VANCELEAVE.

20, the day of the great human lottery in Washington.

I had decided on a vacation beginning July 14, said vacation to extend over a week or ten days. I had it "doped" that the "big doings" would not come off during my absence, but nevertheless I went over the situation thoroughly with my assistants before I left. Each eventuality was discussed and picked to pieces with the result that each employee knew in advance just what steps to take to meet any emergency.

The lottery was held on Friday, the 20th. The evening previous our carrier and street organization was brought together in a rousing meeting. The boys were told to report the following morning prepared to

hustle as they had never hustled before.

They came, full of enthusiasm and "pep." Our first extra was out on the streets at 9 a. m.

From then until our final edition at 9 p. m. it was one continual stream of newspapers and hustlers.

There was no extraordinary confusion connected with this work. Each man and each boy knew what was expected of him, and know how to do it. The absence of the circulation manager meant little to them. They had been trained along those very lines, and best of all were "for Van." A total of 7,480 extra papers was sold on this day. The people got the news. The boys got the money. The boys got the money, and all were satisfied, myself particularly so.

There is no better asset to a newspaper than a thoroughly trained and organized circulation force, one that can step in and do things even though the head of the department is miles away from them.

I do not believe we could have sold a single paper more had I been on the job, instead of "looking them over" in the Windy City.

FOR ALL BUSINESS MEN

The United States Chamber of Commerce has called a war convention of American business men to meet at Atlantic City, N. J., on September 18-21.

WESTERN CANADA CIRCULATORS

PLAN ASSOCIATION AROUND NUCLEUS ORGANIZED IN WINNIPEG LAST WEEK.

Circulation managers of all Winnipeg dailies and farm papers met last week at luncheon and formed the nucleus of an association that will probably be known as the Western Canada Circulation Managers Association. Nine circulation men were present and discussed many phases of circulation work. W. E. McTaggart, circulation manager of the Grain Growers Guide, was chairman.

"Traveling Solicitors and How to Deal With Them" was the chief topic under discussion at the preliminary meeting. It was unanimously decided that only the best type of men should be employed, that they be bonded and if they couldn't stand the searching investigation of the bonding company that they should not be employed.

A committee consisting of F. B. Sweeney, city circulation manager of the Free Press; W. H. Henderson, circulation manager of the Telegram; W. S. Hamilton, circulation manager of the Western Home Monthly, and Mr. McTaggart, was appointed to go into the matter of organizing a circulation managers association in Western Canada and to report within a month.

This committee is now at work and has lined up almost all the circulation managers in Western Ontario, Manitoba, Saskatchewan, Alberta and British Columbia.

While the organization was initiated by the Winnipeg men it will not be purely a Winnipeg association, for circulation men throughout the West have expressed themselves as keenly interested and in hearty sympathy with the movement.

Circulation men at the luncheon were: M. Edelstein, Farmers Advocate; Hugh Anderson, Nor-West Farmer; W. S. Hamilton, Western Home Monthly; J. L. Middleton, Canadian Thresherman; J. F. Sweeney, Free Press; W. B. Cowan, Free Press; W. H. Henderson, Telegram; J. A. Shaughnessy, Tribune; W. E. McTaggart, Grain Growers Guide.

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\$3000

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A composing machine which requires much time for adjustments and repairs is a pretty expensive proposition, however versatile it may appear to be.

All Intertypes—the versatile multiple-magazine models as well as single-magazine machines—are so simple and durable that loss of time due to complicated design or delicate construction is an unknown factor among Intertype users.

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Easy Money

Only paper in modern Central West city of nearly 20,000, splendidly equipped and showing annual profit to owners of about \$30,000. Three-fifths interest offered for \$75,000. Ask for Proposition 683x and give financial references.

Who wants to take advantage of a real newspaper opportunity in North Carolina, valued at \$20,000? Proposition 689x.

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NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

Eastern advertising man, well and favorably known, will give live, energetic representation to papers of real worth to advertisers. Attractive proposition. Address James A. Francis, Room 707, 141 B'way, New York City.

OBITUARY NOTES.

FARLEY A. DARE, a well known editor of northern Minnesota and twice member of the lower house of the Minnesota legislature from the forty-second district, is dead at his home near Walker, Minn. Mr. Dare was born in Elk River, Minn., thirty-eight years ago. He went to Walker ten years ago as editor and publisher of the Pilot. Because of failing health he disposed of his newspaper several months ago. He was president of the Northern Minnesota Editorial Association in 1912. He was elected vice-president of the Northwestern Minnesota Editorial Association and was a member of the 1914-1915 House of the Minnesota Legislature and was elected again last November.

WILLIAM S. WALKER, former Chicago newspaper man, died at his home in that city on August 27. He was for many years connected with the Chicago Times and other leading dailies. He was city editor, editorial writer, Washington and European correspondent of the Times in the days of the late Wilber F. Story, and was a special correspondent of the Tribune for many years. At one time Mr. Walker was editor and part owner of the Chicago Telegraph, from which the old Chicago Herald was founded. He was seventy-two years old.

J. PRESCOTT McKINNEY, son of J. P. McKinney, the New York publishers' representative, died on September 6 in Rochester, N. Y., aged thirty-one years. He had been ill for several years of pulmonary

BUSINESS OPPORTUNITIES.

Daily Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$300,000.

The owners of all the properties in question are represented exclusively by this firm.

AUBREY HARWELL HENRY F. CANNON

Harwell & Cannon

Newspaper and Magazine Properties
Times Building NEW YORK

FOR SALE—Half interest in the most influential and prosperous newspaper property in the Southwest. Fine plant and equipment, splendid little city with all advantages, growing proposition in every way. Daily and weekly of highest rank. Guaranteed cash in advance weekly circulation of 3,600. Weekly publication is classed as one of the representative newspapers of the United States. My partner, who will continue with the business, is one of God's noblemen. He handles editorial end. My half interest for \$10,000 will bear closest investigation and is a bargain for a live wire who understands business end. We netted \$10,300 in 1916. If you are interested in a 50 per cent investment in one of the finest county seat towns in Oklahoma and a proposition throughout without one single drawback, address "Julian," care Western Newspaper Union, New York, N. Y.

PRINTING

A printer with first-class plant desires to arrange with one or two more weekly publications. Is an expert in keeping the prices down to rock bottom. Address Caslon, care The Fourth Estate.

AFTERNOON DAILY FOR SALE.

New Plant in Beautiful Eastern City. Owner has other business interests that demand his attention. Good opportunity for some man who knows business. Represents investment of about \$75,000. Can be bought for less. Address Box 869, care The Fourth Estate.

trouble. He was formerly employed in editorial work on Western newspapers chiefly and was at one time managing editor of the Tulare (Cal.) Advance.

H. MCCOY WINTERS, for several years on the staff of the Texarkana (Tex.) Four States Press, died in Augusta, Ark., a few days ago, following ten months' illness. He had been a newspaper man for twenty years.

DONALD P. CAMPBELL, for several years on the staff of the Spokane (Wash.) Spokesman-Review, died in Kellogg, Idaho, a few days ago, aged thirty-six years.

ERVIN SCHMIDT, a seventeen year old carrier for the Columbus (O.) State Journal, was run down and killed by an automobile a few days ago.

ROGER VAIL, for many years of the Irish Standard, Minneapolis, is dead.

The initial number of the Huxley (La.) New Era has been issued. The publishers are Woods & Hendrickson.

MACHINERY FOR SALE.

Owners desiring to sell newspaper properties may advertise them in these columns over an assumed name, and answers will be received in entire confidence and forwarded without charge.

Rate twenty-five cents per line agate.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour. \$2, 24, 26, 28, 30 and 32 page papers at \$4,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 8, Serial No. 10100; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 80,000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

prominent in Masonry and the Press Club, delivered the eulogy. Maurice Nitke of the Press Club rendered Handel's "Largo" and other selections on the violin, with organ accompaniment. Mr. Gillig's remains were interred in the family plot at Woodlawn Cemetery.

FRIEDMAN ON THE ROAD.

Leon Friedman is press representative of the "Ziegfeld Follies," which closes its run at the New Amsterdam Theater, New York, on September 15 and goes on the road. Mr. Friedman will accompany the company, his itinerary being Boston, September 17; Philadelphia, October 20; Baltimore, November 12; Washington, November 10.

GASOLINE BLOWS UP.

The plant of the Byesville (O.) Enterprise has been destroyed as the result of a gasoline explosion. The loss is \$7,000. The Enterprise will use the plant of the Pleasant City News for the present.

HELP WANTED.

Opportunity afforded thorough-going young man who has the experience and character qualified for the job to take business management of newspaper and job business in town of 11,000. Daily edition to be re-established this fall. Man who has successful record as assistant business manager and can submit unqualified endorsements should apply. Must not be over 35. Give full particulars, references and state salary wanted until your success is demonstrated. Address Middle West, care The Fourth Estate, New York City.

Experienced young man wanted on a trade (coal) paper who can get news and write it in condensed form. He must also know something about circulation, advertising and general office work. Small salary to start, but good prospects. Address Box 864, care The Fourth Estate.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Agency, Youngstown, Ohio.

Circulation Manager Wanted. Young American, exempt, between 25 and 35 years, single or married, steady and reliable. Quick advancement for right man, with steady work and good pay. Address Box 864, care The Fourth Estate.

Combination editor and ad man, trade paper (financial) experience necessary. Give experience, age and references in first letter. Small salary to start, but good prospects. Address Texas Bankers Journal, Houston, Texas.

Wanted—An advertising salesman and copy writer for clean high class daily with 5,000 circulation. Salary \$35 weekly and 10 per cent commission on increased local business. Magnificent field and fine opening for a hustler with tact and experience. State experience, habits and give references first letter. Address Box 866, care The Fourth Estate.

BRIGHT BOY WANTED in office of weekly trade newspaper. Advancement assured to conscientious worker. Address with full particulars as to salary expected and references, E. E., care The Fourth Estate.

Advertising Manager of proved ability and acquaintance with leading retail advertisers in New York City wanted for daily paper. Must be a man of best standing, who knows space buyers in stores, has had experience, is sober, industrious and reliable and has managing ability. Permanent position to the right man on a first class daily paper of best standing. Address in confidence giving full details, A. T. E., care The Fourth Estate.

Newspaper in city 400,000 wants real salesman of advertising (not a solicitor). Must be able to create new business, and hold it by real service to clients. Copy writing ability preferred. No "whirlwinds." Must be a maker of friends. Good future. Tell past performances, married or single, and references (confidential). Box 866, care The Fourth Estate.

Advertising solicitor wanted at once for special work on daily newspaper. Live wire that is worth a substantial salary desired. Address Special Proposition, Box 868, care The Fourth Estate.

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Office,
373 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.

YARD'S NEWS BUREAU

184 W. Washington Street. CHICAGO

WITH ARMY Y. M. C. A.

A. G. Fegert, who has been religious editor of the Chicago Herald, has gone to Camp Logan, Tex., where he will work with the Army Y. M. C. A. as a director of religious work.

SITUATIONS WANTED.

Advertising Manager

wants change to North or Northwest; specialty service and autos; no world beater but real business builder; increased business 400 per cent on present job in two years. Age 33, total abstainer, married; wants \$2,400 drawing account against commissions. Can change on 30 days' notice. Wire or write Box 867, care The Fourth Estate.

Live wire Advertising-Business Manager, morning or evening daily of ten to twenty thousand circulation, open for position September 15. Salary \$50 a week. For details or personal interview address Box 859, care The Fourth Estate.

CARTOONIST

First class, 15 years' experience, national reputation. Can furnish convincing recommendations and samples of recent work. All-around newspaper artist; exceptionally good on pen portraits. Can deliver the goods and expect good salary. Answer at once. Box 861, care The Fourth Estate.

Efficient Circulation Manager open for position. Twelve years' experience morning and evening papers, thorough knowledge of constructive circulation methods, and efficient systematizer. Strong believer in boy power to build circulation. Member of I.C.M.A. Highest references. Age 35; married. Address Box 863, care The Fourth Estate.

STEREOTYPYER

desires foremanship; able to take charge any size shop; 14 years' experience; 29 years old, married, two dependents; sober, reliable, union, economical, and references. Address Stereotyper, care The Fourth Estate.

SERVICE CORNER

590—"Can you tell me the present whereabouts of M. L. Chizzola, formerly an advertising man of Chicago?"

591—"Will you kindly let me have a copy of THE FOURTH ESTATE in which is published an article read before the International Circulation Managers Association convention in 1913?"

592—"Can you give me the legal definition of wording of a 'legal' country newspaper? Our circumstances are as follows:

"The newspaper is printed in a near-by city, which is, however, out of our state. It is taken to our home town post office, where it is mailed. It complies with all the requirements of the postal laws; furnishes a sworn statement to the Government; is one of the two weekly papers in our county furnishing a sworn circulation statement to the American Newspaper Annual and Directory.

"It has carried considerable 'legal' advertising, but one of its competitors told the township authorities that it is not 'legal' because it is not printed in the county.

"Will you please give me the necessary facts and authority to prove that we are legal?"

COMES TO NEW YORK.

Frank Hammer, day news editor of the Chicago Herald, has been placed in charge of the New York office of the Herald. His work has been taken over by Edgar Owen of the Herald staff.

SITUATIONS WANTED.

ATTENTION PUBLISHERS!

Who has the best position to offer a newspaper man of 20 years' experience? At present employed as night editor of a large New England daily but desires a change. Send answers to Egbert, care The Fourth Estate.

A Practical Printer with four years' good all-around experience and a thorough course at the Mergenthaler factory as a machinist-operator wants to connect with some publication or a private plant where attention to business is appreciated and advancement made accordingly. Best of references from former employers. Address Austin Savadel, 108 Targee street, Stapleton, N. Y.

The cost of a "Situation Wanted" ad in this column is only ten cents a line (count seven words to the line) each insertion.

AMUSEMENTS.

Astor-B'way & 46th—"The Very Idea." Relaxed-W. 44th—"Polly With a Past." Booth 45th, W. of B'way—"De Luce Annie."

Bijou-West 45th—"Mary's Ankle." Broadway-At 41st—"Sirens of the Sea." Geo. M. Cohen-B'way and 42d—"This Way Out."

Cohan & Harris-W. 43d—"A Tailor Made Man." Casino-39th st. and B'way—"Love o' Mike."

Cort-48th E. of B'way—"The Inner Man." Criterion-B'way and 44th—"The Manx-Man."

Eltinge-W. of 42d—"Business Before Pleasure." 39th St.-Near B'way—"Lucky O'Shea." 44th St.-W. of B'way—"San Carlo Grand Opera Co."

45th St.-E. of B'way—"What Happened to Jones." Fulton-B'way & 46th—"The Pawn."

Gaiety-B'way, 46th—"The Century Girl." Globe-B'way and 46th—"The Spy."

Harris-W. 42d—"Daybreak." Hippodrome-6th av. and 44th st—"Cheer Up."

Hudson-W. 44th st—"Good Night Paul." Knickerbocker-B'way, 30th st-Sarah Bernhardt.

Lyceum-B'way & 45th—"The Lassoo." Lyric-42d W. of B'way—"The Masquerader."

Liberty-W. 42d st—"Hitchy-Koo." Longacre-W. 48th—"Leave It to Jane." Manhattan Opera House-W. 31th—"The Wanderer."

Marine Elliott-39th st. E. of B'way—"Eyes of Youth." New Amsterdam-W. 43d—"Ziegfeld Follies."

Palace-6th av. near 47-Vaudeville. Playhouse-48th E. of B'way—"The Man Who Came Back."

Princess-39th near B'way—"Oh, Boy." Republic-W. 43d—"Peter Ibbetson." Standard-B'way and 30th st—"The Knife."

Shubert-44th, W. of B'way—"Maytime." Winter Garden-B'way and 50th—"Passing Show of 1917."

FOR WILMINGTON JEWS.

Jewish residents of Wilmington, Del., chiefly young men and young women, propose establishing a local monthly magazine in the interests of their race in that city, to make its first appearance in October. They are now wrestling with the problem of selecting a name. They have formed a press club, which will back the project.

IN HIS FATHER'S TRACKS.

John Wilstach, who handled the press work for the "The Italian Battlefront" at the 44th Street Theater, New York, is going out in advance of William Collier in "Nothing But the Truth." He is a son of Frank J. Wilstach, the well known writer and press representative.

SITUATIONS WANTED.

Do you need a competent editor or reporter? I can deliver the goods, as employers for last 15 years will testify; will be glad to give full details; why not write me at Box 793, care The Fourth Estate.

Live circulation manager of evening daily of 13,000 desires to make a change; 33 years of age, 10 years in present place. Recently has been through a raise of 50 per cent in price of paper and got by with flying colors. Best of references given. Address Box 241, care The Fourth Estate.

Circulation Manager, resourceful, successful business getter, using original campaign methods; many years' experience; methodical, economic; wishes to connect with metropolitan newspaper. Best references. Address Box 841, care The Fourth Estate.

Circulation manager of a 13,000 daily who has worked up to his position, desires to advance in circulation work. Address Box 558, care The Fourth Estate.

YOUNG MAN

WHO CORRESPONDS

with five hundred newspapers wishes position as press agent or publicity manager with some person or firm desiring wide and international newspaper publicity. Address Box 865, care The Fourth Estate.

Circulation and advertising man with a record of 20 years' successful work seeks position in the West or Southwest. Address Box 792, care The Fourth Estate.

The publisher who needs
A managing editor
A city editor
A circulation manager
or anything in the newspaper line, must be hard to suit if he can't find in this column what he wants.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange
Third National Bank Building
SPRINGFIELD, MASS.

WANTED—Position on first class daily as business or advertising manager, by a high class man of unusual character, ability and experience. Best of references. Address Box 838, care The Fourth Estate.

PARAGRAPHER AND EDITORIAL WRITER

wishes to give up a good job for a better one. Young, original, forceful. Convincing clippings and references on request. Address Box 860, care The Fourth Estate.

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for
A. B. Codrington
S. Chivers-Wilson
Anna B. Corshane
Geo. W. Craig
L. D. Curtright
Thos. B. Donnelly
Arthur T. Eagan
W. Burton Ellis
A. Finley
A. Fisher
R. Herts Service
Sam'l M. Evans
George S. Teall
J. W. Glenister
Theodore Bitens
Ray E. Willcox
J. G. Disner
G. S. Myers
Griffith Bonner
H. H. Patterson
Publicity Bureau
Glenn C. Wilson
O. Wog
Chas. H. Forman
A. W. Seabolt
J. H. Mudgett Co.
A. P. Robyns
Richard Neville
Clinton E. Woods
C. S. Persons
W. E. Hornaday
R. D. Van Alstin
C. S. Kendall
A. E. Bickson.

HEMSTREET
PRESS CLIPPINGS

Tenth Avenue at 45th Street NEW YORK CITY

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

NEWS OF THE AD AGENCIES.

Vanderhoof, Condict & Comrie Chicago, have changed their name to Vanderhoof & Co. No changes have taken place in the personnel of the agency.

John J. Cuddy has joined the H. K. McCann Company and will be connected with its San Francisco office. He was formerly associated with the Royal Typewriter Company.

Andrew E. Coburn, formerly advertising manager of the Maxwell Motors Company, has joined the ad-



ANDREW E. COBURN.

vertising staff of William H. Rankin Company, Chicago. Mr. Coburn will divide his time between copy department and the extension department.

C. J. Mains, who was for about two years on the staff of the Norfolk (Va.) Virginian Pilot, has resumed his service agency after a lapse of about six months.

The Maritime Advertising Agency, Ltd., has been incorporated to carry on a general advertising and publishing business at Rothesay, N. B. Its capital stock is \$10,000 and its incorporators are H. V. McKinnon, A. E. McGinley and Stanley DeW. Granville, all of St. John, N. B.

Vernon Smith, formerly with the C. F. W. Nichols Advertising Company, Chicago, has moved to Grand Rapids, Mich.

The Taylor - Critchfield - Clague Agency, Chicago, has made formal announcement of the resignation of Stanley Clague to become managing director of the Audit Bureau of Circulations. No announcement has been made of any changes in the advertising organization due to Mr. Clague's withdrawal and the Chicago adver-

tising public assumes, therefore, that no changes will be made.

Frank H. Hilton has been appointed space buyer for the home office of the H. K. McCann Company, New York.

Harry S. Wilson, assistant manager of the Chicago branch of Nelson Chesman & Co., has entered the officers' training camp at Fort Sheridan. His duties with Nelson Chesman & Co. are being assumed by F. J. Leonard.

The Advertising Bond Corporation, with offices at 120 Broadway, New York, with an active capital of \$5,000, general advertising business. It has 1,000 shares of common stock, with no par value, and will do business with an active capital of \$5,000. Named as directors are A. R. Oakley, W. E. Schiels, Jr., and R. A. Webster.

Patrick F. O'Keefe, the Boston advertising agent, has been appointed chairman of the Boston Public Safety Committee.

The William D. McJunkin Advertising Agency was incorporated in Cleveland, Ohio, on August 21. The capital stock is \$10,000, and the incorporators are E. E. Wagner, J. H. McGill, I. R. Winsper, G. W. Poppleton and Maurice Maschke.

New additions to the staff of the Collier Advertising Company, St. Louis, are E. R. Evans, Lew Burnham and G. M. Gasser.

AD FOLKS' NEWS.

Samuel P. Johnston, head of the Johnston Ayres Advertising Agency, San Francisco, was elected president of the San Francisco Advertising Club last week to fill the vacancy caused by the resignation of C. M. Broekhagen.

Mr. Johnston is well known in the Pacific Coast publicity field and has been identified with the local ad club since its organization a number of years ago.

He was in charge of the pre-convention fight which secured the 1918 meeting of the Associated Advertising Clubs of the World for San Francisco, and more recently has been chairman of the educational committee.

George Eberhard, head of the advertising agency of that name, and Don E. Gilman, were elected directors of the Ad Club to fill vacancies caused by the resignation of Broekhagen and of C. H. Tallant.

F. W. Darby has been appointed advertising manager of the Watrous Engine Works Company, Ltd., Brantford, Ont. He was formerly with Beatty Brothers, Fergus, Ont.

The annual election of officers of the Columbus (Ohio) Advertising Club will be held on September 10.

Wesley T. Engelhorn has been appointed secretary of the Cleveland Advertising Club, following several months work as assistant secretary of the Cleveland Chamber of Commerce convention board. Most of Mr. Engelhorn's experience has been in the athletic line. He is a graduate of Dartmouth College and since leaving his alma mater has been coach of the athletic teams at Case School, near Cleveland. He had been selected as head coach at Colgate

University for the coming year, but resigned to take up his new work at the Ad Club.

T. A. Ballantyne, former special writer on the Chicago Daily News, has been made publicity director for the Goodrich Tire and Rubber Company at Akron, O. He will have charge of the newspaper publicity, the advertising of the company being directed by the William H. Rankin Advertising Agency.

S. Roland Hall has returned to his former position as advertising manager of the Alpha Portland Cement



S. ROLAND HALL.

Company, Easton, Pa., resigning as head of the advertising department of the Victor Talking Machine Company, Camden, N. J.

The Commonwealth Edison Company of Chicago, through the William D. McJunkin Advertising Agency, is making patriotism the basis of a unique, but effective, advertising campaign. The company is advertising various household appliances such as electric irons, vacuum cleaners, washing machines, etc., and the sales suggestion is made that such appliances will release women now engaged in domestic service for more important war tasks. The plea has been unusually successful according to officials of the company.

A second ticket for the election of the Chicago Advertising Association, on September 10, has been placed in the field. It is called the "Blue Ticket" and is headed by C. H. Burlingame, advertising manager of the Morton Salt Company, who is candidate for president. Others on the ticket are Glenn Muffy, first vice-president; J. A. Simpson, second vice-president; James A. Young, third vice-president; Wallace F. Brown, recording secretary; Anderson Pace, financial secretary.

R. Winston Harvey has become sales and advertising manager of the Vick Chemical Company, Greensboro, N. C., resigning a similar position

with the James Clark Leather Company, St. Louis.

The Associated Motion Picture Advertisers, whose membership includes 98 per cent of the publicity and advertising men of the motion picture industry, reorganized for the new year at their annual meeting on September 6.

The following officers were elected: President, Arthur James, Metro (re-elected); vice-president, P. A. Parson (re-elected); treasurer, Paul Gullick (re-elected); secretary, Bernard Fineman (re-elected). The new directors, in addition to the above elected officers, are Nat G. Strong, Charles E. Moyer, Terry Ramsaye, Jacques Kopstein and Julian M. Solomon.

The association's annual dinner will be held at Delmonico's on the evening of September 12.

D. R. Hobart of New York has joined the advertising staff of the Hendee Manufacturing Company, Springfield, Mass., manufacturing motorcycles and bicycles.

D. F. Whittaker is now the advertising manager for the Detroit Truck Company.

FOR WILLIAM FAVERSHAM.

Roy Henderson has been appointed press agent for William Faversham. He has hitherto been associated with Percy Burton.

INTERTYPES IN BURLINGTON.

The Burlington (Ia.) Hawkeye has completed arrangements for the installation of five new Intertypes and new composing room furniture.

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
456 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
25 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrill Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS

JAMES ZOBIAN CO.

GENERAL ADVERTISING
225 Fifth Avenue NEW YORK

\$80.00 ADVERTISING SOLD \$1,000,000 BONDS.

RECORD OF MUNCIE, IND., IN FIRST
LIBERTY LOAN CAMPAIGN—IT CAN BE
DONE JUST AS WELL ELSEWHERE.

By WILLIAM H. RANKIN,
Member National Advertising Advisory Board.

The following letter from Frank McNaughton of W. A. McNaughton, wholesale dry goods, Muncie, Ind., shows that in Muncie it was unnecessary to have a bond salesman to sell Liberty Bonds.

This is the price record of any city in the United States on the Liberty Loan, which worked with the National Advertising Advisory Board to help further the sales of the bonds.

"WILLIAM H. RANKIN,
"CHICAGO, ILL.
"DEAR SIR:

"Not a solicitor did the Muncie banks send out.

"Subscribers all walked into the banks and subscribed for the bonds. That was all there was to it.

"In regard to the inquiry as to amount subscribed and how much of that amount can be traced to advertising, I will submit the figures as given me by Fred D. Rose, cashier of the Union National Bank, who had active charge of the Liberty Loan business in this (Delaware) county.

"Mr. Rose's figures are before me:
"Total amount subscribed, \$1,470,-300.

"This is 212 per cent of the amount allotted to this (Delaware) county. Three hundred thousand dollars of this amount, to his knowledge, should not be credited to effects of advertising, as local capitalists subscribed that much to some outside banks of which they were stockholders, and, by request of the directors, bought up bonds. Mr. Rose's statement winds up with this: 'Over \$1,000,000 should be credited to the advertising in the local campaign.'

"If Mr. Rose's estimates are right, and they should be, it certainly was a wonderful success, if I do say so myself.

"The entire advertising expense to sell this more than \$1,000,000 worth of bonds was something less than \$80.

"Get that right—\$80.

"One full page each in morning and afternoon papers.

"Each paper contributed a full page ad, besides.

"In my estimation the most effective publicity was the human interest stories and the home-made editorials to fit local conditions.

Going to France

in a few days as an accredited war correspondent. Can I serve you either with special cables, letter service or syndicate matter?

O. H. DOWNEY
Churubusco, Indiana

INTRODUCING AD FOLKS.

H. W. L. Gardiner, who has opened a service agency in Los Angeles, has been engaged in the advertising business for many years, the past seven of which have been spent as vice-president and manager of the copy and plan departments of the Curtis-Newhall Company, Los Angeles. He was in the wholesale, export and import lines in San Francisco for four years and was secretary and manager of a chain of retail drug stores in Seattle for a like period.

He is going to put in a good part of his time at converting non-advertisers into users of paid publicity and states that it will probably not be long before the newspapers of the country will be receiving at least a reasonable amount of business from his office.

Edwin E. Taylor, the new advertising manager of the Acme Harvesting Machine Company, Inc., Peoria, Ill., has been fascinated by the printing and publishing business ever since his thirteenth year, when he began work as a newsboy in Camden, N. J. He later learned the printing trade and then switched into newspaper advertising, via the staff of the Philadelphia Public Ledger.

Further progress in his field was effected when he joined the staff of the Howard I. Ireland Advertising Agency, in Philadelphia, as an order



EDWIN E. TAYLOR.

clerk and worked up to the post of assistant general manager within three years. He was also associated for a time with the Harry Hornberger Advertising Agency and Blum Advertising Agency, both of Philadelphia, spent a short time with the Philadelphia North American and then went to Detroit, joining the staff of the E. M. F. Automobile Company. Two years on the staff of Lord & Thomas, Chicago, were followed by three years as publicity superintendent with Montgomery Ward & Co., following which he went with the Acme organization.

DIRECTING PRINTING PLANT.

J. R. Koffenberger, for sixteen years connected with the Wilmington (Del.) Sunday Star, has resigned to become superintendent of the Charles L. Story printing house, in that city. Mr. Story died recently and the business is being conducted by the estate.

On his departure from the Star last Saturday Mr. Koffenberger was presented with a diamond scarf pin by the employees of the Star.

NEW POLISH ASSOCIATION.

Polish editors of America held a convention in Chicago last week and laid plans for a permanent organization to be known as the Polish Editors' Association of America, which will meet in Detroit on Thanksgiving Day.

During the session in Chicago resolutions were adopted congratulating Governor Lowden of Illinois upon his steps to prevent meeting of pacifists in Chicago.

TEACHER OF WAR PICTURES.

Frederick C. Place, former staff photographer of the Minneapolis Journal, has been commissioned by the War Department as first lieutenant in the aviation section of the United States Signal Corps. He is temporarily stationed at Washington, D. C. Place will assume the role of instructor in the work of taking pictures from airplanes, a new department organized by the War Department. He formerly was in the United States cavalry.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24
On Time All the Time

POWERS PHOTO-ENGRAVING
COMPANY
154 Nassau Street, NEW YORK
Telephone 4200 Beekman

Good Work
Prompt Service
Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO
ENGRAVING CO.

261-263 William Street NEW YORK
Phone, Worth 1627-5

STANLEY PROCESS
quality a not
to down
up made to a price
METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 32d Street NEW YORK

"For these we paid nothing. The papers were very liberal, and gave us all we asked for. The only thing the editors requested was to save them all the trouble we could. Hence we got up the copy, had it typewritten, paragraphed, headed—ready for the printer.

"Our newspapers were mighty nice to us, so nice that when we came to the Red Cross Campaign we raised a fund to pay for sixteen full pages instead of two.

"For the next campaign I think that the United States Treasury should be the fellow to pay for advertising space.

"The public will pay their taxes and revenues because they know they will have to. But these voluntary subscriptions, in my opinion, will become monotonous in time."

NEW FOREIGN "SPECIAL."

The All Nations Advertising & Printing Company, Inc., has been chartered to promote advertising in foreign language newspapers and periodicals, with headquarters in the Magee Building, Pittsburg. The directors of the corporation are Joseph Mandula, Emery E. Friedman, Eugene Kepcsa and William F. Greenbaum. Its preliminary statement declares that all business for the present will be transacted on a cash-in-advance basis.

ON OHIO SELECT LIST.

The Fremont (Ohio) News and the Troy News have been admitted to membership in the Ohio Select List of Newspapers, bringing the roster of that association up to 45 newspapers. The list is represented in the national advertising field by Robert E. Ward, New York and Chicago.

HIGH SCHOOL PAPERS ON LIST.

The Collegiate Special Advertising Agency, New York, has drawn up a list of high school papers, covering 42 states, 344 cities and towns and 436 publications. Additions now in progress will make the list nationwide in scope, it is said.

NEW WACO DAILY.

The Waco (Tex.) Tribune on September 2 commenced publication of a new daily edition called the Waco Daily Tribune. A. R. McCollum is president of the Tribune Company. Publication of the Semi-weekly Tribune will be continued.

The McConnellsville (Ohio) Herald has suspended publication. It was established in 1905.

THE PITTSBURG PRESS

HAS
THE **Largest**
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

NEWS NOTES FOR SUPPLY MEN.

RECENT INCORPORATIONS.

NEW YORK.—Issues & Events Corp., publishing: capital, \$50,000; incorporators, R. K. Klotz, F. C. Simons, J. Rowland, 475 Monroe st., Brooklyn.
Davis Press, general printing, engraving, electrotyping: capital, \$20,000; incorporators, W. and J. Davis and G. B. Hallard, 51 Nostrand av., Brooklyn.

AUSTIN, TEX.—American Publishing Company: publishers of the Austin American: capital, \$30,000; incorporators, H. M. Sevier, Charles G. Norton and J. B. Howey.

DENVER, COLO.—Oil News Publishing Company, 204 Continental Building: capital, \$50,000; incorporators, John E. Leet, R. E. Fowler and T. R. Ingram.

MIAMI, OKLA.—Miami News Publishing Company: capital, \$25,000; incorporators, G. L. Coleman, J. F. Robinson and R. J. Tutill, all of Miami.

FREEDPORT, N. Y.—Daisford Producing Co., theatrical, advertising: incorporators, John J. Pierre, Mabel Pierre, Harry T. Lee.

HAYFIELD, MINN.—Hayfield Printing Company: capital, \$10,000; incorporators, John Johnston, John Holton and George Wicker.

HORTON, KAN.—Mrs. Charles H. Browne is again editor of the Horton Headlight, her husband having gone to war.

MECHANICVILLE, N. Y.—Hudson Valley Times Co., printing, publishing: capital, \$15,000; incorporators, C. L. and H. D. Humphrey, Mechanicville.

ISLIP, N. Y.—Whitman Publishing Company, publishing: capital, \$550,000; incorporators, Russell R. Whitman, Robert A. Young, Gerald A. Griffin.

THE NEW YORK WORLD

(Morning Edition)

Prints **MORE**
ADVERTISING
than any other
newspaper prints.

The Remarkable Advertising Pulling Qualities of the WASHINGTON TIMES

are built on the
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,
The Times is Preferred.

Topeka Daily Capital

GOVERNMENT REPORT

for six months ending April 1, 1917,
showing net paid circulation.

34,567

Member A. B. C.

Arthur Capper, Publisher
TOPEKA, KAN.

CHANGES IN INTEREST.

LAS CRUCES, N. M.—Mrs. Josephine Foster, publisher of the local Rio Grande Republican, has sold out to Seymour Branson and sons, of Webster, S. D., who assume immediate control.

BEAUMONT, MO.—Fred L. Seba has dissolved partnership with his father, Dr. John D. Seba, in the publication of the Bland Courier, and has gone with a publishing house in Ponca, Neb.

TELL CITY, IND.—Frank Roberts has assumed editorial control of the Tell City Journal, succeeding Herman G. Bott, who is preparing to enter the army service.

MILTONVALE, KAN.—Irving Hogue, publisher of the Miltonvale Record, who recently purchased the Randall News, has sold the name and good will of the News and will return to the publishing of the Record with his son, Lowell Hogue. The plant of the News will be installed and used in publishing the Record.

QUANAH, TEX.—Mrs. Minnie Chase has filed sequestration proceedings against Roland Bush, who has been editing the Quanah Observer. Mr. Bush was supposed to keep the plant insured, which, it is said, he failed to do, and at the end of ten days Mrs. Chase will again issue the paper.

PUEBLO, COLO.—Albert E. Schraeder, formerly publisher of the Cimarron (N. M.) News, intends to establish a job printing office here for the printing of commercial work.

JEFFERSON, OKLA.—Larue Thomas, editor and publisher of the Review, has disposed of his newspaper and printing plant to E. G. Fell, who has taken charge.

NEWPORT, ARK.—The Independent, a weekly and evening daily paper owned and published by P. H. Van Dyke, has been leased to A. C. Wilkerson, who has been its business manager.

QUENFMO, KAN.—Editor Joe Frishman of the News is going to move to Riverside, Cal.

HARDEN, MO.—Editor Sanderson of the News has traded his newspaper to Mitchell and Arthur Profit for a farm.

FOUNTAIN, MINN.—P. M. Schmel-

BOSTON POST

CIRCULATION JULY, 1917
"NO RETURNS"

The Daily Post 523,332

The Sunday Post 354,316

KELLY-SMITH CO., Representatives
280 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid  For Every
Guaranteed Issue

GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

zer has succeeded E. P. Johnson as
owner and editor of the Review.

FIRES.

TRENTON, MO.—A fire in the office of the Trenton Times on August 22, did considerable damage to the machinery and plant. Frank P. Briggs is editor and owner of the Times.

OMAHA, NEB.—A recent fire in the Carpenter Paper Company's big wholesale house, at 8th and Harney streets, did slight damage to the stock of paper.

PAPER FOR MASONS.

The Masonic order in Delaware is to have a monthly newspaper devoted to its interests. It will be known as the Delaware Masonic Index.

Harris T. Price, an experienced newspaper man of Wilmington, now a member of the Board of Assessment in that city, is to be the editor and C. J. Morgan, an experienced business office man, also of Wilmington, will be the business manager.

It will be printed in Wilmington and will make its appearance in October.

LIEFTY BACK ON DUTY.

A. N. Liefty, president and general manager of the Schenectady (N. Y.) Gazette, has returned to his desk after an absence of a month and a half, during which he was operated upon for appendicitis and had his gall bladder removed at the Roosevelt Hospital, New York City, in July. Since leaving the hospital he has been rusticated and recuperating among the Thousand Islands.

NEW P.O. AGENT IN FRANCE.

By order of the Postmaster General John Clark, superintendent of the Fifth division railway mail service, has been appointed postal agent in charge, United States mail agency in France, effective September 1, 1917, succeeding Marcus H. Bunn, otherwise assigned.

GAIN IN FITCHBURG.

The net cash receipts of the Fitchburg (Mass.) News for the first seven months of 1917 were 56½ per cent greater than those of the corresponding period in 1915. The figures were incorrectly stated in last week's issue.

1916 Broke All Records of the Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
301 Devonshire St., BOSTON
Kresge Building, DETROIT

YOU MUST USE THE LOS ANGELES EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than **150,000**

TRADE AND CLASS PRESS.

J. H. Lorrman, for several years advertising manager of Hardware & Metal, Toronto, has become associated with the Brandham-Henderson Company, Montreal paint firm.

Carl J. Simpson, for thirty years vice-president and treasurer of the Implement and Tractor Trade Journal, published in Kansas City, Mo., has gone to Idaho to represent a motor car company.

Paul W. Jordan has become the advertising manager for the Dead-Line, a Chicago publication for newspaper workers. De Lysle Ferree Cass is editor.

EMERY ADDS TO LIST.

W. R. Emery of the W. R. Emery Advertising Service, of Chicago, has been appointed Western representative for the Nation, New York, and the Nautical Gazette. Heretofore both these publications had been represented by Ryan & Inman, Chicago, in connection with their work for the New York Evening Post.

PARCEL POST LAW CHANGE.

The postal administrations interested having agreed thereto, for the future it will be necessary to attach only one customs declaration to any parcel-post package destined for Uruguay, Guadeloupe, French Guiana, Gibraltar, and Curacao.

The Open Door
to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

PITTSBURG POST IS SEVENTY-FIVE.

(Continued from Sixth Page.)

early in 1851. In 1847 the telegraph line between Philadelphia and Pittsburgh was completed, and by this time the Post was running its press by steam. Consequently, a new department was launched in the paper under the heading:

"Received by Lightning: Printed by Steam."

In July, 1853, the Post passed to the control of a firm named Phillips & Gilmore.

Then George F. Gilmore published it for a time by himself, but Joseph B. Montgomery became associated with him in July, 1854.

Gilmore and Montgomery continued to publish it until April 27, 1857, when it was sold to James P. Barr, who remained continuously at its head until his death, September 12, 1886.

James P. Barr had been thoroughly trained in the newspaper business in Pittsburgh and his direction of the Post covered the great period of the Civil War and the reconstruction, during the early days of which political partisanship counted for but little.

In 1866 Mr. Barr associated with him as partners Edwin A. Myers, William Schoyer and Joseph S. Larc, under the style of J. P. Barr Co., in 1886 the Post was incorporated as Post Publishing Company. On the death of James P. Barr that year, his son, Albert J., succeeded to the direction of the Post.

SOME BIG EVENTS.

One of the greatest events in the life of the Post was its starting of the popular afternoon newspaper, the Sun, on March 1, 1906. There was a vast difference between this and the launching of the Post with Washington hand presses in 1842. Whereas the Post prided itself on its initial issue of 2,000 the number of copies

Member A.B.C.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

LARGEST
Morning Circulation in
the Nation's Capital.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.

280 5th Av., N. Y.; Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 89,711
AUGUST, 1917

GAIN over
AUGUST, 1916 14,183

Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

of the Sun sold its first day was 118,000.

The Post had had a weekly edition from its beginning, the title of the Mercury and Manufacturer covering it until about 1846, when it was changed to the Saturday Morning Post, with "Being a Continuation of the Mercury and American Manufacturer" underneath it in small letters. For a time, later on, a semi-weekly paper was issued by the Post in addition to the daily. There was a Weekly Post until 1900, when it was seen that the Sunday Post, which immediately became popular, met all requirements. Thus the fiftieth anniversary of the Post was celebrated in a lasting manner.

In February, 1904 the Post moved to its location at Liberty avenue and Wood street, in the heart of the business section.

WHAT PRESENT OWNERS HAVE DONE.

On November 25, 1911, the Post and the Sun passed to the ownership of the present management, which consists of: President, T. Hart Given; vice-president and general manager, A. E. Braun; secretary, R. M. Irvin; advertising manager, J. E. Trower; managing editor, W. U. Christman.

Since then the full report of the International News Service and the Chicago Tribune service have been added to the Associated Press report and no pains have been spared to gather the local and state news; new machinery has been added to facilitate the production of an attractive newspaper, and special attention has been given to promoting the interests of the community, in an educational and civic way as well as industrially.

Politically the Post has conducted a vigorous warfare against factionalism.

It has kept watch on the public service of the community with a readiness to aid with constructive suggestions as well as to condemn what it believes to be wrong.

In national politics, the Post was vigorous from the start in the move of Democracy that placed Woodrow Wilson in the White House. It has never wavered in its support of Wilson. It was one of the first newspapers to call for his renomination. The motto, "News Is Colorless,"

St. Louis Globe-Democrat

DAILY—SUNDAY—WEEKLY.

To reach Farmers in Mississippi Valley and Southwest use

Weekly Globe-Democrat

CIRCULATION INCREASING.

Now 115,000 each issue, 230,000 per week. Rate 50c per line per week.

PATERSON New Jersey's Famous Manufacturing City

PRESS GUARDIAN

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

that was placed at the head of the editorial column by the present management has been held to rigidly.

The success it has attained in adhering to this policy, and in keeping the paper clean as well as enterprising in its news service, is shown by the statement of the management that the Sunday Post in the past three years has gained in circulation 53 per cent and the Daily Post 27½ per cent.

Thus the Post, on its 75th birthday, is growing rapidly and substantially. Rich in its experience, and with the consciousness of a record of usefulness, it goes forward with a vigor that carries the conviction that when it came on September 10, 1842, it was to stay.

The Post and its morning edition, the Sun, are represented in the national advertising field by Cone, Lorenzen & Woodman, of New York, Chicago, Kansas City, Detroit and Atlanta.

CHICAGO PAPERS RAIDED.

Federal Government officers, armed with search warrants, on the night of September 6 raided four Socialist publishing offices in Chicago and seized quantities of literature and plates alleged to have been used in a propaganda to hinder the carrying on of the war. The offices raided were:

Arbeiter Zeitung, 1642 North Halsted street, a German newspaper plant where the American Socialist, national organ of that party, is published.

Socialist Demokraten, 2002 North California avenue, a radical publication, of which Frank Hurop is editor. Radnicka-Straza, office at 1944 South Racine avenue, headquarters of the Croatian branch of the South Slavic Socialist Federation of the United States.

The Radical Press, North Clark street, where considerable Socialist literature is published.

NEW A. N. P. A. MEMBERS.

The Paducah (Ky.) Evening Sun has been elected to active membership in the American Newspaper Publishers Association and the Streater (Ill.) Independent-Times to associate membership.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S
GREATEST
NEWSPAPER."

VERREE & CONKLIN Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

W. M. J. MORTON CO. Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

AID FOR THE RED CROSS.

President Wilson has said:

"Men who are willing to give their lives for the defense of their country deserve to find the people they protect prepared to cure for the sick and wounded."

"A large, well organized and efficient Red Cross is essential for such a result."

"Therefore it is both a patriotic and humane service that is rendered by every citizen of this country who becomes a member of the American Red Cross."

There have been no more active agencies working for the furtherance of Red Cross work in the United States than the newspaper and advertising folks. They have been leaders in the building of membership, the gathering of supplies and money, and in every other way that the Red Cross has required it.

At present work of raising funds to buy tobacco for our soldiers is in full swing by the New York Sun and Philadelphia North American. Likewise many similar and other phases of Red Cross endeavor are being aided by every patriotic newspaper and advertising worker in the land.

The great national membership and fund campaign successes in the earlier part of the year were due in greater part, without question, to the untiring efforts of the same class of people.

We all recognize in the Red Cross work a duty for each individual person. Certainly the newspaper and advertising professions are doing their bit.

THE PITTSBURGH POST ONLY

Democratic Paper In Pittsburgh
CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago



BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
220 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

THE DAYTON SUNDAY NEWS

In the first five months of 1917 has carried 110,364 lines more local business than its only competitor.

With the Springfield News (the two at .055 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

AYER, 300 Chestnut st., Philadelphia—Making 480-inch contracts with Ohio and Pennsylvania newspapers for Capital City Dairy Co.

BATTEN, Fourth Av. Bldg., N. Y.—Placing orders with Middle Western newspapers for E. A. Mallory & Sons, Danbury, Ct., in cities where dealers are located.

BAYER-STROUD, 19 W. 44th st., N. Y.—Orders with large city newspapers for Basic Products Corp., Woolworth Bldg., N. Y.

BLOOMINGDALE-WEILER, 1420 Chestnut st., Philadelphia—Placing 4-inch, 33-time orders with Pennsylvania newspapers for Hanover Hotel, Philadelphia.

CROSS, 214 S. 12th st., Philadelphia—Making 4,000-line contracts with Pennsylvania newspapers for Wilson Chemical Co.

NICHOLS-FINN, Consumers' Bldg., Chicago—Placing large copy in newspapers for Crow-Elkhart Motors Company, Elkhart, Ind.

GRAY, 14th and Oak sts., Kansas City, Mo.—Again making contracts and placing copy with newspapers for Barbo Mfg. Co., "Barbo Compound," Dwight Bldg., Kansas City.

FEDERAL, 6 E. 39th st., N. Y.—Will use newspapers this fall in

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

ST. PAUL DISPATCH

and ST. PAUL PIONEER PRESS

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 53,679; the St. Paul Pioneer Press, an average total daily circulation of 45,529; the St. Paul Sunday Pioneer Press an average total Sunday circulation of 47,608.

They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION

St. Paul Dispatch (daily). Over 81,000.
St. Paul Pioneer Press (daily). Over 64,000.
Sunday Pioneer Press. Over 77,000.
They Cover the Field.

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
201 Devonshire Street, BOSTON.
Krege Building, DETROIT.

THE Philadelphia Bulletin HAS THE

Largest TWO-Cent
Circulation in the East.

Net Daily Paid Average for August

351,976 Copies

WILLIAM L. McLEAN, Publisher.

twenty-five cities for Bradley Knitting Co., "Bradley Knit Goods," Delavan, Wis.

HANFF-METZGER, 95 Madison av., N. Y.—Again making contracts with newspapers for F. M. Hoyt Shoe Co., "Beacon Shoes," Manchester, N. H.

LESSING, Davidson Bldg., Des Moines—Placing 1-inch, 30-time orders with newspapers generally for As-No-Mor Co., Des Moines.

McLAIN - HADDON - SIMPERS, 220 Broadway, N. Y.—Placing orders in N. Y. City newspapers for Holophane Glass Co., "Holophane Lens," 340 Madison av., N. Y.

PRESBREY, 456 4th av., N. Y.—Placing orders with N. Y. City newspapers for Lyknu Polish Mfg. Co., "Lyknu Polish," Pittsburg and N. Y. Placing orders with newspapers for American Hunyadi Splits Corp., N. Y.

SHERMAN & BRYAN, 79 5th av., N. Y.—Placing newspaper copy for A. S. Haight & Co., "Lackawanna Underwear," 81 Worth st., N. Y.

TAYLOR - CRITCHFIELD-CLAGUE, Brooks Bldg., Chicago—Placing farm paper advertising for Estate Stove Co., Hamilton, Ohio.

THOMPSON, Lytton Bldg., Chicago—Placing newspaper copy for Felt & Tarrant Mfg. Co., 1713 N. Paulina st., Chicago.

WOOD, PUTNAM & WOOD, 111 Devonshire st., Boston—Gradually extending newspaper campaign of Legalite Co., "Legalite Auto Lamp."

WOODWARDS, 910 S. Michigan av., Chicago—Now placing advertising of Texas Oil Co., 17 Battery pl., N. Y.

GUNDLACH, Peoples Gas Bldg., Chicago—Placing account of Birch Motor College, Chicago.

COOLIDGE, Hubbel Bldg., Des Moines—Placing orders with daily papers for the Des Moines Capital.

DEUTE-TYLER, Portland, Ore.—Placing orders for R. M. Wade Co., "Drag-Saw," Portland Ore.

WADE, Old Colony Bldg., Chicago—Placing orders for Redden Motor Truck Co., Chicago.

LEE, 6 Church st., New Haven, Ct.—Preparing newspaper campaign

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail in Greater Montreal is larger than that of any other Montreal morning newspaper, English or French.

Veree & Conklin, Inc., 225 6th Av., N.Y.
I.S. Wallis & Son, 1st Nat. Bldg., Chicago

for Lionel Mfg. Co., electrical toys, 48 E. 28th st., N. Y.

ARMSTRONG, 1463 Broadway, N. Y.—Preparing newspaper campaign for Globe Tea Co., "Milhoma Formosa Tea," 136 Water st., N. Y.

TRACY-PARRY, Lafayette Bldg., Philadelphia—Planning campaign in newspapers and magazines for A. Theodore Abbott & Co., Wayne Junction, Philadelphia.

WALE, 110 W. 40th st., N. Y.—Placing advertising of Boston Varish Co., Everett, Mass.

GOLDSMITH, 25 E. 26th st., N. Y.—Placing advertising of M. Martin & Co., 102 Madison av., N. Y.

MATHEWS, Marquette Bldg., Chicago—Placing advertising of Chapin & Co., feeds, Chicago.

McJUNKIN, Mallers Building, Chicago—Placing fall campaign in Chicago newspapers for Building Materials Exhibit, Insurance Exchange Bldg., Chicago.

DYER, 42 Broadway, N. Y.—Placing special newspaper copy for Gillette Safety Razor Co., "Gillette Safety Razors," Boston.

Sending out orders to a list for Remington Arms-U. M. C. Cartridge Co., Woolworth Bldg., N. Y.

THOMPSON, 242 Madison av., N. Y.—Orders to a list for Pictorial Review, N. Y.

RANKIN, Monroe Bldg., Chicago—Placing magazine copy for a new account, American Correspondence Schools.

Placing special campaign of pages in Chicago newspapers for Chicago Board of Underwriters.

CHESMAN, Goddard Bldg., Chicago—Placing newspaper copy in "dry" states for "Barman" cereal beverage manufactured by Van Blatz Brewing Company, Milwaukee.

DIRECT—Meadows Mfg. Co., Pontiac, Ill., is placing orders in farm papers.

"K. C. B." BACK IN NEW YORK.

K. C. Beaton ("K.C.B.") of the New York American has returned to New York after a three months' visit with relatives in San Francisco. Mrs. Beaton returned with him and they have taken an apartment in Irving Place.

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

Daily (Net Paid) 55,498
CIRCULATION

April, 1917 Figures—A.B.C. Basis.

—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, Chicago.
201 Devonshire St., BOSTON.
Krege Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
People's Gas Building, CHICAGO.

SOLDIER BOYS HONORED.

A banquet was tendered recently at a local hotel by the staff of the Cincinnati Enquirer to the "boys" of the editorial department who have joined the colors. Horace M. Potter, city editor, acted as toast master. The following were the guests of honor:

Jack Koons and Harry Blaney of the First Infantry; Phil Lawwell and Stanley Allison of the First Field Hospital; Harry Kenney of the Regular Army medical department; and A. C. Dunn, who resigned from the staff to return to Meridian, Miss., his home town, to enlist with the troops there.

NEW PENNSYLVANIA EDITOR.

Burton M. Alleman has become publisher and editor of the Littlestown (Pa.) Independent, succeeding his father, the late David B. Alleman. He has been associated with his father for many years and during the latter's illness had been in complete charge of the paper. The paper will continue its present policies, both in the news, editorial and advertising conduct. It has installed a cut service for advertisers, thereby adding a large amount to the space taken by local merchants.

CADY A PUBLISHER.

William S. Cady, who has been advertising manager of the Lawrence (Kan.) Journal-World, has purchased a half-interest in the Fredonia (Kan.) Daily Herald and will act as its manager.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

**THE
Boston Herald**
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation:
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

**DALLAS EVENING
JOURNAL**

Published by
A. H. Belo & Co.
Covers the afternoon field as completely
as does the Dallas News in the morning
37,659 NET PAID average during 6
months period ending April 1,
1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
718 Tribune Building, NEW YORK

**STATE BODIES AND
ECONOMY.**

(Continued from Eighth Page.)

sociation as having great possibilities. In fact, we have hardly gotten started, though I have not touched on the activities of our other committees that are working along many lines, included among them being one seeking to improve the laws in the state affecting legal advertising, and in turn doing its best to block some of the adverse legislation that is proposed by the fellow who has a grudge or would do hurt and doesn't know it.

Or a committee on the purchase of supplies, another that is seeking to build a paper mill and so on.

I am an enthusiast for this proposition of cooperation—doing it together. Necessity has forced it upon us Tar Heels, though I am frank to say that in these meetings of the fellows situated as myself I have found the light out of some mighty dark problems in the past, while for the future we hope for even greater and better things.

CAPPER IN NEW YORK.

Governor Arthur W. Capper of Kansas, editor of the Topeka Capital, and Mrs. Capper are in New York this week. Governor Capper and important business in Washington and decided to come on to New York and look over the newspapers while Mrs. Capper did some shopping.

**WILMINGTON
DELAWARE**

is the "High Spot" between Philadelphia and Washington.

**EVERY
EVENING**

covers this territory more completely than any other newspaper.

Net Paid 13,280 Daily

A high class Home newspaper for intelligent readers.

BRYANT, GRIFFITH & FREDERICKS
New York Boston Chicago

BRIDGEPORT

(CONNECTICUT
(The Eden of America)
The Prosperity Center of the United States and the Industrial Center of New England.

**THE
Post & Telegram**

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

McKERNAN'S GREAT WORK.

James McKernan, circulation manager of the New York World, has been busy this week receiving congratulations from his many friends on his eleventh anniversary as manager of the World's circulation department.

Mr. McKernan has every reason to be proud of the distinction of holding this position for this long number of years, for during that time the circulation of the World has shown some wonderful increases.

The World for 1916 had a net daily average circulation of 377,194, which was 73,524 more per day than in 1906, when Mr. McKernan assumed charge. The Sunday World's average net circulation was 501,689, which



JAMES McKERNAN.

was 121,546 per issue more than eleven years ago; and the Evening World in 1916 enjoyed an average net circulation of 407,308, more per day by 113,929 copies than in 1906.

In 1916 the number of Worlds circulated totaled 270,002,211, which was 63,358,305 more than eleven years ago, or an average net increase of 1,218,428 copies per week.

Mr. McKernan says that he does not wish it to be understood that he makes any claim of taking credit for

**THE
DETROIT
JOURNAL**

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

**Newark Star-Eagle
NEW JERSEY'S
LARGEST PENNY PAPER**

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

his showing, but is proud to have been in charge of the circulation department during a period that showed such wonderful growth.

Mr. McKernan is chairman of the New York City Circulation Managers' Association, director of the I.C.M.A. and vice-president of the New York State Association of Circulation Managers.

CONDENSED NEWS NOTES.

N. J. Christman is planning to establish a newspaper at Tony, Wis.

R. D. Webster has purchased the Coates (Kan.) Courant.

V. L. Chipman has bought the Clay Center (Neb.) Patriot.

Guy R. Louis will have complete charge of the Winner (S. D.) Journal in the future succeeding John W. Shevlin.

J. W. Strang has sold the Taylor (N. D.) Reporter to Phil W. Starkle.

Ed. Johnson has sold his Fountain (Minn.) Review to a Mr. Smelzer.

The Bloomington (Wis.) Record and the Cassville Index have consolidated and in the future will be published from the Bloomington office.

The Cameron (Wis.) Review has suspended publication.

G. C. Elwood has sold the Cameron (Wis.) Record to the Cameron Shield.

J. W. B. McGee has sold the De Witt (Ia.) Observer to W. Leonard Simmer of Troy Center, Wis.

The Toronto Daily News is now using a new style of name plate on its front page, featuring the line "Toronto's Newest Newspaper."

The Nebraska Republican is the name of a new weekly newspaper launched on September 1, at Lincoln, Neb. George W. Kline is at the helm.

Vaughn Smith has bought the interests of his associates in the publication of the Leon (Ia.) Mink Monthly and has changed the name to the American Scout.

W. D. Bell has traded the plant of the St. James (Minn.) Journal-Gazette to an investment company in St. Paul.

The publishing houses of the Montevideo (Minn.) Commercial, Leader

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNESS, CHICAGO.
VERREE & CONKLIN, Inc., New York

and Advance have been purchased by Ludwig I. Roe and the three papers will be consolidated and will be published weekly.

Carey Schaffer, editor of the Gas City (Kan.) Herald, has been appointed professor of journalism at the University of Missouri.

Beachy Musselman of Arkansas City, Kan., will be this year's business manager of the Agawan, the university comic publication.

**PRESS CLUB'S LAST HONORS
TO H. F. GILLIG.**

An impressive funeral service for Henry F. Gillig, a life member of the New York Press Club, was held at the Campbell Funeral Church, New York, on September 1. The Press Club was represented by fifty of its oldest members.

The services were conducted by the Press Club. Emanuel Loewenstein,

SLATTERY A PRESS AGENT.

Daniel Slattery, formerly secretary to Police Commissioner Bingham of New York, has become press representative for the Weber & Anderson theatrical interests, succeeding E. A. Weil.

INK MAN DEAD.

William French Foster, well known for years as sales manager of the Sigmund Ullman Company, New York, manufacturer of printing inks, died in Brooklyn, N. Y., on August 28.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star	83,194
Evening Times	35,569
Washington Post	34,293
Washington Herald	30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING Union Star
EXCEPT SUNDAY.
AUDITED CIRCULATION 20,643
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

HOTEL REPORTER CHANGES.

Harrie Davis, managing editor of the Daily Hotel Reporter, New York, heard the call into military service this week and heeded it, with the result that Howard W. Hillegas, formerly news editor and editorial writer on the New York Herald, assumed the news direction of the hotel paper.

Mr. Hillegas has been in the New York newspaper field for many years, joining the Evening World shortly after graduating from Franklin & Marshall College in 1894. He covered the Boer War for the Morning World and left the big city in 1900 for three years to try his hand at publishing the Saratoga (N. Y.) Daily Sun.

Returning to New York he spent two years with the American and then joined the Herald staff, on which he served as copy reader, assistant night city editor, night city editor and day city editor, also as city editor and news editor at various times until 1916, when he was made editorial writer. Recently he occupied the news editor's desk for a time.

The Daily Hotel Reporter is published by the Gehring Publishing Company, which also issues the Hotel Review and Daily Attractions. The Hotel Reporter was established in 1877 and claims the distinction of being the only ten-cent daily in the United States.

FROM KANSAS CITY.

B. F. Sparkes of Kansas City, Mo., is a new member of the staff of the New York American.

If this territory presents a
sales problem to you, the
Merchandising Service
Department..

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

W. D. BOYCE CO.
500-514 North Dearborn St. CHICAGO
305 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA
DAILY TIMES
INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT

"BOYCE'S" IS A SYNONYM FOR
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

NEW INVESTMENT PAPER.

The Investment Digest is a recently established New York publication devoting itself exclusively to the investments that are offered to the stock and bond buying public.

The business manager, Norman Crystall, has been with the New York American for ten years, resigning a few weeks ago to join the new paper. He has also served with the George Batten Company, Inc., in the advertising department of the Royal Baking Powder Company and as advertising manager of the Goertz Optical Company. He gained circulation experience on the staff of the New York Evening Mail and also on the New York Times. Mr. Crystall is a Stevens Institute of Technology man.

The editor of the Investment Digest is G. Simon, who has been connected with metropolitan dailies and class publications for the past seventeen years, among them the American Banker, the Financier, New York Commercial, Daily Bond News, American Investor, Morning Telegraph, New York Clipper, Variety, Knickerbocker Magazine, Harlem Star, New Yorker and the Criterion. He has also written stories and analytical articles for a number of weekly and monthly publications.

The Investment Banker is now furnishing the daily press with a news service.

CALDWELL FISHING.

George B. Caldwell, president of the Sperry & Hutchinson Company, New York, will no doubt have a number of "fish" stories to relate when he returns from his fishing trip to Maine.

DOWN ON LONG ISLAND.

Leonard B. Patten of the advertising staff of the Sperry & Hutchinson Company, New York, is enjoying his vacation, with his family, at Huntington, Long Island.

FILLING THE BREACH.

Mrs. J. W. Brown is editing the Hemphill (Tex.) Reporter, her husband having entered the Reserve Officers Training Camp at San Antonio.

The BEST Advertising BUY in
CLEVELAND
THE NEWS

Quality Evening Newspaper
With Quantity Circulation

THE LEADER

Sunday

Represented by PAUL BLOCK, Inc.,
350 Fifth Ave., NEW YORK
Mallory Building, CHICAGO
361 Devonshire St., BOSTON
Kresge Building, DETROIT

THE NEW ORLEANS
ITEM

Largest Afternoon Circulation in the
entire South.

(April A.B.C. Net Paid Statement)

Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

ANOTHER GLENISTER MAKING
A BIG NAME.

From writing for a newspaper to writing for the movies is not such a far cry—both being international institutions. Alice Glenister, who was formerly a St. Louis newspaper woman, has recently come to New York and taken up moving picture work as her vehicle for writing. In Saucy Stories she is editing a motion



ALICE GLENISTER.

picture department—her writing is snappy, humorous and fitting to the title of the magazine.

At present she is novelizing moving pictures and has written a number of short stories. She is the wife of John W. (Jack) Glenister, who is among the best known of all circulation men, having a wide personal acquaintance throughout the country and is now circulation director of all the Warner Publications in New York.

A new weekly newspaper will be started in Berlin, Wis., about October 1. D. S. Johnson is to be the editor.

THE
PITTSBURG
DISPATCH

solicits your business on
the basis of genuine and
established merit.

H. C. Reek, Real Est. Trust Bdg., Phila.
W. G. Brooker, 225 Fifth Ave., New York
Ford-Persons Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 10 Regent St., London, Eng.

The City of Richmond qualified
VIRGINIA, has 15,309 voters

THE TIMES-DISPATCH
RICHMOND.

is delivered 12,000 of the city's
daily into best homes.

In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

BIG AD GAIN IN AUGUST FOR
NEW YORK WORLD.

Though August is notably a "slow" month for advertising of all kinds and notwithstanding the fact that eleven of Greater New York's fifteen daily newspapers showed a loss in volume of advertising, according to the statistical bureau of the New York Evening Post, the New York World on the sixteenth and seventeenth pages of this issue produces figures which is no way smack of the "dog day slump."

The World's gain for August was 87,878 lines.

The statistics also show that in August, 1914, the World carried 746,199 lines; in August, 1915, 780,572 lines was the figure; 1916 showed 921,893 lines, and 1917 brought the August total over the million mark, to 1,099,771 lines.

Further proof of strength is given by the fact that the World carried 8,915,486 lines of advertising from January 1 to August 31 this year, against 8,131,401 lines in the same period last year, thereby gaining 784,085 lines for the eight months.

INTERRED MAN STARTS PAPER

Lieutenant F. S. Hobbs, former publisher of the Hasting (Ont.) Star, has started a small magazine in Murren, Switzerland, where he was interned after being taken prisoner by the Germans.

The Circulation of the
NEW YORK
EVENING
MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Germania Herald 36,989
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(German Farm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,008
Eastern Representative
LOUIS KLEBAHN
1 West 84th Street NEW YORK
Telephone 215 Greeley

TELEGRAM CODZIENNY

A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium
Phone Stuyvesant 2004
90 East 10th St., NEW YORK

I. P. ASKS 3 CENTS FOR PAPER.

(Continued from Second Page.)

mously increased since the date on which the 2½-cent price was fixed.

"This company is willing at all times to assist the Government and to furnish paper, as it offered to do in its recent bid for less than the market price and less than the price it receives under contracts.

"It protests most vigorously against the arbitrary action, fixing 2½ cents per pound, and hereby gives notice that it reserves the right to appeal if necessary to the proper legal authority for the constitutional protection of its property against confiscation.

"Feeling, however, that you have no intention of dealing unjustly with an American manufacturer, I beg that you will take under consideration the facts above stated, and either make an order permitting us to be paid 3 cents for the paper in question, or that some person or committee be authorized to take the matter up with us so that we may present facts justifying the price named in our bid."

If the International Paper Company had refused to furnish the news print at 2.50 when ordered by the Secretary of War, under the National Defense Act the War Department could immediately take possession of any mill and operate it through the Bureau of Ordnance. In the case of the individual, if he refused such an order, he could be declared guilty of felony and given three years imprisonment with a fine of \$50,000 or both. Such a provision is included in the Congressional act under which this paper was obtained.

MAYOR THOMPSON SUES.

William Hale Thompson, mayor of Chicago, on September 6 filed suit for \$250,000 damages, charging libel against the Chicago Herald and James Keeley, publisher, simultaneously.

He made a long public statement, defending himself against charges of "anti-Americanism" and alleging the had been grossly libelled by the "press of Chicago and others."

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND

Kurier Bostonski

27 Beverly st., BOSTON, MASS
reaches 600,000 Poles in New England. They want to buy your goods

Use Kurier Bostonski.

SUPPLEMENT TO THE AYER DIRECTORY.

A big improvement in the 1917 American Newspaper Annual and Directory, published by N. W. Ayer & Son, Philadelphia, is a mid-year supplement supplied to all purchasers of the Directory. It records a list of material changes in the publications of the country for the first half of 1917. These include such as tend to interest advertisers and publishers—changes of name, issue, consolidations, suspensions and removals.

No reference is made to management, size, circulation, price, politics, street address or other changes, which already number perhaps 15,000.

The supplement also includes a list of new papers received up to May 10. The supplement pages are the same size as those of the Annual and Directory, and they are printed only on one side, which allows them to be cut apart, if desired, and the information placed wherever it is considered most appropriate.

A WELL EARNED VACATION.

O. O. McIntyre, who is New York correspondent of some eighty Middle West, Southern and Western newspapers, is taking his first vacation this next week that he has had in five years. He goes to Atlantic City and from there to Washington and then to Kansas City, Mo., to see his father.

Mr. McIntyre was formerly city editor of the Dayton (O.) News, Cincinnati Post, associate editor of Hampton's Magazine and was news editor on the New York Evening Mail before he organized his own syndicate. Rumor has it also that Mr. McIntyre is in negotiation with a big theatrical producer for the sale of a play he has written which will be presented on Broadway late in the fall.

HEARST WON'T RUN.

William R. Hearst has withdrawn as a candidate for the Democratic nomination as mayor of New York in favor of the candidate endorsed by the regular Democratic organization. Mr. Hearst's declination was filed just before the legal time limit expired.

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars.

W. M. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, Finsbury, 19 Sutilian Avenue
Southampton Row.
PARIS, 6 rue du Rocher.

THE JEWISH MORNING JOURNAL NEW YORK CITY

carries more advertising than any other Jewish newspaper. Circulation in New York City largest of all foreign language newspapers.
Member A. B. C.

CHURCH PAPERS AID IN SCHOOL STANDARDS.

Commissioner P. P. Claxton of the Bureau of Education, Department of the Interior, has sent the following letter to the editors of religious papers:

"It is of the greatest importance that the schools of the United States of all kinds and grades—public, private, and parochial—be maintained during the war without any lowering of their standards or falling off in their attendance.

"This is necessary both for the protection of our boys and girls against many unusual temptations to delinquencies of various kinds, and that they may have full opportunity for preparation for the work of life and for the duties and responsibilities of citizenship; all of which will require a higher degree of preparation because of the war.

"For many reasons there will be need in this country for higher standards in average of ability, knowledge and virtue, when the boys and girls now in our schools have reached manhood and womanhood than we or any other people have yet attained to.

"In the making of public opinion and popular sentiment necessary for the maintenance of standards of efficiency, to keep children in the schools, and to prevent their exploitation in the mills and shops, the churches may do much. I am, therefore, appealing to all ministers to urge this from their pulpits, and to all superintendents of Sunday-schools and all leaders of young peoples' societies to have this matter discussed in their meetings.

"To do this is a patriotic duty which should be performed gladly, both for the present defense and for the future welfare of the country."

FOREIGN LANGUAGE EDITORS MEET TODAY.

The Foreign Language Press Club will meet today at the rooms of the New York Press Club. The club is made up of the leading foreign language newspaper publishers of New York and was organized last May.

NEW YORK THE DAY

America's Greatest
Jewish CommunityAmerica's Foremost
Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America.
CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY The National Jewish Daily.

Member A. B. C.

Main Publication Office:
183 East Broadway, NEW YORK

NARODNI List

Briacoe Motor Corp. of Jackson, Mich., has just played 19,800 agate lines of Briscoe advertising in the Narodni List. This is the best proof that the Narodni List is one of the best advertising mediums in the foreign languages for National advertisers.

Ideal Newspaper for National Advertisers
Phone 2989 Beckman
61 Park Row, NEW YORK

INSURANCE FOR THE STAFF.

Members of the Williamsport (Pa.) Sun family assembled in the business office at noon one day recently and were informed by A. W. Fell, business manager, that the newspaper had made arrangements to present to each member of the force who has been employed for three or more years a \$1,000 life insurance policy.

Thirty-six employees will benefit immediately by the action of the newspaper. Employees who have not been on the Sun's payroll for three years will be presented with a policy as soon as they have worked for that period.

When the pay envelopes were distributed a neatly printed card announcing the meeting at noon the following day was enclosed in each envelope.

MISSOURI WRITERS' JAUNT.

The annual outing of the Missouri Writers' Guild will be at Elk Springs, Mo., the week of September 22. A special car will be provided from Kansas City. Outdoor amusements, river trips, literary "experience meetings" and a round table program will be arranged for by J. Breckenridge Ellis of Plattsburg, president of the guild.

The fall outings of the writers' organization, since its inception two years ago, have been held in the Missouri Ozarks. Each year the program is varied, but the features always are of a "back to nature" sort.

Daily Publishers!

MORE ADVERTISING?

If you want real wide awake advertising representation, here in Chicago and the West, get in touch with us at once.

We get business by going after it; keeping after it until we get the order. Why not discuss the matter with us today? Write us at once.

YOUNG & FARRELL

Room 400, 80 N. Dearborn St.
CHICAGO, ILLINOIS

THEODORE ROOSEVELT

Joins the Staff of the

KANSAS CITY STAR

An Announcement.

October 1 Theodore Roosevelt will become a member of the staff of The Kansas City Star. Thereafter he will contribute regularly by wire his comment on current events.

The Star has long felt that a daily newspaper would give him the best possible medium for the expression of opinion on matters on which his views are of prime importance. In this belief Colonel Roosevelt has now come to acquiesce.

Several courses were open to him, including that offered by an urgent invitation to write for a syndicate of newspapers. But he held that the strategic place of Kansas City in the very heart of the country, and the sharing of common ideals by himself and The Star, made this newspaper the appropriate medium with which to ally himself.

The Star would be guilty of false modesty if it did not frankly confess its happiness in the acquisition of Colonel Roosevelt to its organization in the capacity of a regular contributor. The honor of such an acquisition is one of which any newspaper in America or Europe might well feel proud. Moreover, it believes that the connection thus established will arouse the keen interest of the country in general and of Kansas City in particular.

It will make Kansas City the center for a momentous discussion of events of transcendent importance—a discussion that will be watched not only by the whole United States, but by all the nations of Europe as well. For Colonel Roosevelt is undoubtedly among the two or three leading authorities in the world on

domestic and international affairs. Everything that he has to say on these questions inevitably carries very great weight and is read with the closest attention in London, Paris and Berlin, as well as in New York and Washington.

What he writes is the fruit of reflection on a career that has hardly been matched. Legislator, rancher, civil service commissioner, police commissioner for New York City, national civil service commissioner, assistant secretary of the navy, colonel in the Cuban war, governor of New York, Vice-President and President—he has had every variety of human experience. His knowledge of foreign problems is that of a man who won the Nobel peace prize for settling the Russo-Japanese War and one who dealt successfully with international controversies of every character.

He has a personal acquaintance with most of the important figures in the world war, and with the men in active charge of things in the United States. His point of view is that of the modern man—the progressive, who works in practical fashion to insure the supremacy of human rights over property rights; and the nationalist, who has confidence in national solutions of national problems.

This record is here thus hastily reviewed to invite the attention of the readers of The Star to the importance of the contributions that have been arranged for.

This newspaper counts itself fortunate to be able to do the public service of printing regular contributions from such a man.

KANSAS CITY STAR

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

*Published Weekly at 222 West
60th Street (Near Broadway)*

NEW YORK CITY

SATURDAY, SEPT. 15, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED 1894 No. 1229

Two Sections

FOR THE MAKER OF SHOES.
During the first six months of 1917,
the Chicago Daily News printed
more shoe advertising six days a week
than any other Chicago newspaper
printed in seven days. The figures (in
agate lines) are:

	LINES
The DAILY NEWS . (6 days)	176,128
The Tribune . . . (7 days)	151,544
The American . . . (6 days)	88,436
The Journal . . . (6 days)	60,340
The Herald . . . (7 days)	59,652
The Examiner . . . (7 days)	36,668
The Post . . . (6 days)	35,434

Do these figures have any bearing on YOUR
advertising plans for Chicago?

The Chicago Daily News

"It Covers Chicago"

SENATE REJECTS SPECIAL PUBLISHERS' TAXES.

WAR TAX BILL SENT BACK TO HOUSE WITH NEWSPAPERS ON SAME BASIS AS EVERY OTHER BUSINESS.

In its vote on the War Revenue Bill, the United States Senate on September 10 eliminated all special newspaper taxes and made publications subject only to the corporation taxes, which every other class of American industry will have to pay.

The McKellar amendment, recently adopted, to provide a zone system for computing second-class mail rates, and expected to yield \$12,600,000 annually, was stricken from the bill on motion of Senator Smoot, of Utah, by a vote of 40 to 34. The McKellar amendment provided for the application of the zone system of postal charges beyond 300 miles to second-class matter.

Senator Hardwick's amendment, to levy second-class postage rates upon newspapers and magazines according to the amount of space devoted to advertising, was voted down, 48 to 20. Senator Hardwick's proposal was estimated to raise \$16,500,000 next year.

A motion by Senator Simmons, to strike out the House second class postal rate increases, was carried, 59 to 9.

The finance committee's special publishers' profits provisions also were defeated.

The finance committee also recommended three-cent letter postage, but the Senate rejected it.

The following Senators voted to reject the McKellar amendment:

Borah, Brady, Brandegee, Calder, Colt, Curtis, Dillingham, Fall, Fernald, France, Gerry, Hale, Hollis, Hustung, Johnson of California, Jones of New Mexico, Jones of Washington, Kellogg, Kendrick, King, Lodge, Nelson, New, Newlands, Owen, Page, Penrose, Poindexter, Ransdell, Saulsbury, Sherman, Smith of Michigan, Smoot, Sterling, Stone, Wadsworth, Watson, Weeks, Williams, Wolcott.

Of these the following originally voted for the McKellar amendment:

Curtis, Hollis, Hustung, Kendrick, Owens, Ransdell, Sterling.

Senator Simmons did not vote on the McKellar amendment; Senators Frelinghuysen, Hitchcock, Knox, McCumber and Phelan were all paired, but would have voted against the McKellar amendment.

Senator William Alden Smith of Michigan, who owns the Grand Rapids Herald, came to the rescue of the newspapers in grand style.

Because he is a publisher himself, Senator Smith was able to present facts on behalf of the newspapers that made his fellow Senators realize great harm would be done by subjecting them to special taxes; and that the newspapers were right in their fight for justice.

Nothing now remains of the postal provisions except the brief section giving the free mailing privilege to soldiers and seamen in France.

The prediction of the members who will form the conference committee is that the bill will be a law within ten days. The general feeling is that it will be enacted in substantially the form as passed by the Senate, although there will be changes in details.

In general, the House is entirely satisfied with the Senate revisions. There is a feeling in the House that war developments have proved the necessity for more revenue than the original House bill would have provided. One of the conferees from

the House said that strong pressure would be brought to bear to increase the money to be raised by restoring to the bill some of the items approved originally by the House but stricken out in the Senate.

The House sent the \$2,400,000,000 War Revenue bill to conference on September 12, but it required a special rule to do it.

Speaker Clark appointed Democratic Leader Kitchin and Representatives Rainey, Illinois, and Dixon, Indiana, Democrats, and Fordney, Michigan, and Moore, Pennsylvania, Republicans, as conferees to represent the House. General instructions were given to disagree to all Senate amendments, which number 321.

Already an informal proposal is before the conferees to insert in the bill the original increase on first-class mail matter and an increase on second-class rates under the McKellar zone system. These two increases would bring the total yield under the bill up to \$2,500,000,000.

Representative Cooper of Wisconsin has made a protest against an increase in second class rates, and blocked unanimous consent to send the bill to conference, forcing a special rule.

"The zone system for the transmission of mail should never obtain in the United States," he said. "The one thing which has done more than anything else to bring about a unity of sentiment and feeling in this great republic has been the dissemination everywhere of the newspapers from one section of the country to another at the lowest possible rate. The zone system tends to circumscribe the circulation of publications. There is no more reason why they should be subjected to a zone system than that letters should be carried at zone rates."

SUNDAY PAPER IN NASHVILLE.

The Nashville Banner has issued a Sunday edition, which will be published under the same subscription price as now covers the daily edition alone.

U.S. SENATE CURBS TEUTON PRESS.

ENGLISH TRANSLATIONS OF ALL WAR COMMENTS CALLED FOR.

The project to establish a "deadly parallel" in the columns of newspapers now printed in German, by compelling them to publish a translation in English in the next column to a German story, has been approved by the Senate, in passing by a viva voce vote the Trading with the Enemy Act, as amended by Senator King of Utah, this week.

Mr. King recently introduced a bill along similar lines, which would have affected newspapers printed in all foreign languages, while his present amendment will concern only those printed in German. It requires all comment in such papers on the Government, its allies or the war, to be accompanied in a parallel column, with a full and true translation in English.

Failure to do this would subject the offending paper to forfeiture of the privileges of the mails.

The amendment reads:

"That during the pendency of the present state of war, and until peace shall be concluded and the fact declared by proclamation of the President, it shall be unlawful for any person, firm or association to print or publish or cause to be printed or published in the German language any comments respecting the Government of the United States, or of any nation with which Germany is at war, its policies, international relations, the state or conduct of the war, or of any matter relating thereto, without printing or publishing in a column parallel to such matter a true and complete translation of the same in the English language.

Any print or publication in the German language which does not conform to the provisions of this section shall not be admitted to the mails, and it shall be unlawful for any person to transport, carry, or otherwise publish or distribute the same. Any person violating the provisions of this section shall on conviction thereof be punished by a fine of not more than \$500 or by imprisonment for a period of not more than one year, or may in the discretion of the court be both fined and imprisoned.

In speaking for the amendment before the Senate, Senator King said:

"The time for legislation against these treasonable journals has come. The American people are amazed at the existence of these vipers in their midst. These newspapers preach disloyalty to the country; they are doing what they can to make the war unpopular; they are trying to stir up sedition and revolt in the United States and to lead astray people who otherwise would be loyal.

"It must be said that most of the newspapers of our land, indeed, the vast majority, are loyal. They have done what they could to aid the Government in its task of conducting the war.

"While they have done that, these vile seditious journals printed in German have done what they could to misrepresent the attitude of our country in the war. They have tried in every way to hamper the winning of the war by the United States.

"I have talked with the Department of Justice about this matter and I am informed that there is no adequate law to deal with these newspapers. The Postmaster General wants us to pass this measure. He will be able to act swiftly against these traitorous newspapers if we

give him this power."

The amendment was adopted without a dissenting vote and will be discussed in conference next week. It has already passed the House, without the Senate amendments.

"QUACK" ADS BARRED IN NEW YORK STATE.

Advertisements of treatment for venereal diseases are now prohibited in New York State by virtue of an amendment to the penal code, passed by the Legislature last May and just approved by Governor Whitman. A general clean-up of advertisements of such character, wherever displayed is now in order. The section is:

"Advertisements relating to certain diseases prohibited. Whoever publishes, delivers, or distributes or causes to be published, delivered, or distributed in any manner whatsoever an advertisement concerning a venereal disease, lost manhood, lost vitality, etc., and calling attention to a medicine, article, or preparation that may be used therefor or to a person or persons from whom or an office or place at which information, treatment, or advice relating to such disease, infirmity, habit, or condition may be obtained, is guilty of a misdemeanor and upon conviction thereof shall be punished by imprisonment for not more than six months, or by a fine of not less than \$50 dollars nor more than \$500 dollars, or by both such fine and imprisonment."

Scientific treatises which do not advertise persons or places where information may be obtained, together with notices issued by incorporated hospitals, licensed dispensaries, municipal boards of health, and the State Department of Health, are not subject to the provisions of the new law which is aimed at quacks and disreputable agencies credited with preying upon victims of the diseases named.

GEORGIA'S FLAG LAW.

A new law in Georgia makes it a misdemeanor "to copy, print, publish or otherwise use the flag or national emblem of the United States of America for the purpose of advertising, selling or promoting the sale of any article of merchandise whatever within this state."

NEW HOME IN AUGUSTA.

The new home of the Augusta (Ga.) Herald will be ready for occupancy about October 1, according to Bowdre Phinizy, president of the company. The Herald's plant was completely destroyed by fire in March, 1916, and its new outfit, including new fixtures, will cost \$150,000 when completed.

GERARD STORY TO APPEAR IN HEARST NEWSPAPERS.

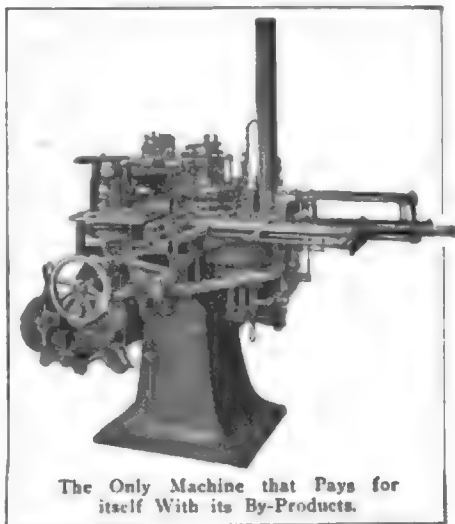
The Hearst newspapers will carry "My Four Years in Germany," by former Ambassador Gerard, which has been running in the Philadelphia Public Ledger for the past six weeks. Publication in the Hearst papers will start tomorrow.

JEFFERSONIAN QUILTS.

The Jeffersonian, published by Thomas A. Watson, which was barred from the mails recently and denounced from a Federal District Court bench, has suspended publication.

M. M. Lord is now promotion manager for the Boston Herald. He was formerly sales and advertising manager of the Package Confectionery Company, Boston.

TRUE ECONOMY IN WAR TIME



The Only Machine that Pays for
itself With its By-Products.

OF THE HUNDREDS OF SATISFIED USERS OF MONOTYPES WE NAME A FEW

Atlanta (Ga.) Constitution
Baltimore Sun
Boston American
Boston Post
Birmingham (Ala.) Age-Herald
Buffalo (N. Y.) News
Canton (O.) Repository
Chicago Examiner
Chicago Tribune
Cincinnati Enquirer
Cleveland Leader
Cleveland Plain Dealer
Columbus (O.) Dispatch
Denver (Colo.) News-Times
Dubuque (Ia.) Telegraph-Herald
Houston (Tex.) Chronicle
Los Angeles (Cal.) Examiner
Macon (Ga.) Telegraph
Madison (Wis.) Wisconsin State Journal
Minneapolis Journal
New York World
New York Journal
New York Times
New Orleans States
Norfolk (Va.) Ledger-Dispatch
Omaha (Neb.) News
Omaha (Neb.) Bee
Philadelphia Enquirer
Philadelphia Record
Pittsburg Post
Richmond Times-Dispatch
Seattle (Wash.) Times
Sioux City (Ia.) Tribune
South Bend (Ind.) Tribune
San Francisco Bulletin
St. Paul (Minn.) Dispatch
Tacoma (Wash.) Tribune
Topeka (Kan.) Daily Capital
Trenton (N. J.) Times
Washington Post
Washington Star

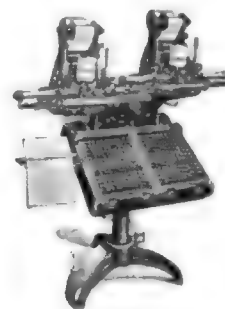
consists not in mere reduction of the outlay for production, but more in getting greater returns for every dollar you spend.

The most economical outlay a newspaper can make is a complete MONOTYPE equipment for its ad-room.

The Monotype and Non-Distribution System will prove the best paying investment you ever made.

Do not take our word for it. Ask Monotype users who have tested it out.

The Monotype Non-Distribution System eliminates all the non-productive time in the ad-room, abolishes all the type-foundry bills, makes satisfied advertisers and readers, and reduces the cost of production to such an extent that it pays for itself.



LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK, World Building
CHICAGO, Plymouth Building

BOSTON, Wentworth Building
TORONTO, Lumsden Building

Monotype Company of California: SAN FRANCISCO.

SUIT OVER GERARD COPYRIGHT.

PUBLIC LEDGER WOULD STOP KANSAS CITY POST FROM EARLY PUBLICATION.

The Philadelphia Public Ledger Company has taken steps to protect its exclusive rights in the articles written by Ambassador Gerard, entitled "My Four Years in Germany." A bill in equity has been filed to restrain the Kansas City Post from continuing to publish these articles, for which it had secured the concession for publication after September 16, but which it published, at an earlier date. The bill also asks for damages and penalty.

A temporary injunction was refused by the district judge, as the application for the injunction was not made by the Ledger until the period required for the publication of the articles had about half expired. The court, however, in declining the injunction, required the Post to enter a bond of \$15,000 to pay any damages which the Ledger may have suffered through the violation of its copyright.

The Kansas City Post, following the decision, made the following statement on the case:

"An effort to prevent the Post from publishing the remainder of the Gerard articles failed signally when Judge Kimbrough Stone, sitting for the first time since his appointment as United States Circuit Judge of Appeals refused to grant the temporary injunction which was asked.

"The Ledger Publishing Company of Philadelphia, claimed that the contract for the publication of the articles was on the basis that they should not be published until September 16.

"Attorney Frank M. Lowe, for the Post, contended that the contract was for immediate publication and successfully represented that any difference of opinion as to the terms of the contract was a matter of law, not equity, and that the remedy was not injunctive relief.

"At its own suggestion, the Post supplied a bond of \$15,000 to cover any damages.

COPYRIGHT QUESTION RAISED.

"Of great interest to every newspaper publisher and to every citizen was the further claim of Attorney Lowe that the articles are not subject to copyright, inasmuch as the copyright law is not intended to protect the product of opportunity but of originality.

"He contended that a copyright has been issued for "My Four Years in Germany," but contended that the law was never intended to apply to such articles but that its purpose was to protect only the output of originality.

"He contended that the Gerard articles are merely the product of opportunity and that Mr. Gerard, as ambassador to Germany, obtained his information by virtue of the opportunity given to his position as the representative of the president of the United States to the German emperor, and that such information was obtained at the expense of the American government, and came to him solely upon account of his official position and therefore could not be protected by copyright.

"The articles will be published by this newspaper until the close of the series, without interruption.

"The Public Ledger company was also represented by J. L. White of Philadelphia."

Thomas Raeburn White, attorney for the Public Ledger, said to THE FOURTH ESTATE on the Post's statement:

"The statement circulated by the Kansas City Post regarding this case is wilfully misleading and untrue. The case was in the District Court, and not in the Circuit Court of Appeals.

"The amount of the bond which the Court required was not the sug-

"So the People May Know"

THE KANSAS CITY POST

TWELVE YEARS OLD AND

"The Fastest Growing Newspaper in America"

PAID CIRCULATION **150,000**

98% within the trading radius of Kansas City —the most prosperous district of the U.S.A.

Average Daily Circulation August, 1917 . . 153,992

Average Daily Circulation August, 1916 . . 131,491

Gain 22,501

ADVERTISING RATE: } 15 Cents an Agate Line

CONE, LORENZEN & WOODMAN
Foreign Representatives

Brunswick Bldg.,
NEW YORK.

Advertising Bldg.
CHICAGO.

American Bldg.
DETROIT.

Chandler Bldg.
ATLANTA

gestion of the Post. On the contrary, the Post argued that it should be required to file a bond of only \$250 or \$500.

"The court rejected this suggestion and decided that a bond of the amount above stated must be given.

"The remainder of the article is a statement of arguments which it is said were advanced by the attorney for the Post. These arguments are of no consequence or importance, as the court did not sanction or approve any of them in rendering his decision.

"The Ledger will prosecute the case vigorously to a conclusion."

CHICKENS COME HOME.

Edward F. Warfel, who, as publicity expert of the Indiana State Council of Defense, is winning much commendation for the council on its war publicity from the National Council, War Department, and state councils, has been meeting some of his "old friends" during the last few weeks. When Mr. Warfel was in Washington as secretary to the late Congressman D. W. Comstock, of the Sixth Indiana District, he had a penchant for mailing Congressional records to a large number of newspapers in Indiana and now some of these same Congressional Records are coming back to him at the State House, encasing copies of the newspapers.

Since the price of paper went so high, and for the smaller papers was almost impossible to obtain at any

price, many of the Indiana newspapers have been using most anything they could get as wrappers for their mailing list.

"Well, I certainly am glad they find the Records good for something," was Mr. Warfel's comment as the mail carrier dropped a bundle of Indiana papers in the office of the committee on publicity, of which George Ade, the Hoosier author, is chairman, at the State capitol the other day.

LA UNION PLANT FIRED.

Mobs which swept through the city of Buenos Ayres, Argentina, after the dismissal of the German envoy to that country, attacked the building of La Union, a pro-German newspaper, setting fire to it in several places and inflicting other damage. Dispatches from the city do not indicate the extent of the damage.

VANCOUVER SUN BUYS RIVAL.

ALONE IN MORNING FIELD, IT WILL BE PUBLISHED AS SEVEN-DAY PAPER.

The Vancouver (B. C.) Sun has purchased the plant, good-will and mailing lists of the Vancouver News-Advertiser, thus acquiring a monopoly of the morning field in that city. The Sun has an exclusive morning and Sunday membership in the re-organized Canadian Press, Ltd., and will be issued seven days a week.

In its valedictory, written by J. S. H. Matson, the News-Advertiser said:

It has been known for some time that one morning paper would fully supply the demands of the city of Vancouver and I am sure the Sun Publishing Company will make a special effort to meet the requirements of the constituency in every essential particular."

Mr. Matson states that it is his intention to devote his entire time to the Victoria Colonist, which he still owns and controls.

The News-Advertiser was the first morning paper in Vancouver and the fourth oldest in the province. It came into being in 1887, as an amalgamation of the News and Advertiser. These papers were born when Vancouver was known as Gastown.

The Vancouver Daily Sun was founded six years ago and soon won a place for itself in the morning field, but it became evident in the last few years that the city's newspaper row was overcrowded.

A year ago C. A. Abraham, who had previously been connected with Eastern newspapers, joined the Sun as business manager and has devoted most of his energy to gaining supremacy and finally absolute control of the morning field. He is business manager of the new paper.

In recent months the news department of the Sun has been under the direction of H. A. Stein, who now occupies the position of news editor. Many of the former staff of the News-Advertiser are now employed on the Sun.

The new paper will be published from the office of the News-Advertiser on Pender street. The subscription rate will be \$6 a year in the city and suburbs, delivered, and \$4 a year by mail.

William D. Ward, Tribune Building, New York, will represent the Sun in the Eastern field.

E. C. Thatcher has sold the Alta (Ia.) Advertiser to Leroy Rader.

CONTEST SPECIALISTS

The MYERS

CIRCULATION CO., Inc.

We want two more contracts for this fall.

In position to start work at once.

Will concentrate both crews in large city.

Our service is clean and a credit to your publication.

Home Office:
The Myers Building

Waterloo, Iowa

AN ANNOUNCEMENT

Revolutionary and Evolutionary

The American Press Association is *in spirit, in fact and in function* an Association of 6,132 Country Newspapers, with a combined circulation of 8,141,683. It is *the biggest, the most powerful and the most potent* force for public intelligence in all the world.

Through its advertising department, the American Press Association has become an *aggressive* force for the presentation of commercial intelligence to these millions of country homes.

The American Press Association has disposed of its manufacturing interests devoted to stereotype and plate manufacturing. In the future it will concern itself with and devote itself wholly and solely to

Constructive National Service to Advertisers and Advertising Agencies

The American Press Association has organized a Service Department. It will be manned by men who *know merchandise, who know methods, who know men, and who know the geography* of the United States and its relation to the needs of the individual.

The function of the *Service Department* will be to confer with the manufacturer and his advertising agent in planning marketing campaigns and to insure the *active co-operation* of the 6,132 newspapers in the Association—to stimulate the buying impulse of the sixty millions of people who live in the country communities.

On September 15th, our seventeen manufacturing branch offices throughout the United States will be assumed by the Western Newspaper Union. The American Press Association will continue its administration offices at 225 West 39th Street, New York, and its Chicago advertising office at 634 People's Gas Building.

For thirty-five years the American Press Association has published "The American Press," its weekly journal, which is read by 12,500 country newspaper publishers throughout the United States every Saturday. This publication will be strengthened in its text and its contents, and continue to serve as the coordinating medium of the 6,132 publishers who are included in

The American Press Association

COURTLAND SMITH, *President.*

PHILA. TAGEBLATT SEIZED.

VIOLATION OF ESPIONAGE ACT IS CHARGED BY THE GOVERNMENT.

Federal agents this week, in a raid on the office of the Philadelphia Tageblatt, a long established German morning newspaper, arrested the managing editor and business manager and found what they think is evidence of a nation-wide conspiracy against the United States.

The prisoners taken at the time of the raid, on September 10, were Dr. Martin Darkow, managing editor, and Herman Lemke, business manager. Two other editors surrendered to the Federal authorities the next day. They were Louis Werner, editor-in-chief, and Waldemar Alfredo, an editorial writer. Bail was fixed at \$10,000 each.

Peter Schaefer, president of the company, and Paul Vogel, treasurer, for whom warrants were issued, were in Cincinnati at the time of the raid, but surrendered on September 13.

The warrants on which the arrests were made charge certain members of the Tageblatt staff with "willfully making and conveying false reports and statements with the intent to promote the success of the enemies of the United States, while the United States is at war with the Imperial German Government."

A second warrant charges the staff with using the mails for the same purpose.

According to Government officers, the Tageblatt, on September 8, published statements telling Germans in this country how to evade the postal laws and forward letters to Germany and naming a man in Stockholm, Sweden, through whom letters would be delivered in Germany.

N. Y. STAATS-ZEITUNG ASKS GOVERNMENT INQUIRY.

Bernard H. Ridder, president and publisher of the New York Staats-Zeitung, has sent the following letter to Attorney-General Gregory in Washington:

"An Associated Press dispatch from Philadelphia contains an indirect charge that the syndicate department of the New Yorker Staats-Zeitung is the head of a national German propaganda.

"Let me say, in answer thereto, that we sell material published in the Staats-Zeitung in matrix form to any papers desirous of purchasing this material.

"In view of the implication in these news dispatches that the Staats-Zeitung is at the head of a disloyal propaganda, may I not ask you to investigate not only the syndicate department of the Staats-Zeitung, but its business, editorial and financial transactions in order to arrive at the truth?

"We would welcome an investigation of this character, and will gladly open the entire business for examination by your representatives."

INLAND AUTHORS MEET.

The Midland Authors, comprising in the membership writers of note, held a meeting in Chicago last week. Emerson Hough was one of the speakers.

NEWSBOYS' Raincoat Outfits



To Sales Managers: We have the liveliest PREMIUM for boosting the circulation of any Newspaper in the country. Our clients are numerous in your field. One in particular is the PITTSBURG LEADER.

The Boy's Raincoat Outfit

is made from size 6 to 16 and is the most practical Premium for the next six months. Two materials to choose from. Our cloth No. 12, being Olive Asia cloth with Scotch plaid with para rubber interlined, or cloth No. 30, Olive Asia cloth with Para Rubber lining. Special prices for each article.

	Cloth No. 30	No 12
Boy's Coat Only	\$1.35	\$1.65
Boy's Hat (To Match)	.20	.25
Boy's Newspaper Bag 20 in. x 14 in.	.30	.40

Printing on Newspaper Bag charged at cost price.

Large assortment of materials for Men's, Women's and Children's Raincoats up to \$10.00 per garment.

Send us your order now, or send for Catalog.

CHESTER WATERPROOF COMPANY 32 Union Square, New York

STATEMENT FROM SCHRADER.

Frederick F. Schrader, editor of Issues and Events, a New York weekly, makes emphatic denial of statements he charges were made recently by some New York publications, "that Issues and Events is owned or controlled by an 'alien enemy,' who employs him as editor."

Mr. Schrader says: "It is unqualifiedly false," and in an editorial, Issues and Events replies to the charges of disloyalty as follows:

"Issues and Events is an American publication not under the influence of the Kaiser nor under that of the Navy League or any other self-elected body of men for the regulation of public morals, and, moreover, it has never had any affiliation with or been identified with any form of alien propaganda, paid or voluntary.

"It has taken a decided stand for universal military training, has administered rebuke alike to hot heads and extremists of both sides in the war discussion, resolutely opposed violence, anarchy and sedition, and at all times counseled obedience to existing law."

BOOSTING AK-SAR-BEN.

George Dodds, of the advertising department of the Omaha Bee, has been placed in charge of Ak Sar-Ben publicity during the illness of J. D. Weaver, secretary. Ak-Sar-Ben is Omaha's annual fun fest and Dodds is getting literature together for the proper heralding of the event.

SPECIAL LYCEUM NUMBER.

The Billboard this week issued a special convention number for the annual meeting of the International Lyceum Association, advertising covering a goodly share of the 90 pages.

BUSINESS TROUBLES.

The Myers Advertising Agency, Rochester, N. Y., has filed a petition in bankruptcy, stating liabilities of \$14,088, with assets of \$3,950.

NEW WEEKLY FOR WOMEN.

A woman's weekly newspaper was given to the public under the name of the Women's Press, in Chicago this week. It is an eight-page newspaper, eight columns to the page, filled with articles and pictures of interest to women. Men are not entirely overlooked.

The paper officially represents the Emergency League, the Fashion Art League of America, the Woman's Committee of the State Council of Defense and the Chicago chapter of the American Red Cross. The new paper is owned, edited and published by the Women's Press Publishing Company.

It is a new weekly launched in Chicago by Ferd E. Fisher and Mrs. Fisher. The latter has been identified with the Chicago American and Mr. Fisher was formerly city editor of the Chicago Evening Post.

PROGRESS IN CANADA.

Toronto's place in the business of Canada and the growth of both the Dominion and its metropolis since the Confederation of the provinces are well set forth in the Toronto Mail & Empire's "Trade Expansion Special Number," issued this week. Articles on all phases of industrial work in Canada are written by either members of the Mail & Empire staff, trade paper specialists or prominent men in the line under discussion. Thirty-nine full pages of advertising feature the number, which is well printed and contains a number of interesting pictures.

PACIFISTS THREATEN SUITS.

The American Union Against Militarism has declared its intention of suing for libel "any newspaper or press association which suggests that we are 'German agents,' or are 'pro-German,' or supported by 'German funds,' or are guilty of 'sedition' or 'treason,' however those words may be modified." Several such suits are in preparation it is said in Washington.

Since the outbreak of the war, the Union states, it has sent to the Department of Justice every piece of literature it has issued.

The Hastings (Minn.) Gazette has been discontinued.

INTERTYPE

"The BETTER Machine"

Model A

Single Magazine

\$2100

Model B

Two Magazines

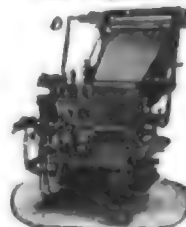
\$2600

Model C

Three Magazines

\$3000

Side Magazine Unit, Applied Before Shipment, \$150 Extra



A composing machine which requires much time for adjustments and repairs is a pretty expensive proposition, however versatile it may appear to be.

All Intertypes—the versatile multiple-magazine models as well as single-magazine machines—are so simple and durable that loss of time due to complicated design or delicate construction is an unknown factor among Intertype users.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

TYPIST DEADLY TO U-BOATS.

ERROR IN OFFICIAL MESSAGE CAUSES CONFUSION TO NAVY AND NEWSPAPERS.

The torpedo boat destroyer would soon give way to the typewriter if events would only bear out the statements that pass through the hands of officials—and stenographers—of the Navy Department. This week, the Secretary of the Navy announced that an American merchant fleet convoyed by American war vessels had met six submarines and destroyed every one of the attackers.

That story went all over the country on the wires of every press association and was featured in big headlines as a naval victory; it was flashed to President Wilson on his yacht at Gloucester, Mass., and there was general rejoicing until four hours later, when Secretary Daniels issued another statement, saying that a Navy Department stenographer had substituted the word "all" for "one" in transcribing the paraphrase of the official message.

The error was corrected in the late editions of the evening papers and was the subject for considerable comment, some humorous and some sarcastic, recalling the "elaboration" of the Fourth of July dispatch on the encounters of the first transport convoy with submarines.

George Creel, who figured prominently in the "elaboration" mix-up, was not concerned personally with this week's error in any way, the Committee on Public Information passing the dispatch as it was issued from the Navy Department, with the addition that Secretary Daniels had cabled for further details.

LAIT WITH CHICAGO TRIBUNE.

Jack Lait, formerly of the Chicago Herald staff, but now of the Chicago Tribune, will begin his duties on the latter paper soon. He plans to write a short story daily for the Tribune. Mr. Lait is perhaps the most prolific newspaper writer in the country, having turned out a daily short story for the Herald for several months, in addition to much magazine work and the authorship of a play or so.

RETAILERS TALK NEWSPAPER ADVERTISING.

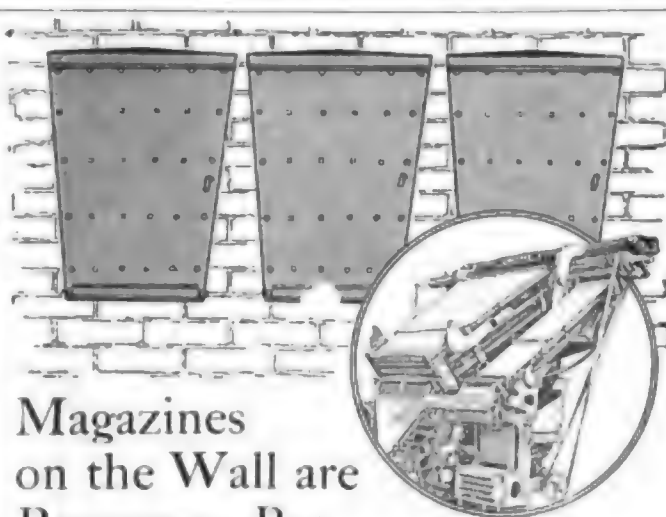
Advertising in daily newspapers was one of the most important subjects discussed at the National Association of Retail Clothiers held in Chicago on September 4, 5 and 6. S. N. Baskin, advertising manager of the Hub store, was one of the principal speakers.

WAR CROSS FOR WHITNEY.

Raymond Whitney, formerly University of Chicago correspondent for the Chicago American, who went to France as an ambulance driver, has returned on leave, wearing proudly the Croix de Guerre for distinguished behavior under fire. He will return to France after his short furlough expires.

NEW INTERTYPE IN DETROIT.

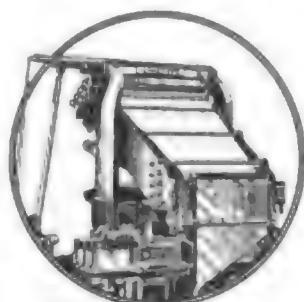
The Detroit Journal has added a new Model C Intertype to its composing room, which is being entirely equipped with steel furniture.



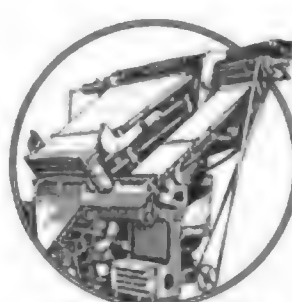
Magazines on the Wall are Reserves—Put Them on the "Firing Line"

A well-known New York publisher recently found his Linotype machinist had made nineteen magazine changes in one day on one of his single-magazine Linotypes.

Since then he has changed to Multiple Magazine Linotypes. He now finds his machinist averages three changes a week to every four machines.



MODEL 9 LINOTYPE
(Four Magazines)



MODEL 14 LINOTYPE
(Three Magazine)

Scores of other publishers have taken advantage of this time and labor-saving means of increasing their output and curbing their costs.

Let Us Submit the Figures in Your Case.

Mergenthaler Linotype Company
Tribune Building, New York

CHICAGO TORONTO SAN FRANCISCO NEW ORLEANS

MUENZEN AD WAY FORBIDDEN.

FEDERAL TRADE COMMISSION ORDERS IT TO CEASE ITS MISLEADING OFFERS.

Following complaints that unfair methods of advertising were employed by the Muenzen Specialty Company, consisting in particular of offering a well-known carpet sweeper at a cut price, and then recommending its own brands of sweepers and cleaners to customers, the Federal Trade Commission has ordered the company to cease and desist from:

"(1) Representing to the public directly or indirectly that it is an impartial advisor, and not especially interested in any one kind of cleaner, so long as it is especially interested in the sale of the Imperial Electric Vacuum Cleaner, the Eureka Electric Vacuum Cleaner or any other sweeping or cleaning device, by reason of the fact that any such devices are manufactured especially for respondent, or that it is an agent for the sale of any such devices unless special interest is fully disclosed at the time such representations are made;

"(2) Tampering with competitive cleaners used in demonstrations, or demonstrating with sweepers or cleaners not properly adjusted;

"(3) Making false and injurious statements to prospective customers concerning the material of which competitive cleaners are constructed, or concerning the cost of production of such competitive cleaners;

"(4) Making false statements to prospective customers concerning the reliability or financial condition of manufacturers of vacuum cleaners calculated to prevent the sale of cleaners produced by said manufacturers;

"(5) Advertising annual or special sales of vacuum and suction sweepers and cleaners in such a manner as to convey to the public the impression of an unusual or especially advantageous offer for a limited period, when in fact the prices during such sales are no different than the prices obtained before and after such sales;

"(6) Falsely representing or conveying the false impression that respondent purchases vacuum sweepers and cleaners in large quantities for cash and is thereby enabled to sell them at the prices at which they are offered;

"(7) Representing or conveying to the public the impression that the regular price of the Imperial Electric Vacuum Cleaner is higher than the advertised price, when in fact the advertised price is no lower than that usually obtained by the respondent for said cleaner."

NAUTICAL GAZETTE A WEEKLY

The Nautical Gazette, which was recently acquired by the New York Evening Post Company, has been made a weekly instead of a semi-monthly. At the time of the purchase in July it was announced that numerous improvements would be made and this change is line with that policy.

The editorial staff has been strengthened by the addition of Walter B. Hayward, for many years with the Evening Post and for a while with the New York Times. The Nautical Gazette is one of the oldest shipping papers in the country, having been established in 1871 by Captain B. S. Osborn.

Coincident with the change to a weekly the subscription price has been raised from \$2 to \$3.

NEW POST FOR SCOTT

Floyd B. Scott, who for twelve years has been a member of the staff of the Kansas City Star, has resigned to become assistant manager of the Orpheum Theater in that city. Mr. Scott was identified with the dramatic department of the Star several years.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company.
Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary, 229 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 68c.; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions, 25 cents.)

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

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Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1229.

FOR THE WEEK ENDING SEPTEMBER 15, 1917

WE PROPHECY AGAIN.

At the beginning of 1914, THE FOURTH ESTATE published the following editorial, which, by the way, was extensively reprinted throughout the United States:

"Remember our prediction!

"The year 1914 is going to be the greatest year for newspaper advertising since the first newspaper came off the press!

"Every plan for future advertising and publicity on the part of national advertisers begins with newspaper advertising—and many include no other kind.

"The real 'day of the newspaper' is dawning! The immediate results from newspaper advertising—tangible and intangible—are appreciated now as never before.

"Financial restrictions caused many advertisers to more carefully analyze expenditures, and more closely watch results, during the past year than ever before.

"These conditions proved a god-send for the newspapers, demonstrating their real worth under the critical test of economy. The newspapers 'delivered the goods'!

"THE FOURTH ESTATE is realizing constantly increasing benefit from the great recent interest in newspapers.

"Advertising managers of large national accounts, advertising agents throughout the country, and others interested in present-day advertising, are eager and constant readers of THE FOURTH ESTATE to keep in touch with newspaper conditions and changes, that they may keep their fingers on the newspaper pulse. They are interested as never before.

"During the past week THE FOURTH ESTATE has received communications from only a small percentage of its advertiser readers, but even they, alone, said they would place an aggregate of more than \$10,000,000 worth of advertising in newspapers during 1914."

"We bespeak for our friends and readers a very prosperous, healthful and happy New Year, and take our hat off to usher in 1914—the Newspaper Advertising Year."

An analysis of advertising figures proved that the volume of newspaper advertising for 1914 showed a great increase over 1913, and that the fig-

*As a matter of fact, it was found that the subscription list of THE FOURTH ESTATE included spenders of some fifty millions, or an average of about a million dollars a week, in the newspapers that year.

MORAL TO NEWSPAPER PUBLISHERS: Avail yourselves of the intensiveness of THE FOURTH ESTATE's circulation, covering those who are now planning their 1917-1918 expenditures for advertising.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$350; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

ures have steadily climbed since.

We now predict that the volume of newspaper advertising for the coming fall season will be the greatest in history and that the year 1917 will break all records.

Remember our prediction!

KEEP FOOD PLEDGE BEFORE YOUR READERS.

Every available medium for keeping the food pledge before every man, woman and child in the United States must be used during the whole period of the war and even for a considerable period afterwards. For this problem of saving food is a responsibility put upon every one every day.

The food pledge is making its way very rapidly with the whole American people, but the terrible world emergency behind it has not yet come home to all of us.

Living in a land which now has the largest remaining stock of food in the world, we are a little slow to realize that this stock cannot possibly be our own to use as we see fit, but must be divided with countries where famine is a constant haunting specter.

We live in the midst of plenty this year, but famine is just across the seas, and next year, or two years from now, it may be in our own land unless we can realize the full significance of food saving today and adjust our habits to provide for tomorrow.

Every provision of the food pledge, from wheat to soap fats, has been carefully thought out after detailed study of the world's supply of food today and its probable supplies for several years to come.

Butter must be conserved because the world's stock of edible fats is rapidly diminishing and an increased production cannot be secured except by organized effort in the dairy and allied industries extending over several years.

Sugar must be conserved because there is a serious, immediate shortage.

To the individual at the breakfast or dinner table it may seem one of the lesser duties of war.

But in the mass it is one of our

greatest and most immediate duties.

Every publication and every person that aids in the daily work of reminding the American people of this duty renders a true patriotic service.

VIGILANCE.

The Senate of the United States on September 10 justified the long fight of the newspapers of the country to be placed on the same plane of war taxation as every other American industry.

This victory was the culmination of probably the most trying siege of attempted oppression from opponents that the newspapers have ever had to stand in the Government manufactory of legislation. For months past they have had to fight, with might and main, efforts of many of the strongest men in Congress to overburden them with special war taxation in the form of various advertising taxes, second class mail increases, and extra profit taxes that no other class of American industry was asked to pay.

Passage of any of these forms of special taxation would have worked an irreparable injury on the newspapers, which pay their way beyond question in the second class mails, and in every other way for which they are dependent on the Government for service.

But the Senate's rejection of the House tax propositions and the many other proposals from its own members and committees, is only the first attack repulsed by the newspapers.

In order to be permanent, the Senate's action must now be ratified by the House and Senate conference, which necessitates every defensive gun being brought into play by the publishers if they are to retain the ground they have won.

Final success will depend on watchful vigilance being maintained by the newspaper forces for attacks at unexpected points and times.

VIGILANCE!

STAND TOGETHER NOW.

The United States Senate does not share the feelings of some Congressmen that the Post Office Department should be used as an instrument of taxation or that American newspapers should be subjected to punitive attack.

Newspapers have constantly expressed their entire willingness to bear their share of war taxation, imposed in exactly the same way as upon other industries, and now that the Revenue Bill passed by the Senate has justified them, it is hoped that all publishers will present a united front in support of the Senate measure.

NOTE AND COMMENT.

M. F. Harris, advertising manager of the famous house of Armour & Co., Chicago, says:

"It is the work being done by the newspapers today in the education of the local market to the value of goods nationally and locally advertised that is responsible for the wonderful increases shown in the advertising appropriations being spent with newspapers each year."

Mr. Harris proved his beliefs by experience with a leading Pacific

Coast daily, by the name of the Los Angeles Examiner.

Canadians have found a brand new idea as a possible way by which manufacturers of specialized articles may enforce the resale price of their products. At the annual convention of the Dominion Board of the Retail Merchants' Association, in the Windsor Hotel, Montreal, recently the following resolution was adopted:

"Resolved: That it is the opinion of this convention assembled that if the manufacturers who place a retail selling price on any article of merchandise make no proper provision to see that the price so fixed is properly maintained, and that such goods are used by the illegitimate price-cutters as 'bait' to attract customers in order to sell them other lines, that the retail trade should insist that the manufacturers leave the retail selling price off the same."

"That we believe that it would be in the best interests of legitimate retailing if manufacturers who manufacture trade-marked articles with the intention of selling them at a certain retail price would have said retail price incorporated as part of their trade-mark, and that the executive be requested to deal with this matter, and, if necessary, have the Trade-Mark Act so amended as to comply with the same."

Wide-awake city editors will probably appreciate two novel departments which have recently made their appearance on the front page of the St. Louis Times. One is a half-column of "breezy" paragraph comment on current news of the kind found on many editorial pages, but the feature of this department is that it is a line-cut reproduction of the writer's natural chirography, which, by the way, is unusually legible for the present age of typewriters. It is headed, "On the Stroke of the Hour," the heading being written and enclosed in a conventional Linotype border.

The other department, even more interesting, is stretched all the way across the foot of the page to a depth of four inches and gives readers of the Times an opportunity to express their opinions on all sorts of subjects, varying from Missouri's compensation laws and the draft to favorite sports and the public highways. Representative citizens of all classes are among the interviewed.

So that American troops who will go to France within the next few months will be able to put more than one French word in a sentence when they reach their new surroundings, the New York Globe has started another class in French. Sessions opened yesterday in the Gordon-Detwiler Auditorium in the Tribune Building, and will continue for nine lessons. The Globe has issued free 2,000 tickets entitling the bearer to the course, which is conducted on the Gordon-Detwiler conversational method.

The American Press Association last week bought a double-page advertisement in the Washington Times calling the attention of Congress and Secretary McAdoo to the necessity of advertising the next issue of the Liberty Loan.

PURELY PERSONAL.

Emil Scholz, publisher of the New York Evening Post, who is having an outing in Northern Wisconsin and on is expected to ship a load of game to his friends in New York, has made a good start by landing a 46-pound muskallunge. (That's what he says.)

S. Blake Willsden, the premium specialist, of Chicago, is spending a week at Bay View, Mich.

Gus Karger, the well known Washington newspaper correspondent, is receiving the sympathy of his friends this week because of the death of his mother, Mrs. Therese Karger, in Columbus, Ohio.

Leslie D. Bell, who was Sunday editor of the Columbus (Ohio) Monitor, which recently suspended, has moved to New York.

Wancie King, cartoonist on the staff of the Louisville Herald, has returned to his desk after two weeks spent at Port Huron, Michigan.

Miss Hortense Flexner, club editor of the Louisville Herald, and Miss Margaret Boyd, society editor, also have returned from vacation trips spent in the East.

Mrs. Edith Charlton Salisbury, formerly a special writer on Buffalo newspapers, has been called to Washington to take up an important line of work in the department of agriculture.

W. B. Cleage, formerly city editor of the Chattanooga News and now editor of the Hamilton (Tenn.) Herald, a weekly, is a candidate for sheriff.

Ray Baumgardner, day editor of the Associated Press in Indianapolis, is taking his vacation and George W. Moister, formerly editor of the Record, published in the interest of the first Reserve Officers' Training Camp at Fort Benjamin Harrison, has been filling in during his absence.

Waldon Fawcett, Washington correspondent, is resting this week in Franklin County, Pa., among the Blue Ridge Mountains.

Mrs. Jessie O. Donohue, club editor of the Chicago Herald, is away on her vacation.

P. F. ("Jim") Lowder has gone to Houston for the Chicago Herald to report the military activities of that busy center.

Paul Holmes, star copy boy on the Chicago Herald—"the only copy boy in Chicago who writes a better story than the average 'big time' reporter"—is giving up newspaper work to enter college.

Wallace E. Smith is writing a letter and a story daily for the Chicago American as staff representative at Camp Grant in Rockford. Frank Reutlinger is assisting Smith.

G. T. Hodges, advertising manager of the New York Sun, who has been on a fishing trip "somewhere in Maine" during the last ten days, will be back at the Sun office on Monday.

JOHNSON WITH TRIANGLE FILM.

Julian Johnson, until recently editor of the Photoplay Magazine, has been appointed editor-in-chief of the Triangle Film Corporation, Los Angeles.

STAFF CHANGES.

Frederick Ballard, until recently enrolling secretary of the Louisville Advertising Club, has joined the staff of the Louisville Herald. He has taken up quarters at Camp Taylor, the United States Army cantonment, where, with other members of the Herald staff, he will handle military news.

J. L. Townsend, formerly of the Owensboro (Ky.) Messenger and other western Kentucky papers, is with the Louisville Herald's reporting staff.

T. Q. Munce has left the newspaper field to take a position with a paper company. Mr. Munce for several years has been on the copy desks of Louisville and Dallas (Tex.) news papers.

R. K. Jacks, former advertising manager of the Hutchinson (Kan.) Gazette, has assumed similar duties on the Little Rock (Ark.) Gazette.

Loren Palmer, formerly Sunday editor of the New York Sun, has become associate editor of Every Week, succeeding Eustace L. Adams, who is now serving Uncle Sam in France.

Miss Laura Schmitz, for three years on the staff of the Chillicothe (Mo.) Tribune, has become associate editor of the Carrollton (Mo.) Republican-Record.

A. M. Easterling, night editor in the Indianapolis bureau of the Associated Press, has successfully passed the examination for service in the aviation corps.

Louis F. Dow, telegraph editor, is acting as managing editor of the Burlington (Vt.) Daily News, while Donald G. Babbitt, president of the company and editor of the paper, is at the Plattsburg officers' training camp. Mr. Dow has been with the News for the past year.

Paul Crissey, financial editor of the Chicago Journal, has gone to a National Army cantonment as a member of the first contingent. He has a wife and child but did not claim exemption.

Tom Martin, formerly copy editor of the Chicago Evening Post, has been officially ordered to the National Army cantonment at Rockford, Ill., where he has been located for some time, doing publicity work for the War Department.

Lewis D. Payne, formerly of the advertising staff of McCall's Magazine, is now with the advertising department of the New York Commercial.

Roy O. Wiker has been transferred from the Associated Press night office at Lincoln, Neb., to the Chicago office.

"Jack" Lincoln, for fifteen years dramatic critic with Boston dailies, is now with the Richmond (Va.) Times-Dispatch in a similar capacity.

Leonard G. Diehl has resigned as business manager of the Butte (Mont.) Miner and is now business manager of the Great Falls (Mont.) Tribune.

William G. Ferguson, formerly news editor of the Missoula (Mont.) Missoulian, is now doing similar work for the Great Falls (Mont.) Tribune. He is succeeded on the Missoulian by George P. Stone, for the past five

years on the editorial staff of that paper, who is the son of A. L. Stone, dean of the school of journalism at the University of Montana.

Charles L. Rundell, for the past eight years managing editor of the Chatham (N. Y.) Republican, has resigned to become vicinity editor of the Albany Times-Union.

Joseph Mellugh, for seventeen years associated with the Chicago City Press Association, has resigned to join the staff of the Chicago American.

Richard Milton, a Denver newspaper man, as a newcomer on the Chicago American staff.

H. M. Barratt has resigned as sporting editor of the Great Falls (Mont.) Tribune and is now news editor of the Salt Lake City Herald Republican.

L. Brooks Burnside of Columbus has joined the staff of the Dayton (Ohio) Journal.

Charles D. Cory, Jr., formerly of the Chicago Examiner staff and more latterly Chicago correspondent for Dry Goods Guide, Inland Storekeeper and other technical publications, has become associate editor of Illustrated World, Chicago, succeeding Anthony M. Rud, who has entered the freelance field.

VISITORS IN NEW YORK DURING THE WEEK.

David B. Plum, general manager of the Troy (N. Y.) Record.

J. E. Klock, editor and business manager of the Kingston (N. Y.) Freeman.

W. B. Howe, business manager of the Burlington (Vt.) Free Press.

Charles H. Willoughby, managing editor Pittsfield (Mass.) Daily News.

HOOSIER SHIFTS.

Frank Roberts, a Boonville (Ind.) attorney, has become editor of the Tell City (Ind.) Journal. He succeeds Herman Bott, son of the founder of the Journal, who has gone to Chicago to enter newspaper work.

The Bryant (Ind.) Independent, an Spang weekly, ceased publication last week and George F. Mills, for twelve years its editor, will devote himself to the practice of law.

Evan B. Jones has discontinued the Kirkland (Ind.) Journal, and probably will locate his business elsewhere.

Fay Jackson has purchased an interest in the Mooresville (Ind.) Times and the firm hereafter will be Sage & Jackson.

CHANGES IN MUSCATINE.

The interests of Dr. E. B. Fulliam as a stockholder and officer of the Muscatine (Ia.) News-Tribune have been taken over by J. J. Legler and T. H. Brannan. Mr. Legler becomes president of the company and Mr. Brannan will act as publisher of the paper. He expects to devote much of his time to the development of the editorial department. The News-Tribune has just contracted for the full leased wire service of the United Press.

PRESS AGENT SHIFTS.

James J. Heron, formerly press agent of the LaTena Circus, is now business manager of the Tempters.

WEDDING BELLS.

Helen Rowland, a writer for the New York Evening World, and Frederic Kinney Noyes, a member of the editorial staff of the Frank A. Munsey Company, have let the word in on their secret, which is that they were married on June 9. Miss Rowland, now Mrs. Noyes, has a wide following among the readers of the New York Evening World, in which she writes, under the name of "Mrs. Solomon," witty, cynical and satirical epigrams on marriage, the single state and divorce. Mr. Noyes is a Yale man and is a son of the proprietor of the Norwich (Conn.) Bulletin.

Lieutenant William H. Wright, U. S. R., formerly on the staff of the New York Tribune, and Miss Madeline Hodskins were married this week in New York. Lieutenant Wright has been out of newspaper work for some time, leaving the Tribune to become fiction editor of Harper's Bazar. He has been identified with Outing Magazine for the past year.

Miss Iveagh Hunt Sterry, a writer of New London, Conn., and Warren W. Lewis, connected with the press staff of the Shubert theatrical interests, will be married today in the church of the Transfiguration, New York.

Capt. J. M. (Jack) DeBeaufort, Belgian army officer and former war correspondent, was married recently to Miss Helen F. Remon, society girl of Terre Haute, Ind. The two met at a military ball given at Governor's Island, N. Y.

Harmon Hathaway, editor of the Coatesville (Ind.) Herald, and Mrs. Grace Walton were married at the home of the bride's parents last week.

George Shor, formerly telegraph editor of the Chicago Herald, and Miss Dorothy Williston, formerly club editor of that paper, were married in Houston, Tex., on September 8. Mr. Shor is now attached to the staff of Major General J. Franklin Bell at Houston.

Leo A. McClatchy, youngest son of V. S. McClatchy, publisher of the Sacramento (Cal.) Bee, and Mrs. Helen L. Graves, were married at St. Mary's Cathedral, San Francisco, on September 8. Mr. McClatchy is employed on his father's newspaper.

C. K. Gummerson, editor of the Monongahela (Pa.) Times, and Mrs. Gladys P. Scott of Washington, Pa., were married on September 12. Mr. Gummerson was until recently engaged in newspaper work in Pittsburgh.

COMBINATION GROWS.

The Fowler (Ind.) Review, which is a consolidation of the Hoosier Leader and Fowler Republican, has added another paper to the combination and hereafter will issue the Boswell (Ind.) Review. George L. Roby is business manager and J. R. McCullough editor of the Fowler Review.

A ROLL OF HONOR.

The Topeka Daily Capital claims the Southwestern branch for the number of men sent into various departments of military service. Fifty-five men from the various departments of the Capital are now serving their country.

A. N. P. A. CALLS FOR 2.50 PAPER FOR EVERYBODY.

FEDERAL TRADE COMMISSION TO CHECK PAPER OUTPUT—CANADA NOT IN DANGER OF SULPHUR SHORTAGE.

The American Newspaper Publishers Association paper committee says it is inconceivable that the Government should take such action as ordering the International Paper Company to supply it with news print at 2.50 on the recommendation of the Federal Trade Commission without giving the same regard to the prices now ruling in the news print market. The committee says:

"Some time ago it was stated authoritatively that the Administration's policy would be one that provided the same price for the public as for the Government. This can be only taken to mean that the recommendation of the Federal Trade Commission should be given wide application to fix the price at which news print can be sold in the United States during the war period."

To keep a check on the news print paper situation, the Federal Trade Commission will institute a system of monthly and weekly reports by manufacturers. The aim is to keep publishers constantly informed as to the rate of production and consumption and as to the amount of paper stocks on hand.

The trade commission hopes that the system will put newspaper publishers in a position to demand fair prices and make it impossible for producers to raise prices through fear of a paper shortage. The Canadian government will be asked to cooperate.

The following letter has been sent to every American news print manufacturer.

"In order that accurate information regarding conditions in the news print paper industry may be available for manufacturers, dealers and publishers, the commission has decided to collect, compile and publish statistics of production, consumption, shipments and stocks on hand.

"Manufacturers of print paper are required to furnish a partial report each week and a more complete report each month. The weekly reports are for the operations of each mill and the monthly reports for the operations of each company.

"The first weekly report should be mailed on or before Tuesday, September 25, for the week preceding, and the first monthly report on or before October 5 for the month of September."

NO CANADIAN SULPHUR SHORTAGE.

The A.N.P.A. paper committee believes it is not likely that Canadian producers of news print paper will experience any difficulties due to the embargo placed by the Government of this country on exports of sulphur. It says:

"The Canadian mills have been invited to make an inventory of their needs during the next year which will be submitted to the American officials, to be used by the Export Council in its consideration of the licenses for export to Canada.

"Since the outbreak of the war Canada has been largely dependent upon the United States for its sulphur supply, owing to the impossibility to secure either Sicilian or Japanese sulphur in any quantity.

"Canada's sulphur requirements have greatly increased during the last three years. For the fiscal year ending March 31, 1917, the imports of sulphur amounted to 167,944,710 pounds, of which 158,424,825 pounds came from the United States; 9,314,475 pounds from Japan; and 199,803 pounds from Italy. For the previous fiscal year the importations amounted

to 75,730,678 pounds, while in 1915 the total importations amounted to only 69,712,420 pounds.

"It is estimated that the Canadian mills will use in the neighborhood of 75 tons of sulphur per day in the manufacture of news print paper. In addition to this, a quantity amounting to 30 to 35 tons per day is used by mills manufacturing sulphite exclusively and by mills manufacturing a surplus of sulphite. That is, about 50 per cent of the total importations last year were used in the paper industry, the remainder being used in other lines, notably in the manufacture of explosives and munitions.

"The Government has issued orders that sulphur concerns must give preference to munition and fertilizer manufacturers. The principal producer is the Union Sulphur Company. It is learned that the Government has commandeered at least one of the large steamships used by this company in carrying its sulphur from Louisiana to the Atlantic ports.

"It is thought, however, that the Government control of this important commodity will tend to more evenly distribute the sulphur production among American and Canadian users.

"The fact that Canada and the United States are working hand in other directions, such as the distribution of the wheat and coal production, has disrupted any belief that licenses for the export of sulphur to Canada will be held up. Many of the Canadian paper mills already have large supplies of sulphur on hand and are not, therefore, in any immediate danger from sulphur shortage. Moreover, it is expected that Government control of this commodity will tend to maintain prices at a fair level."

GROUNDWOOD AND SULPHITE.

The committee reports:

"Canadian mills are accumulating large quantities of both groundwood and sulphite pulp during the present dull period, while the news print market also has softened considerably in recent months. Of course, the

surplus pulp is being held against a better market which the mills believe will come this fall.

"The forecast is scarcely correct. Last year's cut of pulpwood in Canada was the largest in the history of the country and while the labor situation there is critical, most of the larger mills have ample supplies of wood now on hand. If this pulp is placed on the market this fall along with the normal output of mills making pulp exclusively, the extra supply is bound to affect, if not overcome, the influence of labor conditions.

PRICES.

"Many paper contracts are being renewed at under 3 cents.

"This points to the fact that the mills anticipate a further easing off of conditions in the pulp and paper market during the next few months.

"Export business is practically at a standstill owing to shortage of ocean freight space, and the necessity for securing export license under the recent Government order prohibiting the export of news print paper, wood-pulp and cellulose, and spruce wood, except under license.

"Some shipments of Swedish and Norwegian pulp have arrived at Atlantic Ports during the last few weeks. The pulp has been offered at prices considerably under quotations from American mills."

LAURENTIDE PROFITS.

The annual report of the Laurentide Paper Company for the year ended June 30 last, submitted to the annual meeting held in Montreal on September 4, showed the largest profit in the company's history.

Net earnings, including the returns from investments, amounted to \$2,220,680 against \$1,244,283 last year. The sum of \$268,181 was reserved against the Canadian business profits tax.

Deducting profits tax, interest charges and depreciation, etc., net profits amount to \$1,720,011, or at the rate of 17 per cent on the common stock.

In his annual report to the shareholders, President George Chahoon stated that "the favorable position of the company in respect to the diversity of products has enabled it to materially increase profits during the last year. A large portion of these profits have been derived from the sale of pulp products, which have been developed pending the time when you deem it wise to continue the further development of your paper products."

THE CANADIAN 2.50 PAPER PRICE

RECOMMENDED FOR TWO MORE MONTHS BY COMMISSIONER PRINGLE

Commissioner Pringle, appointed by the Canadian Government to inquire into the price of news print paper in Canada, has recommended to the Minister of Finance the extension by two months of the existing Order-in-Council fixing the price of news print in Canada at \$2.50 per hundred pounds.

Commissioner Pringle also has been charged by the Government with a thorough investigation of the book and magazine phase of the industry in Canada.

BOOK PAPER MEN'S HEARING

CALLED FOR WASHINGTON ON OCTOBER 10 BY THE TRADE COMMISSION.

Book paper manufacturers of the United States have been advised by the Federal Trade Commission that a public hearing will be held on October 10 in Washington to investigate the complaint that these manufacturers have combined to advance prices. The commission has ordered a long list of companies to cease alleged violations of the law in this regard. The action is taken against Charles F. Moore, secretary of the Bureau of Statistics of the Book Paper Manufacturers, and twenty-three producers. Sections 4 and 5 of the official notice served on these respondents by the Commission states:

"That in the aggregate said respondents manufacture, sell and control by far the greater portion of the entire book print paper manufactured, sold and used in the United States."

"That said respondents through said Bureau of Statistics and particularly through its secretary, Charles F. Moore are now and for about two years last past have been engaged in a concerted movement unduly to enhance the prices of book print paper and to maintain said enhanced prices and to bring about a substantial uniformity of such prices—due allowance being made for grades, brands, etc. As a result of such activities prices of book print paper in the United States have been unduly enhanced and such enhanced prices are being maintained. Such enhancement and substantial uniformity of prices have been effected and are being maintained through the medium of telephone communications, by correspondence and by personal meetings between the secretary and various respondent members of said Bureau of Statistics, and by like communications between members and others engaged in the book print paper industry."

AN A.N.P.A. PAPER OFFER.

A member of the A. N. P. A. advises the paper committee that he has for sale 50 tons of high grade news print, 45½-inch rolls. These rolls are 30 inches in diameter, with 3-inch iron cores. Anyone interested can be put into touch with the inquirer on addressing the correspondence to the office of the A. N. P. A. World Building New York.

A RECORD

Daily Net Paid

July, 1915 . .	3178
Dec., 1916 . .	5568
July, 1917 . .	6054

A. B. C. statements.

Net cash earnings, sales and advertising, gain first 7 months 1917, over same period, 1915.

56½%

A remarkable record of growth in a field of keen competition.

FITCHBURG (MASSACHUSETTS)

DAILY NEWS

"The Paper That Does Things."

Member Audit Bureau of Circulations

WINDOW DISPLAY WEEK.

SUGGESTION FOR LETTER TO
RETAIL TRADE, WORKING
WITH THE A.N.P.A.

The Bureau of Advertising of the American Newspaper Publishers Association is sending the following form letter as a suggestion for the use of newspapers writing to dealers about the coming International Newspaper Window Display Week:

DEAR SIR: You have in stock the following articles that are advertised by the manufacturers in this newspaper:

(Insert list of products as indicated in pamphlet "What to Do! How to Do It!")

These products and all others advertised in the newspapers will be displayed in store windows by merchants all over the United States and Canada during the week of October 8 to 13—International Newspaper Window Display Week.

We want you to join in the big movement because it means more business.

We want you to pick out the articles named above, fill your windows with them, and paste up the enclosed signs during the week of October 8 to 13. It won't cost you anything but a little time and it will attract public attention to your store.

Our subscribers know and buy these articles through reading about them in the advertising columns of this newspaper.

Let every one who passes your store know that you handle the goods.

Customers will come in to ask for them and you will have an opportunity to make new patrons.

Newspapers and merchants are getting together to prove to manufacturers and jobbers that merchants are willing to push goods that are advertised in the newspapers because there is always a direct local demand for these goods. We want to see more advertising done by manufacturers in the newspapers, and the more that is done the more customers for your store.

Just let the manufacturer see that you are willing to push goods that are advertised in the newspapers, and many who don't advertise now will be glad to advertise their products.

And whenever they advertise anything you have in stock you get the benefit through new customers.

You will help, won't you?

Just pick out a few samples of each of the newspaper advertised articles named above and arrange them in your window for the week of October 8-13.

Be sure to paste up the window signs enclosed. We will send you as many more as you need, and we shall be glad to answer any questions you want to ask.

Yours very truly,

STARZL GETS NEW PAPER.

John Starzl has become the owner and editor of the LeMars (Ia.) Globe-Post.

Mr. Starzl will continue the publication of his German paper, Der Herold, and will issue both papers from the one plant, the Herold office having been badly wrecked by fire.

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
608 West 50th Street NEW YORK

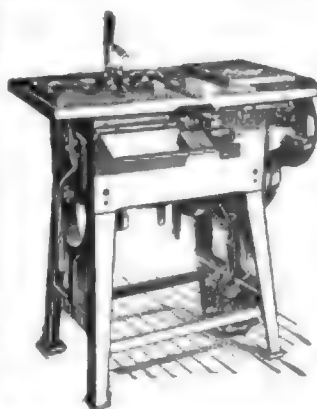
Save Your Stereotyping Blankets

With high and low type in the form, extra pressure is required in stereotyping to bring up the low letters. This causes undue wear and tear on the blankets. With the

Ludlow Typograph

there are no low letters. The constant uniformity in height-to-paper of Ludlow Slugs, preserves the life of your blankets.

Stereotyping blankets are expensive—this saving is worth while.



Know all the economies the Ludlow Typograph effects in newspaper production. Send for the complete Ludlow Literature.

MERGENTHALER LINOTYPE CO.

Sole Selling Agents

Tribune Building, New York

CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

NEW RATES IN TACOMA.

The Tacoma (Wash.) Daily News, the Tacoma Daily Ledger and the Sunday News-Ledger, with new circulation guarantees dating from October 1, will institute an advertising rate on that day of 5 cents a line for each daily paper, with an additional charge of 10 per cent. for the Sunday-News-Ledger. Agency commission will be 15 per cent., with 2 per cent. for cash discount.

The Daily News guarantees a circulation of 25,000 for October 1, the Sunday News-Ledger a circulation of 32,000 and the Daily Ledger of 18,000.

SELLING PLANT PIECEMEAL.

Confirmation of piecemeal sales, totalling \$9,472.29, of equipment of the Columbus (Ohio) Monitor was asked last week in a petition filed in county courts by the receiver, E. H. Gilkey, former editor of the Monitor. Permission to continue disposing of the plant furnishings piecemeal also was asked. No bids on the whole have been submitted.

SALE IN MONTANA.

The Livingston (Mont.) Enterprise has been sold to a Livingston syndicate, headed by Judge J. F. O'Connor and T. M. Swindlehurst.

STATE CHARTER DENIED TO APPEAL TO REASON.

The Appeal to Reason, Socialist publication at Girard, Kan., cannot do business in Kansas under a state charter. Members of the state charter board have taken positive action against encouragement of the Socialist paper by denying an application for a charter. Officers and stockholders of the company sought incorporation as a printing and publishing concern with a capitalization of \$10,000.

The Post Office Department recently issued an order against the Appeal to Reason, according to information furnished the board, which held that if the paper could not use the mails, it was not a proper organization to operate under the corporate laws of the state.

HUNGARIAN EDITOR HELD.

Carl Rothfisher, editor of a Hungarian paper in Chicago, has been arrested by Federal officials on a charge of promoting a lottery among members of the International Workers of the World, the proceeds to be used for financing the paper. The Post Office Department has barred the paper from the mails.

Butte H. Tipton has disposed of the Baker (Mont.) Times to Frank Maina

THE ADVERTISED TRADE-MARK ENABLES YOU TO SELECT.

(Copyright, Mallory, Mitchell & Faust.)

When you buy a pair of hosiery, or a cake of soap, or a pail of lard which you like, you want to be able to buy another like it.

On the other hand if you buy an article that proves unsatisfactory, you want to be able to avoid it hereafter.

In short, you, as a consumer, demand a means of identification upon the product you buy so that you may have a means of selection and of rejection.

This is the function of the trade-mark or brand name. It enables you to recognize individuals, to distinguish between friends and enemies.

The advertising of the trade-mark standardizes the product.

By creating a demand for the product, it makes production possible on a large scale. This means that the raw materials can be purchased in large quantities and the preparation of the final product from the raw material can be done in a uniform manner.

This insures that goods bearing the same trade-mark or brand name are of uniform quality. Every can or package is the same.

But when you buy food products, for example, in the bulk, you have no assurance of uniformity of quality. One barrel or box or can may be exceptionally good while the next may not be fit for use. You have no means of telling until you try. You are able to identify a product as standard only when it is trade-marked or branded.

In these days of high cost of living you can't afford to take any chances. Always insist on the standardized brands and be sure of quality and satisfaction. You can make no mistake in buying standard, branded, advertised goods, for when the manufacturer puts the trade-mark, the mark of identification, upon the package, he backs the product with his name and reputation. So you are guaranteed against inferior quality.

Good quality and uniformity of quality are thus the results of advertising, while the trade-mark on the package enables you to select what you find to be good and to reject what has proved unsatisfactory.

WEEKLY CHANGES HANDS

P. A. Badour has sold the Oconto (Wis.) Enterprise, which he established some twenty years ago, to a syndicate headed by R. H. Downie, who has been in charge of the paper since Mr. Badour's appointment as postmaster.

ONE HUNDRED DAILY NEWSPAPERS

NOW USE THE

THOMPSON TYPECASTER

Complete Non-Distribution System—Type, Leads, Slugs.

Costs \$500 less than any other and does more.

Thompson TYPE MACHINE CO.
223 West Erie Street 38 Park Row
CHICAGO NEW YORK

AMERICAN PRESS RETIRES FROM PLATE BUSINESS.

SELLS TO WESTERN NEWSPAPER UNION AND WILL GIVE ALL ATTENTION TO ITS ADVERTISING DEPARTMENT.

The American Press Association today withdraws entirely from the plate business, in which it has been engaged for the past thirty-five years, and will hereafter devote itself exclusively to its advertising department, which represents 6,132 smaller city and country newspapers in the national advertising field.

The Western Newspaper Union, with headquarters in Omaha, Neb., acting under authority granted by the courts, has purchased the A.P.A. plate and photo news business, and theatrical department, and will continue the service without interruption. The W.N.U. will serve the publishers from its present thirty-two offices, and in addition will continue the A.P.A. offices in Buffalo, Philadelphia, Columbus, O., San Francisco, and Portland, Ore. The W.N.U. heretofore has had no offices in the last five named cities.

The reasons for the sale were explained to THE FOURTH ESTATE by Courtland Smith, president of the A.P.A., as follows:

"The American Press Association has conducted its plate business for a number of years at no profit. It did so from a sense of duty to the publishers it has served for so long and as a slight evidence of the obligation it owed those publishers for past profits. But with the beginning of the war the situation became financially more and more difficult. It finally became impossible to avoid a heavy loss each month. Our prices to publishers were as low as they were twenty-five years ago, but our costs were from 25 per cent. to 100 per cent. higher.

"In the meantime, however, we had developed a department that had become important to our publishers and one that possessed immense possibilities—namely, our advertising department. We desired at all costs to continue that department and to develop and enlarge it.

"We therefore approached the Western Newspaper Union and offered to sell them our plate business, provided we could obtain the consent of the courts. Having a large ready-print business, the W.N.U. people were and are in a position to divide the heavy overhead of the plate business. They agreed to purchase our plate business and thereby make it possible for us to continue our advertising department, and the consent of the courts was obtained.

"The publishers owe us in cash \$120,000 and in metal \$275,000. These accounts, together with our plant account, we have sold to the Western Newspaper Union for \$500,000, guaranteeing that they can be collected from the publishers.

"In return that money will go back to the publishers through the work and development of our advertising department.

"The Western Newspaper Union has voluntarily placed itself under an injunction of the court to forever keep its plate prices down to 'cost plus a reasonable profit.' And, in my opinion, it is only through this consolidation that the present prices for plates could have been maintained even by the Western Newspaper Union."

The American Press Association retains its engraving business, in addition to its advertising department, but every other service is taken over by the W.N.U. All A.P. base and plate is being called in, being made returnable at any of the W.N.U. offices.

The price paid by the W.N.U. has not been divulged, being "confidential and indefinite," in the words of a representative of the W.N.U. to THE FOURTH ESTATE.

The headquarters of the W.N.U. will remain in Omaha, and just what changes, if any, will be made in the officer personnel have not been decided upon. H. H. Fish, vice-presi-

dent, is the general manager and C. L. Earnsworth is secretary-treasurer.

Practically the entire staff of the A.P.A., with the exception of the workers in the five offices taken over by the W.N.U., are let out by the new owners.

The A.P.A. will retain its publication, the American Press; and the W.N.U. will continue to publish its weekly, the Publishers' Auxiliary.

E. W. Julian continues as Eastern manager of the Western Newspaper Union, while W. W. Hallock and E. T. Blaber continue in charge of the Eastern advertising department. All have their offices at 239 West 39th street.

The Western Newspaper Union will continue all the most popular features of the A.P.A. in plate form, and no change will be made in its ready print service.

HISTORY OF A.P.A. AND W.N.U. COMPETITION.

The sale of the A.P.A. business is the culmination of years of struggle for business supremacy in the "plate" field between the A.P.A. and the Western Newspaper Union. Their competitive methods led the Department of Justice in 1912 to make an inquiry into their operations, which resulted in the filing of a decree, unique in the annals of American newspaper history and an advanced step under the Sherman Anti-Trust law. Both the A.P.A. and the W.N.U. were restrained from combining, or continuing alleged unfair methods of competition which would destroy one or the other, and set up a complete monopoly for the survivor with all its potential power of influencing the sentiments of the readers of the 16,000 small newspapers of the United States, which, it was estimated, fell into the hands of two-thirds of the people of the country.

Pointing out that an attempt was made in 1909 to bring about a consolidation of these interests the 1912 Government petition said:

"The expectation was that in view of the great power thus acquired in disseminating information the united property could be disposed of at great profit to those interested in installing certain economic ideas in the minds of the public and that it is the design that such a disposition of it should be made.

"The circulation from week to week of information and of articles dealing with questions of public importance is of the interstate commerce, and for one concern

to acquire the power to distribute all such information and to deceive the public by its perversion is itself a serious restraint upon and a monopolizing of interstate trade and commerce. Such a restraint and monopoly will result, unless defendants be restrained from carrying on their warfare against each other.

"If all plate and ready-print were supplied by one concern then the news thus distributed and the discussion of economics and other important questions thus supplied would all be designed to mold the sentiments of the readers to one particular view, and that presentation of diverse views and full and free discussion of important questions from different standpoints, which is essential to their proper understanding and hence necessary to the best public interests, would be prevented."

The Government did not seek the dissolution of either corporation.

As the result of the failure of negotiations to effect a consolidation in 1909, the Government petition charged that the defendants began a campaign of destructive competition in 1911. The decree forbade the continuance of these alleged practices. Expressing the belief that unless forestalled one or the other of the corporations would be wiped out, the petition said:

"As the Western Newspaper Union has assets to the value of \$6,500,000 and the American Press Association's assets are only about \$1,600,000 in value, it is quite probable that the latter will be the one to succumb, leaving the Western Newspaper Union in control of the entire field."

Since the failure to effect negotiations in 1909 the chief weapon used by the two associations in their fight was price-cutting. The scale of prices of the American Press Association had not gone below the figure of \$1.50 per page, but that of the Western Newspaper Union had been at fifty cents.

It was evident that with the great difference in the prices of the two concerns the Western would soon make inroads into the business of the A.P.A. to such an extent as would drive it out of business or force a merger. It was at this stage of affairs that the Government took a hand. This constituted the alleged unfair methods in competition.

The Sherman law could not govern the scale of prices of corporations. It could, however, provide that a corporation in competition must fix its prices at a profitable basis, and not sell at a loss for the purpose of putting competitors out of business.

The Government so decreed, which compelled the W.N.U. to raise its prices nearer to the level of the A. P. A.

At that time Mr. Smith said that the American Press Association was opposed to any effort on the part of others to combine with it.

COURT CHANGES VIEW.

Conditions continued in accordance with the Department of Justice's decree until representatives of the American Press Association appeared in the United States district court at LaCrosse, Wis., on May 31, 1917, to seek a ruling from Judge Landis permitting it to sell its plate business to the Western Newspaper Union. President Smith told the court that his organization had been operated at a loss for four years.

He claimed the Western Newspaper Union reduced prices on this commodity on January 1 to such an extent that the American Press Association lost \$16,000 in four months. President Smith testified that the A.P.A. would have to suspend busi-

ness if the court refused to modify the 1912 decree, which forbade a merger of the A.P.A. and the W.N.U. businesses.

Judge Landis ruled unfavorably, and on June 28, former Supreme Court Justice Charles E. Hughes appeared in the United States District Court of Appeals, Chicago, as counsel for the A.P.A. in an attempt to obtain a modification of the decision of Judge Landis, who decided that such a sale would violate the anti-trust law.

In July the Court of Appeals granted final right to the A.P.A. to dispose of its business to the W.N.U., and ruled it would not be a violation of the Sherman Anti-Trust law.

PLATE FIELD REDUCED.

Since that time the arrangements for the W.N.U. taking over the A.P.A. business have proceeded until the result announced today. The permission by the court for the merger was granted because of the changed business conditions in the newspaper field brought on by the increased cost of production expenses. Newspapers using plate and ready print services reduced their sizes to such an extent as to make the plate business of too small a nature to allow two competitive concerns to operate with profit.

Under the court permit, the Western Newspaper Union cannot raise prices of plates to publishers unless it proves to the United States Court of Appeals in Illinois that the cost of manufacture necessitates it.

Western Newspaper Union offices are now located in:

Atlanta, Baltimore, Billings, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, O., Dallas, Denver, Des Moines, Detroit, Fargo, Fort Wayne, Houston, Indianapolis, Kansas City, Lincoln, Little Rock, Memphis, Milwaukee, Minneapolis, New York, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, Ore., St. Louis, Salt Lake City, San Francisco, Sioux Falls, and Wichita.

PHOTOGRAPHERS ENTER AIR SERVICE AS OFFICERS.

Fred Place, staff photographer of the Chicago American, has been chosen for an important post in the United States aviation-photographic service. He has been given a commission of lieutenant with the salary of major and has been authorized to organize this particular department of war activity.

Norman Alley, also an American photographer, expects to enter this department of military service.

A Short Story: DETROIT SATURDAY NIGHT

—gained 35% in
Advertising and
Circulation in 1916

NOW IN ITS ELEVENTH YEAR

Represented by G. Logan Payne Co.
New York, Chicago, Boston, Detroit.

THE FOURTH ESTATE

Section Two

New York, Saturday, September 15, 1917

No. 1229

LIBERTY LOAN AD PLAN "STEAM-ROLLED."

A PLAY ACTED IN THE HOUSE, ENTITLED "NEVER ALLOW THE GOVERNMENT TO PAY FOR ANY PUBLICITY."

The plan to have \$2,500,000 set aside, out of the expense amount authorized by Congress to sell the coming installment of the Liberty Loan bonds, was rejected by the House of Representatives on September 6. A proposed amendment to the \$17,000,000 authorization was defeated by a vote of 27 ayes and 105 noes.

The House put the whole matter of spending the money appropriated for selling the bonds entirely up to Secretary of the Treasury McAdoo, but refused to specify that he must spend any part of it for advertising. The matter is left entirely optional with him.

As the Secretary of the Treasury has heretofore stated that he could not see how the Government could advertise the bonds unless it used every medium in the land, and that there would not be enough money to do this in the \$17,000,000 allowed him (unless Congress authorized it), it means that the Government will not advertise, unless the Senate can be persuaded to change the decision of the House, and authorize the selling of the bonds on a business-like basis.

The House discussion of the plan brought out many points of interest among the Representatives on what they know about advertising and newspaper publishing; also much opinion among the members and the Secretary of the Treasury on the question of advertising the bonds that had not heretofore been brought to light.

The advertising plan was presented to the House by Representative Johnson of Washington.

The entire discussion on the advertising plan follows:

Mr. JOHNSON of Washington. "I understand that the Secretary of the Treasury did not in the hearings express himself as absolutely opposed to the plan for national advertising.

"He doubted that a general plan could be perfected and feared it might not reach all of the newspapers and advertising mediums, and that the expense would be too heavy. He intimated, however, that he would not agree to an advertising plan out of the sum allotted for the turning over of these bonds when the percentage for expense was placed at a higher figure than now appears in the bill. However, after this bill was reported to the House, with the amount for handling the bonds less than had been named originally, the statement was made that no fixed sum would be spent for advertising.

"I want to say very frankly that I believe that to have it understood that nothing would be spent by the Government for advertising in handling this enormous issue of bonds would be a tremendous mistake; and I want to say further that the authorization of \$2,500,000 as a portion of this one-seventh would be a trifling sum, while it would add 30 per cent to the efficiency and the business effort to turn over this bond issue quickly and correctly and with the minimum of lost motion.

"Now, of course, the newspapers will boost, and boost hard, even if they receive not a single penny, but they will do it spasmodically, without system and in a disorganized way.

"Why not have the advertising done according to system, each advertisement in order, each one in sequence, so that the pulling power of all is of full value? This is the one detail that should not be overlooked.

Do not think that the newspapers are not patriotic and that they will not promote this bond sale to the limit; but do not, I beg of you, be parties to the riding of a gift horse to death."

MOORE of Pennsylvania. "How many newspapers are there in the United States which might seek this advertising?"

JOHNSON of Washington. "There are 20,000 newspapers and available publications."

MOORE of Pennsylvania. "Surely there are more than 20,000."

JOHNSON of Washington. "There are, of course, a few that will not expect this advertising. For instance, certain popular monthlies go to press fully 60 days ahead of their dated line. It would be hardly practicable to advertise in the monthly magazine for the first campaign. Then, further, there are some strictly technical and class publications which could not expect to seek advertising of this kind. And there are a few college dailies which are not in the general advertising field. But the dailies, the weeklies, the farm papers, and all of the others would come in on a general advertising campaign of great power and force, each to receive its exact share according to its accepted rate card."

SLOAN. "Does the gentleman list of available advertising papers include agricultural and trade papers?"

JOHNSON of Washington. "Yes; all of them."

SLOAN. "And it is not contemplated that there shall be any distinction as to partisanship?"

JOHNSON of Washington. "Absolutely none. That is just what is to be avoided. Every one knows that, next to money itself, advertising is

the thing that makes the wheels go round, and the brightest minds that are known to the advertising business have organized to aid this Government just the same as the automobile manufacturers and others organized, and they have prepared and presented a plan, with which I regret to say I am only partially familiar, but enough so to give you a fair outline.

"By this plan, for \$2,500,000 they will place real advertising to the amount of from two to four pages of newspaper size in the 1,773 daily papers of the United States with a circulation of more than 24,000,000 copies daily; and in 14,000 country weeklies with a weekly circulation of 14,541,000 copies; and in several hundred foreign-language papers and in—"

SLOAN. "I should like to ask the gentleman right there if it is not understood that in the presentation of this plan, if the advertising is fairly distributed to the best advertising mediums—that is, the newspapers—there will be additional notice given, editorial and otherwise."

JOHNSON of Washington. "Certainly. Now, for \$2,500,000 you can not only advertise in all of the weeklies, all of the dailies, nearly all of the foreign-language papers and all of the farm papers and even the religious papers, but also in all of the street cars and with all of the billboard organizations, which cover every city. If all that is not worth considering, nothing is. I do not think the House should overlook this. The plan has been carefully prepared. Further, this is not a staggering sum or even a large sum."

MOORE of Pennsylvania. "Has the gentleman examined the situation sufficiently to be able to say how much might be apportioned amongst these 20,000 newspapers?"

JOHNSON of Washington. "Yes. \$1,500,000 of this sum will go to the daily and weekly newspapers, including the cost of matrices."

MOORE of Pennsylvania. "How would the gentleman apportion the appropriation—in accordance with the circulation of the newspapers?"

JOHNSON of Washington. "Yes; in part. It is proposed to utilize the advertising machinery of the great agencies, which machinery is already set up and is just as necessary to the newspaper business generally and the periodical business as railroads are necessary to business operations."

MOORE of Pennsylvania. "I concede all that, but how would the selection be made in order to be fair to the entire newspaper fraternity?"

JOHNSON of Washington. "It will be made by placing from two to four pages in every publication at its actual advertising rates."

MOORE of Pennsylvania. "At their ordinary advertising rates?"

JOHNSON of Washington. "At their ordinary advertising rates."

JOHNSON of Washington. "Now, then, the railroads of the United States advertised in all the newspapers of the country last year at an expense of \$249,000. That is not a great sum when you consider the

number of railroads and the amount of advertising for a year and the business that resulted."

GORDON. "Does the gentleman think that the railroads increased their business enough to warrant the spending of that amount?"

JOHNSON of Washington. "I know they did."

GORDON. "How does the gentleman know it?"

JOHNSON of Washington. "They carried advertising for passenger trade and they thought it profitable, and it was profitable."

GORDON. "The railroad carries everybody that comes, and if a man does not want to go he does not go."

JOHNSON of Washington. "If the gentleman from Ohio is sitting in Cleveland on a hot July day and reads an alluring advertisement of an excursion rate on an electrified railroad across the Rockies and the Cascades to the Pacific Northwest, where it is cool and comfortable, he may become possessed of an idea to take the trip."

CANNON. "The railroads do not even publish the time tables in most of the counties in the United States."

JOHNSON of Washington. "If they do not, they go on the theory that the time table carries an element of news which the newspaper might carry on its own account."

CANNON. "But they do not publish them."

JOHNSON of Washington. "The papers of this town publish the time tables, do they not?"

CANNON. "I do not think so. They do not publish them in Danville or in any place in my district."

JOHNSON of Washington. "Well, that is neither here nor there. I desire to discuss the reaching of the little newspapers with a systematic series of bond-selling advertisements."

CANNON. "If the gentleman will allow me, I do not know about these advertisements; are you going to reach all the country papers?"

JOHNSON of Washington. "Every last one of them."

CANNON. "I think there are more than 20,000."

JOHNSON of Washington. "Oh, no. The number now existing has been carefully computed."

CANNON. "The gentleman says two to four pages—some papers do not have four pages."

JOHNSON of Washington. "If a paper is only a half sheet, it must have two pages."

FORDNEY. "How many insertions would the money the gentleman speaks of give in the great daily papers?"

JOHNSON of Washington. "That would carry on a systematic campaign of advertising for one month in the country papers; that would not mean an insertion every day in a great daily like the Chicago Tribune, but it would mean two pages in the Saturday Evening Post at a cost of \$2,500 a page."

STAFFORD. "I understand the gentleman's amendment provides that the Secretary of the Treasury shall expend two and a half million dol-

THE PITTSBURG PRESS

HAS THE Largest DAILY AND SUNDAY CIRCULATION IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

lars of the sum available for advertising—

JOHNSON of Washington. "Yes."
STAFFORD. "How much would be left for the Secretary for other purposes?"

JOHNSON of Washington. "Fourteen million five hundred thousand dollars."

DICKINSON. "Does the gentleman contemplate publishing an advertisement in the weekly papers as well as the dailies, including all weekly papers?"

JOHNSON of Washington. "Including the smallest weekly newspaper that has the second-class privilege of postage rate."

BORLAND. "Do I understand the purpose of the amendment to be set aside two and half million dollars of the funds devoted to placing the bonds to be used for newspaper advertising?"

JOHNSON of Washington. "For all advertising—newspapers, periodicals, street cars, and billboards—largely at the discretion of the Secretary of the Treasury."

BORLAND. "Does it require him to spend that amount for advertising?"

JOHNSON of Washington. "It names advertising as part of the necessary expenses and gives \$2,500,000 as the top figure for the advertising campaign."

BORLAND. "Did I understand the gentleman to say that there are 20,000 daily papers in the United States?"

JOHNSON of Washington. "Oh, no; I thought there were about 25,000 publications of all kinds, but I am told now that the number is a few more than 20,000 periodicals, daily and weekly, and the like."

BORLAND. "Assuming that there are 20,000, that would give about \$125 to each paper."

JOHNSON of Washington. "Yes;

THE NEW YORK WORLD

(Morning Edition)

Prints MORE ADVERTISING than any other newspaper prints.

*The Remarkable Advertising
Pulling Qualities of the*
**WASHINGTON
TIMES**
*are built on the
Foundation Stones of*
**Size of Circulation
Confidence of Its Readers
A Right Rate**

*In Washington, D. C.,
The Times is Preferred.*

Topeka Daily Capital
GOVERNMENT REPORT
for six months ending April 1, 1917.
showing net paid circulation.
34,567
Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN.

but it is not designed to prorrate that way."

BORLAND. "How far would that go toward advertising in a great paper that has a real circulation?"

JOHNSON of Washington. "Each paper would not get \$125. Some would receive much more. Say there is a paper in Joplin, Mo., and its rate by the page once a week for a month is 18 cents an inch. The advertising would be placed at that rate, whereas in the Chicago Tribune it might be \$1.25 an inch, and the Tribune would get four insertions at its rate."

BORLAND. "Does the gentleman think that an average of \$125 would produce the results that are expected?"

JOHNSON of Washington. "The sum is not divided by the number of papers. If a paper had 2,000 subscribers in a community of 10,000 people, and those 10,000 people read the local advertisement carrying an explanation of the short-time issue of these war-emergency certificates, written by some of the brainiest men in the United States who know how to write advertisements, I know it would double the sale of these bonds in one-half the time that will be necessary otherwise."

BORLAND. "I will say to the gentleman that \$125 would get just about one-quarter of a page one Sunday morning in a Kansas City newspaper."

JOHNSON of Washington. "I think the Kansas City daily papers would get much more than that."

BORLAND. "About one-quarter of a page on Sunday morning."

JOHNSON of Washington. The Kansas City newspaper has an advertising agent in New York City, and his rate card is there, and this estimate is made up upon that basis. The Kansas City paper will get its rate. That applies not only to the Kansas City Star, but to the St. Louis Globe-Democrat, the New Orleans Picayune, the Chicago Tribune, and all of the big dailies, and then on down to the small dailies and on down to the weeklies.

"I want to assure the membership that this is a practical plan. It is all left to the Secretary of the Treasury, who is not averse to it at all,

BOSTON POST

CIRCULATION AUGUST, 1917
"NO RETURNS"

The Daily Post 532,595
The Sunday Post 352,792

KELLY-SMITH CO., Representatives
280 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid For Every
Guaranteed Issue



GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

and it simply gives an indication on the part of Congress that it is desired that in selling these great bond issues, out of this \$17,600,000 authorized for the overturn of the bonds, there shall be placed with all of the newspapers and advertising agencies of the country the sum of \$2,500,000. It is not too much at all."

RAINEY. "What organization figured out those estimates?"

JOHNSON of Washington. "A series of associations representing all the leading advertising men who were recently called upon to come before the Secretary of the Treasury with the plan."

RAINEY. "When did that occur?"

JOHNSON of Washington. "Within the last few days. The notice from the Secretary gave very short time. They had only 24 hours in which to appear. I think the entire plan written out is on his desk, and I have not any doubt at all that as this bond sales goes on that he will endeavor to carry it out, but I think the least Congress can do is to make sure that we have proper publicity for the sale down into the last hamlet of the United States. One thing more: Both France and England have systematically advertised their bond sales from the start at great saving."

RAINEY. "From the remarks of the gentleman from Washington (Mr. Johnson) I understand that this is not a proposition submitted by the newspapers and magazines and the billboard organizations of the country, but it is a proposition promoted and advocated by those advertising agencies in this country, which place advertisements in the newspapers and magazines of the country, and perhaps also in the street cars and on billboards throughout the land."

"I deny that the patriotic newspapers and magazines of the country are demanding pay for the services they render their country in publishing the interesting reading notices which have reference to the placing of war bonds, and the necessity for it."

"Large, full-page advertisements have recently appeared in the newspapers of Washington advocating

1916 Broke All Records
of the
Toledo BLADE
9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.
Member A.B.C.

Represented by PAUL BLOCK, Inc.
260 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
301 Devonshire St., BOSTON
Kresge Building, DETROIT

YOU MUST USE THE
**LOS ANGELES
EXAMINER**
TO COVER THE
GREAT SOUTHWEST
Largest Sunday Circulation—more than **150,000**

payment to newspapers and magazines for their services to the country. These particular advertisements are inserted not at the expense of any newspaper or magazine, but they are paid for and inserted by a great agency which supplies to 8,000 newspapers in the land boiler-plate advertisements for their inside or outside sheets. I do not believe that for \$2,500,000 four pages of reading matter can be inserted in every newspaper in the land, as has been stated on this floor, and also a corresponding amount of billboard and street car advertising can be accomplished.

"There are 20,000 newspapers and magazines—more than that in the country. Many of them do not have more than four pages in their regular issues. These small papers, when the advertising agencies dole out to them the small amount they will be willing to pay, will find if they carry these advertisements that the extra paper occasioned by inserting them will cost about as much as they can get out of the agencies. The smaller newspapers of this country are familiar with the methods of these advertising agencies. If they insert the stuff they send out in their papers, they insert it for a small compensation indeed."

"The statement of the gentleman from Washington (Mr. Johnson) is that if his amendment goes in, \$2,500,000 will be distributed through these advertising agencies—through these boiler-plate companies—to the

The Open Door to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

newspapers of the land.

"How much will the agencies keep of this amount? Ten per cent would be an exceedingly moderate estimate. If they keep 10 per cent of this amount we are then paying, not to the newspapers of the land but to the organized agencies the gentleman discusses, one-quarter of a million dollars, at the very least, for five or six weeks' work.

"No wonder their representatives are here in conference with the Secretary of the Treasury. No wonder their representatives are inserting in the newspapers of Washington at large expense these full-page advertisements advocating the appropriation of this sum for this purpose.

"No such proposition as the gentleman has discussed was ever presented for consideration to the Committee on Ways and Means, which drew this bill. This committee has until now heard no such suggestion as this.

"The section of the bill sought to be amended makes a definite allowance to the Secretary of the Treasury of not to exceed \$17,000,000 for the purpose of paying the necessary expenses connected with the printing and placing of this enormous bond issue. He can expend of that sum as much as is required for that purpose. This is the largest transaction in the history of nations. We must place these bonds.

"This section in this bill makes this allowance to the Secretary of the Treasury, and if it appears necessary in order to obtain subscriptions for these bonds to advertise in the newspapers of the country, the Secretary has the right to do it without this amendment.

"Throughout the land during the campaign for the sale of liberty bonds newspapers rendered most excellent service. Without compensation they continually called attention to the fact that these bonds

Member A.B.C.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

LARGEST Morning Circulation in the Nation's Capital.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.

220 5th Av., N. Y.; Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 89,711

AUGUST, 1917
GAIN over
AUGUST, 1916 14,183

Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

were being offered for sale. So far as I know they did not ask any compensation. So far as I know the small newspapers of the country and the large newspapers of the country are still anxious without compensation to discharge this patriotic duty. All over this land, from ocean to ocean, men and women, banks, trust companies, and newspapers will be found discharging their patriotic duty urging upon those who have money to invest—a small amount or a large amount—the necessity of subscribing for these bonds.

HASTINGS. "Then why should we make any provision or appropriation at all for any expenses in connection with the sale of the bonds if every one is patriotic and if every one is willing to lend their time and assistance to the sale of them?"

RAINEY. "Because we are engaged now in the greatest war in history and we cannot afford to take any chances, and this bond issue must be properly presented to the country in such a manner as the exigencies of the campaign may demand. If every man and every woman and every agency rendering service in placing these bonds demands and receives compensation there will not be much left with which to aid the young men of the country who will soon be fighting on land and on sea for our institutions and our flag."

JOHNSON of Washington. "If the gentleman will permit me, there was paid in excess of \$500,000 to two metropolitan newspapers to promote the last bond issue by other advertising agencies—not the Government. The advertising by the billboard advertisers given to the Government was in excess of \$500,000, and they will do it again. So with the newspapers. But now the Secretary himself says that these bond houses and others who spent money out of their own pockets should not be asked to do it again, and so long as there is a necessity for this expense I contend that the newspapers should be paid something."

RAINEY. "Newspapers and individuals who desire to tender their services ought to have that opportunity. I understand that these

St. Louis Globe-Democrat

DAILY—SUNDAY—WEEKLY.

To reach Farmers in Mississippi Valley and Southwest use

Weekly Globe-Democrat

CIRCULATION INCREASING.

Now 115,000 each issue, 230,000 per week. Rate 50c per line per week.

PATERSON

New Jersey's Famous Manufacturing City

PRESS GUARDIAN

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

newspaper advertising association and this association which inserts these large advertisements in our city papers advocating this method of procedure expect to make a large amount of money out of it. This of procedure expect to make it a large advertisements asking pay for newspapers for this patriotic service sells the boiler-plate advertisements that will be used throughout the land in 8,000 papers or possibly more than that.

"These advertising agencies who are here are not here at the request of the patriotic newspapers of this land and their owners. They are here because they expect themselves to pull down commissions out of this transaction. That is the reason they are here. They have simply joined the vultures that hover over this Capitol. If it is necessary to pay any man or any newspaper for services of value in connection with the negotiation of these bonds, we will have to do it, of course.

"But I object to a proposition that makes it obligatory upon the Secretary of the Treasury to donate, to give, to the advertising agencies of this land \$2,500,000 in cash, a part of the same to be distributed by them among the newspapers, magazines, and billboard organizations of the country—such part of the same to be so distributed as they may in their generosity determine."

RAINEY. "It may be necessary to do so. These papers have varying advertising value. Some of them have a circulation of only a few hundred, some a circulation of many thousands. If in the Congressional district of any member this money is unequally distributed among the newspapers, you are going to hear from it.

"You are insulting the publishers of the country when you propose to dole out to them through cut-throat advertising agencies such part of \$2,500,000 as these agencies may be willing to divide with them.

"Leave these matters in the hands of the Secretary of the Treasury; he will keep down the expense of negotiating these bonds to the minimum, and if we are compelled to select advertising mediums, whether

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

W. M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

billboards, which now tender their services for nothing, or the newspapers, which now tender their services for nothing, and pay for it, he is capable of doing it and paying them according to their recognized advertising rates, if that is what they charge.

"I think we ought to give them the opportunity of rendering this service for nothing if they want to do it for nothing. If the small newspapers demand pay, and it is necessary to pay them in order to float these bonds, why, we will have to pay, of course; but we ought not to pay them through the advertising agencies.

"The money paid newspapers ought to be paid to them direct from the Treasury of the United States; it should not reach them through agencies which expect to retain a large part of the amount allotted as commissions.

"Referring now to the great national newspapers and magazines, I want to say that if they will give up the \$90,000,000 mail subsidy they now pull out of the Treasury of the United States, and which they cling to with such tenacity, we could afford to pay them a much larger sum than is contemplated in this proposed amendment. [Applause.]

[Mr. ALMON addressed the committee.]

SLOAN. "Mr. Chairman, I am in favor of this proposition. In the floating of this \$7,500,000,000 of bonds the proposition as it now

THE PITTSBURGH POST ONLY Democratic Paper In Pittsburgh



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
280 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,284 lines more local business than its only competitor.
With the Springfield News (the two at .055 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

stands contemplates an expenditure of about \$11,000,000.

"Four million dollars is for floating the certificates of indebtedness. Now, then, the amount appropriated by this amendment would be less than 25 per cent of the total amount provided for the expenditures for floating the bonds. I believe that in the disposition of the money of the country, if there are to be large expenditures, while a large discretion be given to the administration officers, it should be entirely taken from this House.

"I think the best advertising medium in this country is the weekly paper in every county throughout this Union.

"I think the next is the daily paper, and following these are the agricultural and trade papers.

"And those papers are the ones that are read at the fireside and believed in by the readers. They are not the sporadic presentation of a project brought about by speeches of men and by brass bands. They are the usual medium of communication of good and patriotic business doctrine. They are the best advertising medium on earth."

COX. "There is nothing in the bill as it now stands that will prevent any paper in the United States from voluntarily publishing any advertisement the Secretary of the Treasury might offer?"

SLOAN. "Not at all. And there should not be; and I doubt not that

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
280 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
201 Devonshire Street, BOSTON.
Krepps Building, DETROIT.

THE Philadelphia Bulletin HAS THE Largest TWO-Cent Circulation in the East.

Net Daily Paid Average for August
351,976 Copies
WILLIAM L. McLEAN, Publisher.

if this fair business proposition is carried out, this advertising medium—I speak of the papers themselves—with the patriotic impulses of those papers, in addition to carrying out the business contract they make with the Government, will show upon their editorial pages and elsewhere a large amount of free, effective advertising.

"Now, I quite agree with the gentleman from Illinois [Mr. Rainey] that the newspapers of this country ought to pay their carriage. Most of the newspapers are doing that now. There is no difference between us on that proposition. It is a business matter, and the sooner we come to a business basis with the newspapers and other publications of this country the better it will be for the newspapers and the country.

"For that reason I am in favor not only of exacting from the newspapers what they should pay for their carriage between points in this country, but I believe, where this Government has a large amount of business to do, and this Congress has the power to direct it, it should not neglect its opportunities to see that fair treatment is accorded them.

"This matter is not new. It was brought up before the Committee on Ways and Means. It was discussed there with the Secretary of the Treasury.

"The proposition presented was discussed at that time. The question was asked of the Secretary how the distribution would be made under the plan. He said it would not be confined to any party, faction, sect, or trade, but every recognized public medium for advertising would be recognized, one the same as the other and without discrimination.

"And it seems to me that this Congress, in setting apart \$11,000,000 for the floating of this \$7,500,000,000 of bonds, could well exercise its proper function in saying that while we are delegating a large amount of discretion to the Secretary of the Treasury our business judgment dictates that we shall recognize the best advertising mediums in the Republic—the weekly and daily papers, the agricultural and the trade papers.

"It is not enough to say the excellent patriotic support given the former loan by the press is an ear-

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail in Greater Montreal is larger than that of any other Montreal morning newspaper, English or French.

Verve & Conklin, Inc., 235 6th Av. N.Y.
I.S. Wallis & Son, 1st Nat. Bldg. Chicago

nest that their space—their large stock in trade—shall be thrown open to the Secretary that he may have it free, and then pay out the millions provided in this bill to spend in doubtful experiments with ineffective means. *Printer's ink will bring better results than the organized hysteria of brass bands and platform appeals.*

FORDNEY. "Mr. Chairman, I have no objection to the Secretary using his judgment as to where this money shall go or that he may pay to the newspapers a fair share or portion of this money in advertising for the sale of these bonds. But so far I have contended, and I am going to continue to contend, that the hands of the Secretary of the Treasury should not be tied. He should be permitted to handle that money to the best of his judgment in advertising for the sale of those bonds. He did state that the banks of the country and the newspapers of the country had assisted in the last sale of liberty bonds."

RAINEY. "Under the provisions of this bill, is it not true that if necessary the Secretary could expend a much larger sum than \$2,500,000 with the newspapers?"

FORDNEY. "He could expend any portion of that money allowed him that he thought in his best judgment would be proper."

STERLING of Illinois. "Did he not also state to the committee that he thought the newspapers ought to be paid for space for this purpose, showing that it is his intention to exercise his discretion to pay whatever he chose?"

FORDNEY. "He did, and he stated further than that that the banks of the country had very largely made the last sale of these bonds and had paid out large sums of their money. And I know that to be true. The various banks of the country were apportioned a certain amount of bonds to be sold and those banks advertised them very extensively. Not only that, but they sent men throughout the country—I know they did in the state and county in which I live—and the banks paid the expense of sending them around through the farming country to visit

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

Daily (Net Paid) 55,498
CIRCULATION

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
280 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
201 Devonshire St., BOSTON.
Krepps Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA
People's Gas Building, CHICAGO.

the various farmers who had money on deposit in the banks. The banks of the country know where the money is.

"The know the owners of the money that is deposited in the banks, and therefore they sent agents about the country and the various townships, made a complete canvass of everybody who had money to loan, and induced them to subscribe for a certain amount of this last loan. And the banks and the newspapers will perform a very important part in the future in the sale of those bonds. But I do not believe that the Congress of the United States ought to say to the Secretary of the Treasury, 'You shall pay so much here and so much there' in the sale of bonds."

JOHNSON of Washington. "In reference to the inquiry of the gentleman from Illinois [Mr. Sterling], and that the inference in the hearing is that the Secretary believed in advertising and that he would advertise, what would the gentleman say if after the bill had been put in the basket with the percentage reduced, the Secretary's office then said to the newspaper men there would be no advertising?"

FORDNEY. "My good friend, it is going to cost a large amount of money to sell those bonds. It is going to be spent somewhere. Somebody must do some advertising, and the men who do the work ought to receive the pay."

"Now, it is said that the Secretary

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

ST. PAUL DISPATCH and ST. PAUL PIONEER PRESS

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 53,678; the St. Paul Pioneer Press, an average total daily circulation of 48,532; the St. Paul Sunday Pioneer Press an average total Sunday circulation of 47,802.

They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION

St. Paul Dispatch (daily). Over 51,000.
St. Paul Pioneer Press (daily). Over 61,000.

Sunday Pioneer Press. Over 77,000.
They Cover the Field.

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation:

DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

DALLAS EVENING JOURNAL

Published by
A. H. Belo & Co.
Covers the afternoon field as completely
as does the Dallas News in the morning
37,659 NET PAID average during 6
months period ending April 1,
1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
798 Tribune Building, NEW YORK

of the Treasury, if it is left to his discretion, may give this money to friendly newspapers of his party—Democratic newspapers. Let him try if he dare, and you will see the biggest row in the next campaign that you ever heard of. There will be a perfect hornet's nest turned loose on him. It would destroy him politically. He would not dare to do a thing of that kind. An honest man would not do it. We must contend that the Secretary of the Treasury is an honest man until we find out differently."

JOHNSON of Washington. "No one charges him with being otherwise."

FORDNEY. "No. No one has attempted to convey any such idea. The idea, gentlemen, is that the hands of the Secretary of the Treasury ought to be left free to expend this money where he knows it ought to be expended."

GORDON. "Mr. Chairman, the gentleman from Washington [Mr. Johnson] proposes an amendment here requiring the Secretary of the Treasury to spend at least \$2,500,000 for newspaper advertising. Now, as has been stated by members of the committee, the Secretary of the Treasury is authorized to expend this entire sum appropriated in this bill for newspaper advertising if, in his judgment, that is how it ought to be expended. I think the bill confers too large powers entirely on the Secretary. I think it gives him entirely too much money to spend in the sale of these bonds."

"Now, the great success of the last

TIMES PLAZA
THE CENTER OF BROOKLYN

The Federal Authorities have recognized Times Plaza as the business center of Brooklyn by renaming Post Office Station L "TIMES PLAZA STATION."

FROM THIS CENTER

THE
BROOKLYN DAILY TIMES

REACHES ALL OF BROOKLYN AND LONG ISLAND.

BRIDGEPORT

CONNECTICUT
(The Eden of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

Joliet, Ill. (The PITTSBURGH) of the West

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News

ALCORN-HENKEL, Representative
New York Chicago

bond issue, as has been stated, was due largely to the bankers of the country, who took hold of it with their organizations and made a success of it—a tremendous success. They have never asked any compensation, and I do not understand that the newspapers are asking for any. The contention of the gentleman from Washington seems to be that we ought to make a donation to the newspapers. They did not charge anything before, and we do not know that they are going to charge anything this time."

JOHNSON of Washington. "The Secretary says in the hearings that he is not ready to call upon the bankers and the mechanical institutions who floated the last loan. Is it not fair to give to the newspapers, who gave their space and libel to the making popular of that loan, some assistance this time?"

GORDON. "The gentleman will find, if he will read the statement of the Secretary with care, that the Secretary does not propose to pay anybody for advertising these bonds. What he said was that he wanted to reimburse these banking institutions for money they actually pay out to their own employees for the extra meals they purchase in doing the extra work that they may be required to perform. That is the only thing he mentions. If you are going out to buy newspaper space to hawk these bonds around among the people, where are you going to stop?"

"So far as the newspapers and magazines are concerned, they are at present, under the existing postal laws, enjoying a subsidy of about \$90,000,000 a year out of the I cent a pound second-class postage rates. I hope that this Congress will abolish at least a part of that subsidy before it adjourns. I think we are in a fair way to do it. That particular 'graft' has cost the people of the United States \$1,200,000,000 in the last 32 years. I think that now, during this war, when we are reaching down into everybody's pocket, it is a good time to reduce that. I shall have something to say about that later on."

"As to this proposition of the gentleman from Washington [Mr. John-

THE
DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle
NEW JERSEY'S
LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

son], I cannot understand why it should be brought here. The Government is not going to give people money for nothing. I hope. The newspapers had a good deal to do with that first bond issue, and talked about it a great deal, and they undoubtedly helped the flotation of it among the people. They have not asked anything. Why should we promise to volunteer to donate them \$2,500,000 out of the Public Treasury? I think this amount in the aggregate ought to be cut down. It is out of all due proportion. The last statement of figures that I saw concerning it was that it was \$23,000,000. It is out of all proportion to the amount of expense involved in the last bond issue."

JOHNSON of Washington. "It is not that much."

STAFFORD. "It is \$15,000,000."

GORDON. "Yes; it may be \$15,000,000. Then the committee reduced it."

CAMPBELL of Kansas. "Then the Secretary of the Treasury, as I understand, can use a very large amount of this \$15,000,000 with the newspapers?"

GORDON. "Yes; he can use it in any way he pleases."

CAMPBELL of Kansas. "Does not the gentleman think it would be well enough to direct the manner in which this sum should be expended?"

GORDON. "No; I do not."

CAMPBELL of Kansas. "The organization that has been referred to here as an advertising agency could do the work more cheaply than the Secretary of the Treasury."

GORDON. "Oh, all that the advertising agency does is to collect a commission on the money we appropriate and divide it up among members of the agency." [Laughter.]

CAMPBELL of Kansas. "I am not as much afraid of being eaten up as I have been heretofore. Would it not also secure the work being done for less money by this agency than the Secretary of the Treasury could do it for?"

GORDON. "I do not see how. If they got this service performed before for nothing I cannot see how you will get it now for less."

[Laughter.]

CAMPBELL of Kansas. "On the

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A B C
C. GEORGE KROGNES, CHICAGO
VERRE & CONKLIN, Inc., New York

theory that the Secretary of the Treasury will expend \$2,500,000 or \$5,000,000 on newspapers—"

GORDON. "If he did not spend anything before on the newspapers, why must we assume in advance that we must go out and buy them up now?"

CAMPBELL of Kansas. "We are going to pay a higher rate of interest on these bonds than we paid before."

GORDON. "Is that a good reason why they should come forward and ask the Government for pay for advertising the people to buy them?" [Laughter.]

MORGAN. "Mr. Chairman, I want to read what Mr. McAdoo did say in regard to newspaper advertising. On page 35 of the hearing he says:

"I have felt all along, I am perfectly frank to say, that if the Government entered upon a campaign of advertising in the newspaper, it ought to pay for it at reasonable rates, because the only commodity the newspapers have is their advertising, and we ought not to ask them to give it for nothing any more than to ask the steel mills to give their product for nothing or the farmers to give their produce to the Government for the purposes of the war."

"So the Secretary endorses this proposition."

LOWMYER. "The gentleman failed to read what the Secretary said on page 38."

MOORE of Pennsylvania. "That would be explanatory."

MORGAN. "I take it that on the whole the Secretary is favorable to newspaper advertising; and if I

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star	83,194
Evening Times	35,569
Washington Post	34,293
Washington Herald	30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

THE PITTSBURGH DISPATCH

is a capable and welcome salesman in thousands of good homes.

H. C. Roeb, Real Est. Trust Bdg., Phila.
W. G. Brooks, 225 Fifth Av., New York
Ford-Persons Co., Michigan Av., Chicago
W. B. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond qualified
VIRGINIA, has 15,309 voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes.
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

thought he was not, I would be much more in favor of this amendment. He says that we must undertake a great campaign of selling bonds, such as never been witnessed certainly in this country or any other country.

"There is only one way that the great masses of the people can be reached, and that is through the newspapers of this country, great and small.

"He said he wanted to compensate the bankers for their outlay.

"Do not the newspapers have an outlay as well as the bankers? The little amount which the newspapers of this country would get would be but a small portion of the money that they will actually expend. In this age of the world there is no great business that undertakes anything of importance without utilizing the power of the press. So in this campaign, in undertaking to sell these vast quantities of bonds, mounting up into the billions of dollars, in my judgment, it would be the height of folly, indeed almost a public calamity, if the Secretary of the Treasury did not advertise the sale of these bonds in the newspapers of the country.

"The Secretary of the Treasury should advertise these bonds in the newspapers, not merely as a favor to the newspapers; he should do it as a business proposition. Public sentiment must be molded. Our citizenship must be educated.

"This cannot be done without the aid of the press. The small amount paid to the publishers will in no sense compensate them for the space they will use in making the sale of these bonds successful. The space paid for will be but a small per cent of the amount freely given to the Government by our newspapers, magazines and other periodicals before the bond-selling campaign will have closed.

"Since the inception of this war, with few exceptions, our editors have done their full duty. They have been loyal and patriotic. Throughout every section of this country the same spirit has been manifested. The calls of the Government upon them have been great. They have stood by the

The BEST Advertising BUY in CLEVELAND

THE NEWS

Quality Evening Newspaper
With Quantity Circulation

THE LEADER

Sunday

Represented by PAUL BLOCK, Inc.,
130 Fifth Ave., NEW YORK
Mallory Building, CHICAGO
301 Devonshire St., BOSTON
Kresge Building, DETROIT

THE NEW ORLEANS ITEM

Largest Afternoon Circulation in the
entire South.

(April A.B.C. Not Paid Statement)

Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

Government. They have upheld the President, the Commander-in-Chief of our Army and Navy. They have rendered unselfish service which cannot and will not be compensated by any paid advertisements authorized by the pending amendment. The great dailies have done their part. They have not, however, done more according to their ability than county weekly newspapers have done. After all, it is the home paper, the small dailies, and county weekly papers, which wield the greatest influence. But all classes of papers should be recognized and all should be compensated, in part at least, for the expenditure necessary on their part to make the sale of these bonds successful.

"As I have read the testimony of the Secretary of the Treasury I do not think he is opposed to the proposition. In my judgment he will be glad to have Congress vote favorably on this proposition, and I hope it will be adopted."

WOOD of Indiana. "Mr. Chairman, if the gentleman from Oklahoma had read a line further in the testimony of the Secretary of the Treasury he would have found that it was the intention of the Secretary of the Treasury not to pay out any of this money for advertising in newspapers. The gentleman from Illinois [Mr. Rainey] says that there is no demand by the newspapers of this country that this amendment be passed. Some week or 10 days ago I received a letter from a publication in my district, and a few days afterwards I received another communication upon this very proposition, both of which letters I sent to the publicity committee of the Council of National Defense. They were pointing out the fact how loyally the newspapers had supported the last liberty loan, how generously they gave their space in advertising the Red Cross fund and in popularizing the conscription act, and that for all these activities of the Government they had been giving their space without stint. They point out that they have to pay more for their paper, ink, and everything that goes into the make-up of a newspaper

W. D. BOYCE CO.

500-514 North Dearborn St., CHICAGO
305 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS

THE FARMING BUSINESS

High-class farm weekly, magazine form.

BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.

Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate

HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

than ever before, and they say they cannot hope to exist if they continue to give their space as they have been giving it.

"I think the Congress should bear in mind that this is but the beginning of the sale of bonds. There will be many other bond issues to be sold hereafter, and if we wish to keep the continued good will of the people of this country, whose money we are expecting to pay for these bonds, we should keep on the good side of the medium that reaches the people of this country and brings these advertisements home to them."

RAINEY. "Does the gentleman say that in these patriotic matters in order to keep on the good side of the newspapers we have got to pay them money?"

WOOD of Indiana. "The newspapers of the country cannot live on patriotism alone. They have got to have something of substance. The people who sell them their print paper are not patriotic enough to give it to them. The men who furnish the ink and the type and the men who work the presses are not patriotic enough to give their material and time and services for nothing.

"So I say that this great Government of ours, that is spending money by billions, should not expect these papers to give their services entirely without compensation.

"It is not enough for the gentleman from Illinois [Mr. Rainey] and others to say that these newspapers are dragging down millions each year by reason of the postal privileges which they now have. Most of these newspapers get nothing out of the cheap postage rates. The newspapers in my section of the country are getting nothing from that source. The newspapers that circulate mostly in the district of every Congressman here are getting nothing from that source."

BLACK. "Is it not true that they circulate absolutely free in the country of publication?"

WOOD of Indiana. "Yes; and that is the end of it. But I want to say that there is a demand that this amendment pass. It is the demand

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.
Special Advertising Representatives.
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION
100,000

Union Star

Evening EXCEPT SUNDAY. AUDITED CIRCULATION 20,643

Home circulation reaching best paid scientific, technical and skilled mechanics in America.

LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

of common justice."

KETTNER. "Mr. Chairman, the statement has been made several times that the newspapers have not asked for the passage of this amendment. I hold in my hand several letters from the newspapers of my district."

The clerk read letters from W. S. Conger of the San Bernardino (Cal.) Index; Ora K. Hart of the Lost Hills (Cal.) Gusher; H. V. Alexander of the Fallbrook (Cal.) Enterprise; and Crombie Allen, president of the Southern California Associated Dailies. They argued that the newspapers should be paid for the space used for advertising the Liberty Loan Bonds, just as the Government pays for other commodities.

JOHNSON of Washington. "Mr. Chairman, I regret that there has been any criticism of the machinery that must be used if the Government is to place an advertisement in every publication in the United States.

"These great advertising agencies have, in my opinion, offered their services at the cost of operation and distribution.

"When the gentleman from Ohio intimates that there is no cost in the work he is very much mistaken.

"The advertisements will be sent in the form of matrices, so that the type metal can be poured into them at the minimum cost when they reach the town where they are to be published.

"The postage and express bill will be large and will be paid by the agencies.

"They have built up a great national advertising system, which you see used every day by the greatest business concerns of the country. If these agencies are asked to handle the publicity of the bond issue, they will make it go—make it go regularly, systematically, and successfully—cutting down other expenses, doing away with friction, and seeing that all newspapers and all advertising mediums are justly and properly treated.

"Mr. Chairman, it is true that the editor of every little newspaper, as was said in the last letter read, re-

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION
Germania Herald 36,989
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(German Farm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,002
Eastern Representation
LOUIS KLEBAHN
1 West 84th Street NEW YORK
Telephone 216 Greeley



A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium
Phone Stuyvesant 2004
90 East 10th St., NEW YORK

ceives every day from the Federal Government in franked envelopes more bureaucratic boosting stuff than he can open or can possibly print. There is one of the great Government extravaganzas, my friends."

RAINEY. "Will the gentleman state what the newspaper advertising agency will get out of it?"

JOHNSON of Washington. "Not one agency alone but all of the national agencies. They will receive 5 to 7 per cent, for which they will render a great service. If the Secretary of the Treasury thinks that is too much, he can call in some man like John Wanamaker who knows what systematic advertising accomplishes, and authorize him to fix the agency rate at 2 per cent or 3 per cent, or whatever is absolutely fair for the cost and value of the work to be performed."

"Newspapers generally, Mr. Chairman, will resent the charge made on this floor that the proposal to pay them a mere fraction of what they will earn is in the nature of a gift or gratuity. There is no robbery in the plan, there is no gift, and there is no graft. It is simply an attempt to do justice to the newspapers." [Applause.]

KITCHIN. "Mr. Chairman, I must express surprise that this proposition of the gentleman from Washington is taken seriously by any considerable portion of the membership of this House. I want to ask every man here, to answer himself, this question: If you vote for the amendment of the gentleman from Washington, are you really, in your opinion, voting for the interests of the Government and in the interest of the sale of these bonds, or are you voting in your own interest to please the newspapers in your section or in your district?"

KETTNER. "Will the gentleman permit me to answer?"

KITCHIN. "No; I said you could answer it yourself and not aloud. Now, gentleman, I want to ask another question: Why not put in an amount here for the telegraph companies? Why not include \$500,000 for sending telegrams about these bonds?"

JOHNSON of Washington. "Be-

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN reading and speaking population of St. Louis as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND

Kurier Bostonski

27 Beverly st., BOSTON, MASS.
reaches 600,000 Poles in New England. They want to buy your goods

Use Kurier Bostonski.

cause they receive a Government rate."

KITCHIN. "Why does not some good friend of the railroads put in a provision including passenger fares made necessary by the sale of the bonds? Why does not some man that is a friend to the ink manufacturers and the paper manufacturers ask us to put in a separate sum for paper and ink?"

"Why, gentlemen, the Treasury Department must sell these bonds. It has had experience in selling bonds. The responsibility is on Mr. McAdoo and his assistants to sell these bonds and not upon us. Why do you want to specify how he shall proceed to sell the bonds?"

LONGWORTH. "It has been suggested by a number of gentlemen, and by the gentleman from Oklahoma a moment ago, that the Secretary advocated this proposition before the committee."

KITCHIN. "Oh, no."

LONGWORTH. "May I be permitted to read one sentence from the statement of the Secretary of the Treasury?"

KITCHIN. "Yes; to show that he did not advocate it."

LONGWORTH. "I am reading from page 38. The Secretary of the Treasury says:

"Some of the advertising clubs of the United States, which rendered very patriotic and effective service in the last campaign for liberty bonds, have been urging upon my attention a scheme for paid advertising. I have made no commitment about it. On the contrary, my general feeling has been that it was too expensive an operation for the Government to engage in, and I have said so to them frankly."

"And yet a gentleman sitting on the floor not far from me has told me that within the last two or three days a representative of this organization came into his office and said that he came there with the acquiescence of the Secretary."

MOORE of Pennsylvania. "I want to suggest that the Secretary further said:

"If we should engage in advertising we should have to advertise in every paper in the United States. You cannot discriminate against the newspapers. It would have to have universal application."

KITCHIN. "Yes; you will see

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars

WM. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, ENG., 10 Sicilian Avenue
Southampton Row.
PARIS, 8 rue du Rocher.

THE JEWISH MORNING JOURNAL NEW YORK CITY

carries more advertising than any other Jewish newspaper. Circulation in New York City largest of all foreign language newspapers.

Member A. B. C.

that he could not do it. The Secretary further says:

"The Government cannot say that it thinks one newspaper is a good advertising medium and another one is a bad one, or that another one is so poor that it is not worth using. Therefore, if we engage upon an advertising campaign at all, it has got to be a very extensive one, and it would be a very expensive one at the same time."

"Certainly, it would take millions and millions of dollars to engage in such an extensive campaign of advertising in all of the newspapers throughout the United States. If he advertised in one and not in another he would discriminate, and one man would object because he would say that his paper was as good as he other. The Secretary of the Treasury knows, as every business man here knows, and every man inside and outside of the House knows, that he can utilize the money that you want to expend on the newspapers to a better advantage in putting before the people the advantages of these bonds and certificates."

"Gentlemen, we have sold bonds in this country for the last 50 or 60 years, and never before was it ever hinted at by any man in this House or in this Capitol that you should put in an authority to pay newspapers for advertising or pay anybody for advertising. It has always been left to the discretion of the Secretary of the Treasury at all times to use the methods he deemed best."

"The Secretary of the Treasury has had experience in selling bonds. He knows the best methods to use to promote the interest of the Government in the sale of these bonds."

"Now, let me say one thing about the little country newspaper. Why, there is not one little country newspaper with its county circulation, and the most of them are limited to county circulation, that would have the audacity to ask this Government to pay for its advertising a Liberty Loan through the newspapers when it knows that the Government is giving free transportation and delivery of their papers in the county to all subscribers at the cost of millions of dollars to the Government. [Applause.]

"I have in my district about as many country newspapers as most

NEW YORK THE DAY

America's Greatest
Jewish Community

America's Foremost
Jewish Daily

Reaches the cream of purchasing power of the Jewish element in America.
CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY

The National Jewish Daily.

Member A. B. C.

Main Publication Office:
188 East Broadway, NEW YORK

NARODNI List

Briacoe Motor Corp. of Jackson, Mich., has just placed 19,860 square lines of Briacoe advertising in the Narodni List. This is the best proof that the Narodni List is one of the best advertising mediums in the foreign languages for National advertisers.

Ideal Newspaper for National Advertisers
Phone 1989 Beckman
61 Park Row, NEW YORK

The Only ITALIAN Daily Newspaper in New England.

Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON
consolidated with La Tribuna del Popolo and Il Messaggero di Worcester.

100,000 Italians in Boston.
300,000 Italians in Massachusetts.
1,000,000 Italians in New England.

any other man has in his district, and there is not one that has ever intimated to me by letter or otherwise that the Government ought to pay for advertisements in it."

MEEKER. "If that were granted, and advertisements sold, the editor would have to put 'Adv.' after it, would he not?"

KITCHIN. "Surely."

MORGAN. "Mr. Chairman, I think gentlemen ought not to misrepresent the Secretary. Two gentlemen have left out a part of what he said. Let me read what the Secretary said:

"On the other hand, I have said I should be glad if they would give me full estimates, with specifications in each instance, as to what it would cost to make the minimum advertising campaign they have in their minds, and what it would cost for a moderate-sized campaign, and what it would cost for a maximum campaign."

KITCHIN. "Oh, the Secretary is smart enough to know that when they made their estimates for an extensive campaign it will take practically all of the money that we would allow him to sell these bonds, and he wanted to find out from them what they thought would be the cost of a moderate campaign. He is against it, and he told them so."

The question was taken; and on a division (demanded by Mr. Johnson of Washington) there were Ayes 27, Nays 108.

So the amendment was rejected.

NEW A.N.P.A. MEMBERS

The Wichita Falls (Tex.) Morning Tribune has been elected to active membership in the American Newspaper Publishers' Association, and the Charlotte (N. C.) News and the Pittsfield (Mass.) Berkshire Evening Eagle to associate membership.

The Albion (Neb.) Argus is under the management of George M. Gaskill

Five thousand grocers are supplying nearly
two-million consumers with

Food Products in Philadelphia

The Third Largest Market in the United States

DOMINATE Philadelphia! Create
maximum impression on both
dealers and consumers at one cost by
concentrating in the Dominant
Newspaper—The Bulletin.

“Nearly everybody” in and around Philadelphia reads The
Bulletin—practically 100% of the entire potential market.

Net paid average two-cent circulation for August, 1917

351,976 COPIES
A DAY

The Largest Two-Cent Circulation in the East

PHILADELPHIA BULLETIN

WILLIAM L. McLEAN, *Publisher*

DAN A. CARROLL
NEW YORK, Tribune Building

J. E. VERREE
Steger Building, CHICAGO

PROTEST ON RED CROSS MAGAZINE.

IS MONEY BEING SQUANDERED THAT MIGHT BETTER BE SPENT OTHERWISE?

Herbert Myrick, president of the Phelps Publishing Company, Springfield, Mass., has sent the following letter to H. P. Davidson, Chairman of the American Red Cross, Washington, D. C.:

"Permit me hereby formally to protest against a continuance of your 'Red Cross Magazine.'

"Why squander upon it money so generously donated which is so much needed for other purposes?

"Why discourage co-operation of the press in the work of the Red Cross by exploiting the publishing business for the benefit of your treasury?

"Why add one more to the already over-production of magazines?

"Advertisers may easily be misled into thinking that if you solicit their business for the Red Cross Magazine, it is equivalent to a demand or obligation on their part: so their money they pay you for advertising they will take away from their advertising contracts in regularly established periodicals.

"I can speak for the publishing business from a disinterested standpoint, as I am not interested in any magazine other than agricultural periodicals.

"In these times when the publishers are harassed beyond all other manufacturers by increasing costs, higher postage and legislative interference, at a time when more than ever the country needs the co-operation and support of the legitimate press, is not a favorable time for organizations like the Red Cross to unfairly increase competition in a manner for which they have no excuse."

POPE SUPPRESSES PAPER.

After the publication of the Pope's peace proposals the Roman Catholic newspaper, *Courriere Fuli*, printed an article in which Italian soldiers were advised that they were freed from the oath of allegiance, and urged to throw down their arms. The paper is published in Rome.

The paper was suspended for fifteen days, and its editor, a priest, and the manager were interned. When Pope Benedict was informed of the incident he ordered that the paper be suppressed permanently.

If You Entertain

you will now and then need the services of professional entertainers—or it may happen you will find yourself upon the entertainment committee appointed by your lodge, club, bunch or society, in which event a dollar ad stating your requirements if inserted in

The BILLBOARD

will place you in touch with hundreds of humorists, musicians, vocalists, magicians, etc., etc., or if you do not feel competent to choose, with agents who purvey entertainment.

Weekly. Forms close at 12 noon Mondays.

The Billboard Publishing Co.

Broadway and 42d St. NEW YORK
Chicago, St. Louis Cincinnati and San Francisco

(Member A. B. C.)

BIGGER JOB FOR LUESCHER.

Mark A. Luescher, one of the best known press agents in America, has been advanced to general representative by Charles Dillingham at the New York Hippodrome, where during the past two seasons Mr. Luescher has been getting remarkable results as moving spirit of the publicity department.

While he is widely known as a press agent through activities which date back to the time when "La Domino Rouge" surprised and puzzled Broadway, Mr. Luescher has also established himself as an executive.

It was at the Herald Square Theatre, that he came to Broadway from Rochester, N. Y., to represent that



MARK A. LUESCHER.

young firm in its first New York venture, and those who chronicle the history of metropolitan theatricals credit Mr. Luescher with much of the early success and popularity of the Shubert trademark at the very foundation of that interesting and now potent theatrical firm's career.

Within a few years Mr. Luescher attracted the attention of A. L. Erlanger, head of the theatrical syndicate, who selected him as manager of the New Amsterdam Theatre. It was Mr. Luescher who applied the slogan the "house beautiful" to that magnificent edifice.

Mr. Luescher later formed an association with Louis F. Werba, the nephew of Mr. Erlanger, which led to the formation of the firm of Werba & Luescher and the exploitation to renown and stardom of Elsie Janis, Mizzi Hajos, Alice Lloyd, Mlle. Dazie, Tom McNaughton and Christie MacDonald.

During Mr. Luescher's regime at the New Amsterdam, by the way, the late William Winter spoke of him as "the manager affable of the house beautiful"—a sobriquet which was often repeated and which this amiable and popular young manager says he is always trying to live up to.

CO-OPERATION IN DELIVERY.

ECONOMICAL, BUT DECREASES BENEFICIAL EFFECTS OF COMPETITION.

By C. F. HOSLEY.

Circulation Manager, New Haven (Ct.) Register.

Would a Consolidated Delivery Service in Any City be Practical and Would It Further Help Worth While Economy?

This is a topic which is open to considerable argument, because the conditions which exist in New Haven may be vastly different from those of other cities.

Insofar as my experience with the circulation of newspapers in other cities is concerned, it has been somewhat limited. However, I believe that a rule which works well with one newspaper in New England will work well with another. You note I say New England.

I am greatly opposed to a consolidated delivery, as I had given this subject careful investigation some months ago. At that time it was generally agreed upon by the circulation managers of the Union and Leader and myself that it was not practical, however economical.

There is no doubt that from an economical standpoint it would prove quite efficient. Undoubtedly an arrangement could be made whereby each newspaper could save between 25 per cent. and 40 per cent. of its delivery expense.

However economical it may be, it is circulation we are striving for primarily. That being the case, then we must look at it from that standpoint.

In the first place not one of the three evening papers goes to press at the same time, there being a variation from 20 to 40 minutes in the regular starting time. The Leader starts first, as it has considerable circulation in distant towns (where the Union and Register do not circulate) and finds it necessary to connect with earlier trains.

Owing to mechanical difficulties it is impossible for the remaining papers to start at the same time every day. This means that two papers must wait for the belated paper, which results in loss of sales by all.

That service and prompt delivery are important factors in increasing circulation is acknowledged by all.

Of course we all have sympathy for the unfortunate, but sympathy does not get circulation in these days of close competition. Sometimes the delays are due to gross negligence on the part of the advertiser and composing room, which a well-organized paper should not suffer.

On the other hand, in case a paper has a "beat" and is anxious to get out earlier than usual, what is the result? It is held back until the others are ready. Furthermore, what is to prevent the competitors from holding back the paper that has the story, until they can make over.

The result is that they all have the story and nothing gained for the wide-awake paper. Otherwise the paper with the beat might have been on the stands, say from 20 to 40

minutes before the competitors could make over and distribute.

Time in delivery is also to be taken into consideration. As it is now, the papers for a certain route are given out and the delivery man starts directly to deliver, whereas, if he were working on a consolidation basis, he would have to call at each mailing room for his allotment. This means that anywhere from 10 to 30 minutes would be wasted in getting the balance of his papers, under favorable conditions. In brief, it slows up the service and the public is kept waiting.

I am sure that on these facts it will be generally agreed that it is not a desirous proposition for an evening paper. However, it can be worked well with a morning combination, where time is not so limited and such an important factor.

MRS. MCGILL SOCIETY EDITOR OF NORTH AMERICAN.

Mrs. Alice E. McGill, for more than six years society editor of the Philadelphia Press, has just joined the staff of the Philadelphia North American to take up the same line of work. Besides having been in charge of the Press society department, Mrs. McGill was a contributor to the Sunday magazine of the same publication and was the originator of a series of illustrated articles on the



MRS. ALICE E. MCGILL.

country estates in the vicinity of Philadelphia, which attracted wide interest.

Mrs. McGill has been the Philadelphia correspondent of the Spur for a number of years and has also done considerable publicity work of a social nature.

Under Mrs. McGill's direction the North American will inaugurate a daily as well as a Sunday society department.

PAPER A GIFT.

James Walsh, editor and owner of the Columbus (Ohio) Athletic Club Journal, has presented the Journal to the club and has given up the editorship. He is now promotion man and sales manager of the Phelps Factories Company of Columbus.

Service Flags

PUBLISHERS—Place your order now for SERVICE FLAGS and announce to the world the number of employees you have given to the Government service. This flag shows a star for every member of a family or firm in the service of Uncle Sam. Flags furnished with any number of stars without extra charge. Can supply cotton bunting, Samson bunting or Standard wool bunting at very low prices. Write today for samples and prices.

S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

STENCIL SYSTEM HOLDS READERS.

PROMPT DELIVERY AIDED AND
"STOPS" QUICKLY CHECKED
—OTHER GOOD RESULTS.

By **EARL W. VAN DEUSEN**,
Circulation Manager, Schenectady
(N. Y.) Gazette.

Mr. Van Deusen has been with the Gazette eight years and is well qualified to speak on this subject, having had complete charge of the work since its inauguration on the Gazette. Mr. Van Deusen is a charter member of the New York State Circulation Managers Association.

The problem of why mail and express trains are "missed" and how to overcome this weekly, if not daily, occurrence has long been the chief problem confronting the circulation managers.

On the Gazette we have practically eliminated this problem in so far as the circulation or mailing departments are concerned by the introduction of the Elliott system.

Truly, a "miss" will occasionally occur because of a press hold-up, to get in a bit of late or ultra important news, or in case of press troubles, but this can never be entirely overcome.

The general construction of the addressing machine is well known, and all know that the addressing is done by means of stencils.

The stencils are cut daily for new subscribers, and the dates are changed daily on the renewal stencils. For convenience we reverse the dates in cutting, thus: January 26, 1918, is cut 18-26-1. If this is renewed for four months, the one is blotted out by cutting over it with the letter W, and a 5 is cut adjoining it.

The renewed date looks like this 18-26-W5. After cutting and changing the stencils each day the wrappers are run for the following day.

Nine by twelve-inch wrappers are used for single copies and as the stencils are all arranged in trays accordingly to dispatch from the mail room, the wrappers are all in order when completed.

When the mailing force appears

The True News

FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK



I Get the Money!

J. A. McAVOY

Special Editions
Weekly Review Pages
Cartoon Books

Nat'l Exch. Bk. Bldg.
PROVIDENCE, R. I.

in the morning, the wrappers are on boards, so constructed that they do not have to be laid out, ready for wrapping.

When the press starts, a boy wraps on each board, and three boys on the singles together with those on bundles



EARL W. VAN DEUSEN.

are able to keep up with the press without any great effort.

When the press-run is completed, the bundles and singles are all on their way to their respective destinations. The secret of the matter lies in the fact that no addressing has to be done on the individual papers during the run. The papers receive better handling in the post office, being single-wrapped, and the subscriber is better pleased in receiving his paper in its individual wrapper—on time.

The Gazette's mail list is entirely paid-in-advance and this system helps greatly in keeping it so. On Saturday each week the stencils are looked over and all those which ex-

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete. Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

**National Electric Bulletin
Corporation.**
NEW LONDON, CONN.

Act quickly if you want the
Tin Can Garage
as lots of orders are coming in for Hop's new daily comic.

The International Syndicate
Established 1899. BALTIMORE, MD.

pire during the following week are pulled out and segregated in a separate tray.

Renewal cards and return envelopes are mailed to each of these subscribers from the stencils. As they renew the stencils are redated and placed back in the regular trays and all remaining in the renewal tray on Saturday are stopped.

These are not thrown away at the time, but are held in reserve and literature is sent them from time to time.

Although there are always a few stops, we find that they fall in line within a short period, and with the new subscriptions which we constantly receive, the list is kept on a 100 per cent basis.

SOLDIER CIRCULATION.

In order to bring home the need of subscribing for papers for "our soldier boys" the Gazette is running timely copy with appropriate cuts to draw the local subscriber's attention to the subject.

The results have been all that could be asked for.

NEWS NOTES OF CIRCULATORS.

The Philadelphia Public Ledger is running a daily department, called "Public Ledger Old Folks." Cuts and brief biographical sketches of long-time readers of the Ledger are used.

W. Perlits of the Houston (Tex.) Chronicle carrier staff has been presented with a gold watch by the Chronicle company for excellent work and a good record.

The Johnstown (Pa.) Leader has just started a subscription contest, using four automobiles and various other prizes. The campaign is under the management of the Morton Ross Company.

The Des Moines Register and Tribune has a system of investigating all complaints of delivery delays on the part of carriers. Immediately upon receipt of a complaint it is taken up with the railway mail service or the express company and with every person who handled the papers from the

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)

Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG.

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

time they left the mail room until their delivery to the carrier. The investigation also shows whether the carrier received the papers subsequent to his complaint and the cause of the delay.

The New Philadelphia (O.) Times will close a subscription contest on September 25. It is being directed by the Morton Ross Company.

The Canal Dover (Ohio) Reporter closed a subscription contest on September 8, which, the Morton Ross Company reports, increased the circulation 42 per cent.

J. V. Simms has become circulation manager of the Charlotte (N. C.) News, the paper for which he did his first work, serving for six years in the same position he now occupies. Since then he has been publisher and part owner for four years of the Raleigh (N. C.) Times, and for an equal period general manager of the Charlotte (N. C.) Observer.

The Booklovers Picture Corporation, of New York City, was incorporated in New York State this week with \$1,000 capital stock, by Gustave C. Dreyfus, Raymond S. Harris and Charles S. Gosling.

The New York Evening Mail is giving tickets for Loew Theaters with insertions of want ads.

Thomas P. Myers of the Myers Circulation company has returned from a two months' fishing trip in Idaho.

SCHUSTER WITH U.P.

M. Lincoln Schuster, who graduated from the Pulitzer School of Journalism last June, is now on the Washington staff of the United Press. He has been in Washington for the past four months, the first three of which were spent with the New Republic News Service, a feature syndicate which suspended business about two weeks ago.

Mr. Schuster is also doing feature work on the side and is now awaiting publication of some of his writings in World's Work and Everybody's.

I. C. M. A. ROUTES TO ATLANTA.

RAIL AND WATER SCHEDULES,
WITH INDIVIDUAL AND
PARTY FARES.

By JAMES MCKERNAN,
Circulation Manager, New York
World and Chairman I. C. M. A.
Transportation Committee.

The date for the I.C.M.A. convention is settled, President Schmid and the board of directors having decided to follow the choice of the majority of the members who attended our last convention in Grand Rapids. The convention will be held in the city originally chosen, Atlanta, headquarters at Piedmont Hotel. The dates are October 9, 10 and 11.

All well regulated newspapers offices have now adjusted themselves to the conditions which caused the postponement of the convention in June. The only thing that may bother some of our members is the fact that the post season baseball games are held in the early part of October. This, however, should not affect the attendance.

It is a poorly run department whose head cannot absent himself for a few days without injuring the interest of the paper he represents, especially when there is so much information and knowledge to be gained by attending the I. C. M. A. meeting.

Arrangements for the transportation of I. C. M. A. members had to be changed on account of the new dates. The original itinerary called for a sailing on the Savannah Line, but at present there is no boat scheduled to leave New York on this line, that would come any where near accommodating our members.

The last information received from the Eastern passenger agent of the Savannah Line, is to the effect that in all probability there will be a revised list of sailings for October. It is likely there will be a sailing on October 4, which will bring the members into Savannah October 7. This would give the members from 6 a. m. until 8 p. m. Sunday, or Monday night; according to whether they prefer to spend one or two days in Savannah. The train from Savannah leaves at 8 p. m. and arrives in Atlanta, at 6.25 the following morning.

With the exception of the board of directors (who must be in Atlanta on October 8) members taking the Monday night train from Savannah will arrive in Atlanta on Tuesday, October 9 in plenty of time for the

Extra Money to Help Pay High Paper Bills.

I have a few dates open for EXTRA NEWSPAPER EDITIONS. My twenty years business management of newspapers, two years among best papers in this business, insures the publisher a square deal, a good advertisement, a good bunch of money from sources you never have any revenue from.

I guarantee you absolute satisfaction. Will be glad to forward all the testimonials from publishers you want.

Temporary Address:

C. L. SLOUGH,
Care Sandusky (O.) Register.
Permanent, 1466 Lauderdale Avenue
LAKEWOOD, CLEVELAND, O.



WHERE THE I. C. M. A. WILL MEET IN ATLANTA.
THE PIEDMONT HOTEL, OF WHICH WILLIAM C. ROYER IS MANAGER.

convention. If the sailings are scheduled as expected, delegates choosing this route will leave New York Thursday, October 4 at 3 p. m., arriving in Savannah Sunday October 7 at 6 a. m.

It is proposed to stop at the De Sota Hotel in Savannah, which is under the management of Mr. Phoenix, who took such good care of our members at the convention held in Murray Bay, Canada. Members can spend one or two days as they see fit, sight-seeing in and around Savannah and take the night train leaving at 8 p. m. arriving in Atlanta the following morning.

The Clyde Line has a sailing from New York on October 5 at noon, arriving in Charleston October 7 early in the afternoon.

The train leaves Charleston for Atlanta at 5.15 p. m. and arrives in Atlanta the following day at 6.10 a. m.

The fare is the same on either the Savannah or Clyde Lines.

First-Class one-way \$21.95.

First-Class excursion \$39.50.

The committee figures, as is the case in all conventions, as soon as the business is over members will want to return by the quickest route. Arrangements for train or boat schedules for return trip can easily be made after they arrive in Atlanta.

The following are the best train

schedules from New York to Atlanta:

Birmingham Special, Southern Railway, leaving Pennsylvania Station at 11.08 a. m., arriving in Atlanta at 2 p. m., central time, the following day.

New York & New Orleans Limited, leaving New York at 4.35 p. m., arriving at Atlanta at 5.30 p. m., central time, the following day.

Seaboard Air Line, leaving New York at 3.34 p. m., arriving at Atlanta at 5.15 p. m., central time, the following day.

The best schedule from Chicago and the West follows:

Leaving Chicago (P. R. R.) 9.20 p. m.

Arriving at Cincinnati (P. R. R.) 7.12 a. m. the following day.

Leave Cincinnati (L. & N.) 8 a. m. the same day.

Arriving at Atlanta (L. & N.) 9.55 p. m. the same day.

Attention is called to the special rate on railroads and steamship lines for 10 or more traveling together. The steamship and railroad rate are both the same from New York City, the only difference being that the fare on the boat includes meals and stateroom. As far as expense is concerned there is very little choice between the two modes of traveling;

those who go by boat would have one or two days additional hotel expense in Savannah. A boat trip is popular on account of giving the members an opportunity to get together to discuss important matters previous to the convention.

The boat is also preferred by many as the most pleasant way of traveling. I do not think that a boat trip along the coast will have any particular danger on account of the war, as suggested in our July number of the Official Bulletin.

To sum the matter up, those member who can leave on Thursday may take a pleasant trip by boat; members pressed for time will of course prefer to go by rail route from New York as they will not have to leave New York until Sunday afternoon. It takes from 24 to 26 hours by train, therefore, members must leave New York not later than Sunday to be in Atlanta in time for the opening of the convention Tuesday morning.

Members from the West of course will travel by train.

As suggested in the March number of our official Bulletin, our Western members who utilize the Big Four Railroad should assemble in Cincinnati and from that point travel either by the special rate for 10 or more, or by special train, if 100 members can be gotten together.

Members who desire to go via Cincinnati should advise President John Schmid, so that he can make the proper arrangements. In order to be in Atlanta at the opening of the convention, members must leave Cincinnati on October 8, not later than 8 a. m.

It is immaterial which railroad the members travel by, as far as the fare is concerned, the rate being about the same on all railroads.

The following are the railroad rates from the principal points:

	One-Way Individual.	One-Way Party 10 or More.
Boston	\$25.95.	\$32.70
New York	21.95.	18.34
Philadelphia	19.70.	16.31
Baltimore	17.30.	14.15
Washington	16.30.	13.25
Chicago	17.95.	15.05
Detroit	18.29.	15.66
Cincinnati	11.92.	9.80
Louisville	11.22.	9.00
St. Louis	15.79.	12.80
Pitts'bg (via Wash)	20.38 (via Wash)	17.70
Pitts'bg (via Cin)	18.60 (via Cin)	16.10
Buffalo	21.50.	18.40

MORE PROSPERITY.

William L. Betts, circulation and contest specialist, New York, has just returned from a long trip and reports business good.

Complete BOOKLOVER'S PICTUREGAME
SUITABLE FOR NEWSPAPERS OF LARGE OR SMALL CIRCULATION.
\$350.00

which includes everything—2,000 Competition Booklets—complete copy service—maps of all 48 pictures—expert supervision throughout.

An original feature that will wake up every department of the newspaper—and make a profit. Possible only through the originators in this field.

The Booklovers Sales Co.
Incorporated
110 West 40th St., New York City
SEND FOR THE DETAILS.

ZOBIAN AGENCY SUSPENDS.

ITS HEAD'S STATEMENT TO CREDITORS—HOPES TO SETTLE IN FULL.

The James Zobian Company, general advertising agency at 225 Fifth avenue, New York, has discontinued business with the following explanation by James Zobian, given to THE FOURTH ESTATE on September 13:

"Owing to a series of unfortunate events which occurred in my business in the last twelve months, such as business disappointments and cancellations of contracts caused by the war, bad debts, illness, death, etc., I find it advisable to discontinue my advertising agency.

"I have just accepted an offer to go into the export business in connection with a young New York concern of high standing.

"In the matter of my indebtedness, I am sorry to say that I am unable to make any payment at present, in spite of every effort I have exerted to do so. But the chief purpose of this statement is to inform and assure that I have no intention or desire to make any settlement whatever except paying one hundred cents for every dollar I owe.

"All I ask of my creditors is a reasonable length of time in which to pay.

"At this writing it is impossible for me to make a definite promise as to the time when I expect to be able to settle my accounts. However, I hardly need tell you of the excellent opportunities before me in my new venture. You know as well as I the remarkable growth of the export business in the last two years and its much more brilliant future which will inevitably come in the next few years. In view of these facts, coupled with my thorough knowledge of, and experience in, the foreign trade, I feel confident of my liberal share of the prosperity that is bound to come to this country through the export channels.

"I have some equity in certain suburban real estate. This property is recorded in my name. It will stay in my name. But, unfortunately, its value has depreciated during the war to such an extent, like most other real estate, that not only there is no demand for it at present, but even the highest price that might possibly be obtained for it would hardly cover mortgage, taxes, interest, etc.

"Until a few months ago, when I was successful, I always had the reputation of meeting my obligations with the utmost accuracy and promptness; and the same will again be my reputation in the near future. The American Newspaper Publishers Association is well aware of this fact, as my principal dealings have been with newspaper publishers throughout the United States and Canada.

"Under the circumstances, I trust creditors will give the matter the only wise and logical consideration it deserves and will refrain from taking any action which could only result in waste of time and money and which could not be of any benefit to anybody except lawyers and courts. The only other possible result of such action would be a strain which would naturally hinder

my new activities and consequently cause a further unnecessary delay in the payment of their claims.

"I expect to be very busy in the next few months, but I shall be glad to see creditors for any further information or necessary conference that they may desire to have. Mail will always reach me at my home in Hartsdale, N. Y."

NEWS OF THE AD AGENCIES.

Guy Patton, well known in the newspaper and magazine advertising field, has become associated with the Martin V. Kelley Company of New York and Toledo, to engage in special research work.

George D. Lee, head of the George D. Lee Agency of Portland, Ore., has become a member of the Lion Clothing Company of Portland, in charge of the advertising and sales departments. The Lee agency will be succeeded by the Provost-Staehli Company, under the management of Miss Florence Provost and Ralph S. Staehli, formerly of the Lee agency.

Fred H. Cone of the Cone Advertising Agency, New York, has bought the California bungalow on Edgecliff Terrace, Park Hill, Yonkers, N. Y. This was one of the first California bungalows to be erected in the East. The exterior is constructed of California redwood, imported especially for the purpose.

Willard N. Record, general manager of the Chicago office of Albert Frank & Co., advertising agency, has been appointed secretary of the Federal Reserve Bank's publicity committee, for the forthcoming Liberty Loan.

Frank James Rascovar, president of Albert Frank & Co., has been appointed chairman of the executive committee to represent the advertising agents of New York City in the "Day's Pay Campaign" now being organized by the New York County Chapter of the American Red Cross. Mr. Rascovar has appointed the following advertising men to the committee:

Stanley Resor, president of J. Walter Thompson Company; Robert Tinsman, president of the Federal Advertising Agency; H. H. Douglas, president of the Morse International Agency; Wendell P. Colton, president of the Wendell P. Colton Advertising Agency; Joseph A. Hanff, president of the Hanff-Metzger Agency.

The committee has been formally organized and is among the first of the subsidiary committees of the Local Red Cross to get into shape for business.

R. N. Inglis of the Williams & Cunningham Advertising Agency, Chicago, is on his vacation.

The Harry Stephens Company, Union Central Building, Cincinnati, Ohio, is the successor to the Advertisers Service Company at the same address, of which Harry Stephens was president and principal stockholder.

The Powers-House Company, Cleveland, has added A. C. Green

and Edward T. Conrad to its staff. Mr. Green was formerly assistant advertising manager of the Republic Rubber Company, Youngstown, O., and Mr. Conrad was advertising manager of the McClaskey Register Company, Alliance, O.

The J. Roland Kay Agency, Chicago, has appointed Henry Jay Stephens, late of the Smith Motor Truck Corporation, to its staff.

Fred H. Gillespie has been added to the copy staff of the Erwin & Wasey Company, Chicago. He comes from the Sales Service Company.

Carl Spier is a new member of the staff of the Batten Agency, New York.

AD FOLKS' NEWS.

The Junior Advertising Association of Chicago has set September 25 as the date of its opening meeting of the winter season. Plans will be discussed and ideas which have been maturing during the summer will be presented for approval. Among them are educational talks by leading advertising experts and a public speaking class, to be open to all members of the association. The groundwork for the club's program this year will be the textbook "Advertising: Its Principles and Practice."

J. D. Chappell has resigned as assistant advertising manager of the Delaval Separator Company, New York, and on October 1 will take charge of the department of promotion and exploitation for the Winchester Arms Company, New Haven.

The first general meeting under the auspices of the new president and his executive committee of the Omaha Ad Club will be a "Made-in-Omaha" dinner to be held at the Blackstone on September 20.

Advertising men in leading American cities may organize to help the government to detect movements or propaganda harmful to the prosecution of war at the suggestion of Charles S. Anderson, president of the Columbus (Ohio) Advertising Club of the Chamber of Commerce.

Mr. Anderson's idea, forwarded to national officers of the Associated Advertising Clubs, favors enlisting the ad fraternity in an organization to co-operate with the federal government.

"Advertising men are familiar with business dealings and are often able to detect malicious schemes in their world, designed to thwart the carrying on of war," Mr. Anderson says.

"Advertising clubs, organized on an associated basis, could, by means of their own co-operation, help the government, and receive suggestions from it that might produce big results.

"Thus many men who are not qualified to join the military could do their bit in a 'help to win the war' movement."

Dr. C. F. Reisner, New York's foremost advertising clergyman, addressed the members of the Kansas City Ad Club last week on the importance of church advertising. "I believe in church publicity to put the

church on the map," Dr. Reisner told his hearers.

James A. Dummett of the San Francisco Advertising Club is beginning a tour of the United States for the purpose of encouraging attendance at the Associated Ad Clubs' meeting in San Francisco next year.

The Shreveport (La.) Ad Club has just finished a successful campaign for the benefit of the anti-tuberculosis movement in Shreveport. \$1,018 was raised for the fund.

H. P. Lowell, late with the copy staff of the William Rankin Advertising Agency, Chicago, has become advertising manager of the M. O'Neil Company, Akron, O., succeeding W. H. Corcoran, who becomes merchandise manager.

Robert T. Walsh, advertising manager of the Briscoe Motor Corporation, Jackson, Mich., has resigned to become associated with the Robert Smith Printing Company, Lansing, Mich.

"Advertising" has been incorporated into the extension course of the University of California.

Samuel P. Johnston, president of the San Francisco Ad Club, spoke at the first lecture this week. These lectures are open to the public, under the same conditions as other university extension classes.

Joseph R. Bolton has become advertising director of the Royal Typewriter Company, New York, succeeding John J. Cuddy, who has joined the H. K. McCann Company. Mr. Bolton has been with the Royal Company for several months, doing special direct-by-mail work, which

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

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Makers of Commercial Booklets.
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An organization of merchandising men highly specialized in the solution of advertising problems.

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Fifth Avenue Building, NEW YORK
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40 Bromfield St., BOSTON
Krege Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
255 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
28 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.
Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



he will continue in connection with his new duties.

Previous to that he had been associated with the closing sale of the Encyclopedia Britannica. He was assistant advertising manager of the National Cloak & Suit Company for five years and for an equal period was advertising director of Perry, Dame & Co.

Being very much interested in the small town field in Ohio, the Cincinnati Advertisers Club on September 12 had Robert E. Ward of Chicago address the members on that subject. Mr. Ward's long association with the Ohio Select List has especially fitted him to discuss this topic and the information he gave was enthusiastically received.

R. E. Hall has assumed his duties as secretary of the Better Business Bureau of the Spokane Ad Club, succeeding W. G. Oves, who has become secretary of the industrial bureau of the Seattle Chamber of Commerce.

SPECIAL AGENCY CHANGES.

Beaumont (Tex.) Journal (Eastern representation)—from LaCoste & Maxwell, New York, to Putnam & Randall, 341 Fifth avenue, New York.
Oakland (Cal.) Enquirer (Eastern representation)—from Robert D. Ward to the William J. Morton Company, New York.

New York Commercial (Western representation)—from Henry DeClerque to Ryan & Inman, McCormick Building, Chicago.

NEW SPECIAL AGENCY APPOINTMENTS.

The Hannibal (Mo.) Journal has appointed Putnam & Randall, 341 5th avenue, N. Y., to represent it in the Eastern advertising field.

MICHIGAN PAPERS MERGE.

The Sturgis (Mich.) Journal has purchased the Times-Democrat, which will be consolidated with the Journal and published as an afternoon daily, beginning September 17. The Times-Democrat has been a daily paper and the Journal a bi-weekly. The consolidation adds Sturgis to the long list of Michigan cities that now have but one daily paper.

The Journal was founded in 1859. What the name of the new daily will be has not been determined, but it is probable that the choice of a name will be left to the readers of the two papers. The owner of the consolidated papers is Mark P. Haines, for the past two years owner of the Journal.

Going to France

in a few days as an accredited war correspondent. Can I serve you either with special cables, letter service or syndicate matter?

O. H. DOWNEY
Churubusco, Indiana

INTRODUCING AD FOLKS.

Frank A. Kapp, for several years a member of the advertising staff of Willys-Overland, Inc., is the new advertising manager of the Mitchell Motors Company, Inc., Racine, Wis.



FRANK A. KAPP.

Mr. Kapp's appointment has created considerable stir in the advertising world, as the youthful Toledoan is but thirty years of age. After graduating from the University of Michigan, he allied himself with the advertising department of Willys-Overland, Inc., holding various positions in that department.

As a member of the Toledo Advertising Club he played an important role in the development of that organization. He was also vice-president of the Central division of Associated Ad Clubs of the World.

NEW RECORD FOR WORLD.

On September 11 the New York World established a high-water mark in the number of separate paid advertisements printed in any one issue, beating its own record by over 1,000 advertisements, and incidentally establishing a new record for separate paid ads printed by any newspaper in the world.

On that day the World printed 8,737 single paid advertisements. Of that number 3,895 were "Male Help Wanted" and 2,778 "Female Help Wanted" ads. There were only 706 ads of men seeking situations and 237 of women.

These figures not only reflect the condition of the labor market at the present time, but, in view of the fact that the war has taken away about 10,000 men from various positions in New York for military service, it is interesting to note the big bid that employers are making to fill up the gaps in the ranks of their employees from among the readers of the New York World.

J. M. Miller has purchased the Burke (S. D.) Gazette.

BURLINGAME NEW PRESIDENT.

CHICAGO AD ASSOCIATION SPLITS TICKET IN LIVELY ELECTION MEETING.

Following one of the most spirited campaigns in its history, the Chicago Advertising Association at its annual election on September 10 chose the following officers:

President, C. H. Burlingame, advertising manager Morton Salt Company; first vice-president, Wilbur D. Nesbit, vice-president William H. Rankin Company; second vice-president, E. L. Virden, sales manager S. W. Straus & Co.; third vice-president, James A. Young, publishers' representative; recording secretary, Wallace F. Brown, manager Ankrum Mailing Service; financial secretary, John C. McClure, Christy Letters Company; treasurer, Robert J. Virtue, publishers' representative; directors, John A. Tenney, president Adams Publishing Company; Charles H. Stoddart, Western advertising director Munsey Publications; Sam J. Turnes, advertising manager, George P. Bent Company.

The officers chosen represent both tickets in the field, the majorities in most cases being small. President Burlingame won over his opponent, W. Frank McClure of the Redpath Chautauqua, by a margin of only four votes.

SCANDINAVIAN EDITORS IN ANNUAL MEETING.

The Norwegian-Danish Editorial Association's national convention at Fergus Falls, Minn., came to a successful close on September 9 after the election of officers.

A resolution was adopted endorsing woman suffrage, and copies will be sent to President Wilson and all Scandinavian Congressmen.

A committee of five was appointed to show foreign language newspapers are the only means of reaching directly the large number of foreign citizens and giving them American ideas and American ideals, and to prove each newspaper is free and independent.

The editors will have their meeting in Fergus Falls next year.

The following officers were elected: President, P. O. Thorson, re-elected, Grand Forks; first vice-president, T. Eggen, Minneapolis; second vice-president, N. T. Moon, Fergus Falls; secretary, J. P. Wist, Decorah, and treasurer, A. M. Sudheim, Minneapolis.

BAKER ON TOUR.

Charles R. Baker, advance manager of the San Carlo Grand Opera Company, will spend another week at the Forty-fourth Street Theater in New York before the company leaves for a road tour. The week of September 24 will be spent at Quebec and the following week in Montreal. From then on, the itinerary will be as follows:

Syracuse, N. Y., October 8, 9, 10; Rochester, N. Y., October 11, 12, 13; Cleveland, week of October 15; Pittsburgh, week of October 22; Buffalo, week of October 29, and Detroit, week of November 5.

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a quality not down to a price
up made METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 32d Street NEW YORK

A USEFUL BOOK.

"THE SOLDIERS' ENGLISH AND FRENCH CONVERSATION BOOK," compiled by Walter M. Gallichan; J. B. Lippincott Company, publisher.

This vestpocket book seems to be an indispensable aid to the American soldier. It contains hundreds of useful sentences and words, enabling the carrier to converse with French and Belgian allies. The correct pronunciation accompanies every translation. The sections contain a vocabulary of every-day words, useful phrases for landing, marching, train, camping, billeting, transport, action, convoy, aviation, trenches, purchasing, wounded, conversations, money, weights, etc.

Of the many works of this kind that have been published since it became apparent that the United States must enter into the war, this book is unquestionably the best. The compiler has sought carefully to include only those words and phrases likely to be of use to the soldier. This, for one reason, makes it quite different from the usual phrase books compiled for the holiday tourist.

Newspapers desiring to aid the soldiers, could do no better than to raise a fund among their readers to provide each soldier with one of these hand books. Or it undoubtedly be done by other means. Every soldier unquestionably should have one.

William D. Frawley has purchased the Omega (Sask.) Optic.

CALL FOR AD MEN TO AID ON LIBERTY BONDS.

HOPE NOT GONE FOR PAID CAMPAIGN
BY GOVERNMENT—NEWSPAPER
ADS CERTAIN, ANYWAY.

BY WILLIAM H. RANKIN,

Acting Chairman the National Advertising Advisory Board.

We have not yet been officially advised that there will be no advertising for the Liberty Loan. We know that the Secretary of the Treasury, Mr. McAdoo, favors paid advertising, provided the House and the Senate will give him funds.

Advertising sold on the "Chicago Plan" was so generally effective that each Federal Reserve Bank Board will either collect an advertising fund for newspaper advertising—as New York, Philadelphia and St. Louis did last time—or have patriotic business men pay for full-page space, as was so effectively done in Chicago, Detroit, Cleveland, Buffalo, Des Moines, Indianapolis, and hundreds of other cities.

Advertising men will meet the emergency this time, just as they did last time.

It is their patriotic duty to stand back of the Secretary of the Treasury and make advertising do its part to help sell the Liberty Bonds, just as the bankers are giving their services without stint.

One thing is certain—bankers, bond salesmen and business men realize the necessity for newspaper advertising and because of that no matter what happens there will be adequate newspaper advertising for the Liberty Bonds.

Here's the first call to advertising men to get into action on the Second Liberty Loan. It is directed to the president of each advertising club in

the United States, and acceptances are coming in promptly:

The Second Liberty Loan has just about reached the stage where it is up to the advertising men to take their coats off and go to work again.

We want you to take the chairmanship in your city, to co-operate with the bankers in selling the bonds, and to advertise and secure publicity in the newspapers. Will you kindly let me have your acceptance of the appointment by return mail?

As you know, the National Advertising Advisory Board, with the active support of advertising and newspaper men all over the country, has been urging upon Secretary McAdoo the necessity for a paid advertising campaign to insure the success of the Second Liberty Loan.

A carefully thought out, well planned and adequate campaign has been placed in his hands by a committee of the board. I know he is thoroughly impressed with the power of such a campaign, as demonstrated in the last campaign. The one, big question is the expense. If Congress allows one-fifth of one per cent. for expenses, instead of one-tenth of one per cent., I believe a paid advertising campaign will result.

But, whether through a paid advertising campaign, or a volunteer campaign, the Second Liberty Loan must not fail: *It must be even more of a success than the first. It is our great answer to the World War!*

It is up to every one of us to stand behind President Wilson and Secretary McAdoo and make the Loan successful, thus answering the summons of our great President:

"I summon you to a great duty, a great privilege, a shining dignity and distinction. I shall expect every man who is not a slacker to be at my side throughout this great enterprise. In it no man can win honor who thinks of himself."

I know that advertising men will not fail to answer this call. And that spells success for the loan.

I shall be expecting your acceptance by return mail, and shall count heavily on your co-operation.

N. Y. TIMES AGAINST GOV'T ADVERTISING OF BONDS.

The New York Times declared to its readers editorially on September 13 that "paid advertising of the Liberty Loan Bonds would be both expensive and superfluous." The Times said:

"Representative Johnson of California offered in the House the other day an amendment to the bond bill providing that a sum not in excess of \$2,500,000 shall be used for advertising in the daily and weekly papers and such other mediums of publication as the Secretary of the Treasury may direct."

"This was an amendment to the section of the bill providing for the payment of all necessary expenses, including rent, incident to the sale of the next issue of war bonds."

"In support of this amendment communications from publishers were read in the House, chiefly from publishers of newspapers published in California, the Southern California Associated Dailies, the Evening Index, the Fall Brook Enterprise, and the Lost Hills Gusher."

"To this and all proposals for advertising the war bonds Secretary McAdoo has made a sufficient answer in this explanation of the practical effect of a requirement that the Government shall promote the sale by paid advertising:

"A private enterprise may advertise in a selected number of mediums most useful for its purpose, and may control its expenditures for that purpose without any limitations except its own desires or ability to pay. If the Government engages in such a campaign it must advertise in every newspaper and periodical in America without discrimination; all must have equal treatment and should have equal merit. The cost of such an undertaking would be very great and would exceed the appropriation which Congress has thus far made available for the sale of Liberty Bonds."

"It is not going to be necessary to promote the sale of bonds by paid advertising."

Mr. McAdoo points out that the newspapers and press associations loyally and powerfully cooperated with the Government in the first Liberty Loan. They carried its message into every home in America and deserve great praise for their service of patriotism.

"In telling the people of the financial needs of the Government and the details of the bond issue they were printing news; in urging subscriptions to the loan they were performing a patriotic duty. The newspapers, says the Secretary of the Treasury, have the satisfaction of knowing that they contributed immeasurably to the success of the loan."

"Mr. McAdoo has not decided the question; that is for Congress if it chooses to take action."

"The Secretary says that the question is being carefully considered, but we assume that, unless otherwise directed by Congress, he will not embark upon the costly and unnecessary venture of advertising the next issue of bonds."

"The newspapers can be depended upon to render the same loyal and patriotic service in connection with the next issue that they rendered in helping the sale of the Liberty Bonds."

"Mr. McAdoo is right—paid advertising of the bonds would be both expensive and superfluous."

WRITER FILES SUIT.

Harry B. Wandell, former St. Louis newspaper man, has filed suit for \$10,000 against N. D. Thompson, head of the N. D. Thompson Publishing Company of St. Louis. The litigation arises from a claim of the plaintiff that the publishing house refused to publish a book he had written regarding the James boys, Younger and Quantrell raiders.

COMMISSION FOR DUNN.

Frank Dunn, formerly on the editorial staff of the Victoria (B. C.) Colonist and the Victoria Times, has been granted a commission in a British regiment after two years' service in Europe. He is a son of Robert Dunn, editor of the Victoria Times.

A SUBSTITUTION RULING.

The following decree has been issued by the Court of Common Pleas No. 3 of Philadelphia County, in the case of the Charles E. Hires Company vs. John Apostolos & Co.:

"That John Apostolos and John Harria, co-partners trading as John Apostolos & Co., defendants, be and they hereby are perpetually restrained from selling or offering, exposing or advertising for sale, as and for 'Hires,' or under the name 'Hires' any beverage other than the genuine 'Hires' made by plaintiff or by the addition of carbonated water to the syrup made by the plaintiff in accordance with its formula."

"That said defendants be and they hereby are ordered to pay to the plaintiff the penalty provided in Section 4, of the act of June 20, 1901, P. L. 582, of \$200 for each sale in violation of the said act, or \$1,800 in all."

"That defendant shall pay the costs of this proceeding."

MORE WAR-TIME SHIFTS.

The war continues to cause some of the smaller newspapers in Indiana to cease publication, and has changed the editors on others.

The plant of the Otterbein Sun, the oldest newspaper in Benton County, is offered for sale since the editor, Wade Bolt, enlisted in the navy.

Wheeler McMillen, of the Covington Republican, was caught in the draft and his paper will not issue during the remainder of the war.

Herman Bott, editor of the Tell City Journal, has abandoned his editorial duties for service in the army. He is succeeded on the Journal by Frank Roberts, an attorney.

J. Frank McDermott, of the Altica Tribune, sought exemption from the draft on the plea that he could be of more service to the government in the publication of war information than in the National Army, but the exemption board overruled him.

RUCKER STRICKEN BLIND.

L. V. B. Rucker, for many years with the United Press, the International News Service and the Hearst newspapers, has been forced by blindness to retire from newspaper work. He is spending his time at Richmond, Mo. Mr. Rucker was for many years a well known newspaper man in New York, Washington and St. Louis and spent eleven months last year on the Mexican Border. He lost his eyesight several months ago.

The Circulation of the NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

Finest
Quality

FELT PRESS and MOULDING BLANKETS

DIRECT
from Factory
to Newspaper

at

ONE PROFIT

Write for prices to
Newspaper Dept.

Chas. W. HOUSE
& Sons
UNIONVILLE, CONN.

NEW YORK EVENING WORLD AS HOST.

REPORTER OVERCAME MANY OBSTACLES IN ARRANGING DINNER FOR TROOPS.

The indomitable spirit of the late Joseph Pulitzer, implacable foe of those who told him a thing "couldn't be done," must have rejoiced a few days ago when the New York Evening World carried through its project of a "send-off" dinner to the National Guard troops encamped around New York, 30,000 of them or more, after a unanimous verdict of "It can't be done!" had been rendered by the critics.

The Evening World proposed the plan editorially, was told that it "would never get a committee together to undertake the job" and then assigned Augustin McNally of its staff to carry it out. Mr. McNally was the man who first suggested it in the World office.

Less than a week after he got his orders, he had organized a general committee, headed by August Silz, a wholesale game and produce dealer. Two days before the formal organiza-



AUGUSTIN MCNALLY.

tion of the committee the president of a large Eastern railroad heard of the plan and offered to organize a committee of railroad men who would buy the food and everything needed for the honor of serving on such a committee.

But that was entirely contrary to the intentions of Mr. McNally. He wanted a dinner representing throughout the gratuitous offering of men who handle foodstuffs and everything that enters into a dinner.

Of course, he met difficulties and once it looked as if the whole proposition had "gone on the rocks," at a time when the soldiers in every camp near the city were looking forward to the affair. But Mr. McNally hauled his executive committee up to Major General O'Ryan's office in the Muni-

cipal Building, and the general came to the rescue by appointing Captain Moore of his staff as aide to the committee.

Then, with official recognition, the difficulties faded. Food rolled in and the checkers passed turkey by the thousands of pounds, bread, potatoes, corn on the cob (two ears for every man), cantaloupes, cakes, cheese, coffee, bananas, cigarettes, after-dinner mints and cigars.

The dinner was served the night before the farewell parade to the New York guardsmen, and one of the troops called it a success from "cantaloupes to mints." The Evening World's contemporaries, too, were generous in their praise, the Sun stating that it was the "biggest night the town ever had."

From the moment the "grub" began pouring into the Ninth Regiment Armory, used as the base of supplies, until the 165th Infantry at Camp Mills, 22 miles away, sat down to the feast, there was not one interruption in the program.

Some 80 actors, men and women, were hurried to encampments and armories in 42 automobiles, also contributed. There were nine acts put on everywhere the dinner was served.

It was a \$50,000 feast that cost New York City not a cent, and Mayor Mitchell was so impressed by the patriotic work that, at the suggestion of the Evening World, he made the committee official.

In order to add dignity to the occasion, Mr. McNally suggested a formal dinner to General O'Ryan and his staff, which was also "put over" at the Biltmore Hotel. The Evening World and its energetic representative received high praise for their enterprise from every speaker.

HOW NEWARK STAR-EAGLE AIDS AMERICAN TROOPS.

The "soldiers' bounty basket" idea, as carried out by the Newark (N. J.) Star-Eagle, is this:

Baskets are placed in department, drug, cigar and confectionery stores with placards explaining the needs of the soldiers and the articles they find hard to get at the camps and in the field. The public is urged to buy an extra article for a soldier and drop it in the basket.

In tobacco stores the baskets are soon filled with packages of cigarettes and tobacco, pipes and boxes of cigars; in drug stores, talcum powder, tooth powder, shaving and toilet soap, witch hazel and similar articles are dropped in the baskets.

The department and dry-goods stores yield handkerchiefs, socks, sewing kits and such.

Collections are made several times a week by a Star-Eagle representative and the chaplain of Newark's home regiment. The articles are distributed among the soldiers by lot, they afterward making trades among themselves. The idea has proved popular with the merchants, the public and the soldiers. No money is accepted in the baskets.

The "Buy an extra article" idea is played up in the placards.

CONDENSED NEWS NOTES.

The Allen (Neb.) News has been sold to Millard N. Martia, who contemplates the purchase of new presses and type.

THROUGH MINE TO STAGE.

Arthur J. Kellar, general press representative for George Broadhurst, broke into newspaper work as a reporter on the Scranton (Pa.) Republican about eighteen years ago. He covered the 1900 anthracite coal strike for that paper and was still there for the 1902 strike and the sessions of the Roosevelt Commission. He worked later for the other Scranton newspapers and got into the theatrical end by handling publicity for the local theatres and the summer amusement park at Scranton.

His first "big" engagement was on the press staff of the B. F. Keith interests, handling the publicity of the Orpheum Theatre in Boston, and after two years in the "Hub," he went on the road, exploiting various stars and attractions under the management of



ARTHUR J. KELLAR.

the Shuberts, Oliver Morosco, Lew Fields, Arthur Hopkins, John Cort, Joe Weber and others.

As business manager he handled the New York engagement of the "Poor Little Rich Girl" at the Hudson Theatre and established his first business association with George Broadhurst when he produced "Today" at the Forty-eighth Street Theatre four seasons ago. The following season he directed the destinies of four "Today" companies on the road. He has been associated with Mr. Broadhurst since then and at present is handling "Over the Phone" at the Forty-eighth Street Theatre and William Faversham's production of Geo. Bernard Shaw's "Misalliance" at the new Broadhurst Theatre, which opens next week.

WRIST WATCH FOR O'MALLEY.

Members of the engraving department of the Chicago Tribune have presented an engraved wrist watch to their former colleague, Joe O'Malley, who recently joined the navy.

PITTSBURG POST WINS PRAISE FROM ALL QUARTERS.

The Pittsburgh Post, which celebrated its seventy-fifth birthday this week, has received messages of congratulation from prominent men in all walks of life and from all parts of the country. Among the names which appeared under messages in the Post of September 10, are:

William G. McAdoo, Secretary of the Treasury; Newton D. Baker, Secretary of War; Josephus Daniels, Secretary of the Navy and publisher of the Raleigh (N. C.) News and Observer; W. B. Wilson, Secretary of Labor; Champ Clark, Speaker of the House of Representatives; P. C. Knox and Boies Penrose, United States Senators from Pennsylvania; Guy E. Campbell, M. Clyde Kelly, W. Temple and Thomas S. Crago, Congressmen from Pennsylvania.

Daniel Willard, president of the Baltimore & Ohio Railroad and a member of the advisory commission of the Council of National Defense; Arthur Brisbane, editor of the New York Journal and publisher of the Washington Times; Oswald Garrison Villard, president of the New York Evening Post Company; Henry Waterson, editor of the Louisville Courier-Journal; Don C. Seitz, business manager of the New York World; Norman E. Mack, editor and proprietor of the Buffalo Times; James Schermerhorn, publisher of the Detroit Times; W. F. Wiley, managing editor of the Cincinnati Enquirer, and many prominent men in the life of Pittsburgh.

THOMPSON STILL SUING.

Mayor Thompson of Chicago has filed praecipes in more libel suits. He asks \$500,000 damages from the Chicago Tribune; \$250,000 from the Chicago Daily News and Victor F. Lawson, its publisher; \$200,000 from Jacob M. Dickerson, former Secretary of War, who has made vigorous comment on the mayor's war-time attitude; and \$200,000 each from H. H. Merrick and Arnold Joerns, the president and secretary, respectively, of the local chapter of the National Security League.

Mr. Joerns is a prominent Chicago advertising agent.

Previously the mayor sued the Chicago Herald and James Keeley, publisher, for \$250,000. Thus the total of damages asked is \$1,600,000.

Following the filing of the suits, Mayor Thompson gave orders that reporters could not communicate with him orally hereafter. Any information which they may require must be put in writing and sent in to the mayor.

In addition, he sent word to members of his official family and others in his confidence not to hold communication with him hereafter over the telephone. This was due to the declaration of the mayor that his telephone wires at home and office have been tapped and sound-recording devices placed in the walls of his apartments and in his private office in the City Hall.

Mayor Thompson refused to give an opinion as to whether the sound devices were agents of the Federal Government, of the state's attorney or of the newspapers, which he declares have been hounding him.

BUSINESS OPPORTUNITIES.

\$15,000

available for first payment on a daily newspaper property. California locations preferred.

Proposition P. M.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Easy Money

Only paper in modern Central West city of nearly 20,000, splendidly equipped and showing annual profit to owners of about \$30,000. Three-fifths interest offered for \$75,000. Ask for Proposition 683x and give financial references.

Who wants to take advantage of a real newspaper opportunity in North Carolina, valued at \$20,000? Proposition 689x.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

Eastern advertising man, well and favorably known, will give live, energetic representation to papers of real worth to advertisers. Attractive proposition. Address James A. Francis, Room 707, 141 B'way, New York City.

OBITUARY NOTES.

CLARENCE CLAYTON EATON, for twelve years owner and publisher of the Columbus (Wis.) Democrat, died in Tacoma, Wash., last week, aged fifty-five years.

GEORGE REED, publisher of the Plymouth (Ohio) Advertiser, fell dead while on his way to his office a few days ago. He was fifty-five years old.

E. N. A. PHENIX, for many years on the staff of the Toronto (Ont.) Globe, died in that city a few days ago. Failing health compelled his retirement from active work a short time ago.

ALLEN S. PAGE, owner of the Sussex (N. J.) Register, a well known weekly of New Jersey, died last week in Oakland, N. J., aged twenty-nine years. He was a member of the 1915 class in the Pulitzer School of Journalism, Columbia University, and left in February, 1915, to purchase the Register, which he has since edited and managed.

WILLIAM E. TALBOYS, a veteran Minnesota editor, died in Chisholm, Minn., last week, aged sixty-four years.

JUDGE N. C. MARTIN, founder of the Brazil (Ind.) Enterprise, died recently.

LOUIS T. GLASS, editor of the Trenton (Tenn.) Gazette, died there last week.

WILLIAM H. O'BOYLE, a member of the advertising staff of the Milwaukee Sentinel, died in that city last week, aged thirty-five years. He had been connected with several of

BUSINESS OPPORTUNITIES.

Daily Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$800,000.

The owners of all the properties in question are represented exclusively by this firm.

AUDREY HARWELL HENRY F. CANNON

Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

FOR SALE—Half interest in the most influential and prosperous newspaper property in the Southwest. Fine plant and equipment, splendid little city with all advantages, growing proposition in every way. Daily and weekly of highest rank. Guaranteed cash in advance weekly circulation of 3,500. Weekly publication is classed as one of the representative newspapers of the United States. My partner, who will continue with the business, is one of God's noblemen. He handles editorial end. My half interest for \$10,000 will bear closest investigation and is a bargain for a live wire who understands business end. We netted \$10,300 in 1916. If you are interested in a 50 per cent investment in one of the finest county seat towns in Oklahoma and a proposition throughout without one single drawback, address "Julian," care Western Newspaper Union, New York, N. Y.

DIVIDENDS.

INTERNATIONAL PAPER CO.

September 5th, 1917.
The Board of Directors has declared a regular quarterly dividend of one and one-half per cent (1 1/2%) on the preferred capital stock of this Company, payable October 15th, 1917, to preferred stockholders of record at the close of business, October 5th, 1917.

OWEN SHEPHERD, Treasurer.

the Milwaukee dailies and was well known in the city's journalism.

CAPTAIN JOHN J. WHEELER, said to be the oldest newspaper editor in Indiana, died last week at Crown Point. He was seventy years of age and for forty years had been editor of the Crown Point (Ind.) Star.

MRS. HARRIETT KENNEDY, a correspondent for a number of Pacific Coast newspapers, died recently at her home in Colton, Cal. She was formerly a Chicago newspaper woman.

HENRY B. SPEED, for nearly forty years connected with the A. N. Kellogg Newspaper Company and the Western Newspaper Union, died in Chicago last week, aged seventy years.

MRS. HARRIET KENNEDY, a former Chicago correspondent for Pacific Coast newspapers, died at Colton, Cal., last week.

DR. A. H. WESTON, editor of the Colorado (Tex.) Record, recently committed suicide.

HENRY R. BRYAN, publisher of the Hudson (N. Y.) Republican, died suddenly in that city on September 11. He was well known in Republican politics and for seventeen years was postmaster of Hudson. He was fifty-eight years old.

He was at one time a member of the New York State Editorial Association and later president of the New York Associated Dailies, in which he always took an active interest.

REV. C. ARMAND MILLER, D.D., an editor of the American

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. \$2, 24, 26, 28, 30 and 32 page papers at \$5,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 3, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011; with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

MACHINERY WANTED.

Wanted—Second-hand Miller Universal saw trimmer with router and jig saw attachments. Quote price. Sun, Paducah, Ky.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

POLLOCK'S NEWS

You can reach 3,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 30,000 of them in a year for ten dollars. Send for samples and display rates. 710 Temple Court, MINNEAPOLIS

Lutheran Survey and a well known writer, died in Liberty, N. Y., on September 11, aged fifty-three years.

THOMAS H. HOLMES, a printer on the staff of the New York Evening Sun, died on September 10, in Brooklyn, aged fifty-eight years.

ARTHUR ASA HILL, a well known newspaper and trade paper man, died in New York on September 13. For many years he was editor of the Automobile Dealer and Repairer and of the Blacksmith and Wheelwright. Mr. Hill was born in Greenwich, Mass., sixty-four years ago, the descendant of an old New England family. On his mother's side he was related to Ralph Waldo Emerson. He entered the newspaper business in his youth and at one time owned and edited the Haverhill (Mass.) Gazette and later the North Adams Evening Herald. He afterward came to New York and was one of the original members of the New York Press Club. Mr. Hill developed several inventions, one a typesetting machine.

HUSE IN INDIANA.

N. A. Huse, vice-president of the American Press Association, addressed the members of the Northern Indiana Editorial Association at Wabash, Ind., yesterday afternoon on "Foreign Advertising for Country Newspapers."

HELP WANTED.

An Unusual Opportunity

One of the leading New York and Chicago special agencies (many years in business and representing only permanent papers) has an opening for a high-class, energetic solicitor. An unusual opportunity. Application treated with strictest confidence. Give full particulars and references. Address Box 872, care The Fourth Estate.

Advertising solicitor wanted at once for special work on daily newspaper. Live wire that is worth a substantial salary desired. Address Special Proposition, Box 868, care The Fourth Estate.

WANTED—Copy and makeup editor for national magazine of highest character. Not only technically expert, but soundly educated and widely informed. Preferably not under 35, several years happily married, with high ideals of citizenship, marriage and the home. Not just a "job." A permanent, progressive position for a man of sound body, clean mind, good habits, tact and judgment, who will make the most of an unusual opportunity to fit himself for responsibilities in a big organization. Full details, please. Address Box 870, care The Fourth Estate.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Agency, Youngstown, Ohio.

Circulation Manager Wanted.
Young American, exempt, between 25 and 35 years, single or married, steady and reliable. Quick advancement for right man. With steady work and good pay. Address Box 861, care The Fourth Estate.

Combination editor and ad man, trade paper (financial) experience necessary. Give experience, age and references in first letter. Small salary to start, but good prospects. Address Texas Bankers Journal, Houston, Texas.

Wanted—An advertising salesman and copy writer for clean high class daily with 5,500 circulation. Salary \$30 weekly and 10 per cent commission on increased local business. Magnificent field and fine opening for a hustler with tact and experience. State experience, habits and give references first letter. Address Box 866, care The Fourth Estate.

BRIGHT BOY WANTED
in office of weekly trade newspaper. Advancement assured to conscientious workers. Address with full particulars as to salary expected and references, E. E., care The Fourth Estate.

Advertising Manager of proved ability and acquaintance with leading retail advertisers in New York City wanted for daily paper. Must be a man of best standing, who knows space buyers in stores, has had experience, is sober, industrious and reliable and has managing ability. Permanent position to the right man on a first class daily paper of best standing. Address in confidence giving full details, A. T. E., care The Fourth Estate.

Newspaper in city 400,000 wants real salesman of advertising (not a solicitor). Must be able to create new business, and hold it by real service to clients. Copy writing ability preferred. No "whirlwinds." Must be a maker of friends. Good future. Tell past performances, married or single, and references (confidential). Box 865, care The Fourth Estate.

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices
878 Fourth Avenue NEW YORK

The cost of a "Situation Wanted" ad in this column is only ten cents a line (count seven words to the line) each insertion.

SITUATIONS WANTED.

PARAMOUNT FILMS IN NEWSPAPERS.

NATIONAL ADVERTISING WILL
BE USED BY LEADING
MOVIE FIRM.

The decision of the Paramount Pictures Corporation to produce motion picture serials, and the organization of a special serial advertising department, mark the entrance of another great motion picture company into the field of nationwide newspaper advertising. Paramount is going into the newspapers in a big way and the contracts are now being made for advertising its first serial, "Who Is Number One?" which begins the campaign.

Edward A. MacManus, who originated the motion picture serial, "What Happened to Mary" was chosen by Adolph Zukor and Jesse L. Lasky to head the department. Associated with Mr. MacManus are Gardner W. Wood and Jerome Beatty, both men of wide newspaper magazine and motion picture experience.

Mr. MacManus invented his motion picture serial and the plan of novelization when he was searching for a definite plan for producing a motion picture that could be profitably advertised in the newspapers.

The fifteen-week run made possible the use of advertising campaigns of an extent vastly greater than could be used with profit on feature pictures that completed their first runs in the best theatres after a week's showing.

Mr. MacManus had long experience on newspapers, magazines and in conducting special advertising campaigns before he conceived his serial idea.

When the International Film Service was organized, Mr. MacManus made its head and he directed the International's famous serial successes—a long list topped by "Patria," in which Mrs. Vernon Castle was starred.

Mr. MacManus has sold advertising, and bought it, and he believes in newspaper advertising for motion pictures. He is one of the small, but rapidly growing number, of motion picture men who know the value of newspaper space.

Gardner W. Wood, associated with Mr. MacManus, was his partner in newspaper syndicate work several years ago. Mr. Wood was formerly on the New York Times and New York Herald, on the editorial staff of McClure's Magazine and the Ladies' World, with the Ben B. Hampton Agency, and later Eastern

Leader in Display Advertising

In August the New York Times published 637,659 lines of displayed advertising, a gain of 29,232 over August last year, a greater volume by 240,662 lines and a greater gain by 5,000 lines than any other New York newspaper, morning or evening.

Average net paid circulation, daily and Sunday, 345,000 copies.



EDWARD A. MACMANUS,
WHO WILL DIRECT THE BIG PARAMOUNT MOVIE ADVERTISING CAMPAIGN.

manager of the Essanay Film Company.

Jerome Beatty is a magazine writer and a newspaper man who has done extensive work on newspapers in New York, New Orleans, Kansas City, Washington and Los Angeles. He was associated with Mr. Wood in "The Strange Case of Mary Page" campaign, publicity director for the Thanhouser Film Corporation, and director of newspaper publicity for McClure Pictures in the campaign on "Seven Deadly Sins."

GOV. CAPPER SEES "DRY" U.S. IN FIVE YEARS.

After spending a week visiting in New York, Governor Arthur Capper, editor of the Topeka Capital, started for home on Monday, but left Mrs. Capper and her niece here for a few days longer. Before leaving town, Governor Capper addressed Dr. Christian Reiser's Grace Methodist Episcopal Church congregation and predicted national prohibition in less

than five years. He also said that equal suffrage had proven a great success in Kansas.

NEW MONOTYPE USERS.

Installations of the Monotype "non-distribution system" have been made on a number of the New York state papers, including the Buffalo Times, the Buffalo Courier & Inquirer, the Binghamton Press, also the Bridgeport (Ct.) Post-Standard and the Elizabeth (N. J.) Journal. These papers have installed Monotype "type-and-rule" casters in their ad rooms.

The Syracuse (N. Y.) Post-Standard and the New Haven (Ct.) Union have ordered additional Monotypes to take care of increasing business and to handle their ad composition.

BENCHLEY WITH BRADY.

Robert C. Benchley, formerly on the staff of the New York Tribune, has become general press representative for William A. Brady.

BULL WANTS MAIL RIGHTS.

Bull, a publication which was barred from the United States mails, has instituted an action to enjoin Postmaster Thomas Patten of New York from continuing the exclusion.

Mr. Patten's action was taken in August. The complaint states that, if continued, exclusion of the publication from the mails will virtually ruin the Bull Publishing Company.

The contention also is made that there is no reason in law or equity why Bull should be excluded from the mails, but that, nevertheless, 5,000 properly wrapped and addressed copies of the September issue of the publication, with the postage for them paid, have not been forwarded and still are held at the local post office.

PATRIOTS IN WISCONSIN.

Wisconsin editors have organized the Wisconsin Patriotic Press Association, to promote a campaign of patriotic education in the state along wholly non-partisan lines.

The organization elected Richard Lloyd Jones, editor of the Madison Journal, as chairman; A. M. Brayton, La Crosse Tribune, vice-chairman, and Charles Broughton, Sheboygan Press, treasurer.

The secretary of the Wisconsin Loyalty League will be the secretary also of this organization.

FRUIT PAPERS MERGED.

Samuel Adams has purchased Green's Fruit Grower, of Rochester, N. Y., and will combine it with the American Fruit Grower and the Fruit Grower as Green's American Fruit Grower. Publication offices will be in the Marquette Building, Chicago, and the paper will be represented in the national advertising field by Barnhill & Henning, New York and Chicago.

KERENSKY SUPPRESSES THE NOVOE VREMYA.

The Russian Provisional Government has suppressed the Novoe Vremya, a prominent Petrograd newspaper, as punishment for printing prominently General Korniloff's proclamations, while publishing those of M. Kerensky in contracted form.

PLANS IN ELKHART.

The Elkhart (Ind.) Truth has accepted plans and contracted for a new home for its newspaper and publishing business, to cost \$35,000. C. W. Trowbridge and his associates recently secured full control of the property, Fred Palmer retiring as editor.

Daily Publishers! MORE ADVERTISING?

If you want real wide awake advertising representation, here in Chicago and the West, get in touch with us at once.

We get business by going after it; keeping after it until we get the order. Why not discuss the matter with us today? Write us at once.

YOUNG & FARRELL
Room 400, 20 N. Dearborn St.
CHICAGO, ILLINOIS

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

CECIL, Mutual Bldg., Richmond, Va.—Placing orders with newspapers for Riggs Furniture, 318 Franklin st., Richmond, and 41 W. 40th st., N. Y.

FRANK, 26 Beaver st., N. Y.—Placing 27-inch, 1-time orders with Southern newspapers for Joseph P. Day, 31 Nassau st., N. Y., on auction of Southern real estate.

FRANKLIN, Bulletin Bldg., Philadelphia—Contemplating wider newspaper campaign for Radium Chemical Co., Philadelphia.

LORD & THOMAS, Mallers Bldg., Chicago—Making newspaper contracts for Alfred Decker & Cohn, "Society Brand Clothes," 317 Franklin st., N. Y.

LYDDON & HANFORD, Cutler Bldg., Rochester, N. Y.—Placing orders with newspapers for C. S. Clark, "Bon Opto," 203 Pearl st., N. Y.

RANKIN, 104 S. Michigan av., Chicago—Making contracts with Western newspapers for Cheney Talking Machine Co., Chicago.

SEAMAN, 461 8th av., N. Y.—Placing orders with newspapers for Silver Co., "Bethlehem Spark Plugs," South Bethlehem, Pa.

Making new contracts with newspapers for Runkel Brothers, "Runkel's Cocoa," 451 W. 30th st., N. Y.

TAYLOR - CRITCHFIELD - CLAGUE, Brooks Bldg., Chicago—Placing orders with newspapers for American Radiator Co., "American Radiators" and "Ideal Boilers," 820 S. Michigan av., Chicago.

Orders to weeklies for Acord Brass Mfg. Co., Chicago.

BLACKMAN-ROSS, 95 Madison av., N. Y.—Sending out 4,000-line contracts to Sunday newspapers for Mayo Mills, underwear, Mayodam, N. C.

CHURCHILL-HALL, 50 Union sq., N. Y.—Sending out orders to farm papers for Edison Phonograph Co., N. Y.

BATTEN, 381 4th av., N. Y.—Sending out 15,000-line contract to newspapers for Columbia Phonograph Company, New York.

RANKIN, 104 S. Michigan av., Chicago—Recent new accounts added by this agency are:

American School of Correspondence, Chicago; Chicago Board of Fire Underwriters, Chicago; Farquhar-Moon Company (washing tablets), Chicago; Chicago Y.M.C.A.; E. G.

THE
TERRE HAUTE
TRIBUNE

The big home
evening paper
of its section
of Indiana.

In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

Revision of the Lists

OF THE

Advertising Agents of the World

is almost completed
for the Semi-Annual

Advertising
Agents' Number

OF

THE FOURTH ESTATE

To be issued September 29th, 1917

Previous Advertising Agents' Numbers of THE
FOURTH ESTATE have always attracted profound
attention in the advertising world, as providing the
only list of its kind to be had anywhere.

The fact that it is preserved and frequently
referred to, gives the advertising contained in it
more than usual life.

This is probably the reason why so many
advertisers look for its issue.

*It's an advertising bargain
for the newspaper or adver-
tising agent with a message.*

Early copy catches the position—
Why not send copy TO-DAY?

THE FOURTH ESTATE

232 West 59th Street

NEW YORK

Staudt Manufacturing Company ("Make-a-Tractor"), St. Paul, Minn.; Cheney Talking Machine Company, Chicago; Hartman Trunk Company, Racine, Wis.; American Wall Paper Company, Chicago; Graham Brothers ("Orcine Shampoo Powder"), Chicago; Sealy Mattress Company, Sugar Land, Tex.; Chamberlain Metal Weather Strip Company, Detroit; Tanner-Gilman Company, Chicago; Diamond T. Motor Car Company (trucks), Chicago; Kerosene Burning Carburetor Company, Chicago.

CARNEY & KERR, 461 8th av., N. Y.—Will handle magazine campaign of Hammond Typewriter Co., 53 E. 69th st., N. Y.

STANDARD, 150 Nassau st., N. Y.—Will handle religious publications advertising of Hammond Typewriter Co., 53 E. 69th st., N. Y.

FOWLER-SIMPSON, 1900 Euclid av., Cleveland—Preparing campaign

for Outlook Co., Cleveland, "Outlook Windshield Cleaners."

CHAPPELOW, International Life Bldg., St. Louis—Placing account of Reflectolyte Co., St. Louis, lighting systems.

SINGLETON - HUNTINGTON, Citizens Bldg., Cleveland—Placing advertising of Adamson Manufacturing Co., "Adamson Vulcanizers," East Palestine, Ohio, in daily newspapers.

GREEN, Steger, Bldg., Chicago and Detroit—Contemplating large campaign for the Nash Motors, Kenosha, Wis.

NICHOLS, 20 E. Jackson Blvd., Chicago—Placing advertising of Electromatic System, Chicago, in selected agricultural publications.

DOREMUS & MORSE, 31 Nassau st., N. Y.—A list of more than 400 newspapers (daily, weekly and Sun-

day) is to be used for advertising the White Tar Company's moth-proof paper bags.

AYER, 300 Chestnut st., Philadelphia—Making contracts with Eastern papers for Capital City Dairy Co.

WINCHELL, Transportation Bldg., Chicago—Placing the advertising of W. J. Livingston, coffee, Chicago, in selected farm papers.

FOLEY, Bulletin Bldg., Philadelphia—New schedules for October and November are being sent out to a list for Liggett & Meyers' "Velvet Tobacco."

ELLIOTT, 208 St. Paul st., Buffalo, N. Y.—Sending out 2,800-line contracts to a list of papers for "Shinola," Rochester, N. Y.

NICHOLS, 20 E. Jackson Boulevard, Chicago—Has secured full charge of the advertising for the Alabastine Company, Grand Rapids, Mich., part of which it has been placing.

CHURCHILL-HALL, 50 Union Sq., N. Y.—Now handling account of Boyce, Wheeler & Boyce, New York, manufacturers of women's "Comfy-Cut" underwear.

HONIG-COOPER, 742 Market st., San Francisco—The 4,500 members of the California Prune & Apricot Growers, Inc., have appointed this agency to conduct a national consumer advertising campaign for them.

DIRECT—McKee Glass Company, Jeanette, Pa., placing copy in daily newspapers direct.

NORTHCLIFFE WILL ADDRESS
AMERICAN BUSINESS MEN.

Lord Northcliffe, chairman of the British Mission in this country, will be one of the speakers before the War Convention of American Business Men under the auspices of the United States Chamber of Commerce which will be held at Atlantic City, September 18 to 21. Lord Northcliffe is expected to tell that gathering what American business men can do to aid the cause of the Allies.

A TRIPLE MERGER.

The Montevideo (Minn.) Leader has been sold to Ludwig I. Roe of Northfield, who has also bought the Montevideo Advance and the Montevideo Commercial and will consolidate the three papers into one. He has also leased the Advance office, which was built expressly for a printing office, and the new paper will be published and the business carried on at that place.

If this territory presents a
sales problem to you, the
Merchandising Service
Department

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

I.N.S. Is One "Beat" After Another One Week's Record:

Sept. 6th I.N.S. beat all opposition by several hours on review of American troops by President Poincaré of France.

Sept. 8th I.N.S. first to touch the tape, and by a wide margin, on the Swedish diplomatic crisis.

Sept. 11th I.N.S. scored tremendous newsbeat on the battle between American merchant ships and German submarines.

On this story I.N.S. was a half-hour ahead at New York—away ahead of ALL opposition at Buffalo, Cleveland, Indianapolis, Atlanta, St. Louis; twenty minutes ahead at San Diego.

Coast to coast—the same story.

From Hartford Evening Post.

HARTFORD POST LEADS FIELD WITH STORY OF SWEDEN'S DUPLICITY.

The exposure of Swedish duplicity, as revealed by Secretary Lansing in Washington on Saturday afternoon, was printed in the first edition of the Hartford Post, which was on the street at 2.15 o'clock. These revelations were the "big" news in the Sunday morning papers and again in this morning's papers, and the Hartford Post regards it as a particularly notable feat to have been able to display this news to its full value in its first edition on Saturday, while the Post's evening contemporary failed to give prominence to it in its city edition.

The Hartford Post scored over all afternoon papers in Connecticut on this story. The International News Service, over whose leased wire the Post received the Swedish story, once more showed its usual speed in handling news dispatches.

From Buffalo Enquirer.

"What we did to the fellows down the street was a mortal sin. We had an eight-column head and full story. They only had a few lines under one-column head."

G. K. RUDULPH,
Managing Editor.

From Chicago American.

HOURLY AHEAD OF OTHERS

The Chicago Evening American, through the International News Service, on Saturday scored another notable "beat."

This newspaper was the first newspaper in Chicago to print Secretary Lansing's expose of the German-Swedish intrigue against Argentina. Readers of the American were given the text of the Count Luxburg notes, one of the most amazing diplomatic revelations of the war, a full hour ahead of the readers of other Chicago newspapers, again proving that the American always is

FIRST WITH THE
LATEST

Washington is the NEWS Capital of the World
Get the benefit of the incomparable Washington Service
of the INTERNATIONAL NEWS SERVICE.

The True News FIRST—Always, Accurately
INTERNATIONAL NEWS SERVICE
WORLD BUILDING NEW YORK CITY

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Weekly at 222 West
60th Street (Near Broadway)
NEW YORK CITY

SATURDAY, SEPT. 22, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—*Carlyle's "Heroes and
Hero Worship" Lecture V*

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894 No. 1230

The Cost of Advertising Reduced!

CAN you think of any commodity that sells at a lower price today than it did a year, or two years or ten years ago?

Yet, the advertising rate per line per thousand circulation of the Cleveland Plain Dealer is now actually *lower* than at any previous time in the Plain Dealer's history.

The multiplicity of facts which bring about this condition are not at all surprising when one stops to consider how well the Plain Dealer has served for over seventy-six years.

People buy the Plain Dealer because they like it. Advertisers in the Plain Dealer reach the greatest market in the territory covered by Cleveland papers—the people who have money to spend and an inclination to spend it.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Advertising Representative:	Western Advertising Representative:
JOHN B. WOODWARD	JOHN GLASS
Times Building, NEW YORK	CHICAGO, Peoples Gas Building

PUBLISHERS' TAXES BACK IN REVENUE BILL.

HOUSE CONFEREES INSIST, ON THREAT TO HOLD UP MEASURE, THAT SECOND CLASS RATES MUST BE RAISED.

The question of increasing second class postage rates has been the troublesome feature of the week's Congressional joint conference to settle the final details of the War Tax Bill, and the postal matter is still open to final determination.

Despite the fact that it has been held behind locked doors and under a pledge of secrecy by everybody taking part, the news leaked out that regardless of the Senate's elimination of special taxes upon them, the House conferees insisted, on threat of holding up the War Bill indefinitely, upon making newspaper publishers pay war taxes that were not imposed upon any other industry.

Latest indications are that a tentative agreement, with a half-way compromise between the original House scheme and the McKellar substitute might stand, but this cannot be taken as assured.

As the new schedule of publishers' tax was finally agreed upon, the rate, it was said at the time of going to press, starts at one-fourth of a cent a pound, to be applied after the first zone, the distance being changed from 300 miles to 250 miles. This one-fourth of a cent a pound is to be imposed in addition to the existing 1 cent pound flat rate.

It is said this agreement contemplates a graduated tax which would reach a maximum below 6 cents a pound. The conferees adopted a schedule of time, to run with the new rates, so that the entire tax would not be operative, until the end of a four-year period. The tax is calculated to yield much less than either the original House zone system or the McKellar substitute.

Some of the conferees favored putting on an additional tax on publishers' profits, but the majority is understood to be opposed to it.

While the Congressional conferees expected to reach a definite agreement on the war tax measure this week, it is said that if they found it impossible to agree upon the second-class postage tax they would report back to the House and Senate for instructions. It is expected that at this juncture is reached there will be at least another week of delay.

The agreement came after Chairman Kitchin of the House Ways and Means Committee warned the conferees that unless this tax on publishers went back into the bill it would tie up the conference indefinitely.

While the conferees, maintaining the obligation of secrecy, declined to disclose the details of the compromise, it is understood that it is to be a half-way agreement as between the original House scheme and that evolved by Senator McKellar, which was inserted and then struck from the bill before it passed the Senate.

Under the House system a graduated tax was contemplated running from 1½ cents a pound up to 2½ cents a pound, according to zone, until November 1 of this year; 1½ cents a pound up to 4½ cents a pound until March 1, 1918, and 1½ cents a pound up to 8 cents a pound after March 1 next. This tax would, it is estimated, yield \$19,000,000 this year.

Under the McKellar system the zone rates were 1 cent a pound under 300 miles, 4 cents between 300 and

600 miles, 5 cents between 600 and 1,000 miles, 6 cents between 1,000 and 1,400 miles, 7 cents between 1,400 and 1,800 miles, and 8 cents over 1,800 miles. The zone distances run the same in both the McKellar and House schedules.

In the compromise the conferees are understood to have struck a basis slightly under the House schedule.

The conferees came to their decision after Secretary McAdoo had urged that a rate such as that proposed by the House was excessive, and that it would deprive many of the smaller publications of the use of the mails. Mr. McAdoo advised leaving the second-class postage rate alone, it is understood, but the House conferees insisted that sentiment was too strong in the House to attempt to pass the bill without some tax being levied upon publications.

Postmaster General Burleson appeared before the committee in behalf of the special advertising increase plan and Secretary McAdoo's influence was thrown for the McKellar plan and generally against drastic rate increases. An increase of a quarter a cent a pound until 1918 and 1 cent thereafter, with a zone system of special increases on advertising portions of publications are said to be features of the compromise being drafted.

The House conferees favored putting a tax of one-fourth of 1 per cent on publishers' profits, while the Senate conferees insisted on adhering to the action of the Senate in eliminating the entire tax on publishers.

The Senate conferees argued that the publishers, being subject to other war taxes, had enough of a burden to carry.

First Assistant Postmaster General Koons testified for several hours.

UNDER SECRECY PLEDGE.

Much time was spent in arguing over whether the public should be informed of the progress of the conference, with Mr. Kitchin again leading a successful fight against official publicity. Publication of the early results of the conference was pointed to by some conferees as proof that it was impossible to keep the deliberations secret, but finally the pledge of secrecy was renewed, and several members threatened to urge official investigation of further publication of the proceedings. Desire to keep

lobbyists away from the conferees is the reason given for opposition to publicity. For a time it looked as if the conferees on the \$2,400,760,000 War Revenue bill were hopelessly deadlocked.

Angered over publicity given the tentative agreement reached the day previous on second-class postage and other features in dispute, the House conferees, insisting that there was a "leak" somewhere in the secrecy agreement, bolted the conference early in the morning of September 19 and went into an executive session of their own.

The break, which lasted four hours, during which time the House conferees met in a room on the House side and the Senate conferees in their Finance Committee room, came to an end late in the afternoon, when the House men went back to the Senate side and renewed deliberations.

The split, so far as could be learned, came entirely upon the proposal to put the zone system of second-class tax upon publishers back into the bill, with a compromise between the original House schedule and the McKellar substitute, which was struck from the bill in the Senate after having once been accepted by that body.

The House conferees voted with the Senators on September 18 to reinstate the zone system, and everything seemed settled, excepting as to the precise rates to be fixed.

When the House conferees went into conference in the morning of September 19 some of them expressed impatience that the newspapers had been able to ascertain what had happened and insinuations were made as to some one divulging conference secrets.

The Senators indignantly denied having broken the secrecy agreement. One or two Representatives expressed disgust with the whole outcome of the conference.

The resolutions pledging secrecy, solemnly adopted at the outset of the conference, were strengthened so that any conferee who gives out information regarding the deliberations now is subject to exclusion from further conferences.

Representatives of various interests, stirred by publication of reimposition of tax rates affecting them, went to Washington this week in great numbers and were heard by individual conferees, while other members of both houses were deluged with telegrams from business interests in their home states protesting against the rates.

NEW ADVERTISING DIRECTOR FOR N. Y. GLOBE.

W. McK. Barbour has been appointed advertising director of the New York Globe, succeeding A. J. Kobler, who recently went with the New York American.

Mr. Barbour has for a year past been in charge of the advertising for the Boston American. At other times he filled executive posts with the Minneapolis Journal, the Minneapolis Tribune, the Los Angeles Express and Tribune, the Los Angeles Times, and was engaged in the advertising agency business in Los Angeles.

J. C. Giles has turned over the lease of the Lismore Free Press to J. G. Johnson.

"BOLT" IN N. Y. OVER SECOND-CLASS.

TRIBUNE AND EAGLE VOTE AGAINST PROTEST RESOLUTION.

An interesting sidelight on the newspaper publishers' fight against Congress placing upon them exclusively special taxation, in the form of increased second class mail rates, is a diversion over the question in the ranks of the New York City publishers.

The breach blew wide open at the meeting of the Publishers' Association held on September 19. When a resolution protesting against mail rate increases came up for balloting the representatives of the New York Tribune and the Brooklyn Daily Eagle voted against it. All the other members, representing newspapers in New York, Brooklyn and Jersey City, voted for the resolution.

The resolution was as follows:

"The Publishers' Association of New York City respectfully renews and reiterates its earnest protest against the imposition of any special war tax upon publishers exclusively.

"They desire to remove a false impression that seems to prevail among some members of the Congress that newspaper making is in some respects a war industry and that newspapers in some mysterious manner profit by war.

"There is not a newspaper in the United States that is not bearing additional burdens of expense by reason of the war, and we do not know of a single newspaper that is deriving profit from the war. Increases in circulation, where they have occurred, do not at current prices for white paper bring increased profits.

"The newspaper publishers recognize the wisdom, the justice and the necessity of imposing heavy tax burdens at this time upon all those who are able to bear them, and the newspaper publishers expect and desire to pay their full share of all such taxes that are imposed upon all businesses.

"But the Newspaper Publishers respectfully urge that while they are deriving no profit from war, they are necessarily one of the chief agencies of Government in making successful vital policies like the Conscription Act and the Liberty Loan; that they have co-operated with the Government at all times promptly and willingly, without expense to the Government and at great expense to the newspapers, and without any advantage to the newspapers except the high satisfaction that all citizens feel in doing effective work for their Government.

"The policy urged by a few representatives and senators in Congress to impose a special tax on publishers either by the zone system or otherwise, will tend to destroy the business taxed without compensating advantage to the Government in taxes. It will tend to restrict that freedom of communication, the dissemination of common knowledge and in Daniel Webster, once said: 'Next to the unity of the nation. A great statesman, Daniel Webster, once said: 'Next to the Christian religion I know nothing to be compared with the influence of a free intercourse in softening asperities, removing prejudices, extending knowledge and promoting human happiness.'

The Tribune has been advocating increased second class rates for some time past.

BRIDGMAN'S STATEMENT.

A few days before the publishers' meeting, Herbert L. Bridgman of the Brooklyn Standard-Union, chairman of the Publishers' Association, made the following statement, to which wide publicity was given by the newspapers:

"In view of the reported effort to restore in the pending revenue bill a provision for increased taxation on the transportation of daily newspapers

(Continued on Thirtieth Page.)

1,750,000 Men, Women and Children are
constantly purchasing new

Shoes in Philadelphia

The Third Largest Market in the United States

DOMINATE Philadelphia! Create
maximum impression on both
dealers and consumers at one cost by
concentrating in the Dominant
Newspaper—The Bulletin.

“Nearly everybody” in and around Philadelphia reads The
Bulletin—practically 100% of the entire potential market.

Net paid average two-cent circulation for August, 1917

**351,976 COPIES
A DAY**

The Largest Two-Cent Circulation in the East

PHILADELPHIA BULLETIN

WILLIAM L. McLEAN
PUBLISHER

DAN A. CARROLL
NEW YORK: Tribune Building

J. E. VERREE
Steger Building, CHICAGO

GOVERNMENT 2.50 PAPER ORDER LOOKS GOOD.

SENATOR FLETCHER HOPEFUL THAT IT WILL MEAN PRICE FIXING FOR THE PUBLISHERS ALSO.

In his report to the Senate on President Wilson's order establishing the price of paper at 2½ cents a pound to the Government, Senator Fletcher, chairman of the Congressional Joint Committee on Printing, remarks:

"It is extremely gratifying that the Government is at last to enforce the price upon as fair and reasonable through an agency of the Government (the Federal Trade Commission) which apparently has full authority to make its mandate effective.

"I am hopeful that the enforcement of the Federal Trade Commission's price for news print paper furnished to the Government will speedily bring about the fixing of that price for the newspapers of the country, to a large number of which, the Trade Commission reports, the increased price maintained by the publishers means a difference between a living margin or complete ruin of their business and suspension of their publications."

Senator Fletcher points out that, as a result of the committee's activity, the Government will save \$500,000 on its contracts for paper from the period from March 1, 1916, to March 1, 1918.

"But this saving to the Government, considerable as it is, will be small when compared with the far greater benefit that, I believe, will come to the publishers of the country through the Joint Committee's efforts to have fair and reasonable prices restored in the paper market," says Senator Fletcher in his report.

The difficulty experienced by the Government in inducing the International Paper Company to carry out an agreement to supply news print paper for Government uses at a fixed rate of 2½ cents a pound is related in the report, which cites correspondence with Philip T. Dodge of New York, president of the company, to show that while Mr. Dodge had agreed upon the stipulated price for the Government, his company afterward attempted to evade the agreement.

In order to compel the company to conform to its agreement the committee resorted to an appeal to the Federal Trade Commission, and later to President Wilson, resulting in an arbitrary order being promulgated.

The Federal Trade Commission, after an inquiry into news print paper conditions, agreed that the International Paper Company could supply paper at 2½ cents a pound and still make an appreciable profit.

The report says that up to the beginning of the contract year of 1916-17 the Government had paid approximately 2 1-5 to 2 1-4 cents a pound for standard news print, but when proposals were received for the contract year of 1916-17, the lowest bid received was 3 cents a pound.

"This did not appear excessive, in view of war conditions," says Senator Fletcher. "Accordingly, a contract was awarded for furnishing paper to the Government Printing Office at 3 cents a pound, the contractors being required to furnish such quantity as might be needed during the period of contract, from March 1 to September 1, 1916. The estimated quantity was 300,000 pounds."

But the contractor, the Republic Bag Company, of New York, refused to furnish all the paper wanted, and the Public Printer, the Senator's report says, was forced to buy an extra supply at 5.9 cents a pound. The Government is now suing the Republic Bag Company to recover

\$11,702, the extra price the Government had to pay.

"In the meantime, manufacturers of newsprint paper kept boosting the price higher and higher," says the report. "When the Joint Committee opened proposals on February 17, this year, for contracts for 1917-18, only two bids were found, the lowest being 7½ cents a pound for paper which had formerly cost the Government 2½ cents a pound."

"The committee promptly rejected this bid as grossly excessive, and this action was subsequently sustained by the findings of the Federal Trade Commission, which reported that 2½ cents a pound, free on board, was a fair and reasonable price for standard news print."

On May 3, 1917, the Public Printer, acting on his authority, arranged with the International Paper Company, the report goes on, for one car of newsprint paper a week for the Official Bulletin, at a price of 3.1 cents a pound. When Senator Fletcher learned of this, he protested to the Public Printer that the price was excessive, and on his suggestion the Public Printer invited proposals on 400,000 pounds of newsprint paper, fixing a maximum price of 2½ cents a pound. Of the thirty-three firms asked to submit bids, only three responded, the lowest bid being 4 cents a pound.

"I was reluctant to give up the effort to obtain the paper at a fair and reasonable price," continued Senator Fletcher's report. "I therefore appealed direct to the President of the International Paper Company (Mr. Dodge), advising him that the paper was required as a military supply for the publication of the Official War Bulletin, and inviting his attention to Section 120, of the National Defense Act, which authorizes the President to purchase or procure military supplies in time of actual or imminent war at a reasonable price

as determined by the Secretary of War.

"I put the question up squarely to the president of the International Company as to whether he would furnish the paper required by the Public Printer for this purpose at a fair and reasonable price, as fixed upon by the Federal Trade Commission, and requested an immediate response.

"This message was sent to the president of the International Paper Company of New York City, on May 11, 1917, and, so far as I know, appears to be the first time that the National Defense Act was invoked to procure supplies for the Government at a reasonable price."

THE I. P. AGREEMENT.

"The president of the International Paper Company replied by wire on the same day that 'in view of the military situation we will manage to secure and will gladly supply the Public Printer with the emergency newsprint paper in quantity named in your telegram for the time being at 2½ cents per pound.'

"Believing that this action by the head of the International Paper Company settled the price of newsprint for the Government during the war emergency, I thanked him for his generous and patriotic offer, and accordingly authorized the Public Printer to purchase newsprint as needed at not to exceed 2½ cents per pound, the price fixed upon by the Federal Trade Commission."

"I was much surprised to be advised by the Public Printer on August 11 that the International Paper Company had undertaken to increase the price on an additional order for newsprint from 2½ to 3 cents per pound. I at once requested the Federal Trade Commission to advise the committee as to whether the proposed increase was justified, especially in view of the fact that the report of the International Paper Company for 1916 shows net earnings for that year of \$3,836,492 and a net treasury surplus of \$16,238,743."

The Federal Trade Commission, Senator Fletcher relates, gave its decision on August 15, that the increase over 2½ cents a pound was "not justified, nor is the price of 3 cents a pound a fair and reasonable one for newsprint." The commission estimated that a price of 2½ cents a pound would give the International a margin of approximately \$5 a ton, or over 10 per cent profit.

THE WAR ORDER ISSUED.

On top of this decision of the Federal Trade Commission, the President, having been appealed to by the Joint Committee, issued an order through the War Department demand-

ing the shipment by the International Paper Company of 400,000 pounds of paper at 2½ cents a pound.

This brought a reply to Secretary Baker from Mr. Dodge in which he spoke of the International Paper Company being "willing at all times to assist the Government and to furnish paper, as it offered to do in its recent bid, for less than the market price and less than the price it receives under contracts."

"It protests most vigorously against the arbitrary action fixing 2½ cents per pound, and hereby gives notice that it reserves its right to appeal, if necessary, to the proper legal authority for the Constitutional protection of its property against confiscation," wrote Mr. Dodge.

The next day, August 29, Mr. Dodge wrote a letter to Senator Fletcher, in which he said:

"As you are aware, this company recently furnished paper to the Government Printing Office at 2½ cents per pound, although it was below the price received on contracts and insufficient to give a fair and just return."

"Recently we made a bid for 200 tons additional paper at 3 cents per pound. Investigation shows that this price would not give us a profit. The reply to our bid was the brutal order from the Secretary of War."

"We will, of course, furnish the paper. The price is unfair and unjust, and we reserve our rights, whatever they may be. This corporation stands ready at all times to aid the Government in every reasonable way. It has contributed largely to the expense of sending troops abroad, aiding the Allies, and otherwise, and it is to be subjected to very heavy taxation. It is certainly a monstrous wrong that we should be subjected to the treatment we are receiving."

Senator Fletcher, commenting upon Mr. Dodge's charge that the price fixed, 2½ cents a pound, was unfair, quotes from the investigation of the Federal Trade Commission, which says that "the activities of trade associations connected with the newsprint and bookpaper industries have contributed to the rise in price of these commodities, and that the effective regulation and supervision of such activities by some governmental agency would tend to restore healthy competition in these industries and thereby to reduce prices to a normal basis."

Senator Fletcher alludes to a request of the newsprint manufacturers in May, 1916, to the Federal Trade Commission to fix a "reasonable price," and the commission finding 2½ cents to be fair, this was agreed to by the manufacturers.

Later, when indictments were brought against several of the manufacturers, including the International Paper Company, alleging violation of the Sherman anti-trust law, the manufacturers, he says, withdrew from the agreement.

CONTEST SPECIALISTS

The MYERS CIRCULATION CO., Inc.

We want two more contracts for this fall.

In position to start work at once.

Will concentrate both crews in large city.

Our service is clean and a credit to your publication.

Home Office:
The Myers Building

Waterloo, Iowa

BRITISH PAPER AT 8¼c. A POUND.

PRICE FIXED IN FEW SPECIAL CASES—SWEDES STRIVE FOR OLD SULPHITE TRADE.

Although the Royal Paper Commission of Great Britain had fixed no prices for news print paper up to September 1, it has appointed from its own number a body known as the disputes committee, which has taken up complaints of high prices made by consumers.

In settling complaints between certain large consumers and large suppliers, the disputes committee fixed for the months of April, May, June and July a price of 8¼ cents a pound for news print.

Neither has the paper commission yet taken advantage of its power to inspect the books of paper manufacturers to ascertain the relation of prices to cost of production, according to information reaching this country.

An interesting development of the recent lifting of the Swedish embargo on sulphite pulp to Great Britain is the strong effect that the Swedish pulp interests are making to regain their business in the United Kingdom. During the period of the embargo, almost two years, British paper makers have forgotten their antebellum prejudices against Canadian sulphite and in recent months have been using it in great quantities.

The Swedish pulp manufacturers have become alarmed over the possibility of the permanent substitution in Great Britain of Canadian for Swedish pulp and are making large price concessions to the British paper interests in order to regain their old trade.

As a result, newspaper publishers of the Island Kingdom are looking forward happily to a considerable reduction in the price of news print paper in the near future.

GEORGIA DAILY SOLD.

The Americus (Ga.) Times-Recorder has been sold to Franc Mangum of Macon, Ga., and Arthur Lucas of Atlanta. The latter will not be actively connected with the business. Mr. Mangum is editor and manager.

G. R. Ellis of Americus has been the owner of the Times-Recorder for seven years, and for the last two years Cranston Williams, now a lieutenant in the army, has been acting editor of it.

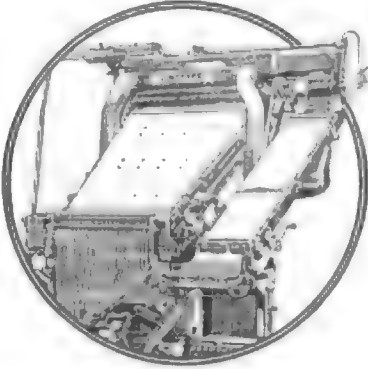
Franc Mangum, the new publisher, was for five and a half years editorial writer and paragrapher of the Macon News, and for the last two years has been practising law and running the weekly Swainsboro (Ga.) Forest-Blade. He has retired from the practice of law. He is a newspaper man of sixteen years' experience, and has worked for numerous papers in the South, having started as a "cub" reporter.

GALLAGHER IN HARTFORD.

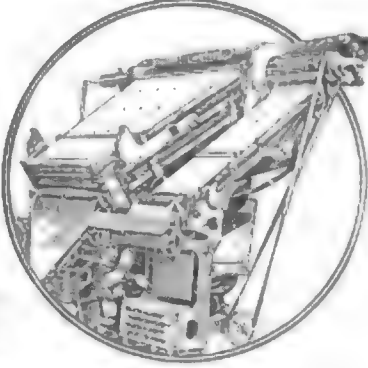
Daniel Gallagher, former Philadelphia newspaper man and short story writer, is now a member of the city staff of the Hartford (Ct.) Evening Post.

"Wise Publishers Will Install These Modern Mergenthaler Models"

—Shreveport Times



MODEL 17
LINOTYPE
Two Magazines With
Auxiliary



MODEL 19
LINOTYPE
Two Magazines With
Auxiliary

We have a Linotype for every office at a price and upon terms within the reach of every printer

MERGENTHALER Linotype Company

Tribune Building, New York

CHICAGO TORONTO SAN FRANCISCO NEW ORLEANS

A. P. - I. N. S. SUIT IS RENEWED.

PRODUCTION OF TWO YEARS' OFFICE BUSINESS RECORDS ASKED OF COURT.

Ex-Judge Grosscup, on September 18, appeared before Judge Alschuler, in the United States Circuit Court of Appeals, Chicago, to argue a motion on behalf of the Associated Press to quash a subpoena duces tecum issued September 10 by Federal Judge Baker on application of Roy D. Keehn, representing the International News Service.

Taking the motion to quash the subpoena under advisement, Judge Alschuler granted leave to Mr. Keehn to produce, if he concludes to do so, an affidavit of Homer V. Hogan, formerly of the Associated Press, in support of contentions regarding the contents of Associated Press messages mentioned in the subpoena.

The subpoena called upon the Chicago headquarters of the Associated Press to produce before a notary public all reports of news transmitted and all service messages received or transmitted by the Central Division office during the two years immediately preceding August 21, 1917.

The International News Service is seeking to establish its contentions that the Associated Press went into court "with unclean hands" in its recent suit charging the I.N.S. with "pirating" its news matter, and therefore has no standing in a court of equity.

Ex-Judge Grosscup pointed out to Judge Alschuler that to comply with the conditions of the subpoena the central division A.P. office would have to produce 1,000 cubic feet of news bulletin sheets and other correspondence.

"This is not a subpoena for specific papers, such as the law contemplates," said Mr. Grosscup, "but a subpoena to produce the whole private correspondence, as well as public correspondence, of the Associated Press central office in the interest of one of its competitors."

"We seek the production of these messages," said Mr. Keehn, "because we know we can show the court that the Associated Press has been guilty of the same practices which it charges against the International News Service—that it has 'lifted' news from early editions of papers of clients of the International News Service."

JOHNSON ALSO A LECTURER.

The duties of Walter C. Johnson, business manager of the Chattanooga (Tenn.) News, continue to multiply. Besides his publishing cares and being secretary-treasurer of the Southern Newspaper Publishers' Association, he was called upon recently to address the Advertising Club of Knoxville. His initial appearance on the lecture platform was well received, according to the advertising critics of the press of Knoxville. His subject, of course, was "The Value of Daily Newspaper Advertising."

GRIM REAPER BUSY HERE.

Hallettsville, Tex., had eleven publications a year ago, but eight have discontinued publication in the last twelve months, largely due to the high cost of production.

A CHAIN OF ARMY CAMP PAPERS.

MANY LEADING PUBLISHERS OF NATION CO-OPERATING WITH J. S. BRYAN.

Plans for publication of a soldiers' weekly newspaper in every National Army and National Guard camp beginning with the week of September 30, under the auspices of the National War Work Council of the Y.M.C.A., have been announced by John Stewart Bryan, publisher of the Richmond News-Leader and secretary of the American Newspaper Publishers' Association, who arranged details of co-operation among many other publishers.

Among contributors will be Colonel Roosevelt and many of the best known newspaper workers and cartoonists. President Wilson has endorsed the plan.

The general management of the papers will be under the personal direction of Mr. Bryan and the co-operating publishers will compose an advisory board.

"It seemed hardly probable at first that so large an undertaking could be carried out," said Mr. Bryan, "and it probably would not have been but for the assistance of H. C. Adler of the Chattanooga Times, who suggested that if the papers carried no advertising and were not sold there were no reasons why local publishers would not co-operate to the fullest measure.

"The plan was thereupon worked out by which the Y.M.C.A. would furnish 4,000 papers to each of the cantonments; four of these pages to be supplied from the New York office to the co-operating publisher, and the other four pages of camp news to be set up and all the press work done by the local newspapers."

Mr. Bryan said that among the newspapers and publishers who had joined in the undertaking were:

The Birmingham News, Montgomery Advertiser, Atlanta Constitution, Macon Telegraph, Augusta Herald, Charlotte Observer, Louisville Courier-Journal, New Orleans Item, New Orleans Times-Picayune, Washington Star, New York World, Boston Globe, Trenton Times, Topeka State Journal, Des Moines Register, Chicago Daily News, Tacoma Tribune, Houston Post, Fort Worth Star-Telegram, San Antonio Light, Little Rock Democrat and Oklahoma City Oklahoman.

Explaining his plan, Mr. Bryan said:

"The fact that a man has put on a uniform does not make him any less human. He needs and will respond to the same influences that reached him in civilian life and the publishers of this country have been quick to perceive and ready to help in giving to the men in the camps the vital touch with a great movement on which America has now embarked.

"President Wilson has cordially endorsed the movement: Secretaries Baker and Daniels have prepared articles for the paper; Colonel Theodore Roosevelt will contribute an article; the best cartoonists, among whom may be mentioned James Montgomery Flagg, will draw for the paper; the best editorial talent and the best sport

Up-to-Date Lists

OF THE

Advertising Agents of the World in the Semi-Annual Advertising Agents' Number

OF

THE FOURTH ESTATE

Next Week, September 29th, 1917

Previous *Advertising Agents' Numbers* of THE FOURTH ESTATE have always attracted profound attention in the advertising world, as providing the only list of its kind to be had anywhere.

The fact that it is preserved and frequently referred to, gives the advertising contained in it more than usual life.

This is probably the reason why so many advertisers look for its issue.

*It's an advertising bargain
for the newspaper or advertising agent with a message.*

Send copy **TO-DAY!**

THE FOURTH ESTATE

232 West 59th Street

NEW YORK

men will give of their skill unservedly to the making of a paper that will keep the Wisconsin men, who are to be camped in Southern Texas; the New York and Pennsylvania men, who are in camp in South Carolina and Georgia, and all the rest of our American soldiers in vital and active touch with their people at home and with the great heart of this nation.

"The people and the leaders know that the speed with which this war will be won is in direct ratio to the intensity and exaltation of the spirit of the men who do the fighting, and this national paper, printed under the auspices of the war work council of the Y.M.C.A., through the co-operation and assistance of the publishers named, will prove a powerful and effective means for the creation and development and focus of that spirit."

Mr. Bryan's paper, the Richmond (Va.) News-Leader, will cover Camp Lee, near Petersburg, Va.

William M. Rynearson has bought the Edison (Neb.) Star-Mail.

NEWTON NEW CUSTOMS HEAD AT NEW YORK.

Byron R. Newton, Assistant Secretary of the Treasury in charge of public buildings, had been selected by Secretary McAdoo to be Collector of the Port of New York to succeed Dudley Field Malone.

Mr. Newton was born at Wirt, N. Y., in 1861, and began newspaper work in Buffalo in 1887. He represented the Associated Press in Cuba during the Spanish-American war and was with the New York Herald for eight years. Mr. Newton became Mr. McAdoo's private secretary in March, 1913, and in October of that year was made Assistant Secretary of the Treasury.

ON CANTONMENT PAPER.

Earl Adams Clark of Fountain City, Indiana, well known in Indiana newspaper circles, has been selected by Secretary of War Baker to take charge of the publication of a military service newspaper at the Louisville (Ky.) cantonment.

BREAKING THE WAR NEWS RULES.

WAR DEPARTMENT GETS A COMPLAINT AGAINST BOSTON NEWSPAPER.

Reports from Boston say that Major General Clarence R. Edwards, Commander of the Twenty-sixth Division, and Brigadier General John A. Johnston, Commander of the Department of the Northeast, have complained to Washington about repeated and flagrant violations by a Boston newspaper of the censorship restrictions imposed by the Government upon the publication of certain classes of news relative to the movement of troops.

On several occasions when the newspaper has published a story calculated to furnish information of military policies, plans and movements to the enemy, the matter has been overlooked on the apology of the editors and the agreement to use more judgment and foresight in the future. Now, however, the military authorities have come to the conclusion that the desire of the offending newspaper to "beat" its contemporaries has been allowed to outweigh its patriotism, and the facts are to be submitted to the Adjutant General's Department at Washington, both as to the Boston paper referred to and a New Haven paper.

The story which is said to have precipitated the present action was one published on September 19, wherein several hundred men are reported as absent from one of the training camps of the State without leave, when, as a matter of fact and according to the report of the officer in command, only twelve of his men were absent, and those on accredited leave.

"It is of the utmost importance that all leakage and sources of information be stopped," said General Johnston. "The press, having imposed upon itself the rules of the Committee on Public Information approved by the Council of National Defense for the protection of the lives of our sons, has placed itself on honor to observe secrecy in absolutely all matters of the movement of troops."

BIG AD IN EDMONTON.

The Edmonton (Alta.) Bulletin last week published a sixteen-page advertisement of a "Made-in-Canada" sale for the James Ramsey, Ltd., Department Store, and had to run a page and a half of the copy over to the next day. The advertisement, which the Bulletin staff believes is the largest ever published in the province, was worked out with the manufacturers by G. H. Tyndall, a well known advertising man of the Canadian Northwest, and most of the advertisements were written by E. W. Gibberd, advertising manager of James Ramsey, Ltd.

CHICAGO NEWS SHIPS SMOKES.

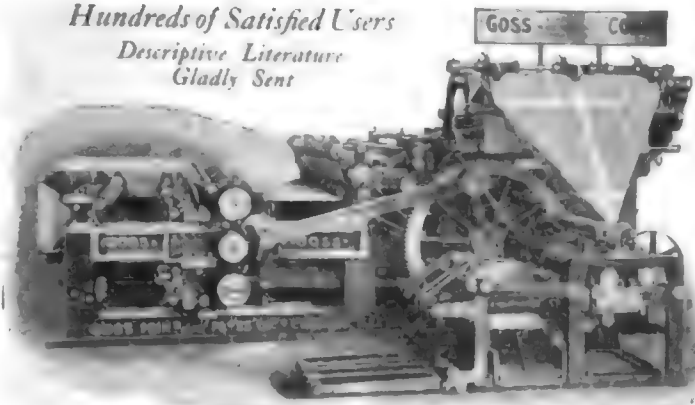
The Chicago Daily News has already sent a preliminary consignment of eight cases of tobacco and cigarettes to the soldiers, sailors and marines in France. Every newspaper in Chicago is raising a tobacco fund for the fighters, but the News is the first to make an actual shipment of smokes.

THE GOSS COMET

Prints 4, 6 or 8-page Newspapers
from Type Forms and Roll Paper

This Press Will Increase Your Profits
Let Us Tell You How

Hundreds of Satisfied Users
Descriptive Literature
Gladly Sent



THE
GOSS
PRINTING PRESS
COMPANY

16th Street and Ashland Avenue
CHICAGO, ILL.

THE HERALD'S ICE FUND PRAISED.

CLOSES TWENTY-SIXTH YEAR
OF CHARITY AMONG THE
POOR OF NEW YORK.

With the approach of cool weather, ending their necessity until next summer, the New York Herald free ice stations closed on September 13, and to the good it has done. An especially gratifying tribute was paid throughout the city, marking the end of the twenty-sixth year of this most useful charity.

The Herald Free Ice fund, which maintained seventeen distribution stations throughout the poorer sections of the city this year, is supported by voluntary contributions of friends of the newspaper. Social service workers and mothers in the more congested neighborhoods have borne witness to the good it has done. Dr. Haven Emerson, health commissioner, whose official position makes his opinion great weight.

"The fact that the Herald Free Ice fund has performed a wonderful service for the poor of the tenements," said Dr. Emerson, "is reflected in the report of infant mortality this summer, which was the lowest on record. During the heat wave in the first part of last August, the infant mortality was only trifling compared with that during the last corresponding heat wave in 1901. We attribute this to the fact that the mothers have been taught to keep the milk cold with Herald free ice."

"I have received many recommendations of the Herald Free Ice Fund from mothers and social workers, so I know how they feel about it. If it

had not been for the distribution of this free ice many more babies would have died. The Herald Free Ice Fund has been saving future citizens to the republic. This is certainly a public service, since every citizen, even more particularly in these times, is an asset to the country."

Miss Mary Arnold, executive secretary of the Babies' Welfare Association, a federation of various organizations seeking a betterment in conditions for infants, also commended the Herald Free Ice Fund.

"Through the Herald's co-operation the poor babies of the city are being cared for better every year," she said. "I feel that it is the biggest and greatest charity of them all. Where babies cannot be taken out of the city during the extremely hot weather the next best thing is to supply ice so that their milk may be kept sweet and fresh."

Receipts to the fund came from many different sources. There were many individual subscriptions, and a large number of receipts from benefits and entertainments in the city and at nearby summer resorts.

During the last season 2,800,000 pounds of ice was distributed and 11,200 families were supplied. This was an increase of approximately 300,000 pounds in the amount of ice distributed. Nearly thirty thousand children, mostly babies, were benefited by not getting contaminated food, much of which would have spoiled had it not been for the free ice.

At the last distribution thousands of women joined in telling those in charge of the stations how much they thanked the Herald and the contributors to its fund.

FRIENDLY ADVICE TO NEWSPAPERS.

ADVERTISER TELLS HOW TO
GET BUSINESS VIA FREE
PUBLICITY.

EDITOR THE FOURTH ESTATE:

SIR: Below is some friendly advice from the Sharples Separator Company, West Chester, Pa., to newspapers. The original is on file in our office.

CARPENTER-SCHNEIDER COMPANY.

Independence Examiner,
Independence, Mo.

GENTLEMEN: Your paper of course reaches quite a number of farmers. It is for this reason that we feel sure it will pay our dealer to advertise in it. We want to prove this to him. We can, with co-operation, get him lined up for a nice contract with you.

Suppose you let us have the names of those farmers who subscribe for your paper, who you know are milking cows and should be good prospects for a cream separator or a milking machine. You can probably give us from 500 to 1,000 or more names.

Then, we will circularize these with our literature, enclosing return post cards to check them. Now, when they come back, we'll go right to our dealer, tell him that these people buy and read your paper, and make him realize the necessity of his advertising.

We have worked this scheme before in other towns, and it has never failed to get the dealer to contract for advertising in his local paper.

We have also always found the

newspaper glad to insert the following mention in their personal column:

"FREE ART CALENDAR: Every farmer milking cows sending his name and address to the Sharples Separator Co., West Chester, Pa., will receive a beautiful art calendar in nine colors."

Farmers always want everything they can get free. They write in for this in big numbers. Here again we have an excellent lever for getting our dealer to advertise in your paper.

Will you kindly give this matter your consideration, and let us have this list as soon as you can, also advise us when you will run that calendar insert?

SHARPLES SEPARATOR CO.
A. P. Jennings, Mgr. Dealer Service.

AGARD'S NEW WORK.

Clarence M. Agard, former Bridgeport (Ct.) newspaper man, is to act as publicity adviser and press representative of the Woman's Committee of the Connecticut Branch, National Council of Defense. He is also to act in a similar capacity for the Connecticut Allied Temperance Organizations in their campaign to secure favorable action on the legislative amendment, scheduled to come up at the next legislative session, to make the state "bone-dry."

During the last legislative session he was press representative of the Connecticut Prison Association and Connecticut Society of Social Hygiene in their successful campaign to secure legislative authorization for a state reformatory for delinquent women. Also, acting for the third year, as publicity representative of the Connecticut State Conference of Charities and Correction.

CHANGES IN INDIANAPOLIS.

F. J. Miller, who has succeeded Luther K. Bell as exchange editor of the Indianapolis News, has been with that paper for nearly five years, first as assistant telegraph editor and later war editor. Since his graduation from Wesleyan College in 1907, Mr. Miller has spent most of his time in newspaper work, with the Hartford (Ct.) Courant, Havana (Cuba) Post, Oneonta (N. Y.) Star, Detroit Free Press and Indianapolis News.

He is also manager of the American Newspaper Men's Bureau and publisher of the Indianapolis Spectator, both of which have been under the direct personal charge of his brother, Lynn S. Miller, who recently became a corporal in the machine gun company of the First Indiana Infantry.

Hazel T. Sullivan, who has been on the News telegraph desk, has taken the war desk, being succeeded by M. L. Staadecker, formerly city editor of the Louisville Courier-Journal.

NOTES FROM HERE AND THERE

Mose Strauss, city editor of the Cincinnati Times-Star, who has been quite ill for several weeks, suffering from rheumatism, will be back on the job in a couple of weeks.

J. W. Markberry, Cincinnati newspaper man, has been summoned to Washington in connection with the Hoover food investigation.

Joseph T. Mannix, dean of Minnesota newspaper men and former state printer, left Minneapolis this week on a trip to the Orient. He will spend several weeks on the Pacific Coast.

William Truitt, chief operator of the central division of the United Press, Chicago is on vacation, his duties being assumed temporarily by A. F. Platter.

Theodore T. Eckel, agent for the Pittsburgh Press at West Bridgewater, Pa., is a candidate for jury commissioner.

Raymond H. Coll, son of Raymond S. Coll, well known Pittsburgh newspaper man, is in a hospital in France suffering from an attack of acute appendicitis. Young Coll is a member of a regiment of engineers now in France.

Carl A. Wilhelm, reporter on the Dubuque (Ia.) Telegraph Herald, the only married man drafted in Dubuque who did not claim exemption, has become a member of the National

NO LONGER GERMAN.

The Oregon Deutsche Zeitung of Portland, on September 20 changed its name to the Portland American.

Its editor, Max Lucke, who has been under investigation by the Government, and other German employees have been dismissed, according to A. M. Kern, its publisher and hereafter it will be printed wholly in English.

Kern said the changes were made because he had been notified the paper would be suppressed if it attempted to continue publication in German.

Simon P. Olson has become owner of the Upsala (Minn.) News-Tribune.

The Nebraska Republican is the name of a new publication at Lincoln owned by Kline & Smith.



A DINNER OF GREAT POLITICAL SIGNIFICANCE.

A number of New York newspaper men were the guests on September 15 of the Mexican Consul General, Juan T. Burns, at a dinner at the Hotel Astor in celebration of the 107th anniversary of Mexican Independence.

At this banquet were assembled the most prominent Mexicans in New York, without distinction of political party. Men who had been bitter enemies, men of wealth and political significance, accepted the hospitality of Mr. Burns, who on that occasion scored a great success

in uniting such previously antagonistic elements.

For instance, among the guests were Rafael Hernandez, former head of the Madero Cabinet; Pedro Lascurain, former secretary of foreign affairs in Mexico and acting president after the resignation of President Madero; Jesus Flores Magon, former minister in the Madero Cabinet and a noted Socialist leader; Fernando Solis Camara and Rudeindo Nieche, members of the Comision Regulatora del Hemiquen, an institution

which has been able to raise the price of Yucatan hemo from three to eighteen cents; Emiliano Loper Figueroa, former chief of police of Mexico City; Jose Louis Requena, candidate for the vice-presidency of Mexico on the Felix Diaz ticket; Rafael Reyes Retena, eminent lawyer of Mexico; Jose Castellot, the highest Masonic authority in Mexico and translator of Omar Khayyam poems into the Spanish, and Vladimir Bogunaw Wendhaus, just appointed Russian consul to Mexico.

DISPATCH LINES UP CLUBS TO AID "SMOKES FUND."

The Pittsburgh Dispatch has appealed to the clubs of the city for contributions to its fund for tobacco and other luxuries for American soldiers. Replies enclosing checks have been received from several social and civic organizations and the fund is growing appreciably day by day, being now well past the thousand dollar mark.

BARNHART ELECTED.

The Northern Indiana Editorial Association at its meeting this week in Wabash elected the following officers: President, Dean Barnhart of Rochester; vice-president, Charles Ross of Delphi; secretary, Morton Stults of Wabash; and treasurer, Harry Palmer of Manchester.

NEW AGENCY CHARTERED.

The W. A. Patterson Company of New York was incorporated on September 20 as a general advertising agency by W. A. Patterson, formerly manager of the New York office of the Curtis Publishing Company; A. J. Brown and A. M. Williams of 414 Chestnut street, Brooklyn.

DONAHUE IN NEW YORK.

Scott Donahue has been added to the New York staff of Cone, Lorenzen & Woodman, publishers' representatives. He is a Western man of several years' experience.

NOW CAPTAIN FORD.

Captain Alfred J. L. Ford, formerly with the Boston Herald, is now with the 101st Regiment in the 26th Division, U. S. A.

A STRICTER CENSORSHIP ON NEWS GOING ABROAD.

A provision for censorship, under regulations of the President, of mail, cable, radio, or other communication between the United States and foreign countries, was written into the Trading with the Enemy Bill on September 20 by the Senate and House conferees at a special meeting. It is designed to prevent military information from reaching Germany by relay through Latin-American and other neutral countries.

HAYES SERVES HIS COUNTRY BEST WITH PEN.

On the basis that his editorial articles on food conservation are worth more to the nation than the services of any one man at the front, military exemption has been granted to Glenn G. Hayes, managing editor of Better Farming, a Chicago publication. The exemption was granted upon the request of Fred L. Chapman, president of the Farm Press Publishing Co.

ACKERMAN TO SPEAK.

At the September 27th dinner of the New York Advertising Club's export division, Carl W. Ackerman of the New York Tribune, former newspaper correspondent in Germany, will speak on "The Economic Plans of the Central Powers."

PAPER CARGO COMING.

The Publishers Paper Company is loading a large ship with news print at its Harmsworth Mill in Grand Falls, N. F., the cargo to arrive in the United States within the next week.

TEXANS SHOW PROSPERITY.

An exceedingly interesting and profitable semi-annual session of the East Texas Press Association was held this week in Henderson. J. I. Taylor of the State Press Association and the Galveston News made two addresses. The editors were happy and showed signs of the prosperity which is sweeping the agricultural and timber sections throughout East Texas.

The newspaper men were shown every courtesy by the Henderson citizens, who felt honored in having them as their guests. The next meeting will be held in Longview in April. Officers for the current year are: President, G. E. Watford, Lufkin News; secretary, W. L. West, Polk County Enterprise.

LEAD STARTS LIBEL SUIT.

Suit for \$40,000 for alleged libel has been filed against H. L. Baggerly and R. L. Burgess, publisher and editor, respectively of the San Jose (Cal.) Evening News. The suit grew out of a story published in the news alleging that Max Reinhard, the plaintiff, manufactured toys of lead and shipped them to Switzerland, later to be re-shipped into Germany to be re-made into bullets.

O'MALLEYS OUT WEST.

Charles J. O'Malley, president of the O'Malley Selling & Advertising Service, Boston, and Mrs. O'Malley are enjoying a month's trip in the Rocky Mountain region. They are "doing" Yellowstone Park this week and next, and then will go to Estes National Park in Colorado, where they will remain for a time.

K. C. POST FILES A REBUTTAL.

RELEASE DATE OF GERARD STORY NOT SET BY PUBLIC LEDGER, IT SAYS.

EDITOR THE FOURTH ESTATE.

SIR: A Philadelphia lawyer named Thomas Raeburn White seems to have gone to considerable trouble to impress upon the readers of THE FOURTH ESTATE that the statement of the Kansas City Post in regard to its dispute with the Public Ledger over the Gerard articles is "wilfully misleading and untrue."

Now, we do not know Mr. White or anything about him except that he is a Philadelphia lawyer. Of course this fact arouses considerable suspicion within us, but maybe we should be excused for this because we of the West have long been taught to beware of Philadelphia lawyers.

Anyway, to set THE FOURTH ESTATE and its readers right and Mr. White wrong, we wish to submit the following statement:

Early in August we noticed that the Denver Post, the St. Louis Post-Dispatch and the Oklahoma City Daily Oklahoman were publishing the Gerard articles simultaneously with the Philadelphia Public Ledger. These three papers are located to the west, east and south of us and within a 500-mile radius. We naturally desired to also publish the articles to prevent these papers from encroaching on our territory.

With this aim in view, we wired the Ledger, offering \$150 for the articles. We received no answer to this telegram and two days later we again wired as follows:

"Will pay same price as Denver Post for Gerard articles. Two papers are under same ownership. Appreciate reply by wire."

Within two hours we received this reply:

"Accept your offer for Gerard series at same price paid by Denver Post or three hundred dollars."

In these wires, not one word was said about a release date and as other papers surrounding us were publishing them, we naturally supposed they were for immediate release.

In fact, they would not have been of the least value to us unless they were. The minute we received the telegram of acceptance, we announced in a large way that the articles would start in the Post the next day. We also printed and distributed through our carriers and agents many thousands of full-page circulars.

After all this had been accomplished, a bomb arrived in the shape of a wire from the Ledger, stating that we could not publish the series until September 16. Naturally we were in a serious predicament and there was nothing left for us to do but go ahead and publish as we had announced and so wired the Ledger.

In answer to this wire we received a host of telegrams threatening all sorts of dire penalties. In other words the Ledger expected us to carry the burden and make ourselves ridiculous in the eyes of our readers because somebody in their office had not made the date of release clear in

the telegram of acceptance of our offer.

In the hearing on the temporary injunction before Federal Judge Stone, the Ledger attorney claimed we knew the date of release to be September 16, because of a circular letter which had been addressed to F. H. Bonfils, who is the president of the corporation which owns the Post.

We certainly had no knowledge of such a letter and neither had Mr. Bonfils and the first we heard of it was when a supposed copy was introduced as evidence. From its appearance, it was one of those letters which every syndicate sends out broadcast when ever it has anything to sell.

Further, Mr. Bonfils makes his headquarters in Denver and is only in Kansas City about four or five times a year and then only for short periods. At the time the Ledger claims to have sent him the letter, which was several days before any communication between this paper and the Ledger, he was away from Denver on an extended fishing trip.

At the injunction hearing the position of the Post's attorney, F. M. Lowe, was that the matter was a question of damages, if any, and was not a question for injunctive relief. It was he who first suggested that this paper give bond and Mr. White's statement in THE FOURTH ESTATE that the suggestion did not originate with us is absolutely false, which is also true of his further statement that we desired to furnish a bond of "only \$250 or \$500."

In one of the Ledger's threatening telegrams, it stated that it would hold us to damages to the amount of \$250 for each time we published an article, about \$7,000, and this was the amount of the bond we suggested. The Ledger attorney asked for a bond of \$1 for each copy of the Post containing the articles, which meant the sum of \$150,000 each day for about 30 days, or \$4,500,000. The rather humorous compromise was \$15,000.

The Ledger's statement that the reason the injunction was not granted was because the Ledger did not apply for it until the period of publication had about half expired is also far from the facts.

Judge Stone, in refusing the injunction, made no statement of his reasons. He did not say it was because of that fact or because Mr. Lowe had made the point that Mr. Gerard had obtained his information as a public official and at public expense and therefore had no right to copyright his articles and that the law distinctly states no injunction can be granted in copyright cases where there is the least doubt of the legality of the copyright.

W. M. BARTON.
General Manager, Kansas City Post

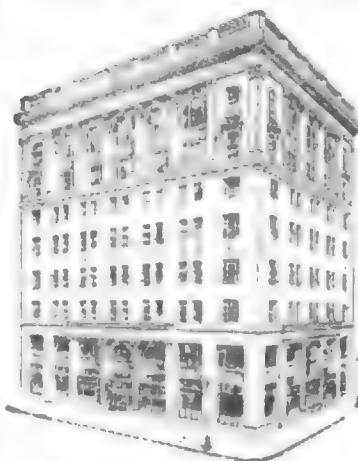
DRAMATIC WRITERS SHIFT.

Brock Pemberton, until recently dramatic reporter of the New York Times, has joined the staff of Arthur Hopkins, theatrical manager.

George S. Kaufman, formerly dramatic reporter on the New York Tribune, has succeeded Mr. Pemberton on the Times.

J. A. Pierce, formerly of the Evening Sun, has succeeded Mr. Kaufman on the Tribune.

AMERICA'S GREATEST NEWSPAPER PLANT



TWELFTH AND OLIVE STREETS

A Monument

To the Platform of

Joseph Pulitzer

THIS imposing structure of steel, stone and concrete, the fifth home of the POST-DISPATCH, was born of necessity. The paper's circulation during the thirty-three years of its existence has steadily grown, until today "St. Louis' One Big Newspaper" ranks as one of the five largest Sunday newspapers in America.

A GREAT PLANT

Built to Make the

ST. LOUIS POST-DISPATCH.

A Greater Newspaper

AN entirely new modernized equipment, from the lead slugs to the presses, has been installed, and now the POST-DISPATCH, with its clear, perfectly printed pages, tremendous circulation, more news and more features, is one of the best, if not THE BEST, advertising "Buy" in America.

The "Backbone" of POST-DISPATCH Supremacy is Quality and Quantity Circulation.

OUR GUARANTEE:

The Post-Dispatch will accept advertisements with the guarantee that its paid circulation in the City of St. Louis is greater than that of all the morning or evening newspapers combined.

92% Weekday in St. Louis and Suburbs

Member Audit Bureau of Circulations

THE S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising

Tribune Building New York 3rd Natl. Bk. Bldg. St. Louis, Mo. Ford Bldg. Detroit Tribune Building Chicago

WITH HANNIBAL JOURNAL.

Things have started to move briskly in Hannibal (Mo.) newspaper circles since William G. Naylor took charge of the Morning Journal as general manager. He has made several radical changes in the make-up of the paper and has added considerably to the local advertising patronage of the paper. The plant of the Journal is being thoroughly overhauled and repaired.

Frank Trew, formerly with the Hannibal Municipal Gas Company, has become advertising manager of the Journal, succeeding Charles Herin, who is now connected with the Acme Milling Company in Hannibal.

E. B. Church, formerly with the Standard Printing Company in that city, has been appointed job foreman and E. E. Church has been advanced from make-up man to mechanical superintendent.

SERVICE CORNER

599—"I want to get in touch with a good wide-awake reporter at once."

600—"We are thinking of putting on a circulation contest and would appreciate your sending the name of two or three contest men who are using your columns."

601—"Wire us, please, names and addresses of the best known contest companies. We naturally want the strongest and most reliable men in the business."

FORMER CHICAGO WRITER IN BRITISH AIR CORPS KILLED.

David K. Billings, former Chicago newspaper man, has been killed during a practice flight at Birmingham, England, where he was serving as a member of the British Royal Flying Corps. He was at one time Sunday editor of the Inter-Ocean.

CANADA ADVERTISES TO SELL ANOTHER LOAN.

WHOLE CAMPAIGN PLACED IN HANDS
OF THE C.P.A.—PAPERS GET FULL CARD
RATES WITHOUT COMMISSIONS.

Sir Thomas White, Finance Minister of Canada, has decided to conduct an extensive educational advertising campaign in connection with the "Fourth Domestic War Loan," which, it is expected, will be issued in November.

Changed conditions make it desirable from an economic standpoint that there should be a much wider distribution of this loan than was considered necessary in connection with any of the three preceding domestic war loans. Consideration has been given also to the psychological effect on the national spirit in relation to the war, of the arousing of general interest in the coming war loan and the consequent increasing of the number of subscribers from 37,000 as in the last war loan to 100,000 or 150,000.

In view of these considerations, it has been decided to make the advertising campaign in the press such as would appeal to the patriotism, devotion and self-sacrifice of the great masses of the people as well as to the business sense of the investor.

While detailed statements of the cost of the campaign have not been prepared, it is likely the expenditure on press advertising will be in the neighborhood of \$150,000.

The press publicity campaign will be handled by the Canadian Press Association with the assistance of five recognized advertising agents selected for that purpose by the Association. It will be readily understood that the campaign, as outlined above, is one that calls for expert copy-writing and illustrating service. Through the patriotic co-operation of the five agents selected, with the Finance Minister and the Canadian Press Association, Inc., arrangements have been made under which the various publications will receive their full card rates for the advertising without any deduction for commission.

The Finance Minister will pay to the Canadian Press Association a certain sum for the organization of the campaign, preparation of plans, copy, etc., and that sum will be distributed by the Canadian Press Association among the co-operating advertising agents.

At the request of the Finance Minister, the Canadian Press Association named two advisory boards, composed of publishers and advertising agents, respectively, to co-operate with the Finance Minister and the bond dealers in the promotion of the publicity campaign. These boards are composed as follows:

Advisory board of publishers.—J. H. Woods, Calgary Herald; W. J. Taylor, Woodstock, Sentinel-Review; George E. Scroggie, Toronto Mail and Empire; H. A. Robert, La Presse, Montreal; W. E. Smallfield, Renfrew Mercury; John Weld, Farmer's Advocate, London; John M. Imrie, manager of the Canadian Press Association.

Advisory board of advertising agents.—C. T. Pearce, A. McKim, Ltd., Toronto; J. J. Gibbons, J. J. Gibbons, Ltd., Toronto; J. P. Patterson, Norris-Patterson, Ltd., Toronto; E. Desbarats, Desbarats Advertising Agency, Ltd., Montreal; J. E. McConnell, McConnell & Fergusson, London.

The five advertising agents directly

represented on the advisory board of agents are those selected to prepare the copy, etc., for the campaign.

For working purposes these two boards have been merged into one joint committee of which the chairman is J. H. Woods and the secretary John M. Imrie, president and manager, respectively, of the Canadian Press Association.

The C.P.A. is emphasizing to Canadian newspapers that the loan must be made a success and must have the fullest promotion and from the press. A statement sent out to the press says:

"It is absolutely essential in the interests of the country that the 'Fourth Domestic War Loan' should be a complete success. The loan is required not only to finance Canada's further participation in the war but also to finance the purchase of food and other war supplies in Canada by Great Britain and the Allies. Unless the Canadian Government is in a position to arrange credits in Canada for these war purchases, they will have to be made in other countries in which such credits can be arranged. The failure or merely partial success of the Fourth Dominion War Loan would have a very serious effect upon the agricultural and industrial prosperity of the country.

"Even without regard to the special circumstances in connection with the placing of this loan, outlined above, it would be the privilege and duty of the press of Canada to use every possible effort to make it a complete success. But the circumstances referred to impose a special duty and obligation on the Canadian press in this connection.

"The association has assumed the responsibility of handling the press publicity and to that extent of helping to make the loan a success. The association looks to the individual newspapers of Canada to do everything in their power to insure the complete success of the loan.

"With respect to the arrangement between the association and the advertising agencies in this campaign, the association wishes to make it quite clear to its members that this arrangement is a special one, made under extraordinary conditions for a

large Government purpose. It is not to be taken as a precedent to any degree whatever either by the agencies or by the newspapers."

ON FOOD ADMINISTRATION.

For the convenience of editors who wish to have detailed information about the Food Administration the following pamphlets are now available and will be supplied on request by the trade and technical press section of the Food Administration, Washington:

"Food Administration" contains letters from President Wilson outlining a food-control policy and statements of Mr. Hoover before Congress and elsewhere dealing with food-control methods.

"The full text of the law creating the United States Food Administration."

"United States Food Administration." Executive order of President Wilson creating the United States Food Administration with announcement of the plan for wheat, flour, and bread control. Personnel of the wheat fair-price committee, and statistics of the international situation in cereals, food, animals, meats, dairy products, pork products, wool, leather, sugar, etc.

"Ten lessons on food conservation," giving statistics and facts for teaching conservation methods.

WAR SHIFTS IN HARTFORD.

The Hartford (Ct.) Evening Post staff has been particularly "shot to pieces" by the war conditions. Melville Shulthies, Trinity College undergraduate, capital and political reporter, has left to join the quartermaster's department with the rank of corporal. He was presented with a wrist watch by members of the staff as he left.

Emmett O'Neil, police and court reporter, has joined a hospital unit with rank of sergeant.

Eugene C. Kelcey of the city staff left with Company B, 101st Machine Gun Battalion, while George Vennart, also of the city staff, is a member of the Third Ambulance Company, 26th Army Division.

FIFTY YEARS AT TYPE CASE ENOUGH FOR MILLER.

After setting type more than fifty years on the Elizabeth Daily Journal and its predecessor, the New Jersey Journal, Edward Miller concluded he had worked long enough and resigned this week. It has always been Mr. Miller's boast that he never wore glasses a day and that he could handle the smallest type after fifty years' service as well as the first day he started work.

THREE PAPERS GAGGED BY KAISER'S CENSOR.

Three Berlin morning papers were suppressed last week by the censor. They are the Reventlow Journal, the Deutsche Tageszeitung, the radical Freisinnige Zeitung and the moderate Liberal Boersen Zeitung.

The reasons for this step are unknown, nor is it known how long the papers are to remain suppressed.

NEW MACHINERY.

Labor saving equipment is being installed by the Wilmington (Del.) Every Evening.

SIMPSON MOVING UP.

In defiance of Horace Greeley's "Young man, go West," Joe H. Simpson, who has just become Atlanta manager of the Western Newspaper Union, has found success in the other



JOE H. SIMPSON

direction. After serving his apprenticeship over thirty years ago on the Heraldsburg (Cal.) Enterprise, he started working his way East.

His first drive took him to Stockton, Kan., where he published the Democrat in 1887. He next became a representative in the national advertising field for the Missouri Press Association, under Walter Williams, now dean of the Missouri School of Journalism. He busied himself in Sedalia, Mo., for seven years in bulletin and poster advertising and as advertising manager of the Democrat, resigning to become advertising manager of the El Paso (Tex.) Times in 1899. In the next two years he published the Corsicana (Tex.) Morning Times and the Ada (Okla.) Star and then traveled for ten years in the service of the American Type Founders Company.

In the meanwhile he managed a successful campaign in 1910 to move the capital of Oklahoma from Guthrie to Oklahoma City and in 1913 he took up headquarters in that place as manager of the local type and machinery department of the Western Newspaper Union. He was there only a short time when he was advanced to manager of the Birmingham (Ala.) branch, from which he was shifted after four years to his present connection.

ANOTHER KANSAS MERGER.

The Medicine Lodge (Kan.) Index has acquired its competitor, the Cresset, by purchase and the two papers will be merged under the Index masthead. L. M. Axline was the former editor and owner of the Cresset. In discussing the merger, the Index said:

"The thing mostly responsible for the merging is the cold fact that it was necessary as a business proposition. There is no room for two newspapers in a small town."

NEW INDIANA DAILY.

Portland, Ind., will have a new daily when the Republican, a weekly, will expand. E. A. Fulton and Levi Gilpin will be publishers of the new daily.

BOND ADVERTISING NOT AUTHORIZED.

SENATE FOLLOWS EXAMPLE OF HOUSE AND LEAVES PUBLICITY METHODS TO SECRETARY OF TREASURY.

The United States Senate, as the House did, has passed the Liberty Loan Bill without authorizing paid advertising for selling the Bonds.

Secretary McAdoo's statement to the Senate Finance Committee on the War Credits Bill indicated that the paid newspaper advertising campaign for the next issue of Liberty Bonds advocated by some publishers' and advertising associations will not be adopted.

Limited newspaper advertising at the most is possible, Secretary McAdoo stated. He advised the committee that only one bond issue between now and the December session of Congress is planned or possible.

"It may be necessary to use some advertising," said Secretary McAdoo. "I do not know whether it will be in newspapers or some other form."

He stated that the publishers' program of \$2,500,000 for paid periodical advertising could not be adopted, because it virtually would take the entire available expense allowance for floating the bonds. The expense of floating the first issue with no paid newspaper advertising, he said, was about \$2,600,000.

That the cost of floating new issues would exceed the last was stated by the Secretary, and the committee increased the House allowance of one-tenth of one per cent., to one-fourth of one per cent.

"There is a campaign on for paid advertising in the newspapers," said Secretary McAdoo. "I have not com-

mitted myself to any sort of advertising campaign, but to sell the bonds for one-fourth of one per cent. is a monumental task.

"Our population is not educated to buying Government bonds. The decision to sell two billion of Liberty Bonds was not made arbitrarily. We had to have the money. I am satisfied that future issues of these bonds are going to cost a great deal more than the first. If advertising is necessary, I want to be free to advertise."

Agreement on the War Credits bill, authorizing \$11,538,000,000 of new bonds and certificates, was reached on September 19 by Senate and House conferees with no change in the issues proposed.

Minor changes, only, were made by the conferees. They adopted expense allowances of one-fifth of 1 per cent. for the bonds and war-saving certificates, as originally recommended by Secretary McAdoo, and one-tenth of 1 per cent. for the Treasury certificates of indebtedness.

ture campaign was in excess of a million dollars.

Advertising writers and illustrators, largely under the direction of the National Advertising Board, prepared the copy and designs—and all without a dollar's cost to the Government.

In fact, here is the distinction that was made: the Government bought the paper on which the Liberty bonds were printed at least it has never been announced that paper manufacturers contributed it, but the Government did not buy the paper space on which the advertisements of the bonds were printed.

As I have stated, that space was paid for by business men and by business organizations. In a word, a small part of the people did what all the people, through their Government, should have done; for we surely believe, in waging a war for democracy, that the people are the Government—not some of them, but all of them.

There are two points strongly urged in the Times' editorial which seem impressive, almost conclusive, but they appear far less formidable when looked at in the light of all the facts, some of which the Times could hardly have known.

The first is the point that "it is not going to be necessary to promote the sale of bonds by paid advertising."

ADVERTISING IN THE FIRST LOAN.

In the first Liberty Loan, paid advertising was used, and Secretary McAdoo bears vigorous witness to its great value. It certainly would not be of less value in the forthcoming loan. And it happens that the high degree of value which paid advertising rendered the first loan was fully demonstrated.

In Rochester, Detroit and Cleveland, where the advertising was most efficiently done, the number of bond buyers secured, in proportion to population, was far beyond the normal ratio for the country.

For example, over 60,000 individual buyers were obtained for the bonds in Rochester, equivalent to a buyer in every family.

This remarkable result, far in excess of the average for a city of the size of Rochester, was clearly due to the advertising.

The Rochester newspapers gave as much editorial and news support, on which the Times properly lays much stress, as did newspapers in any city. The Rochester bankers and business men were as generous of their time and as efficient in using it as men in other cities—but there was something in and through and behind all these efforts, the advertising, with its insistent and continuous call for action.

That is the place and function of advertising—on the broad background of news and editorial comment supplied by the press it focuses the mandatory appeal to act. Hoover found this out in his work for Belgium. News and editorial space gave information, but the final spur to action was the advertising. This has been demonstrated again and again. The experiences of Rochester, Detroit, Cleveland, among larger cities, and of Joplin, Mo., and Muncie, Ind., among smaller cities, on the Liberty Loan, are only fresh demonstrations. (Continued on Twenty-sixth Page.)

PUBLISHING PAPER HE ONCE CARRIED.

William S. Cady, who is now half-owner, editor and manager of the Fredonia (Kan.) Daily Herald, started on that paper thirteen years ago as its first carrier and stayed with it until he entered college, acting as a reporter during his high school days. During his four years at the University of Kansas he held every responsible position on both business and editorial staffs of the University Daily Kansan and upon graduation joined the staff of the Dodge City (Kan.) Daily Globe as advertising manager.

He shifted to Lawrence, Kan., early this year as advertising manager of the Journal-World and remained there until this month, when he bought out the interest of Edward F. Hudson in the Herald, which is a member of the Associated Press. His present partner, Ben S. Hudson, expects to leave for Fort Sill, Okla., in a few days as captain of Company E, Kansas National Guard.

GREEN BAY STAFF CHANGES.

George Whitney Calhoun has become city editor of the Green Bay (Wis.) Press-Gazette, succeeding Edwin C. Hart, now a second lieutenant in the Officers' Reserve Corps.

Max Rosman has been appointed to the telegraph desk of the Press-Gazette, vice T. A. Bedell, who has received a lieutenant's commission in the Wisconsin field artillery.

Victor I. Minahan, president of the Press-Gazette Company, has been commissioned a captain in the Reserve Artillery and is now regimental adjutant at Camp Custer, near Battle Creek, Mich.

A. H. Israel, reporter on the Press-Gazette, is a corporal in the Wisconsin field artillery, and Beaumont Currier, a mailing clerk on the same paper, is a private in that branch.

FRENCH PAPERS TO CUT AGAIN.

The interministerial Press Committee of France has been advised that Norwegian print paper manufacturers have just cancelled their contracts because of the German submarine blockade. A similar step has been taken by the Swedish manufacturers on the ground that the export of print paper has been forbidden by the Swedish government.

As the French newspapers draw 50 per cent. of their supply from Scandinavia it is foreseen that they very soon will be obliged again to reduce the size of their sheets. The increase in price before this caused an economy of 15 to 18 per cent. in the consumption of paper.

SHIFTS IN SAVANNAH.

Roger Daniels is acting as reporter on the Savannah (Ga.) Press, succeeding Sam Orr, now a lieutenant in the Officers' Reserve Corps, but expects to resign on September 28 to handle publicity work for the Y.M.C.A. at its Atlanta camp.

John Suthie is temporarily acting as a reporter on the Press, succeeding Nunnally Johnson, now in the Georgia Hussars, and is also covering schools, marine news, etc., which were formerly handled by Ted Dickson. The latter is in the Coast Artillery Corps.

ADS COULD HALVE TIME AND EXPENSE OF LOAN.

ASSERTIONS OF SECRETARY M'ADOO AND THE NEW YORK TIMES ANSWERED—ADVISORY BOARD PLAN OUTLINED

BY HERBERT S. HOUSTON,
Chairman National Advertising Advisory Board.

There was more than a million dollars of paid advertising devoted to the sale of the first Liberty Loan, a fact which the editorial in the New York Times, noted in THE FOURTH ESTATE last week, overlooks.

Every line of it was paid for—but not by the Government. In six great bound volumes, examples of this advertising, from every one of the twelve Federal Reserve Districts, were brought together and presented to Secretary McAdoo in Washington by the National Advertising Advisory Board, which had been constituted by the Associated Advertising Clubs to serve the nation throughout the war without pay.

In telegrams, in letters, and in person Secretary McAdoo stated to the advertising board that this paid advertising had been of "immeasurable value in making a market for the Liberty bonds"; he gave it as his judgment that it stood second in service only to the direct personal work of salesmen from banks and bond houses.

Many columns of this advertising appeared in the New York Times and in other leading papers throughout the country, and the papers were paid their full rates for it.

And the Government didn't pay for it.

Patriotic bankers, merchants, and other business men contributed space in the papers for which they had con-

tracted or they bought and paid for additional space; advertising clubs bought space; the New York Stock Exchange carried through a notable campaign of paid advertising; the billposters of the country, the street car and electric sign advertising interests, the foreign-language newspapers generously contributed paid space—the total cost of space for the en-

SQUELCHING THE DISLOYAL NEWSPAPERS.

ALL ALIEN LANGUAGE WAR COMMENTS MAY HAVE TO BE TRANSLATED FOR POST OFFICE—NEW YORKERS ACT.

The joint conferees of the Senate and House in approving the Trading with the Enemy Act, widened the scope of the provision to prevent publication of seditious utterances or disloyal criticism of the Government in the conduct of the war.

The Senate bill carried an amendment by Senator King of Utah, compelling all German language publications to print, in parallel columns, an English translation of any criticism of the Government.

This was replaced in conference by one written by Judge Lamar, Assistant Attorney General, embracing publications printed in all foreign languages and stipulating that, instead of printing the parallel column in English, they must file an exact translation accompanied by an affidavit, with the post office of the city in which the publications are located.

Publications violating this provision may be deprived of the use of the mails.

The amendment as accepted by the conferees follows:

"Ten days after the approval of this act and until the end of the present war it shall be unlawful for any person, firm, corporation, or association to print, publish, or circulate, or cause to be printed, published, or circulated, in any foreign language, any news item, editorial, or other printed matter respecting the Government of the United States or any nation engaged in the present war, its policies, international relations, the state or conduct of the war, or any matter relating thereto:

"Provided, That this section shall not apply to any print, newspaper, or publication where the publisher or distributor thereof, on or before offering the same for mailing, or in any manner distributing it to the public, has filed with the Postmaster at the place of publication, in the form of an affidavit, a true and complete translation of the entire article containing such matter proposed to be published in such print, newspaper, or publication, and has caused to be printed in plain type, in the English language, at the head of each such item, editorial or other matter, on each copy of such print or publication, the words:

"True translation filed with the Postmaster at —, on —, as required by this act."

"Any print, newspaper, or publication, in any foreign language, which does not conform to the provisions of this section, is hereby declared to be non-mailable, and it shall be unlawful for any person, firm, corporation, or association to transport, carry, or otherwise publish or distribute any matter which is made non-mailable by the provisions of the act relating to espionage, approved June 15, 1917.

"Provided further, that upon evidence satisfactory to him that any print, newspaper, or publication printed in a foreign language may be printed, published, and distributed free from the foregoing restrictions and conditions without detriment to the United States in the conduct of the present war, the President may cause to be issued to the printers or publishers of such print, newspaper, or publication a permit to print, publish, or circulate the issue or issues of the print, newspaper, or publication free from such restrictions and require-

ments, such permit to be subject to revocation at his discretion. And the Postmaster General shall cause copies of all such permits and revocations of permits to be furnished to the Postmaster of the Post Office serving the place from which the print, newspaper, or publication granted the permit is to emanate. All matter printed, published, and distributed under permits shall bear at the head thereof in plain type in the English language the words: 'Published and distributed under permit authorized by the Act of — on file at the Post Office of —.'

"A person who shall make an affidavit containing any false statement in connection with the translation provided for in this act shall be guilty of the crime of perjury and subject to the punishment provided therefor by Section 125 of the Act of March 4, 1909, and any person, firm, corporation, or association violating any other requirement of this act shall, on conviction thereof, be punished by a fine of not more than \$500, or by imprisonment for not more than one year, or in the discretion of the court, may be both fined and imprisoned."

NEW YORKERS ORGANIZE AGAINST SEDITIOUS NEWSPAPERS.

For the purpose of making an end of sedition in all forms, a group of prominent men met in New York on September 19 to start a national movement. James M. Beck, ex-deputy attorney general, was the principal speaker. The next step in the campaign will be the holding of a mass meeting in Madison Square Garden. The first meeting was held under the auspices of the American Defense Society.

In his address Mr Beck said:

"Within the past forty-eight hours I read a criticism so ambiguous and its force so great that its obvious purpose was to reach the people in a way which was quite beyond the processes of law.

"It was in a newspaper, and this paper is one of the most influential newspapers. The editorial in this newspaper commenced with this sentence—I am quoting from memory—'The Red Cross,' it said, 'has appropriated \$10,600,000 to suffering in France and a little over \$1,000,000 to

the suffering in all the other countries.'

"It proceeded quite insidiously to say just that.

"And yet, as no one had ever raised a question as to the division of the Red Cross fund, what could have been the effect upon the thousands of uneducated minds that read the editorials except to feel—the Italian, the British subject, the Serb, the Armenians, or any other allied nations—to feel that they were being treated unfairly?

"That was the obvious and unavoidable effect, to create in the minds of thousands of people in this city that everything was being done for France and very little was being done for those in the other countries.

"I picked up an evening paper of New York the next day and I saw a special dispatch from Washington. It said Italy was feeling badly about the great failure of support from one of the allied nations, and it went on to say that it was not France, it was not Great Britain, it was not Russia, but it could probably be readily guessed what nation it was that had failed in the support of Italy.

"What was the purpose of that special dispatch except to suggest to thousands of Italian citizens of this country that Italy's armies, which are making such a gallant struggle on the crest of the Alps, were being slighted in this country?

"How are we going to get after those people? We cannot, because a newspaper correspondent insidiously suggests that Italy is not getting due treatment from the United States, or that the Red Cross is giving everything to France and nothing to Russia or Italy or England, say that that criticism is necessarily seditious or traitorous.

"In my study of human life the greatest power of human society appears as not the Government nor the spiritual power of the church but as public opinion. And if there be public opinion militant enough it can reach these seditious newspapers and speakers.

"Suppose the best citizens of New York would get together in a kind of quasi-jury and if all the men were large enough they could stop the sowing of the seeds of sedition. They could say to the owners of these seditious newspapers, 'Unless you stop these seditious editorials we will not advertise in your papers.'

"In other words, let the newspaper that is deliberately sowing sedition feel this public opinion in the only way it is likely to feel it, namely, in the receipts over the advertising counter."

WATSON AGAIN ON GRILL.

Thomas E. Watson has been ordered by the Post Office Department to appear in Washington September 24 to show cause why his new publication, the Thomson Guard, should not be excluded from the mails. Recently the Jeffersonian, a weekly published by the Jeffersonian Publishing Company, of which Watson is president and editor, was excluded from the mails because of alleged seditious articles and criticisms of the selective draft law.

The Thomson Guard then was acquired by Watson, and appeared as a weekly, with articles signed by him,

BANISHMENT OF MASSES FROM MAILS UPHELD.

Judge A. N. Hand of the Federal District Court of New York decided last week that the Masses, the Socialist publication, had been properly excluded from the mails and refused to enjoin Postmaster Patten from withholding the September issue from the mail.

Judge Learned Hand had directed the postmaster to mail the August number, which had also been held up, but United States Attorney Caffey obtained an order delaying the matter until after an appeal had been decided by the Circuit Court. Thus two numbers of the magazine are now held up in the Post Office.

While the refusal of Judge Hand is based principally on the technical point that the offending publication violates the rule that periodicals must be regularly issued to be entitled to the second class privilege, he says that the September issue, while much milder in tone than that of August, continues to "hold up violators of the Conscription Act to admiration" and to say what the editor thought he could safely say to promote opposition to the war.

The opinion says that a persistent propaganda glorifying the deeds of notorious violators of the Conscription Act might promote disloyalty to the military forces and cause obstruction in recruiting as much as a formal direct incitement to violation of the law. The opinion adds:

"It is always to be remembered that the Masses is not attacking a mere party program or executive policy, but is seeking to undermine those means which the nation has adopted to protect the people of the United States as well as civilization itself from the assaults of a powerful foe after a declaration of war had been made."

The court says that united effort is of the highest consequence. In the opinion are extracts from the September issue of the Masses which, the court declares, are "direct appeals to resist conscription."

TRANSLATIONS OF NO USE, SAYS THE HEROLD.

Commenting on the Enemy Trading bill providing that all foreign language newspapers must translate into English their articles commenting upon the war policies of the United States or its Allies, the New Yorker Herold said:

"We are convinced that this provision, in case it becomes a law, will signify not an advantage, but an injury, to the interest of the United States, for it will handicap the work of pacification and enlightenment of their German readers being carried on by the German newspapers—the work of pacification and enlightenment in a loyal sense. Besides, there are enough ways and means already at the disposal of the Government to-day for assuring itself of the contents of the German language sheets.

"So far as the Herold is concerned, we should like to say that the parallel translation in English of our articles will merely prove that which we have constantly directed special attention to, i. e., the entire absence of disloyal articles."

WEDDING BELLS.

James M. Cox, governor of Ohio and publisher of the Dayton News and Springfield News, and Miss Margaretta Blair were married on September 16 at Cherry Farm, the bride's country home. The honeymoon will be spent at Hot Springs, Va., and afterward they will occupy the governor's residence near Dayton, which he has just built and which is modeled after a French chateau.

Judson Richard Worrell, a reporter on the staff of the Brooklyn (N. Y.) Standard Union, and Miss Frances Post of St. George, Staten Island, have announced their engagement. Mr. Worrell is the son of J. J. Worrell, editor of the Staten Island Staten Islander, and was connected with that paper before joining the Standard-Union.

Walter Johnson, business manager of the Jackson (Miss.) Daily News, and Miss Ruth Nummery of the same city will be married on October 3.

Paul S. Dee, city editor of the Concordia (Kan.) Blade and Miss Fern Calloway were married last week.

Harry M. Stock, who recently purchased the Bunkerhill (Kan.) Advertiser, and Miss Inez Frogg were recently married.

O. L. Seed, editor of the Edwardsville (Mo.) Republican, and Mrs. N. L. Slayback of Peoria, Ill., have become engaged.

IN CUMMINGS' MEMORY.

A bronze tablet commemorating the work of the late Amos J. Cummings, editor-Congressman, in behalf of the letter carriers, was placed on the monument over his grave in the Clinton cemetery at Irvington, N. J., on September 19 by the Newark branch of the National Association of Letter Carriers.

The principal address at the ceremonies was made by Willis Holly, secretary of the New York Sun alumni, the membership of which comprises many men who were connected with the Sun when Mr. Cummings was its editor.

WILMINGTON WEEKLY SOLD.

At an auction sale of the Wilmington (Vt.) Deerfield Valley Times and job printing plant Monday, the property was bought by George C. Dixon, publisher of the Londonderry (Vt.) Sifter, and formerly publisher of the Times. Mr. Dixon expects to issue both papers from the Wilmington plant. The Times has not been issued for several weeks.

NASSAU QUALITY METALS

J.H.H.'S UNIFORM

ELECTROTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
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THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
606 West 39th Street NEW YORK

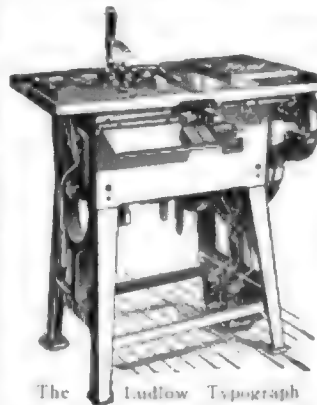
Non-Distribution

vs.

Multiple Distribution

THE All-Slug System of composition makes Non-Distribution complete and economical. So called Non-Distribution, with movable type, is in reality Multiple Distribution.

A complete Non-Distribution system for Display composition is dependent upon the Ludlow Typograph, because it alone eliminates storage systems and the constant casting and distributing of sorts.



The Ludlow Typograph

Multiple Distribution is waste; Non-Distribution the Ludlow Typograph way is real economy.

Know all about the Non-Distribution system for Display. Send for Ludlow Typograph Literature.

Sole Selling Agents

**MERGENTHALER
LINOTYPE CO.**

Tribune Building, New York
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

NEWSPAPER MEN WORK FOR BOOKS FOR SOLDIERS.

Newspaper men played a large part in preparing the way for "Camp Library Week," September 24 to 30, in which the American Library Association planned to raise \$1,000,000 to construct, equip and maintain main and branch libraries in the 32 cantonments and camps in this country, and to furnish books to men at the front and in the navy and to the sick and wounded.

Frank A. Vanderlip, president of the National City Bank of New York and a former newspaper man, was chairman of the War Council appointed by Secretary Baker from the American Library Association; William F. Kenney, day editor of the Boston Globe and president of the board of trustees of the Boston Public Library, was a member of the finance committee; Harold Braddock, another newspaper man, was director of the camp library committee, and the publicity was handled by George Garner, a member of the corps of Washington correspondents, who also handled former Congressman A. P. Gardner's publicity throughout his "preparedness" campaign, and originated the celebrated dinner by Mr. Gardner to the reserve army of the United States, then 17 men.

Every penny of the \$1,000,000 is to be devoted to the library work, not a cent having been diverted to any other purpose whatever.

ON COURIER-JOURNAL.

Kenneth Toill of Columbus has joined the staff of the Louisville Courier-Journal.

Y.M.C.A. AD CLASS PROGRAM.

Faced by the problem of preparing more men than ever to fill the gaps caused by war in the advertising ranks, the Twenty-third Street branch of the Young Men's Christian Association in New York has scheduled an especially attractive advertising course for this year, which, as in the past, will be under the direction of Frank Leroy Blanchard and H. W. Doremus.

Various elementary phases of advertising will be discussed by Mr. Blanchard in the first three lectures, which will be held weekly beginning October 10. After the students have learned the fundamentals, there will be weekly lectures by men prominent in the advertising field, including the following:

Bruce Bliven, Henry H. Clark, Benjamin Sherbow, Arthur Freeman, R. A. Holmes, Frank E. Fehlman, S. Brodie, W. A. Thomson, Don C. Parker, M. C. Robbins, Stanley O. Gunnison, H. J. Mahin, Vermont A. Salada, C. R. Lippman, Edward H. Schulze, James Melvin Lee, Hugh Burke, John Budd and G. B. Sharpe. Students begin writing advertising in the fourth week of the course.

NEW ALBANY "COLYUMIST."

Herbert B. Benjamin ("Ssan"), reporter and editor of a humorous column of the Albany (N. Y.) Knickerbocker Press, has been drafted into the National Army and is leaving for Yaphank this week. Mr. Benjamin was previously editor of the College Mercury, College of the City of New York. His position as "colymnist" will be filled by Harold Mayer, who signs himself "Childe Harold."

LATIN AMERICA GETS MUCH AMERICAN NEWS PRINT.

Special Agent Robert S. Barrett, who is conducting a general investigation in Latin-American countries for the United States Bureau of Foreign and Domestic Commerce (Department of Commerce), reports that practically all the news print paper that is received by Peru, Bolivia, and Ecuador now comes from the United States.

Even before the war it formed the bulk of the American shipments to the first-mentioned country, and represented almost one-third of the total Peruvian imports of paper.

Since the outbreak of the war there has been a heavy increase in the imports, because of the fact that news print is admitted free of duty and, with the rise in the price of all other grades of paper, the retailers have found it the cheapest kind that they can obtain for wrapping purposes.

Now that it has gained extensive use for this purpose, it is believed that the imports will continue to increase even after cheaper wrapping paper is again available.

Among the features of the paper, paper products and printing machinery trade in Peru that were observed was that previous to the war nearly 50 per cent. of the paper imports of Peru came from Germany, 20 per cent. from the United States, 10 per cent. from England, and the remainder from Spain, France, Belgium, Italy, and other European countries.

The principal factors in the European strength, according to the Bureau's report, were lower prices, longer credits, better shipping facilities, more active selling campaigns, willingness to produce the goods desired, better packing, greater attention to detail, and influence of European colonies and Europeans engaged in paper and printing trades.

Similar conditions were found in Bolivia.

The annual consumption of all classes of paper and paper products in Peru amounts to approximately \$700,000, of which \$625,000 worth is imported. The consumption in Bolivia amounts to \$300,000, of which all is imported.

Ecuador's imports have varied between \$160,000 and \$230,000.

EVANS LEADS SCHOOL.

J. Wainwright Evans, associate professor in the Kansas University school of journalism, has resigned to go with the Nation's Business, Washington, D. C., of which Merle Thorpe, former head of the Kansas school, is editor.

J. M. HUBER

Manufacturer of
Black and Colored
News Inks
Main Office: 65-67 W. Houston Street
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Color, Varnish & Ink Factories
BROOKLYN, N. Y.
Carbon Black Works, DOLA, W. VA.

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Boston, Baltimore, Chicago, Omaha
Cincinnati, Los Angeles, St. Louis
Philadelphia, San Francisco

NEWS OF THE AD AGENCIES.

Elon G. Pratt, formerly vice-president and director of the J. Walter Thompson Company of New York City, has resigned his position with that agency. On October 1 he will join the staff of Collin Armstrong, Inc., with the office of Vice-President. Prior to joining the J. Walter Thompson Company some five years ago, Mr. Pratt was associated for many years with the Butterick Publishing Company, operating from the New York headquarters of that organization.

Albert G. Wade of the Wade Advertising Agency, Chicago, has been appointed a member of the United States Live Stock Industry Committee.

The Chicago Advertising Agencies' Bowling League has completed plans for its annual winter tournament, which started on September 20, and will continue on Thursday nights for twenty-eight weeks. C. E. Walberg is president of the tournament and states that prizes aggregating almost \$1,000 will be awarded to successful participants.

Leroy A. Kling and A. G. Wallace, formerly secretary and associate merchandiser, respectively, of the H. Walton Heegstra, Inc., Advertising Agency, Chicago, have become connected with the J. R. Hamilton Advertising Agency, also of that city. New quarters have been taken by the latter agency in the Hearst Building.

The Genesee Advertising Agency, Rochester, N. Y., has moved to 45 East 17th st., New York, with C. T. Johnstone as manager.

A. E. Waldorf has joined the staff of the George E. Lees Company, Cleveland advertising agency.

J. D. Driscoll of the Chicago office of the William H. Rankin Company, advertising agency, has been transferred to the New York office. Mr. Driscoll has been on the staff of the Rankin agency for more than eight years.

J. P. Roche, formerly head of the copy department of the W. D. McKin Advertising Agency, Chicago, jumped from the copy desk into the thick of things in a martial way. After joining the quartermaster's department, Mr. Roche was sent to Houston, where he had an active share in suppressing the Houston race riots almost on the day of his arrival.

H. A. Gorth, secretary, and R. J. Mooney of the William H. Rankin Company are in the East on business for the agency. Mr. Gorth is in New York and Boston and Mr. Mooney will visit Washington and Philadelphia.

F. C. Faul, formerly with the Ethridge Association of Artists, has joined the New York art staff of the William H. Rankin Company.

S. H. Chilton has leased the Croton (S. D.) Herald from Roy Veitch and has assumed charge as editor and manager.

M. G. ANDERSON JOINS STAFF OF GILMAN & NICOLL.

Martin G. Anderson, who has been associated with the New York office of the Charles H. Eddy Company for the past eight years, has joined the



MARTIN G. ANDERSON.

soliciting forces of Gilman & Nicoll's New York office.

Mr. Anderson has had wide experience in the New York field and is well acquainted with the advertisers and agencies. He has made a particular study of financial advertising.

PACKAGE FOODS ARE MORE SANITARY.

(Copyright—Mallory, Mitchell & Faust.)

Sanitary food products are put up in packages by the manufacturer.

Only by buying in the package can the consumer be assured that the product is sanitary. Bulk goods offer too many opportunities for contamination by dirty hands, dust, mice and other vermin.

As a consequence, today is witnessing the passing of the butter tub, the lard tub, the dried fruit bin, the cracker barrel and the tea and coffee bin. Today we buy all these and many other products formerly sold in bulk, neatly done up in attractive and sanitary packages, fully protected against any chance of contamination until they are opened by the housewife in her own kitchen.

Advertising is largely responsible for the development of the package idea. When a manufacturer made a good product, he wanted to tell people about it so they would buy his product in preference to some other competing brand.

This required that he identify his product in some specific way so the consumer would know it was his. This led to the marketing of the product in a package or container bearing a distinctive label.

When you buy standard advertised package foods, you buy sanitary foods.

Fred C. Freeman has sold the Schleswig (Ia.) Leader to Henry W. Faul.

AD FOLKS' NEWS.

A. G. Clark, secretary of the Portland Chamber of Commerce, addressed members of the San Francisco Ad Club at their weekly luncheon last week on "The Value of Truth in Advertising." Announcement was made that a series of fifteen lectures on advertising will be given in connection with the University of California extension division.

Vivian M. Moses has just been appointed publicity manager of the Select Pictures Corporation, New York, and is also in charge of publicity for the Selznick Pictures.

The Advertising Club of the Columbus (Ohio) Chamber of Commerce last week elected Charles S. Anderson president and Louis A. Feibel first vice-president. The other successful candidates were: A. M. Crumrine, second vice-president; Earl English, secretary; Perry B. Whitsitt, treasurer, and Walter R. Colton, librarian. Don K. Martin, publicity manager of the Chamber of Commerce, serves as manager of the Ad Club.

The two trustees chosen were C. R. Marters and Harvey R. Young, who, together with the other officers, compose the club's executive committee.

Mr. Anderson has delegated to First Vice-President Feibel charge of the department of growth, which includes the membership campaign, and Second Vice-President Crumrine direction of the department of life,

which includes the programs and other activities.

The trustees will serve as the improvement committee, which supersedes the vigilance committee, and will have charge of betterments in advertising.

Earl H. Hopkins has become connected with the advertising department of Jones & Baker, New York stock brokers.

The Cleveland Advertising Club is very proud of the service flag hanging in the club rooms. It has nineteen stars now and orders have been placed for five more, which means that twenty-four Cleveland advertising men are serving Uncle Sam in the military or naval forces.

The Better Advertising Bureau of the Chicago Advertising Association has been instrumental in prosecuting a suit against Edward Perlman, a Chicago grocer, who is alleged to have used misleading advertising announcements. The case has been heard by Judge Jarecki, who will hand down his decision October 1.

Hugh Sharpe, formerly assistant advertising manager of the Harley-Davidson Motorcycle Company, has been made manager of the bicycle department.

Freling Foster, until recently advertising manager Hughes Electric Heating Company, Chicago, has joined the advertising staff of the Society for Electrical Development. He will take

Leader by a Million and Three-Quarters

Advertising Record of New York Morning Newspapers

EIGHT MONTHS OF 1917.		Agate Lines.
THE NEW YORK TIMES.....	7,817,447	
Less Help and Situation Wanted.....	415,098	
WORLD	8,915,486	7,402,349
Less Help and Situation Wanted.....	3,243,493	
AMERICAN	5,871,180	5,671,993
Less Help and Situation Wanted.....	798,937	
HERALD	4,852,482	5,072,243
Less Help and Situation Wanted.....	988,049	
TRIBUNE	3,066,573	3,864,433
Less Help and Situation Wanted.....	33,460	
SUN	2,736,262	3,033,111
Less Help and Situation Wanted.....	9,468	
		2,726,794

THE NEW YORK TIMES, in eight months of 1917, printed 1,730,556 agate lines more advertising, help and situation wanted excepted, than any other New York morning newspaper.

the place of E. M. Hunt, now connected with the Review of Reviews.

Jack H. Frohlich is another new member of the society's publicity staff under Harry W. Alexander, director of publicity. Mr. Frohlich has been with the Frank Seaman Advertising Agency, New York, and was previously publicity agent for the Vitagraph Company of America.

The society has now completed its reorganization, made necessary by several army enlistments.

Hill Griffith, until recently with the advertising department, has been made captain of cavalry at Fort Meade, Md.

R. R. Jones is now first lieutenant in the Signal Service.

J. J. Flynn is with the National Army at Camp Upton, Long Island.

The Standard Parts Company, Cleveland, has appointed Benton G. L. Dodge as advertising manager.

The Omaha Ad Club held a "Made-in-Omaha" Dinner on the evening of September 20.

INTRODUCING AD FOLKS.

S. H. Fox, the new executive manager of McCloy's Advertising Agency, Pittsburg, was until recently general sales manager for the A. W. McCloy Company, stationer and office furniture dealer in Pittsburg. He has had a successful experience as a salesman, and during the time that he directed the selling efforts of twenty-five outside salesmen for the McCloy house the business of the house almost doubled.

For five years prior to Mr. Fox's connection with the A. W. McCloy



S. H. FOX.

Company, he had been with the selling organization of the Addressograph Company, of Chicago, covering a wide territory throughout the West and being for three years connected with the Pittsburg office.

In selling addressographs Mr. Fox came quite intimately into contact

with a great many advertising departments throughout the country and through his acquaintance with advertising managers became familiar with advertising sales plans of a large number of prominent houses. It was very largely through the instigation of Mr. Fox that McCloy's Advertising Agency was started.

First of all an expert advertising man was employed to render service to patrons of A. W. McCloy Company. This was the first step that ultimately led in the establishment of the completely equipped advertising agency owned by the A. W. McCloy Company, but in every way entirely separate in its personnel and organization.

This new agency reports it has just secured a number of new accounts in the Pittsburg District.

Frank H. Hilson, recently appointed space buyer for the New York office of the H. K. McCann Company, has been associated with that concern for almost six years, holding the post of junior space buyer during the past year and a half. Previous to his connection with the McCann Company he acquired a stock of selling experience as New York manager of an automobile accessory concern.

In regard to newspaper advertising. Mr. Hilson says: "My work has kept me in close touch with methods and conditions in the newspaper field. Our newspaper advertising represents a larger number of single units than



FRANK H. HILSON.

our magazine advertising, and in dealing with the publishers we have had some desirable experiences.

"We have found it advantageous to deal in card rates, and it has likewise developed desirable business relations with the newspapers which we were able to cover, and has effected the success of the campaigns through the voluntary co-operation of the publishers. I am sure it is helping to put this end of the business on a legitimate basis."

Bernard W. Magee, who has been appointed advertising manager of R. Wallace & Sons Manufacturing Company, silvermiths, Wallingford, Ct., was born in 1890, and came to New York at the age of seventeen years as a civil engineer. He was later general manager of the New Jersey

Bourse, a business show, modelled after the Business Bourse of New York. He was afterwards associated with a real estate publication and aided in the publishing of chemical research data.

In July, 1914, he became connected with Daniel Low & Co., Salem, Mass., as assistant to Robert R. Updegraff, whom he succeeded as advertising manager upon the latter's resignation in April, 1916. He continued in this capacity until the first of this month, when he was appointed assistant advertising manager of R. Wallace & Sons Manufacturing Company.

RANDOLPH JOINS STAFF OF I. A. KLEIN.

E. H. Randolph has joined the soliciting staff of I. A. Klein, newspaper representative, New York, leaving the New York Evening Journal. Mr. Randolph for a number of



E. H. RANDOLPH.

years looked after Wall Street advertising for the New York Press, for which paper he later became advertising manager.

Five years ago he became assistant to the publisher of the Evening Journal. During the last few years he has been associated with the national advertising department of the Hearst organization, where his successor has not yet been decided upon.

IN AUTO SALES WORK.

B. B. Bell, for several years a member of the Dallas News and Evening Journal advertising staff, has recently resigned to join the sales department of the B. F. Goodrich Rubber Company, at its central offices in Kansas City, Mo. Mr. Bell is widely known in the Texas newspaper field.

ON SERVICE STAFF.

Henry Kuhns has taken charge of the advertising service department of the Stetson Press, Boston. Previously he had been advertising and assistant sales manager of the M. & C. Skirt Company.

MEETING IN MISSOURI.

The Missouri Writers Guild is holding its annual meeting today in Elk Springs.

BERGFELD MADE AD MANAGER.

WILLIAM E. WILLIS IS MADE EASTERN MANAGER FOR CHICAGO HERALD.

M. A. Bergfeld, who has been manager of the New York office of the Chicago Herald since July, has been made advertising manager of the Herald. He left for Chicago on September 20 to assume his new duties.

William E. Willis, for several years past with the advertising department of the New York American, succeeds



WILLIAM E. WILLIS.

Mr. Bergfeld in charge of the Herald's Eastern office.

The new advertising manager of the Herald is well acquainted with newspaper and advertising conditions in his new field. For seven years prior to coming to New York, four years ago, Mr. Bergfeld was with the Chicago Tribune. Until a few months ago he was the Eastern advertising representative of the Chicago American, and when the Chicago Herald opened its Eastern office last July he was placed in charge of it, with offices in the Times Building.

William E. Willis, the new Eastern manager of the Herald, joined the New York American staff in 1911 as manager of Eastern foreign advertising. Previously he had been in the special agency business for twelve years, representing at different times in New York the Philadelphia North American and the Philadelphia Ledger.

TROXELL WILL COME EAST.

E. E. Troxell, executive secretary of the Washington Newspaper Association, will leave for Chicago on September 27 to establish an office there and organize an advertising sales force. Upon completion of his work there, Mr. Troxell will leave for New York and establish offices there. Mrs. Troxell, their daughter, and Mr. Troxell's secretary, Miss Florence Manhoff, will accompany him.

HAVE CONFEREES ACTED ETHICALLY?

POSTAL OFFICIALS ALLOWED TO TESTIFY BEYOND CONTRADICTION—WHO REAL SECOND CLASS AGITATORS ARE.

BY WALDON FAWCETT.

When the bug-a-boo of an increase in the second-class rates suddenly bobbed up once more when the War Revenue Bill "went to conference" a number of publishers received the surprise of their lives.

"Why, I thought this whole subject was disposed of for good and all in the Senate," remarked one mystified publisher to the writer.

Even the publishers, who, out of their knowledge of Congressional practice, realized that no legislative question is settled until it has been finally passed upon by both houses and approved by the President were unprepared, in most instances, to have this bugbear "come back strong" as it did.

However, even when brought face to face with the resurrection of the second-class increase issue many of the publishers have gone wrong in their diagnosis of the causes.

Some publishers have attributed it to the narrow vision of backwoods Congressmen, who seldom come in contact with a metropolitan newspaper and do not give a hang so long as their little county newspapers are not inconvenienced.

Others have ascribed the turn of events to the desire for revenge on the part of disgruntled Congressmen who have been attacked by the newspapers, while yet a third contingent has heard echoes in Congress of the sentiment "Let the newspapers pay for their war."

Any or all of these influences may have been minor factors—it is impossible to say that such sentimental considerations, however unlikely, may not have played their part; but the real inspiration for the come-back of the newspaper tax in the guise of a postal increase is to be found in the Post Office Department.

The Postmaster General and some of his assistants appeared before the Senate and House conferees, engaged in the effort to effect a compromise on revenue taxation and exerted all their persuasive powers to make the second class increase stick.

Right here you have the main-spring.

The action in itself was unusual if not unprecedented.

You did not see the Secretary of Agriculture butting in to influence action on tobacco taxes nor the Secretary of Commerce putting in his oar to manipulate manufacturers' taxes.

Leaving as an open question whether or not it be ethical for postal

officials to thus pull wires at the Capitol, the bald fact remains that here was a means whereby the Post Office contingent got an opportunity for the "last word" on a controversial subject and got it under circumstances that insured them freedom from interruption.

THE NEWSPAPERS' CHIEF ADVERSARIES.

At the public hearings before the Senate Finance Committee the publishers had some opportunity to answer and refute the arguments of postal rooters for higher rates, but not so in the final show down.

Here was a star chamber session, a one-sided affair with no one to say nay no matter what statement was made.

All of which brings us around to the statement of fact made at the outset of this article, namely that the newspapers have underestimated if not ignored their chief adversary in the long-drawn fight over postage rates.

Of course the average publisher has not been blind to the source of inspiration for most of the agitation for increases in second-class rates, but he seems to have just naturally not "fired back" in that direction.

It is inconceivable that this neglect has been due to a fear of getting in bad with the Post Office Department. Rather has it been due, we suspect, to the fatal fault of underestimating an adversary.

When publishers have combated the heresy that emanates from the Post Office Department they have almost invariably criticized or argued with the Postmaster General. That has been natural enough, no doubt, seeing that the Postmaster General is the responsible head of the Department and fathers the statement that emanates from it.

However, it is high time that newspaper makers awoke to what most of them must have recognized sub-consciously already.

The force that threatens the undoing of publishers is not the Postmaster General—neither the present Postmaster General nor any other—but the subordinate officials in the Post Office Department.

Probably it would be profitless to discuss at this time what are the real motives of these lesser officials. The

result is the same no matter whether their impulses be a sincere desire to do their duty as they see it, a faulty system of figuring cost of mail handling or an obsession regarding the "subsidy" which publishers are supposed to enjoy.

The mere fact that these veterans in the postal administration—the fixtures who hang on to their jobs as political administrations come and go—have been able to lead one Postmaster General after another around to their way of thinking indicates the measure of menace of their power.

Mr. Hurlston is not the first occupant of the Postmaster General's chair who has been quietly brought by his associates to "see" that the publications must "pay their way" and he may not be the last "P.M.G." who will be similarly led to blindly accept a figure of 8 or 9 cents a pound as the cost of newspaper and periodical handling and transportation.

FIGURES ARE NECESSARY.

Some few publishers, be it conceded, have held all along that the publishing industry should devote more attention to an effort to make the rank and file of postal officials see the evil of their ways—or the faultiness of their logic, perhaps we had better say.

How much good might have been accomplished by such a campaign of education is problematical.

At the same time, looking back over the hardest fight that the publishers have ever been called upon to make at Washington the fact stands out that publishers' committees must exert every effort to compel the Post Office Department to audit figures covering second class mailing costs that both parties to the controversy could accept as somewhere near correct.

There is no doubt but that the figures, which the Post Office contends are impossible for it to furnish, would put the Department on the defensive instead of leaving the publishers in that position.

CAR SHORTAGE SHRINKS.

Newspaper publishers who followed the advice of the American Newspaper Publishers' Association and have not laid in great stocks of paper will draw comfort from this month's report of the country's railroads to the American Railway Association, which shows that on September 1 the excess of unfilled orders for cars in some parts of the country over surpluses in other parts was 31,591, a reduction of 14 per cent. as compared with the previous month.

The success of the combined efforts of State and Federal regulative bodies, shippers, commercial organizations, the railroads, and seasonable weather, may be seen from the fact that while the railroads have with practically no increase in facilities handled the greatest amount of freight in their history in the past four months the excess of unfilled car orders has been cut down from 148,627 on May 1, to 106,649 on June 1, to 77,682 on July 1, to 37,062 on August 1, and to 31,591 on September 1, thus achieving an improvement in four months of 78 per cent.

HAYES' LIST GROWS.

Metz B. Hayes, Boston, has been appointed New England representative of Physical Culture.

TWO JOBS FOR "ZIT."

C. F. Zittel, recently appointed general manager of William Randolph Hearst's International Film Service,



C. F. ZITTEL ("ZIT").

Inc., and one of the best-known theatrical writers in the country, addresses a large audience every day through the columns of the New York Evening Journal, under the pen name of "Zit." His appointment as head of the International will not interfere with this work, as he will divide his time between the two positions.

"Zit," as he is familiarly known in the theatrical and newspaper professions, was born, raised and educated in New York City. Soon after he left school he engaged in theatrical writing and promotion.

Twelve years ago Mr. Zittel was placed at the head of theatrical department of the New York Evening Journal, which through his indefatigable work he built into one of the most important departments of the paper. In February, 1913, he started a motion picture department which has been equally successful. His masterly manner in handling big things led to his appointment as general manager of the International. His one hobby is work. The only time he relaxes is during the summer, which he spends in the Adirondacks, motoring, fishing and playing an occasional set of tennis.

Mr. Zittel is a nephew of Henry Morgenthau, diplomat and philanthropist.

WRITER'S SON ENLISTS.

George Randolph Chester, Jr., son of the author of the famous "Get Rich Quick Wallingford" series and numerous other stories, who was on the editorial staff of the Cincinnati Commercial Tribune, has enlisted in the First Ohio Infantry and is now stationed at Camp Columbia, near Cincinnati.

POLLARD-ALLING MFG. COMPANY

System and Machinery for ADDRESSING NEWSPAPERS and PERIODICALS to SUBSCRIBERS

From Thin Aluminum Plates.

Saves considerable money in operating costs and facilitates obtaining renewals at practically no cost for the addressing.

Write for particulars. 111-115 East 114 St. NEW YORK

BIG "TIME" STUNT IN A SMALL CITY.

TOWANDA REVIEW GOT ITS
PICTURES BY DAREDEVIL
AUTO DRIVING.

A splendid illustration of real newspaper enterprise was furnished by the Towanda (Pa.) Review on September 18, when Bradford County gave its farewell demonstration for its drafted soldier boys who left on September 21 for Camp Meade, Md.

The farewell parade was the biggest event Towanda had seen in the century and a half that it has nestled in its cozy corner of the valley where the Susquehanna River winds through the Appalachian Mountains. The way in which the parade was covered by the Review was probably the biggest newspaper stunt ever put over in a town of fewer than 5,000 inhabitants.

"Pictures are the thing in modern journalism," said H. M. Turner, manager of the Review, in the conference at which it was decided how the parade should be covered. "The Review must have pictures, as well as a complete story of the day."

It is a simple matter for a metropolitan city editor to decide that he will use plenty of pictures on a big story. He has his own staff of photographers, his own art department and his own engraving room, all within a few feet of his desk. But the nearest engraving plant to Towanda is in Elmira, and Elmira can be reached at certain times in the day only over forty miles of mountain roads which give a motorist all the thrills of shooting the chutes, bumping the humps and "dropping the dip."

A telephone call to the Elmira Telegram elicited the information that if the Review people could get their pictures to Elmira by 7 p. m., the finished engravings would be turned over promptly at midnight. The parade was scheduled to start at 2 p. m., but everyone knew in advance there would be some delays. It was going to be a big stunt to get pictures taken, developed and printed in time to start for Elmira by auto and deliver the pictures at 7 o'clock.

Towanda has three photographers competent to handle quick work, and the Review got all of these men out with their cameras. The last picture was taken at 3.30 p. m., and all pictures were developed, printed and delivered to the Review at 5.10 p. m. They were due in Elmira at 7 o'clock, and it is good fast driving to make those forty miles of mountain roads in three hours.

Mr. Turner had a car all tuned up and waiting, and when the pictures were handed to him he threw the gears into "high" and cut loose for Elmira. Darin Resta would have enjoyed the run through the "narrows" near Ulster, where the road is barely wide enough for the wheels, and skirts a straight drop of more than 300 feet to the river below. Barney Oldfield never rode a more thrilling race in his life than Turner had through the second "narrows," a few miles further on and even more dangerous.

Starting at 5.15, the Turner car

rolled up to the Elmira Telegram office exactly at 6.45, with a quarter of an hour to spare. And while the artists and engravers toiled within, Turner and his mechanic worked at the garage, going over every bolt and nut and rod in the car as carefully as if they had been preparing for an Astor Cup race.

Just at midnight the Telegram delivered the cuts, and the ride back home began. It wasn't so easy to negotiate those curves in the starlight, when roadside foliage threw deceptive half-shadows across the way, and the slightest misjudgment would spell obliteration.

But the car took the return trip like a live thing, and if it and its driver had won any credit by making the up trip in an hour and a half they added to their laurels by making the same run in the darkness in only twenty-five minutes longer. It was 1.55 when they reached the Review office, and the forms were all locked up, with the bare bases awaiting the cuts of the parade. Seven cuts they had; one five-column spread, to be flanked at either side by a one-column pose of the two district captains, and four views of the parade itself. And at 2 a. m., the Review's regular press time, the "starter" had been locked on the press and the wheels began to hum.

From then on the process was painless, but bright and early Wednesday morning the 4,550 regular readers of the Review, as well as 800 who had ordered special copies, were seeing again in print the stirring scenes they had beheld in the afternoon before. And that is newspaper enterprise in a small town.

Up in Towanda the people really look on the Review as a metropolitan paper, because every now and then it pulls some such stunt as this. Last November, for instance, when everybody thought at midnight that Hughes was elected president, the Review got out an extra with its leased wire service from the International News Service.

After the papers were all off, and on their way over the carrier routes, the I.N.S. flashed the doubt of Hughes' election.

The Review promptly tore its first page to pieces, put a picture of Wilson where that of Hughes had been, got out a quick extra, impressed a dozen autos into service, and spread broadcast over the country the fact that probably Wilson would have four years more.

And when the Philadelphia and other big town papers arrived, later in the morning, still giving the election to Hughes, the Review was more strongly entrenched than ever, and it was easy to understand why it could advertise itself as having "the largest circulation in the world in town or city with less than 5,000 population."

CLASS IN PROOFREADING.

The recently organized class in proofreading and copy editing at the Brooklyn Evening Trade School for men and women, 7th avenue, between 4th and 5th streets, meets on Monday, Tuesday, Wednesday and Thursday evenings. The evening for registration is Friday.

THE AD WOMEN PLAN BUSY WINTER SEASON.

That their program for the winter will be conducted on thoroughly systematic lines was decided upon at the first regular business meeting of the League of Advertising Women of New York, held at the Advertising Club on September 18.

The program will be devoted to both the practical and ethical sides of advertising, with representative men and women participating; the latter being taken largely from the members of the league. The women propose to start with the creation of a newspaper advertiser and a small magazine advertiser and carry the subject month by month, through the selection of mediums, distribution of product, dealer work, the copy appeal—including the illustrations—and the final results as indicated by one or two specific campaigns that have been placed upon the map.

Among the subjects to be considered are Uncle Sam's economy campaign, including advertising to the sailor and soldier; the art of solicitation; motion picture advertising; colonization and church advertising; direct advertising, etc.

The league promises to adhere strictly to both the letter and spirit of the program.

ON HUTCHINSON GAZETTE.

Chester Leasure, secretary and manager of the Hutchinson, (Kan.) Gazette Print Company, has succeeded John M. Schwinn as editor of the Gazette. Mr. Leasure was correspondent for the Wichita (Kan.) Eagle, at Guthrie, Okla., during the first days of Oklahoma's statehood. He afterwards became managing editor of the Muskogee (Okla.) Phoenix and later general secretary of the Wichita (Kan.) Business Association. He will also continue as manager.

Miss Helen M. Hayes, general assignment and society editor of the Gazette, has become telegraph editor, in place of Herbert S. Waggoner, who has entered the ambulance corps at Fredonia, Kan.

CHANGES IN VANCOUVER

Dr. S. D. Scott, who was editor of the Vancouver (B. C.) News-Advertiser for a number of years, is now chief editorial writer on the Province, of the same city. Dr. Scott changed over to the Province when the Sun absorbed the News-Advertiser.

"Dad" Williams, who up till a year or so ago had written all editorial notes for the Vancouver (B. C.) Province, has returned from an extended stay in the East and is back at his old desk once more.

POSTAL TREATY WITH SAN SALVADOR.

The Post Office Department has received notice of the ratification by San Salvador of a postal treaty with the United States which guarantees indemnity for damage and loss of insured parcel-post packages sent from this country and increases the allowable weight to 20 pounds.

A similar treaty with Mexico has been ratified.

Heretofore the United States has not had a treaty with any country giving guarantee of such indemnity, and considerable loss has resulted.

GERMAN EDITORS HELD IN \$10,000 BAIL.

Five officials of the Philadelphia Tageblatt, the German language newspaper which, it is charged, "colored" war news to favor Germany, and which is alleged to have distorted war dispatches, were held in \$10,000 bail each last week by United States Commissioner Long. The commissioner said there was evidence that the newspaper was in sympathy with Germany and that contention was substantially proved by an article in the paper.

The officials who were held are: Herman Lemke, business manager; Dr. Martin Darkow, managing editor; Louis Werner, editor-in-chief; Peter Schaeffer, president, and Paul Vogel, treasurer.

In releasing Dr. Darkow and Mr. Werner, both of whom are charged with treason, the court imposed an additional bail of \$10,000, bringing their total bond to \$20,000 each. The other defendants were released on \$10,000 bond.

EDITOR SENTENCED.

E. Dana Johnson, editor of the Santa Fe New Mexican, was sentenced last week by Judge M. C. Mechem of the state district court to serve thirty days in the county jail for contempt of court because of an article published in the New Mexican, on March 30.

The defense contended that the article in question was not published with the intent of bringing the court into disrepute or of affecting pending cases, but merely was an attack on Judge Mechem in his private capacity and was in continuance of a political campaign waged against the Republican candidate for governor last fall.

CHICAGO WIRE OFFICES MOVE.

The Chicago office of the Associated Press will move into new quarters in the Ashland Building about October 1, having been unable to renew its lease in the Western Union Building, due to the fact that the telegraph company has taken over most of that structure for its own use. The City News Bureau will make a similar shift.

ENSIGN BLOSSOM, U.S.N.

Sumner N. Blossom, correspondent with Pershing's Mexican expedition for the Associated Press, is now Ensign Blossom of the U.S.N. He received his commission last week. Blossom's home is in Kansas City, where he was formerly a member of the staff of the Star.

RILEY ON DOUBLE DUTY

George A. Riley, business manager of the Newspaper Enterprise Association, is also acting as sales manager, pending the appointment of a permanent successor to K. J. Murdoch, who recently resigned on account of ill health and is now living in South Pasadena, Cal.

NEW SCHOOL EDITOR.

Oscar G. Davis has been selected as editor of the school page of the Atlanta Journal. Davis is a member of the senior class of the Boys' High School in Atlanta.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company, Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 288 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 69c.; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions, 25 cents.)

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
288 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1230.

FOR THE WEEK ENDING SEPTEMBER, 22, 1917

NEWSPAPERS AT THE MERCY OF CONGRESS.

THE FOURTH ESTATE respectfully renews and reiterates its earnest protest against the imposition of any special war tax upon publishers exclusively.

A false impression seems to prevail among some members of the Congress that newspaper making is in some respects a war industry and that newspapers in some mysterious manner profit by war.

There is not a newspaper in the United States that is not bearing additional burdens of expense by reason of the war, and we do not know of a single newspaper that is deriving profit from the war.

Increases in circulation, where they have occurred, do not, at current prices for white paper, bring increased profits.

The newspaper publishers recognize the wisdom, the justice and the necessity of imposing heavy tax burdens at this time upon all those who are able to bear them, and the newspaper publishers expect and desire to pay their full share of all such taxes that are imposed upon all businesses.

But the newspaper publishers respectfully urge that while they are deriving no profit from war, they are necessarily one of the chief agencies of Government in making successful vital policies like the Conscription act and the Liberty Loan; that they have co-operated with the Government at all times promptly and willingly, without expense to the Government and at great expense to the newspapers, and without any advantage to the newspapers except the high satisfaction that all citizens feel in doing effective work for their Government.

The policy urged by a few Representatives and Senators in Congress to impose a special tax on publishers, either by the zone system or otherwise, will tend to destroy the business taxed without compensating advantage to the Government in taxes.

It will tend to restrict that freedom of communication, the dissemination of common knowledge and in-

formation which are necessary to the unity of the nation.

A great statesman, Daniel Webster, once said:

"Next to the Christian religion I know nothing to be compared with the influence of a free intercourse in softening asperities, removing prejudices, extending knowledge and promoting human happiness."

The above are the very modest sentiments expressed in a resolution adopted this week by the New York Publishers' Association, and the New York Times very truly adds to them that the increase proposed, while it might yield some grains of revenue, would be effective chiefly in destroying the subject of the levy, because the proposed rates under the zone system would be so exorbitant that the circulation of newspapers and periodicals beyond the first zone would be in very large measure prevented altogether.

The increased rate would raise an almost insuperable barrier against the interchange of thought and opinion between the different parts of the Union. Does Congress, does the Administration, does any branch of the Federal Government believe that that would be a good thing?

The proposed postage charge would be absolutely prohibitory between widely separated states, it would limit the circulation of newspapers to the neighborhood of their office of publication.

We do not suppose anybody would have the hardihood to deny that in time of war it would be to the advantage of the Federal Government to have public opinion homogeneous and united in support of its policy.

But the second-class postage provision of the bill as urged by the House will make it costly and difficult for the East to know the public opinion of the West, for the North to ascertain the thoughts of the South.

In respect to the industry levied upon, the increased rate is unjust, burdensome, and destructive, while as a measure of public policy it is to the last degree unwise.

ADS SELL CITRUS FRUITS.

Advertising pays, according to the

annual report of General Manager G. Harold Powell of the California Fruit Growers' Exchange, who says that the consumption of citrus fruits in this country has increased 80 per cent. in the ten years since the exchange began advertising, although the population has increased only one-fourth as fast.

During last year the exchange invested in advertising 2½ cents for every box of oranges and 4 cents for every box of lemons sold, or more than \$300,000.

The total California citrus crop marketed in the last season amounted to 53,830 carloads, returning \$47,675,000 to the State.

Of this the exchange handled 36,218 carloads, an increase of 28 per cent. over the largest previous season.

California set a new record by supplying 71 per cent. of all the lemons consumed in the United States and Canada. The crops of southern navel and valencia oranges and lemons were the largest in history.

A new feature of the exchange's business was the employment of 5,100 tons of unmerchandise lemons in the manufacture of citric acid and kindred by-products.

Because of the greater volume of business, the exchange reports that selling costs in the last season amounted to only 4¼ cents a box, the lowest figure recorded.

HOW RAILROAD MEN VALUE NEWSPAPER ADS.

In the report of the executive committee of the Associated Railroads of Pennsylvania and New Jersey on the campaign to repeal the Full Crew Law of New Jersey and to suspend the Full Crew Law of Pennsylvania for the duration of the war, the following significant statements occur:

"The essential thing is for the railroads to get the attention and to reach the understanding of the American people. This can be done in many ways, but in none so effectively as through the press of the country. Such an agency must be utilized to get anywhere, even as the public must use the railroads for transportation. The newspapers are the established transporters of information and discussion."

"But while the columns of the press are open to all proper statements and news, there is often a distinct advantage in presenting a matter exactly as you think will best place it before the court of public opinion."

"On such occasions a carefully prepared advertisement, run in the newspapers and other publications selected to reach the audience you desire to address, makes not only the proper but the best vehicle."

"Frank publicity is their (the railroads') greatest protection. So also is the public best protected. An honest proposition thrives through publicity. On the other hand, publicity destroys that which is crooked or unfair."

That is a fair statement of conclusions by men who have experienced.

"DON'T GET EXCITED!"

From the Pulp and Paper Magazine of Canada.

THE FOURTH ESTATE frequently prints material of great interest to

the pulp and paper industry.

The last issue contains an editorial entitled: "How Long is Canada to be Our Paper Dictator?"

This is intended to arouse anxiety in the minds of Americans that Canadians may take an unfair advantage of their neighbors in the matter of news print paper. If such action ever was contemplated, the best chance in history has been passed up.

Attention is called to the report of the Director of Forestry (published in the Pulp and Paper Magazine for August 30), with the observation that because of the wood, pulp and news print sent to the United States, this country really made only 20 per cent. of its news print from home grown material.

The plea of our contemporary for the newspapers to get vigorously behind the Walsh, Small and Shields Bills, whose passage, it is claimed will provide an inducement and encouragement for the establishment of a pulp and paper industry in the Western States, where wood and power abound.

This is a commendable and patriotic endeavor on the part of THE FOURTH ESTATE, but there need be no apprehension across the line in regard to the attitude of Canadian pulp and paper makers, many of whom are Americans anyway. They believe the poorest way to make a friend or retain a customer is to hit him in the eye or choke him.

NOTE AND COMMENT.

Even the financial newsgatherer now has a feeling possibly similar to that experienced by one who stands upon a lonely rock and watches the rising tide, in this case an encroaching wave of secrecy and silence, coming up to submerge him.

The really big news of the business and financial world now is, like the big news everywhere, the story of the Government's preparation for war, but the proportion of it, even from the financial point of view, that can be learned or printed is getting smaller and smaller.

A few days ago a big corporation, which, it has been common knowledge for weeks, was going to get a very important Government contract that would have been an important piece of financial news, announced that it had the contract, but that by the Government's orders no other information whatever could be given out.

A list of 337 rural weekly and semi-weekly newspapers published in the current bulletin of the Canadian Press Association indicates the concrete result to date of the campaign for a minimum subscription rate of \$1.50 that had its inception at the 1915 annual meeting of the C.P.A. Eastern and Western Canada are both well represented.

The extent to which the movement has spread and the fact that the increased rate has been put into effect in the great majority of cases with little or no loss in circulation constitutes an excellent argument for the adoption of a subscription rate of \$1.50 or higher by those weeklies and semi-weeklies that have not already made such an increase.

PURELY PERSONAL.

State Senator C. C. Hemenway, managing editor of the Hartford (Ct.) Evening Post, has been prominently identified on the municipal committee of that city in an appropriate send-off for the men drafted.

D. H. Evans, City Hall reporter of the Hartford (Ct.) Evening Post, has left to resume his studies in the law department of Columbia University.

Walter R. Agard, former editor-in-chief of the Amherst (Mass.) College Monthly, for the past year instructor in Greek at that institution, is a prospective member of the new National Army.

Wellington T. Brink, city editor of the Manhattan (Kan.) Nationalist and formerly with the Topeka (Kan.) State Journal, has become publicity agent for the Texas Agricultural College.

Charles S. Greer, for many years editor-in-chief of the Rockville (Ct.) Journal, is now employed by the Colts Patent Fire Arm Manufacturing Company at Hartford, Ct., in the production of war munitions.

Llewellyn Jones, literary editor of the Chicago Post, has left Chicago for his annual pilgrimage among the newspaper men of New York, Boston and Philadelphia. He expects to remain in the East for several weeks.

Thomas Brennan, political reporter for the Chicago Evening Post, expects to leave Chicago shortly with a party of friends on a motor trip to Boston, New York and other Eastern cities. He is going in his own car, too.

R. W. Casler, division advertising manager of the New York Telephone Company, has resumed his regular duties after three months' Red Cross work in Washington.

Joseph A. Will has transferred his interest in the Rising Sun (Ind.) Sun to his wife, Grace Pate Will. Mrs. Will is a well known writer. He will return to syndicate writing.

Ralph B. Neal, assistant editor of the Noblesville (Ind.) Reporter, was the first of the Hamilton County conscripts to report at Camp Taylor, Louisville, Ky.

William F. Metten, business manager of the Wilmington (Del.) Every Evening, is making a trip in the West, combining business with pleasure.

Clement B. Hallam, city editor of the Wilmington (Del.) Evening Journal, has recovered from an illness which confined him to the house for a week or two.

Tom J. Brislin, sporting editor of the Scranton (Pa.) Republican, has been re-elected president of the Inter County Basketball League.

Tom V. Nealon, labor editor of the Scranton (Pa.) Times, who recently underwent an operation for appendicitis is back at his desk.

Jack Druck, court reporter for the Scranton (Pa.) Times, has been re-elected president of the Pennsylvania Young Men's Hebrew Association.

James G. Gibbons of the Scranton (Pa.) Republican staff has been recommended for appointment as publicity man for the Scranton Board of Trade. The position is to pay

between \$1,800 and \$2,400 a year. Definite action on the appointment is to be made within a few days.

Frank P. Blair of Blair & Austin, newspaper contest specialists, Louisville, Ky., was in New York this week.

Herbert E. Honey, managing editor of the Hartford City (Ind.) News, having decided that martial endeavor affords greater adventure than editorial work, has given up his desk to see service in an Indiana regiment soon to leave for France.

VAN LOAN IN FULL CHARGE.

There will be no serious change in the conduct of the affairs of the Hudson (N. Y.) Republican because of the death of Henry R. Bryan. He left all of his property to his widow, including a controlling interest in the Bryan Printing Company, which publishes the daily and weekly issues of the Republican and carries on a general printing business.

Emory C. Van Loan, who has an interest in the business and who has been associated with Mr. Bryan for over thirteen years, has been retained as general manager of the business and treasurer of the company.

Mr. Van Loan went with the Re-



EMORY C. VAN LOAN.

publican as bookkeeper in 1904, became advertising manager in 1907 and business manager in 1911. He now takes entire charge, and will manage it in the interest of Mrs. Bryan.

Charles Esselstyn, who has been connected with the paper for over fifteen years, will continue as editor, and Frank L. Kent, who succeeded his father as city editor a year ago, will continue to look after that department.

The newly elected officers are: President, M. G. Bryan; vice-president, Charles Esselstyn; secretary, James E. Moul; treasurer, Emory C. Van Loan.

STAFF CHANGES.

Charles W. Smedley, police reporter for the New Britain (Ct.) Record, has joined the city staff of the Hartford Evening Post.

Richard S. Shapira, who began his newspaper career on the Chicago Evening Post four years ago, has just been made assistant city editor, succeeding L. W. Meredith, now assistant sporting editor of the Chicago Examiner.

L. O. Brewer succeeds L. N. Hildebrand as city editor of the Newton (Ia.) Daily News. He has been managing editor and advertising man for the weekly Gilman Dispatch for the last two years. He will handle the Associated Press telephone service after October.

Clayton P. Harvey, classified advertising manager of the Denver Rocky Mountain News, has been called for service in the National Army.

Effie Welsh, who was formerly employed as a correspondent for Hazleton (Pa.) Sentinel, is now sporting editor of the Wilkes-Barre (Pa.) Times-Leader.

John R. M. Polk, for the past five years on the staff of the St. Louis Globe-Democrat, has become night editor of the Associated Press at St. Louis, succeeding Richard Gardner, who has joined the aviation corps.

C. H. Brownson, former wire editor of the Chicago office of the Associated Press, has re-entered the service as successor to W. B. Stone, night north wire editor, who is training for the aviation corps. Mr. Brownson has been in the hotel business in Kansas City for some time, but could not resist the lure of "the game."

Charles P. Woodward has become advertising manager of the Manistee (Mich.) News-Advocate, succeeding Lester C. Batdorff, who was the first man from his county to go with the National Army. Mr. Woodward has at various times been advertising manager of the Grand Rapids Herald, Muskegon Chronicle and Traverse City Record-Eagle.

E. C. Rodgers, formerly connected with the Clover Leaf Publications, has joined the editorial staff of the Newspaper Enterprise Association, succeeding Israel Klein.

A. J. Schinner, formerly with the Milwaukee Sentinel, has become sporting editor of the Milwaukee Evening Wisconsin, succeeding B. F. Steinel, who is now connected with the United States ambulance service.

U. G. Cox has become news editor of the Milwaukee Evening Wisconsin, succeeding S. F. Cochems. Mr. Cox was formerly state editor, which position is now filled by Hugh Reading, formerly on the reporting staff.

H. E. Drew, formerly with the Milwaukee Daily News, has become assistant city editor of the Milwaukee Evening Wisconsin, succeeding A. F. Herwig, who is now exchange editor of the Milwaukee Sentinel.

Fred J. Evans has become city editor of the Battle Creek (Mich.) Enquirer and News, succeeding Lieutenant Paul A. Martin.

J. E. Stough, for some years foreman of the ad alley in the Battle Creek Enquirer and News office, has

been advanced to the advertising staff. He succeeds F. M. Fluke, who was drawn for the National Army after a few weeks' service as successor to Lieutenant C. S. Bartels.

Herbert L. Grimm has joined the staff of the Harrisburg (Pa.) Evening News as a copyreader, succeeding John Drever, who is now in military service. Mr. Grimm was formerly city editor of the Harrisburg Patriot and before that was on the Philadelphia North American staff.

Ralph F. Armstrong, a graduate of the Pulitzer School of Journalism, Columbia University, has been added to the staff of the New York Sun. He has been assistant to Professor Franklin Matthews in the Pulitzer school and has also run a pony wire for the International News Service in recent months.

Hudson Hawley, a general work reporter for the New York Sun, has joined a machine gun company.

Ralph McMillin, who formerly chronicled baseball for the Boston Herald and the Boston Journal, is now on the city staff of the Boston American, reeling off gems in rhyme and special articles.

R. C. McCabe, for many years city editor of the New York American, is now managing editor of the Boston American.

Harleigh B. Schultz is now city editor of the Boston American. He sat in "rewrite row," in the same office for half a dozen years before taking his present post.

Bert Ford, "all-around man" of the Boston American staff, is now accredited military correspondent of that paper. He was down on the Mexican border last year with the Bay State troops.

Charles I. O'Neill, one of the Boston American graduates, is now city editor of the Okmulgee (Okla.) Daily Democrat. He jumped back to the East during the "dog days" and renewed acquaintanceship right and left in the Hub.

Major W. R. Merrick has been granted a leave of absence from the Boston American copy desk so as to do his bit. Being one of the young Spanish war veterans, he easily qualified for a captaincy in the Officers' Reserve Corps. His first assignment has taken him down to one of the Texas mobilization camps.

Edward S. Cannon has resigned his position on the local staff of the Wilmington (Del.) Every Evening to resume his studies in Delaware college.

Philip A. Steinbach has been appointed correspondent for the Wilmington (Del.) Every Evening with the Delaware State troops, who are now in camp at New Castle, Del.

Julian C. Morgan, who was formerly connected with the Wilmington (Del.) Morning News, has been appointed program publisher for the Playhouse in that city.

Michael Flynn, newspaper man and former publisher of labor papers, has joined the staff of the Boston Herald, succeeding Captain Harold W. Clark, who is now attached to the Seventy-sixth Division, National Army.

L. Paul Miller has resigned as a reporter on the Harrisburg (Pa.) Evening News to teach mathematics in the Lewiston (Pa.) high school.

Service Flags

PUBLISHERS—Place your order now for **SERVICE FLAGS** and announce to the world the number of employees you have given to the Government service. This flag shows a star for every member of a family or firm in the service of Uncle Sam. Flags furnished with any number of stars without extra charge. Can supply cotton bunting, Samson bunting or Standard wool bunting at very low prices. Write today for samples and prices.

S. BLAKE WILLSDEN
20 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEWS NOTES OF CIRCULATORS.

The Atlanta Georgian and Sunday American used a page ad in the form of news-stand posters announcing the opening of "My Four Years in Germany" by Ambassador Gerard.

Secretary Johnson of the Southern Newspapers Publishers' Association says:

"With the establishment of army camps in several Southern cities a number of individuals have established agencies to handle out-of-town newspapers. In a number of instances parties are unknown to the local newspapers, while their credit responsibility is limited. Members of the S.N.P.A. are advised to require cash in advance for all papers supplied agencies who are unable to furnish satisfactory references. One camp news agency has gone so far as to order papers by telegraph from a number of publishers, the telegram being sent collect."

The Chattanooga (Tenn.) News published on September 4 an 88-page magazine supplement devoted to the cantonment and training camps at Fort Oglethorpe and Chickamauga Park. The supplement contained the names and addresses of more than 6,000 men appointed to the two training camps. Other features of the edition were halftone cuts illustrating the cantonment, and sketches of the Chickamauga battlefields and other points of historic interest in

The
**William L. Betts
Company**

**NEWSPAPER
CONTEST
SPECIALISTS**

Suite 406, World Bdg., NEW YORK

The True News FIRST

Always—Accurately

**INTERNATIONAL
NEWS SERVICE**

10th-Floor, World Bldg. NEW YORK



I Get the Money!
J. A. McAVOY

*Special Editions
Weekly Review Pages
Cartoon Books*

Nat'l Each. Bk. Bldg.
PROVIDENCE, R. I.

and about Chattanooga. The 88 pages carried nearly 50 pages of advertising, all of which made direct appeals to the soldier trade.

For the purpose of furnishing camp news to Southern papers, the Greenville (S. C.) News has established a news bureau. It already has about a dozen papers on the list and advises that the list is growing rapidly. The News is specializing on news from Camp Sevier.

The Jacksonville (Fla.) Metropolis published on September 10 a magazine supplement of 36 pages, featuring Southern colleges and the Kappa Alpha Fraternity. This section was printed in colors, cuts and special articles helping to make it present a splendid typographical appearance. Merchants, manufacturers, bankers and other concerns of Jacksonville showed their appreciation of the edition through liberal use of space in the advertising columns.

The Louisville Courier-Journal and the Times, of which R. E. Hughes is general business manager, is preparing a "Camp Taylor Inaugural Identification Edition," to appear shortly after most of the troops have encamped. In this number the Courier-Journal and the Times will act as cicerone to the 45,000 officers and men who are to train at the cantonments and to an equal personnel of relatives and friends, who they state are already planning to come for long visits, where "their boy" is learning the twentieth century game of war.

The Knoxville (Tenn.) Sentinel was behind a mammoth simultaneous opening of a large number of leading merchants of the city during the week of September 10. The initial event of the big and hitherto unsurpassed concerted opening period was the unveiling of the show windows. As an added impetus to a superior display of wares the Sentinel awarded a silver loving cup to the decorator whose window display was judged to be the best. The affair was quite a success.

J. O. Gardner has become circulation manager of the Roanoke (Va.)

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete. Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

**National Electric Bulletin
Corporation.**
NEW LONDON, CONN.

Our Small Comics

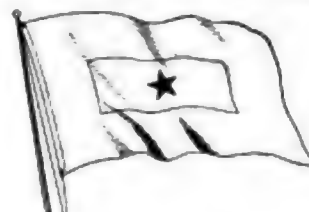
Lately ordered by Spokane Chronicle and St. Louis Times. Used by Philadelphia Bulletin for 18 years, Chicago News 10 years.

The International Syndicate

Established 1899. BALTIMORE, MD.

Times, succeeding W. F. Coe. Mr. Gardner was for a number of years a route-agent delivering the Times and the World-News, and his promotion followed a change in the carrier-system. Routes were placed in charge of individual carriers, weekly collections instituted and C. L. Richardson, another route-agent, placed in charge as superintendent of delivery.

With the drafting hand of Uncle Sam touching many families throughout the country, service flags, showing by stars how many sons or other members of the household are serving with the colors have come into popu-



larity and have been successfully used as premiums by newspapers, notably the Philadelphia North American. The flags are supplied at reasonable prices, with any desired number of stars free of charge, by S. Blake Willsden, premium and advertising specialist, Heyworth Building, Chicago.

The Birmingham (Ala.) News is stimulating circulation interest through a Better Baby contest.

The Montreal Daily Star is now selling at \$3 per year to all subscribers outside the city of Montreal. The rate was formerly \$2.

The Family Herald and Weekly Star has increased its subscription rate from \$1 to \$1.25 per year.

Another case of co-operation between daily and weekly newspapers has been reported by the Bay of Quinte District Press Association.

The two Belleville daily newspapers, the Intelligencer and Ontario, have increased their mail subscription rates from \$2 to \$2.50 per year, effective September 1. Concurrent with this action the subscription

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)

Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG.

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

The Booklovers Sales Co. ANNOUNCES

Incorporated
Its Perfected **BOOKLOVERS'**
Plan for a **PICTUREGAME**
Complete for 350.00
Complete means Complete.
SEND FOR THE DETAILS
110 West 40th st., New York City

prices of the weekly editions of the same newspapers and of a number of other rural weeklies in the district have been increased to \$1.50.

The Buffalo (N. Y.) Times has started its third distribution of "Lucky Prosperity Gold Coupons," with prizes amounting to \$11,000. In previous contests the Times has awarded prizes to the amount of \$19,000 and is said to be well pleased with the results. M. D. Treble is circulation manager.

FRIS WILL TALK SOLDIER CIRCULATION AT ATLANTA.

Although Atlanta is 1,800 miles from El Paso, Tex., H. H. Fris, circulation manager of the El Paso Herald, intends to be present at the I.C.M.A. convention in that city next month and to bring along some ideas about the handling of soldier circulation. Mr. Fris for the past ten years has been accustomed to selling his paper to men in khaki and has evolved a system whereby, he says, no accounts are lost and the cost of handling is less than that of city subscriptions.

The Herald has just established an automobile line from Columbus, N. M., to Camp Cody at Deming, N. M., a distance of thirty-seven miles and is now supplying the troops at Deming with two editions, besides a special edition for the camp. Mr. Fris expects to work up a circulation of 4,000 when all the troops reach the cantonment.

The circulation staff last week had another of its well known banquets in celebration of a record-breaking month of August. The staff is thus entertained by Mr. Fris whenever business records are broken in the preceding month and he has served as host eight times in the past fourteen months.

FINAL DETAILS OF I.C.M.A. TRIP.

EASTERN DELEGATION PLAN TO TRAVEL SOUTH BY TRAIN FROM NEW YORK.

By JAMES McKERNAN,
Chairman I.C.M.A. Transportation
Committee and Circulation Manager
New York World.

The Savannah Steamship Line will not be able to accommodate the delegates to the I.C.M.A. Convention, therefore there is no choice for those members going via New York City.

After hearing from a number of circulation managers, I find that a large number of them will travel by train, leaving Pennsylvania Railroad Station at 4.35 p. m., on October 7. This train arrives in Atlanta at 5.30 p. m. on October 8.

Members who desire reservations on this train are requested to write at once in order to avail themselves of the special rate offered by the railroads for party of ten or more. If we can guarantee 100 the railroad will furnish a special train, run as a second section.

It is proposed that members traveling by this route meet in the Pennsylvania Depot at 3.30 p. m. on October 7.

There is of course no change in the schedule printed in the I.C.M.A. Official Bulletin and THE FOURTH ESTATE for the members traveling via Chicago or Cincinnati.

Western members are requested to advise President J. M. Schmid so that he can make arrangements for either a special rate for ten or more, or special train, if 100 can be gotten together.

The individual rate one way from New York is \$21.95.

Where there are ten or more traveling together the rate is \$19.95.

Individual rate from Cincinnati is \$11.92, party rate, \$10.95.

Individual rate from Chicago \$17.96, party rate, \$16.10.

Members should be sure to take advantage of this party rate.

Those members who intend to combine the trip to the convention with their annual vacation will find plenty of places to visit from Atlanta after the convention is over.

Invitations have been extended plentifully to the association, among them a request from the Chattanooga Chamber of Commerce, to make a side-trip and visit Lookout Mountain.

Extra Money to Help Pay High Paper Bills.

I have a few dates open for EXTRA NEWSPAPER EDITIONS. My twenty years business management of newspapers, two years among best papers in this business, insures the publisher a square deal, a good advertisement, a good bunch of money from sources you never have any revenue from.

I guarantee you absolute satisfaction. Will be glad to forward all the testimonials from publishers you want.

Temporary Address:

C. L. SLOUGH,
Care Sandusky (O.) Register.
Permanent, 1466 Lauderdale Avenue
LAKEWOOD, CLEVELAND, O.



NEW BUILDING OF THE OAKLAND TRIBUNE.

Chickamauga Park and other points of interest.

Chickamauga Park is now the scene of preparations, on a very large scale, for the war with Germany. There are training camps for Army officers and Medical Corps men, respectively, several regimental cantonments in which new regiments are being drilled, a base hospital and the German prisoners' camp. The thousands of soldiers and officers now in camp make the Park of more than usual interest.

All these points can be reached from Chattanooga by street car, but if preferred, it might be possible to handle the party in automobiles by arrangements with the sight-seeing companies and garages.

However, street car handling would be more feasible if a large number should decide to make the trip. Shorter trips to places of interest can be made to suit time and convenience of members, of which the entertainment committee will advise when the delegates are assembled in Atlanta.

The fact that the Government is taking over cars and trains, causing a shortage, makes it absolutely necessary, if you are going to the convention, to make your reservations at once in order that you may be properly taken care of.

The official I.C.M.A. train from New York will leave from Pennsylvania Railroad Station, 32d street and Seventh avenue, at 4.35 p. m., on October 7.

All letters and checks should be sent to Alex S. Thweatt, general Southern passenger agent, Southern Railway Company, 264 Fifth avenue, New York, so that he can make all necessary arrangements for Pullman and train accommodations. The amount of the check will be the special party rate, \$19.99.

I will be in the depot with Mr. Thweatt's representative, after 3

o'clock in the afternoon, on October 7 with your tickets, providing you have sent order and check for same.

In order to avoid confusion, members are requested to be on hand promptly.

Up to the time of going to press, the men who had signified their intention of going on the special train are:

Buffalo Times—M. D. Treble.
New Bedford (Mass.) Standard—George H. Reynolds.
New York American—William Henry.
New York Bolletino della Sera—Frank L. Frugone.
New York Globe—S. P. Booth.
New York Staats-Zeitung—William H. Hoffman.
New York World—James McKernan.
Philadelphia North American—A. E. MacKinnon.
Schenectady Union-Star—J. M. Annenberg.
Crowell Publishing Company—Ernest A. Scholz.
Pictorial Review—B. A. MacKinnon.
Today's Housewife—Henry von der Leith.

OAKLAND TRIBUNE WILL MOVE TO NEW HOME.

Preparations are being made by the Oakland (Cal.) Tribune to move into its new quarters at the corner of 13th and Franklin streets, in the heart of Oakland's business districts, and it is expected that the shift will be completed on or before January 1. The Tribune considers the building, which is of concrete and was one of the first erected after the earthquake and fire, to be one of the best equipped newspaper buildings in the West.

With a frontage of 60 by 100 feet and five stories above the ground floor, ample accommodations for editorial, business offices, press rooms, engraving and all other departments of a thoroughly modern and down-to-date plant will be available.

Title to the property is held by the Tribune Building Company. The installation of the new plant will be under the direction of Edward T. Foulkes, who was the original architect of the building.

The building itself is particularly adapted to newspaper requirements. It is so constructed as to sustain more than the average weights on the different floors.

The presses, the foundations of which will rest in the basement, are to extend through the rear of the first floor and will be visible to the public through large plate glass windows. The front of the ground floor and the mezzanine will be separated by a sound-proof partition and occupied by the business and circulation departments.

NEW A.N.P.A. MEMBER.

The Leavenworth (Kan.) Post has been elected to associate membership in the American Newspaper Publishers' Association.

KELLY TO CHICAGO.

Eugene Kelly, assistant secretary of the Syracuse Smelting Works, Brooklyn, has taken full charge of the Chicago office of that company.

OVER RED MEN'S INTERESTS.

John H. Bixby, business manager of the Muskogee (Okla.) Times-Democrat, has been appointed guardian for important Indian estates in Oklahoma.

INTERTYPE

"The BETTER Machine"

Model A

Single Magazine

\$2100

Model B

Two Magazines

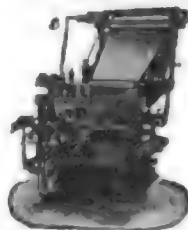
\$2600

Model C

Three Magazines

\$3000

Slide Magazine Unit, Applied Before Shipment, \$150 Extra



A composing machine which requires much time for adjustments and repairs is a pretty expensive proposition, however versatile it may appear to be.

All Intertypes—the versatile multiple-magazine models as well as single-magazine machines—are so simple and durable that loss of time due to complicated design or delicate construction is an unknown factor among Intertype users.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

BUSINESS OPPORTUNITIES.

\$15,000

available for first payment on a daily newspaper property. California locations preferred.

Proposition P. M.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Easy Money

Only paper in modern Central West city of nearly \$50,000, splendidly equipped and showing annual profit to owners of about \$20,000. Three-fifths interest offered for \$75,000. Ask for Proposition 683x and give financial references.

Who wants to take advantage of a real newspaper opportunity in North Carolina, valued at \$20,000? Proposition 683x.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

For Sale: Afternoon daily in fine southern field; model plant. Making 25 per cent on owner's investment and time. Wants to retire. Price \$20,000, half cash. Address South, Care The Fourth Estate.

LOYAL GERMAN-AMERICAN PAPER.

"This is the flag we all respect and defend."

With this prelude, above which is a striking reproduction, in colors, of the Stars and Stripes, the Delmarva Printing & Publishing Company, of Wilmington, Del., publisher of the Lokal Anzeiger, the only German newspaper printed in Delaware, introduces a comprehensive directory of all German-American societies and churches in Wilmington, which it has just issued from its press.

The caption given above appears on the outside cover, and it is emphasized in the material between the covers, which contains a comprehensive directory and much advertising matter.

SAN FRANCISCO PRESS CLUB ELECTS OFFICERS.

The San Francisco Press Club has elected the following officers for the coming year: President, Al. C. Joy; vice-president, Karl M. Anderson; secretary, Lindsay Campbell; treasurer, W. H. B. Fowler; librarian, John N. James; directors, Gilbert Parker, Joseph L. Cauthorn, Fred A. Turner, long term; L. F. Patton, George North and Guy Moyster, short term; and the above officers.

SCRANTON MEN IN RANKS.

Two members of the news staff of the Scranton (Pa.) Republican have resigned to fight for Uncle Sam. Howard Mingo enlisted in the regular army and was assigned to recruiting work at Scranton. James C. Mackin is now at Camp Hancock, Ga. with the 13th Pennsylvania Infantry in which he has the rank of battalion sergeant major.

BUSINESS OPPORTUNITIES.

Daily Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000. The owners of all the properties in question are represented exclusively by this firm.

AUDREY HARWELL. HENRY F. CANNON

Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

FOR SALE—Half interest in the most influential and prosperous newspaper property in the Southwest. Fine plant and equipment, splendid little city with all advantages, growing proposition in every way. Daily and weekly of highest rank. Guaranteed cash in advance weekly circulation of 3,500. Weekly publication is classed as one of the representative newspapers of the United States. My partner, who will continue with the business, is one of God's noblemen. He handles editorial end. My half interest for \$10,000 will bear closest investigation and is a bargain for a live wire who understands business end. We netted \$10,000 in 1916. If you are interested in a 50 per cent investment in one of the finest county seat towns in Oklahoma and a proposition throughout without one single drawback, address "Julian," care Western Newspaper Union, New York, N. Y.

DIVIDENDS.

INTERNATIONAL PAPER CO.

September 5th, 1917.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this Company, payable October 15th, 1917, to preferred stockholders of record at the close of business, October 5th, 1917.

OWEN SHEPHERD, Treasurer.

ARTISTS ASKED TO HELP BOYS IN THE TRENCHES.

Joseph A. Finnegan, advertising and publicity manager of the Hotel St. Charles, Atlantic City, N. J., has sent out a call to newspaper cartoonists and art editors. He requests the donation of original newspaper cartoons, particularly those dealing with the war, to be sold in one of the stores along Atlantic City's boardwalk. All proceeds will be turned over to a tobacco fund for the men in the trenches. Mr. Finnegan says that his personal appeals have already met with a hearty response and that he expects to clear from \$500 to \$1,000 for the cause.

WITH NEW YORK TROOPS.

When the Twelfth Infantry and the First Cavalry of New York marched away last week for Spangsbury, S. C., two well known New York newspaper men accompanied them. Colonel Reginald L. Foster, attached to the New York World's Sunday edition, headed the Twelfth, while Major Mortimer D. Bryant of Bryant, Griffith & Fredericks, special representatives, commanded a battalion of the First Cavalry.

IN AD FIELD FOR CITIZEN.

Peter J. Flannery has been appointed general advertising representative of the Brooklyn (N. Y.) Citizen, succeeding Frank J. Byrne, who is now representing the Brooklyn Times in the New York field.

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. \$2, 24, 26, 28, 30 and 32 page papers at \$6,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, matrices and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 2, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

MACHINERY WANTED.

Wanted—Second-hand Miller Universal saw trimmer with router and jig saw attachments. Quote price. Sun, Paducah, Ky.

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for

A. B. Cudington	Griffith Bonner
S. Chivers Wilson	H. H. Patterson
Anna B. Corrhane	Publicity Bureau
Geo. W. Craig	Glenn C. Wilson
Thos. B. Donnelly	O. Wog
Arthur T. Egan	Chas. H. Forman
W. Burton Ellis	A. W. Seaholm
A. Finley	J. H. Musat Co.
R. Herts Service	A. P. Robyn
Sam'l M. Evans	Richard Neville
George S. Teall	Clinton F. Woods
J. G. Disher	C. S. Persons
Theodore Bisenz	W. E. Hornaday
Ray E. Willcox	C. S. Kendal
G. S. Myers	A. E. Bickson

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

POLLOCK'S NEWS

You can reach 5,000 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is \$20,000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices
573 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.

YARD'S NEWS BUREAU

164 W. Washington Street. CHICAGO

PANCOAST IN NEW YORK.

Charles L. Pancoast has been transferred from the Chicago to the New York office of the Chicago Tribune to take charge of the New England territory. He succeeds Harry G. Glatz, who is now with the Butterick Publishing Company.

HELP WANTED.

Wanted—

*A Publishers Right Arm,
also the Brains to use it.*

REQUIREMENTS: Experience in publishing business, advertising, circulation, editorial. Should be diplomatic correspondent and clear talker, with pleasing address; good executive and organizer, and able to manage detail.

Salary will be commensurate with the ability of the man selected.

An excellent opportunity for rapid development for a thoroughly competent and experienced man capable of acting as confidential assistant to publishers having large interests.

Write stating qualifications, all letters held sacredly confidential.

Address Publishers' Assistant, Fourth Estate.

An Unusual Opportunity

One of the leading New York and Chicago special agencies (many years in business and representing only permanent papers) has an opening for a high-class, energetic solicitor. An unusual opportunity. Application treated with strictest confidence. Give full particulars and references. Address Box 873, care The Fourth Estate.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Agency, Youngstown, Ohio.

Wanted on evening paper in city of 22,000, an experienced reporter; \$18 a week, good chances. Apply, stating age, experience and draft possibilities, The Leader-Republican, Gloversville, N. Y.

AMUSEMENTS.

Astor—B'way & 45th—"The Very Idea."
Belasco—W. 44th—"Polly With a Past."
Booth—45th, W. of B'way—"De Luxe Annie."
Bijou—West 45th—"Mary's Ankle."
Bronx Opera House—"Lilac Lime."
Geo. M. Cohan—B'way and 43rd—"Here Comes The Bride."
Cohan & Harris—W. 43rd—"A Tailor-Made Man."
Comedy—41st nr B'way—"The Family Exit."
Casino—29th & B'way—"Love o' Mike."
Cort—46th & B'way—"Mother Carey's Chickens."
Criterion—"The Scrap of Paper."
Edwards—W. of 43rd—"Business Before Pleasure."
Empire—B'way & 40th—"Rambler Rose."
29th St.—Near B'way—"Lucky O'Shea."
48th St.—E. of B'way—"Over The Phone."
Fulton—B'way & 46th—"The Pawn."
Gaiety—B'way, near 46th—"The Country Cousin."
Globe—B'way and 46th—"Aladdin and His Wonderful Lamp."
Harris—West 43rd—"Daybreak."
Hippodrome—6th av. and 44th—"Cheer Up."
Hudson—West 44th—"Good Night Paul."
Knickerbocker—B'way & 38th—"Hamilton."
Lexington—51st & Lex.—"Shore Acres."
Lyric—42d West of B'way—"The Masquerader."
Liberty—West 42d st.—"Hitchy-Koo."
Longacre—W. 48th—"Leave It to Jane."
Manhattan Opera House—W. 45th—"Experience."
Maxine Elliott—29th st. East of B'way—"Eyes of Youth."
New Amsterdam—W. 43rd—"The Riviera Girl."
Park—Columbus Circle—"Rasputin."
Playhouse—48th East of B'way—"The Man Who Came Back."
Princess—39th near B'way—"Oh, Boy."
Republic—West 42d—"Peter Ibbetson."
Standard—B'way & 30th—"Her Soldier Boy."
Shubert—40th, W. of B'way—"Maytime."
Winter Garden—B'way and 50th—"Passing Show of 1917."

HELP WANTED

RAILROAD EXECUTIVE WANTS SECRETARY-STENOGRAPHER WITH NEWSPAPER TRAINING.

Young man, who is competent stenographer, accurate and swift of good habits and with executive ability, who has had reportorial experience on good daily newspaper. Splendid opportunity for bright, ambitious fellow—good salary, promotion as deserved, liberal amount of road work with transportation supplied. Applicants will please give full information regarding themselves and supply references in first letter, stating salary expected. Address Box 874 care The Fourth Estate.

Managing Editor, with pep and experience for established afternoon paper in growing Southwest city. Want man looking for opportunity to settle down in healthy, pleasant location on moderate salary and able to invest a couple of thousand dollars. Write fully, Box 873 Fourth Estate.

High class reporter on six day morning paper in a city of 150,000 in the east. Must have experience. be able to write an interesting and readable story and have the tact and energy essential to a good news gatherer. Permanent place for the right kind of a man. Address Box 877, care The Fourth Estate.

COPY WRITER WANTED

Leading daily newspaper has an opening for an experienced man capable of preparing copy for trade papers, etc. Address, Copy Writer, care The Fourth Estate.

SUBSCRIPTION MANAGER WANTED

If you would like the job of systematically working to enlarge the subscription list of a well-known New York trade paper, you're the man we would like to get in touch with. Address Trade Paper, care The Fourth Estate, New York.

WANTED—Copy and makeup editor for national magazine of highest character. Not only technically expert one soundly educated and widely informed. Preferably not under 35, several years happily married, with high ideals of citizenship, marriage and the home. Not just a "job." A permanent, progressive position for a man of sound body, clean mind, good habits, tact and judgment, who will make the most of an unusual opportunity to fit himself for responsibilities in a big organization. Full details, please. Address Box 870, care The Fourth Estate.

CHANGES ON THE STAFF OF THE DETROIT FREE PRESS.

John A. Myers, formerly city editor of the Providence (R. I.) News and of the staff of the Providence Tribune, is the new assistant city editor of the Detroit Free Press, succeeding James L. Darrimore, who has enlisted in an ambulance unit and left for a training camp.

Mr. Myers has been with the Free Press a year, his duties during that time having been military, police and general. Mr. Darrimore read copy in Minneapolis prior to his going to Detroit. He was with the Detroit Times before joining the Free Press staff.

Theodore Delavigne, who recently left an executive position at the Ford Motor Company to again become a member of the Free Press staff, and James G. Hanna enlisted with Mr. Darrimore. They are training in Chillicothe, Ohio.

Richard Farrington, another member of the general staff, has been drafted and will leave next week for Battle Creek, Mich., to train for service.

Duke Wellington, city editor of the Free Press, will return next week from a ten days' trip through the

SITUATIONS WANTED.

Advertising Manager

wants change to North or Northwest; specialty service and autos; no world beater but real business builder; increased business 400 per cent on present job in two years. Age 32, total abstainer, married; wants \$2,400 drawing account against commissions. Can change on 30 days' notice. Wire or write Box 867, care The Fourth Estate.

Mr. Publisher—Has the war hit your advertising department and do you want an experienced solicitor at once? Am unexpectedly at liberty. Have had over 20 years' experience selling advertising, not copy chasing. Full of ideas and know how to put them over. References cannot be beaten. Name what salary you will pay; it must be good, but I will earn it. For quick action, write Experienced Solicitor, care The Fourth Estate.

Editor with metropolitan and small town experience, acquainted with all branches of newspaper work, now with large daily, wants place as managing or city editor on daily in city of 15,000 to 40,000. Can produce live, distinctive, popular, reliable paper and build circulation and advertising at minimum cost. No bad habits. Have national reputation as writer. Thoroughly posted on business and civic affairs; can make paper real benefit to all classes in a community. Address Box 878, care The Fourth Estate.

Live wire Advertising-Business Manager, morning or evening daily of ten to twenty thousand circulation, open for position September 18. Salary \$50 a week. For details or personal interview address Box 859, care The Fourth Estate.

ATTENTION PUBLISHERS!

Who has the best position to offer a newspaper man of 30 years' experience? At present employed as night editor of a large New England daily but desires a change. Send answers to Egbert, care The Fourth Estate.

STEREOTYPER

desires foremanship; able to take charge any size shop; 14 years' experience; 39 years old, married, two dependents; sober, reliable, union, economical, and references. Address Stereotyper, care The Fourth Estate.

Editing copy; statistical or index work; weekly or monthly; at his home (New York) by experienced man. Address Box 876, care The Fourth Estate.

CIRCULATION MANAGER, successful business getter, using original campaign methods, twelve years experience on large and small dailies, at present employed, but desires a change. Address Box 875, care The Fourth Estate.

Eastern states, where he went in an effort to hire men to fill the vacancies.

William Placeway, formerly Canadian reporter for the Detroit News, has joined the Free Press staff and is covering police.

Thomas Dinney, who went from the Providence Journal last spring, has been transferred from general assignment to the Federal beat, taking the place of Tom Munger, who is now on the copy desk.

Frank Parker and George B. Doliver are at Battle Creek covering the opening of the new National Army cantonment.

William N. Hardy has been assigned to the National Guard encampment at Grayling, leaving the copy desk because of ill health.

SITUATIONS WANTED.

ARTHUR BRISBANE

managed the New York Sun at 23. The directors were dubious, but Brisbane made good.

If you want for telegraph editor a man of 23 with judgment, crisp English, and some experience, address Box 000, care The Fourth Estate.

Advertising manager with 35 years' (13 years solicitor, assistant and advertising manager Detroit (Mich.) Journal; 8 years advertising manager Duluth (Minn.) News Tribune; 5 years advertising manager Omaha (Neb.) Bee) successful experience is seeking connection with a live newspaper where ability to organize and produce will warrant the continuance of his service indefinitely. Will go anywhere. References any past employer. For further particulars address G. W. Preston, care Hotel Griswold, Detroit, Mich.

Circulation Manager, resourceful, successful business getter, using original campaign methods; many years' experience; methodical, economic; wishes to connect with metropolitan newspaper. Best references. Address Box 841, care The Fourth Estate.

LINOTYPE OPERATOR.

Printer with four years experience and thorough Mergenthaler machinist-operator factory course, wishes position with publication or private plant. Austin Savadil, 108 Targee Street, Stapleton, N. Y.

Subscription bookman of 35 years' experience as agent, general agent and sales manager and writer of subscription books and agency literature, to take full charge of preparing subscription publications for market, including agents' prospectus, canvass and plans for selling campaigns. Can train and handle agents, if desired. Author of subscription books sold to extent of half a million copies. Address Bookman, care The Fourth Estate.

If your newspaper property does not pay as it should consult a specialist who can put something over to your advantage. Address Box U, care The Fourth Estate.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange
Third National Bank Building
SPRINGFIELD, MASS.

PARAGRAPHER AND EDITORIAL WRITER

wishes to give up a good job for a better one. Young, original, forceful. Convincing clippings and references on request. Address Box 860, care The Fourth Estate.

Editor, 30 years' experience, city and country, desires position as city or managing editor in county seat, about 20,000 inhabitants; references. Address Box 871, care The Fourth Estate.

Circulation manager of a 12,000 daily who has worked up to his position, desires to advance in circulation work. Address Box 868, care The Fourth Estate.

Do you want a circulation manager who has made good? Now circulation manager of a daily of 12,000 circulation where he has raised subscription rate and street sale price without any loss of circulation. Have had many years' experience on big city dailies. Want larger field. Address Box 869, care The Fourth Estate.

CARTOONIST

First class, 15 years' experience, national reputation. Can furnish convincing recommendations and samples of recent work. All-around newspaper artist; exceptionally good on pen portraits. Can deliver the goods and expect good salary. Answer at once. Box 861, care the Fourth Estate.

HEMSTREET PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE XIII

SOME SUITABLE FORMS FOR GATHERING STATISTICAL INFORMATION ON WORK IN MECHANICAL DEPARTMENTS.

BY EDMUND WALKER,
Herald Building, Chicago.

Last week I mentioned that we would later on take up the question of obtaining statistical information regarding the mechanical employees. These statistics will, of course, be a part of our cost finding system.

The mechanical departments may be divided into three distinct groups: (1) composing room, (2) press room, and (3) stereotyping room.

The composing room can be subdivided into two departments: hand composition and machine composition.

Our object from a broad viewpoint is to ascertain the amount of productive and non-productive hours in each of these departments. We will, of course, arrange to analyze into different groups the time expended, whether productive or non-productive.

Taking first the composing room hand department, we would decide that all non-productive operations might be grouped under the following headings:

Distribution, cleaning up forms, type casting, bank and headings, standing time and proofs.

The productive headings might be grouped as follows:

Ad composition, news composition, alterations, make-up, form and headings.

Of course, it is understood that it is impossible to lay down any particular set of headings which will be suitable to every publisher. For example, those who publish a Sunday edition might desire to know what time was spent in setting Sunday advertising matter and news, and special columns would have to be provided.

FORMS TO BE USED.

Our problem now is to prepare a form for each employee in the hand composing room. This form must be simple and yet it must contain all the information desired by the accounting department for the compilation of the required statistics.

Above all things the form to be used must not have the tendency to make all the mechanical employees book-keepers.

Obviously any form which divides the hour into quarters and twelfths is going to be cumbersome to handle—for this reason we will divide our working hour into ten parts of six minutes each, which will have the effect of permitting us to record all time spent in the form of so many hours and so many decimal parts of an hour.

A suitable form measures $7\frac{1}{2}$ inches broad and 18 inches deep. Starting from the left hand side we will first leave a space of $2\frac{3}{4}$ inches blank. Then follows a one-half inch space where the hours and minutes are recorded from the top of the page to the bottom.

If the employees start work at 6

a. m. that will be your starting hour and your time record will read 6.00, 6.06, 6.12, 6.18, 6.24, 6.30, and so on, down the page.

Horizontal lines will next be ruled across the page, there being one such line for every six minutes.

Next you will rule vertical lines one-quarter inch apart making as many groups as may be desired.

The first will probably be ad composition, the second news composition and so on as previously set out.

SPECIFIC EXAMPLE.

John Doe came to work at 6.00 a. m. and until 6.30 he was employed on advertising composition—he simply draws a line in that special column from 6.00 to 6.30. He then went on make-up for two hours, which he will record by drawing a vertical line under that heading from 6.30 to 8.30 and so on throughout the day.

The horizontal lines corresponding with each hour and half hour should be slightly heavier than the others. Thus, when the accounting department add up the time taken by John Doe for advertising composition during the whole day, they will merely count each group of heavy lines, each one of which represents half an hour or rather .50 of an hour. The additions then are exactly as in the case of dollars and cents.

DIFFERENCE IN JOB PRINTING FORMS.

You will observe that the big difference between our form and the forms used by job printers is that we work on the basis of what class of work the employee is doing rather than on what particular job he spent his time.

However, it is frequently desired to ascertain the cost of one particular advertisement and by leaving a margin on the left hand side of our sheet it is now possible to write in the number of any particular advertisement on which the employee was engaged, or the name of the advertisement as is sometimes done.

In conclusion let me say that I have cuts suitable for practically every possible group of working hours and these I will be glad to loan you on request—you can then print your own forms without much expense.

ADDITIONAL ADVANTAGES TO BE GAINED.

Apart from the fact that these forms are a part of our cost-finding system you will already see the value of the information which they will supply to you day by day.

The totals of the various columns are of course posted to special accounts and these accounts show you

exactly what time your men are spending on the different classes of their work.

You will quickly learn how much actual time is being spent on distribution, and how much unaccounted time you are buying because this will appear under the heading of standing time.

Incidentally it is quite impossible for any employee to "soldier" on his job for any period of time because you know what time should be spent on the different non-productive operations and you are also able to compare the time taken by one employee to accomplish a certain task with the time taken by another. In this way it is now possible to turn on each class of work that employee who is the most efficient at it—as shown by his own time sheets.

NEW BOYS' MAGAZINE.

The Boy Citizen is the name of a monthly magazine recently launched in Fort Wayne, Ind., with Charles A. Phelps as editor. The magazine has from twelve to sixteen pages, with an illustrated cover, and is devoted exclusively to boys and their work, such as athletics, amateur photography, Boy Scout doings, live news topics, editorials, and everything of interest to boys.

Mr. Phelps, who is the business manager of the Wildwood Magazine, is issuing the Boy Citizen through the Wildwood Publishing Company. He started thirty years ago as a newsboy on the streets of Fort Wayne. He organized the first Newsboys' union, established the Newsboys' City, and has devoted all his spare time and energies to the welfare of boys. Through his years of experience in this line, he has become thoroughly qualified to direct a publication of the character of the Boy Citizen.

GERMAN ARRESTED FOR SLUR ON LINCOLN.

Dr. Wilhelm T. von Knappe has been arrested at Vincennes, Ind., on a grand jury indictment as a result of an investigation of a book entitled, "History of the Wabash Valley," which the doctor wrote and sent to St. Louis to have printed.

In the book he charged Lincoln, it is set forth in the indictment, with being a traitor to his country during the Mexican war, with being an infidel and blasphemer. Von Knappe asserts his defense will be that he has evidence to sustain his statements. He is held in \$250 bail.

EX NEWSPAPER MAN HEADS SAFETY COUNCIL.

David Van Schaack, former special writer for the New York Evening Sun, has been elected president of the National Safety Council.

He is a graduate of Trinity College, and went from newspaper work into the publicity branch of life insurance, and for ten years has been interested in the safety movement. He is director of the Bureau of Inspection and Accident Prevention of the Aetna Life Insurance Company and the Aetna Casualty & Surety Company of Hartford.

NEW AD MANAGER.

Lawrence Hamilton has been appointed advertising manager of the Iola (Kan.) Register.

MAGAZINE NOTES.

George D. Davis has been appointed manager and editor of Hardware and Metal, Toronto, following the resignation of J. G. Lorrman, manager, who has joined the staff of Brandon Henderson, Ltd., paint manufacturer, Montreal. Mr. Davis joined the Maclean staff in 1912 as associate editor of Hardware and Metal, having previously been connected with several Canadian hardware firms in various capacities.

In 1913 he became editor and, three years later, was appointed assistant managing editor of the Maclean group of trade papers, assuming in 1917 complete charge of the editorial department of these publications.

George H. Williamson, formerly with the Merrick Anderson Company, Ltd., Winnipeg, has joined the staff of Hardware and Metal as associate editor. Mr. Williamson has had a wide experience in the retail and wholesale hardware trade, having been associated with several well known Canadian firms. Mr. Williamson has frequently contributed articles to Hardware and Metal.

The first of October will see another addition to the editorial staff of Hardware and Metal in the person of A. H. Ilsey, who has had an extensive business experience, particularly in western Canada. He has been associated with the J. H. Ashdown Hardware Company, Calgary, Alta., and other western Canada firms.

Clara K. Fuller has leased the Little Falls (Minn.) Transcript to Ed. M. LaFond for a period of two years.

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
466 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
760 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Krege Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
226 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
26 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., St. LOUIS



MORE NEWS PRINT MANUFACTURED.

AUGUST SAW INCREASE IN STORAGE STOCKS—FIGURES FOR COMPARISON.

The News Print Manufacturers' Association's monthly statement of production, shipment and stocks of news print paper on hand for the month of August shows an increase over the previous month of both production and shipments. The association represents about 70 per cent. of the total American and Canadian news print output.

Not only was more paper manufactured, but an amount more nearly equal to maximum was produced than during the previous month.

While shipments during August

were larger than during July the per cent. of maximum shipped was only 97.2 per cent. against 97.9 per cent. in July, which situation is represented by an increase in stocks on hand at the end of the month of approximately 4,000 tons.

In comparison with the statistical situation in August of last year, this report shows that this year 99.5 per cent. of maximum was produced against 89.3 per cent. last year, an actual increase of over 150 tons a day, although the maximum productive capacity decreased over 400 tons a day.

Although shipments in August, 1917, are slightly lower than in August, 1916, a much larger per cent. of maximum was shipped and stocks declined over 11,000 tons, or about 18 per cent.

The figures follow:

Month.	PRODUCTION		SHIPMENTS	
	Actual in Tons	Per Cent. of Maximum	Total Tons During Month	Total Stocks on Hand at All Points
UNITED STATES MILLS.				
Whole Year, 1916	1,068,415	89.1	1,099,885	31,300
August, 1916	92,978	89.5	93,672	40,461
January, 1917	84,995	94.6	87,445	28,508
February	75,249	94.2	73,166	39,718
3 Months	160,244	94.4	160,611	
March	86,045	95.8	84,579	32,261
4 Months	246,289	94.9	245,190	
April	80,774	95.4	85,493	27,649
5 Months	327,063	95.4	330,683	
May	91,213	101.5	85,333	33,595
6 Months	418,256	76.7	416,016	
June	86,522	100.0	85,798	33,067
7 Months	504,818	97.2	501,814	
August	81,279	97.7	83,034	36,193
9 Months	586,096	97.3	584,848	
10 Months	88,501	99.7	87,129	38,327
11 Months	674,597	97.6	671,968	
CANADIAN MILLS.				
Whole Year, 1916	532,251	95.6	542,564	18,134
August, 1916	43,359	89.0	44,470	21,235
January, 1917	47,669	97.6	51,851	14,363
February	44,330	95.8	41,537	17,592
3 Months	21,999	96.7	23,388	
March	48,904	93.9	50,387	16,137
4 Months	140,903	95.8	143,775	
April	48,009	97.1	53,546	8,807
5 Months	188,912	96.1	197,321	
May	53,551	100.3	53,094	9,290
6 Months	242,463	97.0	250,415	
June	49,960	97.1	49,032	10,268
7 Months	292,423	97.0	299,447	
August	48,670	98.4	48,535	10,448
9 Months	341,093	96.9	347,982	
10 Months	52,303	99.0	50,540	12,259
11 Months	393,396	97.4	398,522	
UNITED STATES AND CANADIAN MILLS.				
Whole Year, 1916	1,600,666	91.2	1,642,449	49,434
August, 1916	136,537	89.3	138,142	61,696
January, 1917	132,664	95.7	139,296	42,871
February	119,579	94.8	114,703	48,310
3 Months	252,243	95.3	253,999	
March	134,939	95.1	134,566	48,398
4 Months	387,192	95.2	388,965	
April	128,783	97.1	130,039	36,456
5 Months	515,975	95.7	528,094	
May	144,784	101.1	138,427	42,885
6 Months	660,759	96.8	666,431	
June	136,481	98.9	134,830	45,321
7 Months	797,240	97.2	801,261	
August	129,949	98.0	129,814	46,641
9 Months	927,189	97.3	931,075	
10 Months	140,804	99.5	137,660	50,586
11 Months	1,067,993	97.6	1,068,735	

TROOPERS WELCOME.

The Houston (Tex.) Press Club, through its president, F. M. Cowen, is arranging a plan whereby the club rooms will practically be turned over to soldiers now stationed in Houston. Visiting officers and especially newspaper men who are now officers will be given every possible courtesy.

ILLINOIS MEETING.

The annual meeting of the Illinois Daily Newspaper Association will be held in Chicago late in October, the exact date not having been announced. John Sundine of Moline is secretary of the association.

HARRIS TO NEW ORLEANS.

Thomas O. Harris, former editor of the Shreveport Journal, is now in charge of the news departments of the New Orleans Item.

Managing Editor Marshall Ballard, it is understood, will hereafter confine himself to the larger aspects of purely editorial work.

INDIANA CHANGE.

Mattox Brothers are now owners of the Geneva (Ind.) Herald, Lee Mattox having purchased the interest of J. B. O'Connor. Lee Mattox will publish the paper while his brother is in the army.

STORIES OF FOOD SITUATION IN FRANCE.

The Food Administration has ready for early release to weekly publications of various classes, including the trade, technical and labor press, a series of three striking stories on the food situation in France, by Fred B. Pitney, former Paris correspondent of the New York Tribune. Mr. Pitney has lived in France since the war and shows in a vivid way just how "the army and civilian population are fed over there." He gives official figures approved by the French and American governments, and draws the conclusion that the Allies cannot win the war unless they have the support of a fully informed people.

The first article contains 1,800 words, the second 1,000, and the third 1,200.

They will be furnished free of charge to every publication that can use them, the release date of the first article being the week of October 13. Editors wanting the series may wire the Trade & Technical Press Section, United States Food Administration, Washington, D. C.

CHANGES IN ST. PAUL.

Gustav Wollan has become editor of the Rural Weekly of the St. Paul Daily News, succeeding E. C. Rodgers, who has joined the Cleveland office of the Newspaper Enterprise Association. Mr. Wollan has been on the staff of the Daily News for many years.

Miss Mary Dillon has become club editor and feature writer of the Daily News, succeeding Miss Dorothy Ashby, who is now doing special feature work at the Des Moines cantonment.

Miss Nellie Driscoll has joined the Daily News staff as assistant in the school news department, of which his brother, Charles B. Driscoll, is head.

BROWN AUTO EDITOR.

Owen Brown, for several months associated with the Class Journal Company, publisher of Motor Age, Motor World and Automobile, has been chosen automobile editor of the Houston Post. Mr. Brown will be actively in charge of the advertising phases of his department, as well as being responsible for the editorial side of the automobile section. Brown was formerly a resident of Houston, but has lately been located in Detroit.

FRENCH CENSORS MOVE.

The Censorship Bureau in Paris has moved from the faraway Rue Grenelle to the central Place de la Bourse.

For the correspondents, all access to and communication with the censors is now barred. They can no longer invite personal discussions on disputed points. A telephone message, "Your dispatch has passed" or "Ten lines have been cut out," is about the limit of the information vouchsafed.

HANDLING WIRE NEWS.

Miss Jessie E. Turner has been appointed telegraph editor of the Chattanooga (Tenn.) News. She was formerly club editor for the Chattanooga Times and a member of the high school faculty in that city.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO ENGRAVING COMPANY

151 Nassau Street, NEW YORK
Telephone 4209 Beekman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO ENGRAVING CO.

251 253 William Street NEW YORK
Phone, Worth 1657-8

STANLEY PROCESS
quality a not
to down
up made to a price
TYPE
METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 3rd Street NEW YORK

INJUNCTION SOUGHT AGAINST
W.N.U.-A.P.A. MERGER

An aftermath of the merger of the plate business of the American Press Association with the Western Newspaper Union last week is the filing of a suit in Omaha for an injunction by Edwin L. Huntley, a Nebraska publisher.

Mr. Huntley seeks to enjoin the merger, saying that it would create a monopoly to the detriment of his newspaper and others of like character.

NEWSPAPER DESERTS HOBOS.

The Cincinnati Commercial Tribune has forestalled all attempts of the "Sons of Rest" to secure free lodgings in its building, now that cold weather is approaching, by posting "No Loitering or Littering" signs throughout the property. In past years this building has been the mecca of the tired wayfarer.

Posted throughout the building are now seen "No smoking" signs.

GERMAN EDITOR INTERNED.

Fritz Bergmeier, editor of the St. Paul Daily Volks-Zeitung, will be sent to Fort McPherson, Ga., for internment during the war. He was arrested because of certain editorials which appeared in his publication.

LEAVES INDIANAPOLIS

Leon Parkinson, for several months a member of the editorial staff of the Indianapolis Star, has joined the staff of the Richmond (Ind.) Item.

THE PITTSBURG PRESS

HAS
THE
Largest
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending April 1, 1917.
showing net paid circulation.

34,567

Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN.

ADS HALVE COST OF LIBERTY LOAN.

(Continued from Eleventh Page.)
Bonar Law made the same demonstration in England.

The press of Great Britain was as patriotic as ours, and gave as much attention in news and editorial columns to the various Government loans; but the Chancellor of the Exchequer, beholding the success of advertising in raising the Kitchener army, made an experiment of advertising in floating loans.

The result convinced him so completely of its efficiency and economy that he put advertising, in the eyes of all the world, to the greatest test, probably, that it has ever met. He gave it the supremely difficult task of making a direct public market among the people for the Victory Loan of \$5,000,000,000, and that at an interest rate of 5 per cent., when the leading bankers in London gave it as their combined judgment that the rate should be 6 per cent.

Every one knows that the Victory Loan was oversubscribed by more than five million people at the 5 per cent. rate, thus saving the English Government \$50,000,000 a year for the period of the loan.

The exact cost of the advertising I have not been able to learn, but the best available information is that it did not exceed \$2,000,000, a much smaller selling cost than had ever

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Open Door to the workshop of the world The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

been known before on a bond issue. What has been done in England can be done here, with an effective, controlled campaign of paid advertising; probably even a greater result can be obtained, for the whole world has long done us the honor to say that our advertising is better done than elsewhere, and that the American people read and are influenced by advertising as are no other people.

SPECIAL BOARD WOULD HAVE PICKED
MEDIUMS.

The second point on which the Times editorial lays stress is the statement of Secretary McAdoo, which he made to our board, that the Government, if it advertised at all, would have to advertise in every thing.

That at first glance seems to be an irrefutable argument. But it assumes that the Government is unable to discriminate.

In fact, as we all know, the Government discriminates constantly. It doesn't buy shoes and blankets and steel from all manufacturers, but only from those who can meet certain conditions of price and quality and delivery. These conditions are determined by experts who discriminate constantly among manufacturers in deciding whether or not their products meet the conditions established.

The same thing can be done with advertising. It is a commodity with a definite market value. Highly trained men devote their careers to a thorough study of the relative values of different forms of advertising to accomplish definite results—such as the sale of clothing, of automobiles, of bonds.

There are 17,000 men and several hundred women in the various fields of advertising embraced in the membership of the Associated Advertising Clubs.

From among this great number, following a careful principle of discrimination and selection, the twenty-five members of the National Advertising Board were chosen. Their services were offered to the Government without pay for "the duration of the war."

It has been their privilege to serve, each member meeting his own expenses, on the first Liberty Loan and on the Red Cross campaign. They stand ready to continue to serve on the same basis.

Now the board foresaw at once the difficulty Secretary McAdoo has pointed out, and it met it squarely by proposing the same plan of action in buying advertising that the Government

BOSTON POST

CIRCULATION AUGUST, 1917
"NO RETURNS"

The Daily Post 532,595
The Sunday Post 352,792

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid
Guaranteed



For Every
Issue

GEORGE A. McLELLAN, Gen. Mgr.
401 Fourth Avenue NEW YORK

follows in buying all other commodities.

Indeed, it went further and developed a plan for the selection and discrimination among mediums by which those who had absolutely nothing to sell the Government should decide what the Government ought to buy.

A committee on plan and scope of the board was made up of seven national advertisers and seven national advertising agents, able men who bought millions of dollars' worth of advertising every year for themselves and their clients, and who had no advertising in any medium to sell.

In the printed plan which the board submitted to Secretary McAdoo on May 3 it was proposed that this committee would place all of its experience and knowledge, without cost, at the disposal of the Government in selecting mediums for any advertising that might be decided on.

Here is a fair and clear-cut way for meeting Secretary McAdoo's difficulty. It would unquestionably work without embarrassment to the Government.

No publication or medium would care to appeal from the decision of a committee possessing such knowledge and experience and representing the whole advertising world, as well as the authority of the Government.

To appeal would be to advertise the fact that a publication had not been selected by men who had nothing to sell the Government and who were undertaking to buy for the Government space that would give the greatest results; and it would be to flout the judgment of men who annually place millions of dollars' worth of advertising, a fact which would not be without influence.

The board submits that no plan fairer and better calculated to safeguard the Government, is in force today that excels this one.

Moreover, the official representation of all the great fields of advertising have expressly stated that the plan was absolutely fair, and that they would abide by it.

THE GOVERNMENT WILL LEARN.

The same issue of the Times which contains the editorial in question carries a dramatic news story from

1916 Broke All Records
of the

Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mellers Building, CHICAGO
201 Devonshire St., BOSTON
Krease Building, DETROIT

YOU MUST USE THE EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than 150,000

Washington about the successful motor that has been invented for our great aircraft fleet. Secretary Baker announced that this triumphant result came from the co-operative skill of able engineers.

Some day the Government will learn that advertising and selling have developed from the dark age of haphazard and guess work and become so grounded on knowledge that they can be practiced most skillfully by those who know the most about them.

Then carefully co-ordinated plans of selling and advertising will be carried out that will effect so many economies that a bond issue will be floated at one-half the cost in money and time required to float the first one.

In the meantime, the National Advertising Advisory Board, as it has told Secretary McAdoo, stands ready, with its twelve district boards and with the thousands of advertising men it represents, to serve the Government, without cost for its services, in every possible way.

THIS STUMPED 'EM.

Newspapers are asked to answer all sorts of questions and city rooms, generally, have the reputation of being the best known centers of useful information, but the Kansas City Journal city room was properly stumped last week when an inquirer asked an obliging reporter to whittle "La Marseillaise." For once the city room could not supply the desired relief.

NEW CITY EDITOR.

John O'Flanigan has resigned as night city editor of the Boston Herald to go with the Boston American. He has been succeeded by William E. Greenough, who has been on "rewrite" for the Herald.

JOINS CANADIAN FLYERS.

Valdemar Bendrodt, for several months sporting editor of the Victoria (B. C.) Times, has been accepted as a cadet in the Royal Flying Corps and is stationed at the Toronto training school.

The Woman's World, Chicago, has been purchased by Walter Manning, its advertising director.

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

Trenton TIMES

New Jersey's Leading
FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.
220 5th Av., N. Y.; Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 89,711
AUGUST, 1917
GAIN over
AUGUST, 1916 14,183

Special Representatives
DAN A. CARROLL J. E. LUTZ
New York Chicago

its Boston staff, died on September 18 at Boston, aged sixty-five years.

F. H. HALL, for many years business manager of the Dayton Journal, died in Fremont, Neb., a few days ago.

LAMBERTSON SHERWOOD, recently connected with the Paterson (N. J.) Press, died in Bloomfield, N. J., last week, aged sixty-eight years.

ANSEL H. HULING, until last year connected with insurance journals, died in Chicago on September 16, aged seventy-nine years. He was editor of the Chicago Argus for some years and for thirteen years was editor of the Des Moines Underwriters' Review.

JAMES LONGBOTHAM LEE, veteran Chicago printer and founder of the Challenge Machinery Company of Grand Haven, Mich., died on September 16 in Grand Rapids, after a brief illness. He was foreman of the composing room of the Denver Rocky Mountain News in 1861. He was a member of the Chicago Old Time Printers' Association and of the Illinois Press Association. He was seventy-six years old.

PAPER FOR ITSELF.

The 1st Provisional Regiment, New York Guard, which is doing duty on a 95-mile front along the Aqueduct, is to have a newspaper all its own. The first issue will come from the press today.

Colonel John B. Rose says it will be utilized largely to keep the men of his widely scattered regiment in touch with each other. The paper has an editorial staff and correspondents located at all the principal villages on the line of the Aqueduct.

PAPER AT FORT SILL.

The Second Kansas Infantry, stationed now at Fort Sill, Okla., will issue a regimental newspaper. Captain F. E. Benney of Wichita, former newspaper man, will be editor-in-chief. Newspaper men in the regiment will assist. It will be published weekly and will be distributed free among the men in the regiment.

St. Louis Globe-Democrat

DAILY—SUNDAY—WEEKLY.

To reach Farmers in Mississippi Valley and Southwest use

Weekly
Globe-Democrat

CIRCULATION INCREASING.
Now 115,000 each issue, 230,000 per week. Rate 50c per line per week.

PATERSON New Jersey's Famous Manufacturing City

PRESS GUARDIAN

Its BIG Independent Newspaper
G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

GERMAN PAPER CLAIMS ADVERTISING BOYCOTT.

A front page editorial (printed in English) in the September 15 edition of the New Yorker Herald registered the following complaint:

"An anonymous committee, calling itself the Vigilantes, began a propaganda, dictated by hate, against the German newspapers."

"A circular was sent to all the managers of the English stage in this city. This letter was sent out by the anonymous gentlemen mentioned and they demanded that the theatres should stop their advertising in the German press. The managers were threatened with a boycott in case they would not heed this peremptory order."

"The demand as well as the threat was entirely against the law. And the thing we would have thought almost impossible has happened. Some of our most prominent impresarios and managers, men whom we thought were far too high in the social and business world to heed anonymous creeds impeaching our loyalty and uttering boycott threats, became frightened."

"The consequence is that instead of columns and columns of theatrical advertising our paper shows at present only the advertisements of a few managers who have the courage to disregard these boycott threats."

The Vigilantes, an organization of authors and artists engaged in patriotic work, vigorously denied that it was responsible for the action of the theatre managers. At the National Defence Society, which was the parent organization of the Vigilantes, who made war against soap box orators in New York streets a short time ago, officials were equally emphatic that they had not started such an agitation.

Representatives of the leading theatrical producing companies said they had received letters asking for some action against the New York German press. They denied, however, that they had acted in concert and said that everything which had been done was accomplished individually.

One man said he believed the withdrawal of advertising was due to patriotic motives; another admitted that his company had ceased to advertise in German newspapers, but said it was merely to cut down expenses.

W. M. Sanger has become owner of the Blanchard (La.) Herald.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

W. M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

REED HELD UP AS ENVOY TO SOCIALIST MEETING.

John Reed, newspaper man and author, after obtaining a passport to visit Scandinavia, was recently detained at the order of the State Department to clear up the question of his status on the trip.

Mr. Reed's request for a passport as a correspondent was granted. Following this action and the publication of the fact that Mr. Reed was going to Scandinavia, information, the nature of which could not be learned, reached the State Department which resulted in the postponement of the date of his departure for Europe.

It is understood the department authorities were "tipped off" that Mr. Reed was going to Scandinavia not as correspondent but as Socialist delegate. Until this fact was cleared up the department refused to allow Mr. Reed to sail.

It was said, however, that Mr. Reed had satisfied the officials on this point and had been allowed to proceed.

CRANE TO WILMINGTON.

Edward F. Crane, who has been connected with the Lake Placid (N. Y.) News and the Rutland (Vt.) Herald since his graduation from the University of Vermont a year ago last June, has joined the reporting staff of the Burlington (Vt.) Free Press, which has been entirely reorganized during the summer, because of vacancies due to the war.

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburgh



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

Member A.B.C. THE WASHINGTON POST

DAILY 2c—SUNDAY 5c
LARGEST Morning Circulation in the Nation's Capital.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY SMITH COMPANY,
220 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,384 lines more local business than its only competitor.

With the Springfield News (the two at .065 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO

J. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES

HUSBAND & THOMAS, 58 E. Washington st., Chicago. Advice has been received to the effect that the canners of Biloxi, Miss., have appropriated between \$40,000 and \$45,000 to exploit their products. It is understood that the whole appropriation will be spent in magazines.

ANFENGER, Railway Exchange Bldg., St. Louis—Placing orders with newspapers for the Grain Products Co., "Bran-Eats," Biscuits, St. Louis.

ARMSTRONG, North American Bldg., Philadelphia—Generally send out their winter newspaper copy early in the fall for S. L. Allen & Co., "Flexible Flyer," Philadelphia.

BARBER, 338 Washington st., Boston—Placing 3-in. 1-time a.w. 9-time orders with newspapers in selected sections for A. J. Tower, "Tower Brand Slickers," 18 Simmons st., Boston.

BLACKMAN-ROSS, 95 Madison av., N. Y.—Placing orders with newspapers in eight of the larger cities for Mayo Mills, "Mayo" 10 Rib Underwear, 346 Broadway, N. Y.

Will shortly place orders with newspapers in selected states for N. K. Fairbank & Co., "Cottolene," 9 So. Dearborn st., Chicago.

KELLEY, 2d National Bank Bldg., Toledo—Placing business of Stand-

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
350 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
301 Devonshire Street, BOSTON.
Kresge Building, DETROIT.

THE Philadelphia Bulletin HAS THE

Largest TWO-Cent Circulation in the East.

Net Daily Paid Average for August

351,976 Copies

WILLIAM L. McLEAN, Publisher.

ard Parts Co., E. 65th st. and Euclid av., Cleveland.

BLUM, 608 Chestnut st., Philadelphia—Placing orders with Sunday mail order newspapers for Breathe-O-Tol Co., 1309 Arch st., Philadelphia.

COLLIER, Dwight Bldg., St. Louis—Placing orders with some Western weekly newspapers for Roger's Fur Co.

DOREMUS & MORSE, 31 Nassau st., N. Y.—Placing orders with large city Sunday newspapers and in the small cities are using weeklies for White Tar Moth Co., "White Tar Moth Rags," 104 John st., N. Y.

ERICKSON, 21 Park Row, N. Y.—Generally consider newspaper advertising at this time of the year for Allcock Mfg. Co., "Allcock's Plasters," and "Brandreth Pills," 274 Canal st., N. Y.

GARDNER, Kinlock Bldg., St. Louis—Placing orders with newspapers for Fownes Bros. & Co., "Fownes Gloves," 119 W. 40th st., N. Y.

GOULSTON, 18 Tremont st., Boston—Placing advertising for Plymouth Rubber Co., "Slipknot Rubber Heels," Canton, Mass.

CORMAN-CHELTENHAM, 11 E. 36th St., N. Y.—Has secured account of Murphy Varnish Co.

VANDERHOOF & CO., Marquette Bldg., Chicago—Now placing account of Bunte Brothers, candies, 720-738 West Monroe st., Chicago.

Placing contracts for U. S. Cereal Co., Upper Sandusky, Ohio, manufacturer of "Butter-Wheat," with newspapers and painted bulletins.

Placing contracts for Alex. Sheppard & Sons, Inc., Philadelphia, manufacturer of "Morning Sip" coffee, with full pages in newspapers.

Placing contracts with the Wilt Sales Co., Chicago, manufacturer of Wilt cleanser for kid gloves and shoes, in newspapers.

Placing contracts for Commonwealth Motors Co., Chicago, manufacturer of "Ultra-Flour" pleasure cars, in newspapers.

KLAU-VAN PIETERSOM-DUNLAP, Manhattan Bldg., Milwaukee—Reported will shortly advertise in

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

MONTREAL DAILY MAIL

The circulation of the Daily Mail in Greater Montreal is larger than that of any other Montreal morning newspaper, English or French.

Vervee & Conklin, Inc., 320 5th Av., N.Y.
I.S. Wallis & Son, 1st Nat. Bk. Bg., Chicago

newspapers for Northwestern Chemical Co., automobile specialties, Marietta, Ohio.

KOCH, University Bldg., Milwaukee—Reported are ready to advertise for Puffer-Hubbard Mfg. Co., Silos, Minneapolis, Minn.

LORD & THOMAS, 220 W. 42d st., N. Y.—Again placing new copy with newspapers on contracts for Chas. A. Tyrell, "J. B. L.," Cascade, 570 W. 150th st., N. Y.

Renewing some contracts where they have expired for Kops Bros., "Nemo Corsets," 120 E. 16th st., N. Y.

MULLER, 220 W. 42d st., N. Y.—Placing 28-line 2 time orders with a few newspapers in selected sections for Aborn Classes for Operatic Training.

NYE, 1777 Broadway, N. Y.—Placing orders with some Southern newspapers for "Tanforan Cigar."

PORTER, 18 E. 41st st., N. Y.—Are only placing orders with newspapers in the following cities: Louisville, Memphis, Cleveland, Chicago and Newark for Emerson Shoe Co., Rockland, Mass.

HANSER, Kinney Bldg., Newark, N. J.—Placing orders with some Southern newspapers for J. C. Brownstone Co. (Collins Co.), 84 Fifth av., N. Y.

IRELAND, 925 Chestnut st., Philadelphia—Generally place orders with newspapers about this time for S. B. & B. W. Fleisher, Inc., "Fleisher," Worsted, Eighth and Chestnut sts., Philadelphia.

KASTOR, Mercantile National Bank Bldg.—Placing copy with newspapers in selected sections for Lemo Brewing Co., "Curva" soft drink, St. Louis.

KIERNAN, 135 Broadway, N. Y.—Reported will place some advertising for Askin & Marine, clothing.

PRESBRY, 1001 Chestnut st., Philadelphia—Again placing orders with newspapers for Welsbach & Co., gas mantels, Gloucester, N. J.

SHUMWAY, 453 Washington st., Boston—Placing orders with some newspapers in East for Northfield Hotel, Boston, Mass.

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

Daily (Net Paid) CIRCULATION 55,498

April, 1917 Figures—A.B.C. Basis. —Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
350 Fifth Avenue, NEW YORK.
Mallers Building, Chicago.
301 Devonshire St., BOSTON.
Kresge Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA
People's Gas Building, CHICAGO.

STROUD & BROWN, 303 5th av., N. Y.—Placed orders with newspapers in selected sections for Brown-Durrell & Co., Forest Mills, underwear, 11 West 19th st., N. Y.

VREELAND, 344 W. 38th st., N. Y.—Again placing orders with newspapers for Crown Corset Co., "Rengo Belt Corsets," 170 5th av., N. Y.

AYER, 300 Chestnut st., Philadelphia—Placing orders with newspapers in large cities for a combination of colleges and universities.

Sending out orders to farm papers for Haynes Knitting Co.

DILLG, Hearst Bldg., Chicago—Placing orders in daily newspapers for Hamm Brewing Co., "Excelsior," St. Paul.

ASKING RATES.—George Banta Publishing Co., Menasha, Wis., is asking rates and other data from daily papers.

WELL, Jenkins Arcade, Pittsburg.—Orders going out for Phoenix Piano Co., Detroit.

LORD & THOMAS, Mallers Bldg., Chicago—Contemplating campaign for California Raisin Growers' Assn.

HUMBERT-HATFIELD, Railway Exchange Bldg., St. Louis—Orders to dailies for Hipolite Co., "Hipolite's Marshmallow Cream," St. Louis.

BERRIEN-DURSTINE, 25 W. 45th st., N. Y.—Placing account of Photoplay Magazine, Chicago, in large Eastern dailies.

POWER, ALEXANDER & JENKINS, Journal Bldg., Detroit—Placing following accounts:

Steamtor Truck Co., Chicago, manufacturer of steam trucks with Doble power plant equipment.

Detroit Pressed Steel Co., manufacturer of steel disc wheels for motor cars.

Commerce Motor Car Co., Detroit, manufacturer of Commerce one-ton trucks.

Acason Truck Co., Detroit, maker of "Acason Trucks" and Ford tractor units.

Dayton Rubber Manufacturing Co., manufacturer of the "Dayton Thoroughbred" tires.

P. W. Drackett & Sons, Cincinnati.

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)
Net Paid Circulation:
DAILY, over 208,000
Sunday, over 119,000
Member Audit Bureau of Circulations.

nati, manufacturer of Diamond "D" Chlorinated Lime and other household chemicals.

HAMILTON, Hearst Bldg., Chicago.—Handling following accounts: Curtis Form-A-Tractor Co., Chicago; Monarch Tractor Co., Watertown, Wis.; King Trailer Co., Ann Arbor, Mich.; Ann Arbor Machine Co., Ann Arbor, Mich.; W. B. Henderson Co.; Huron Tractor Co.; Clearing Industrial District, Chicago Examiner (foreign adv.); Kub, Nathan & Fischer; Melcher Bros.; Keeley-Handy Syndicate; Chicago Opera Co., all of Chicago.

McJUNKIN, Mellers Bldg., Chicago.—Placing small magazine campaign on "Adelite" carbon remover, Adams & Elting Co., Chicago.

Placing spring schedule in newspapers and magazines for Kling Bros. & Co., Chicago on "Airy-lite" suits and "Kling-made" outing trousers.

DAKE, 121 2d st., San Francisco.—Will use newspapers and magazines for Santa Monica-Ocean Park (Cal.) Chamber of Commerce during fall and winter to attract tourists to Santa Monica and Ocean Park.

POWERS - HOUSE, Illuminating Bldg., Cleveland.—Will use newspapers, magazines and trade papers in campaign for Van Dorn Iron Works Co., Cleveland.

CHAPPELOW, International Life Bldg., St. Louis.—Making up list for Johansen Bros. Shoe Co., St. Louis.

SHERMAN & BRYAN, 79 5th av., N. Y.—Sending out contracts generally for Lackawanna Underwear Co.

FEDERAL, 6 E. 39th st., N. Y.—Contracts to newspapers for Towle Log Cabin Maple Syrup.

RUTHRAUFF & RYAN, 404 4th av., N. Y.—Orders to farm papers for Watson Mfg. Co.

PORTER, 18 E. 41st st., N. Y.—

St. Paul and the Northwest
best can be reached by advertising your wares in the columns of the
ST. PAUL DISPATCH
and **ST. PAUL PIONEER PRESS**
In St. Paul, the St. Paul Dispatch has an average total daily circulation of 53,678; the St. Paul Pioneer Press, an average total daily circulation of 45,599; the St. Paul Sunday Pioneer Press an average total Sunday circulation of 47,509.
They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.
TOTAL CIRCULATION
St. Paul Dispatch (daily). Over 51,000.
St. Paul Pioneer Press (daily). Over 44,000.
Sunday Pioneer Press. Over 77,000.
They Cover the Field.

BRIDGEPORT
CONNECTICUT
(The Eden of America)
The Prosperity Center of the United States and the Industrial Center of New England.
THE
Post & Telegram
(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL
Published by A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning
37,659 NET PAID average during 6 months period ending April 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
728 Tribune Building, NEW YORK

Sending out contracts to list for Emerson Shoe Co.

DIRECT—W. T. Hanson Co., "Dr. Williams' Pink Pills," Schenectady, N. Y., generally takes up newspaper advertising about this time.

Radway & Co., "R.R.R.," 208 Centre st., N. Y.—Placing new copy with newspapers.

Willia Sharp Kilmer, "Swamp Root," Binghamton, N. Y., generally plan fall newspaper campaign about this time of the year.

CLEVELAND STAFF CHANGES.

The following changes were made when the six-day Cleveland Leader was sold to the Cleveland Plain Dealer:

Harlowe R. Hoyt, formerly columnist on the Cleveland Leader, is now moving picture editor on the Cleveland Plain Dealer.

A. E. M. Bergner, former city editor of the Leader, is city editor of the News, having as his assistants Hugh Kand, formerly night editor of the Leader, and A. M. Corrigan, former city editor of the News.

George DeWitt, former head of the Leader copy desk, and E. C. Bacon, formerly state editor of the Leader, are both on the News' copy desk.

F. F. Duncan, who was the financial editor of the Leader, and Tom Kelly, the market editor, have assumed similar positions on the News.

Joe Williams, formerly on the News copy desk, is now motion picture editor of both the Sunday Leader and the News, with Miss Helen Muckley as his assistant.

George Callahan, who was marine editor of the Leader, has assumed a similar position with Plain Dealer.

Edward Thierry and John Evans, rewrite men on the Leader, are doing the same work on the News.

C. J. Murray, former copy reader on the Leader, is now on the Chicago Examiner desk.

Roger Stafford, make-up man for the Leader, is now news editor of the Canton (O.) News.

The American Paint Journal, St. Louis, has been admitted to membership in the Associated Business Papers, Inc.

THE
DETROIT JOURNAL
with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.
Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle
NEW JERSEY'S
LARGEST PENNY PAPER
Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

OF A NEWSPAPER TRIBE.

When Mark A. Luescher was promoted from publicity director to general manager of the New York Hippodrome, the berth he vacated was assigned to Murdock Pemberton, an ex-newspaper man who has been Mr.



MURDOCK PEMBERTON.

Luescher's assistant in the publicity bureau since the big playhouse came under the direction of Charles Dillingham.

Mr. Pemberton comes of a newspaper family. Four uncles were pioneer editors in Kansas as early as the beginning of the Civil War—Marshall and Roland Murdock founding the Wichita Eagle, Benton Murdock the Eldorado Republican and Jacob Stotter the Emporia News. His brother, Brock Pemberton, is a newspaper man—now dramatic reporter on the New York Times. On William Allen White's Emporia Gazette, Murdock Pemberton first learned about "type-lice" and other pests which disturb a printer's devil.

After taking special work in Kansas University, he went to the Kansas City Star, where he was reporter, exchange editor, and later assistant

The Plain Dealer
First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in
CLEVELAND
Over 150,000 Daily. || Over 200,000 Sunday.
JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES
and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the
AMERICAN and STAR
Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNES, CHICAGO.
VERREE & CONKLIN, Inc., New York

Sunday editor. He came to New York in the fall of 1911, joining the staff of the New York Globe, whence he entered the theatrical line with Henry B. Harris, doing press work for Percy Mackaye's "Scarecrow," a literary play which had a short run.

Mr. Pemberton returned to his first occupation the following spring, working on the city staff of the Philadelphia North American. Shortly thereafter he became general press representative for William A. Brady and again forsook newspaper work. Mr. Pemberton has also been interested in moving pictures, handling feature films on tour and the publicity of the Strand Theatre for a season. When Granville Barker presented the Greek plays at the large American Colleges, Mr. Pemberton was on the press staff.

A one-act play written by Mr. Pemberton was produced by the Washington Square Players their first season. He has written considerable verse, some of which has been printed in the Century Magazine, the Independent and various newspapers.

GERMANS DE-INKING PAPER.

Faced by a war shortage of news print paper, German manufacturers are making use of a de-inking process that was discovered several years ago in order to reclaim at least a part of the stock that has already been used. The cost of regenerating paper is said to average \$17.27 a ton, making the process highly economical.

Washington Newspapers
Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:
Evening Star 83,194
Evening Times 35,569
Washington Post 34,293
Washington Herald 30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREB & CONKLIN, Inc.
Special Advertising Representatives
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING UNION STAR
EXCEPT SUNDAY.
AUDITED CIRCULATION 20,643
Home circulation reaching best paid
scientific, technical and skilled mechanic
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

"BOLT" IN N.Y. OVER SECOND CLASS.

(Continued from Second Page.)

through the mails, it is proper to say that the association, as well as the American Newspaper Publishers' Association, are on record as opposed to any additional tax.

"Our association, in a series of resolutions, protested against increase in taxation on the ground that the great increase in the cost of all materials which enter into the manufacture of newspapers has seriously affected the taxpaying ability of the newspaper industry; that the newspaper press is one of the most important and powerful weapons of the Government in the present war, and its strength should not be reduced and its influence weakened by oppressive and discriminatory taxes. As for the postal rates, they have been based, for generations, upon the public policy that the diffusion of knowledge and information in newspapers and periodicals was necessary to the unity and welfare of the nation, and our resolutions stated that they should therefore be encouraged by moderate postage rates.

"It has never been the policy of the Government to derive revenue from the postal service. It was never even attempted during the Civil War. It has been found by experience that decrease of postal rates increase revenue of the Post Office Department and general business throughout the country.

"The adoption of the zone system would operate as a stimulant in the promotion of sectionalism. The effect would be the creation of artificial areas outside of which publications would have little circulation. A few Southern newspapers may advocate the zone system because they are not affected by its provisions. Their circulation does not extend beyond the 300-mile limit. Many New York publications circulate widely in the West, and the interchange of ideas

If this territory presents a
sales problem to you, the
Merchandising Service
Department.

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

W. D. BOYCE CO.

600-514 North Dearborn St., CHICAGO
805 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS

THE FARMING BUSINESS

High-class farm weekly, magazine form.

BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM FOR
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT Only morning newspaper in Peoria.

Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate

HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representative.
NEW YORK BOSTON CHICAGO

has a broadening effect upon the people of both sections. The zone system would restrict and largely cut off outlying subscribers through the increase in the subscription rates which would be made upon publications to meet the additional cost of postage.

"The overwhelming opinion of newspapers throughout the country is opposed to the imposition of this additional postage. It would be an unjust burden which the majority of them would find it impossible to bear.

"The additional tax proposed, while particularly hard on big newspapers, cuts at the very vitals of the thousands of small newspapers published throughout the country. If you double the postage of the small country weeklies and dailies you will drive them out of existence. The proposed rate is confiscatory, destructive, unfair and un-American."

THE TRIBUNE EXPRESSES ITSELF.

On the day of the vote, the Tribune printed the following editorial comment on Mr. Bridgman's statement:

"The protest, unfortunately, runs to glittering generalities. It is one thing to say that all postal rates ought to be moderate, and that the government in making rates ought to realize that 'the diffusion of knowledge and information in newspapers and periodicals is necessary to the unity and welfare of the nation.'

"It is another to twist these proper enough sentiments into a justification of the government's present enormous subsidies to publications using the second-class mails, many of these publications being primarily advertising media only slightly tintured with 'knowledge and information.'

"Postal rates should be 'moderate'; but 'moderate' describes very imperfectly the undercharges on second class mail transportation, which result in a deficit to the government of from \$80,000,000 to \$90,000,000 annually.

"At a time when Congress is more than doubling Federal taxation and is supposed to be stopping all unnecessary non-military expenditure, what excuse can there be for continuing this largesse to the users of second-class mails?

"A moderate postage rate does not mean a deficit rate. If the subsidy to the publishers is to be defended, why not cast aside all subtleties and say frankly, as Arthur J. Baldwin, vice president of the Associated Business Papers, Inc., did in a brief filed with the Senate Finance Committee, that a deficit second-class rate is 'one of the important raw materials' of the periodical publishing industry?

"Since the Publishers' Association's protest was directed to Representative Kitchen, among others, it might well have taken notice of an illuminating analysis of the working of the subsidy system which Mr. Kitchen made some time ago in a speech in the House.

"The chairman of the Ways and Means Committee, selecting the Curtis Company publications as representative in the magazine field and the New York Times

The BEST Advertising BUY in

CLEVELAND

THE NEWS

Quality Evening Newspaper
With Quantity Circulation

THE LEADER

Sunday

Represented by PAUL BLOCK, Inc.,
850 Fifth Ave., NEW YORK
Mellers Building, CHICAGO
801 Devonshire St., BOSTON
Kresge Building, DETROIT

THE NEW ORLEANS ITEM

Largest Afternoon Circulation in the
entire South.

(April A.B.C. Not Paid Statement)

Sunday 68,875 Daily 55,041

THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

as representative in the newspaper field, said:

"The total cost to the government of hauling, handling and distributing for the Curtis Publishing Company through the mails these three periodicals (The Saturday Evening Post, The Ladies' Home Journal and The Country Gentleman) last fiscal year was \$5,366,104. Under the present law this company was required to pay for this large service only \$592,899, leaving the government a loss of \$4,773,205 and giving the Curtis Publishing Company from the pockets of the taxpayers a subsidy of \$4,743,205."

"Now, take the case of a big city daily like the New York Times. Last fiscal year the government carried and distributed through the mails 10,023,200 pounds of this daily at a cost for transportation (average haul 300 miles) of \$150,348 and for handling and distributing of \$400,928. The total cost to the government of the service rendered was \$551,276, for which it received only \$100,732, making a clear loss to the government of \$451,044 and giving a clear subsidy to the publishers of the Times of \$451,044."

"Until these figures are successfully challenged the public will take little stock in the argument that the government is now carrying second-class mail matter at reasonable rates.

"The present rates are ridiculously inadequate. Everybody knows that they are.

"Why should Congress lack the business sense and moral courage to compel publishers to pay something like the cost of the service which the Post Office performs for them?"

To the Tribune's assertions, the Times answered editorially on September 21 with the following splendid rebuttal:

"Our neighbor the Tribune, which from its familiarity with its own business ought to have perceived the misleading character of Mr. Kitchen's statistics, inclines to the opinion that until his figures are successfully challenged the public will take little stock in the argument that the Government is now carrying second class mail matter at reasonable rates.

"With that argument we have no concern. If the rates are not reasonable they should be raised.

"The Times is contending, not that the second class rates as a whole are reasonable, but that the proposed increase now in consideration in the conference committee, so far as it applies to newspapers, is not based upon reason, has not been determined by any proper computation of cost, and that it has the appearance rather of an attempt to punish the newspapers and their readers than of a sincere effort to get revenue for the Government.

"Mr. Kitchen presumes to give the cost to the Government of transporting

THE

PITTSBURG DISPATCH

steadily advances, (not spasmodically) as the leading newspaper in its field.

H. C. Roeb, Real Est. Trust Bdg., Phila
W. G. Brooks, 228 Fifth Ave., New York
Ford-Parras Co., Michigan Ave., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 10 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes.

In all VIRGINIA it's the same.

STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

and distributing 10,023,200 pounds of the Times in the last fiscal year as \$551,276. He states that as a fact. It is not a fact, it has no relation to fact.

"Mr. Kitchen evidently reaches this figure by assuming that the cost to the Government of the Times service bears the same ratio to the total cost of second class mail carriage and distribution that the 10,023,200 pounds of copies of the Times carried bears to the 1,809,470,678 pounds which is the aggregate of all second class matter."

"There is no truth or fairness in that ratio, it is miles away from the truth, for the second class total includes many million pounds of magazines and other periodicals circulated all over the continent and costing the Government for handling and distribution vastly more than the cost incurred for handling and distributing newspapers, either in the aggregate or per copy.

"Yet it is upon these figures that Mr. Kitchen's subsidy argument is based, and they are false.

"Moreover, on more than one-third of the whole bulk of copies of the Times sent through the mails the post office department incurs no cost whatever for handling or distribution. Its total cost is that of transportation. These copies are put up in bundles and delivered, not to the post office, but to the railroads transporting them, and they are thrown off on the stations at their destination, the Government performing no further service.

"The copies of the Times sent through the mails direct to subscribers are put in mail bags at the office of the Times, and likewise transported by it to the railroad stations, classified according to destination, thus relieving the railway postal clerks of the labor of sorting.

"These copies are distributed like other local matter through the post office. The cost of that distribution service and of carriage is the only cost incurred by the Government. In the total it is very far below the figure given by Mr. Kitchen.

"In order that a judgment may be formed as to the truth of the often-repeated assertion that the Government

The Circulation of the NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Germania Herald 36,989
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(GermanFarm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,002
Eastern Representative
LOUIS KLEBAHN
1 West 34th Street NEW YORK
Telephone 215 Greeley



A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium
Phone Stuyvesant 2004
90 East 10th St., NEW YORK

carries newspapers and second class matter at less than the cost of transportation, we present the subjoined table, showing the amount actually paid by the Times for transportation by express to the cities named, and for comparison the amounts that would be paid to the post office for the same weight of papers sent by mail:

COMPARATIVE COST BY SECOND-CLASS MAIL AND BY EXPRESS

Town.	Miles.	Lbs.	Office	Express
Buffalo	426	3,179	\$21.70	\$10.90
Elmira	374	1,368	12.00	6.21
Binghamton	316	2,500	25.00	12.50
Syracuse	379	2,325	22.25	11.43
Albany	143	2,325	22.25	17.03
Boston	219	2,362	23.62	19.21
Utica	231	2,066	20.66	18.33
Rochester	360	2,500	25.00	12.50
Washington	226	5,587	55.87	13.97
Baltimore	199	4,613	46.13	11.53
Bridgeport	55	4,031	40.31	30.16

36,054 \$360.50 \$154.77

"It will be seen that this service is performed by private concerns, the express companies, at substantially one-half the rate charged by the Government, 1 cent a pound.

"Newspapers sent to Boston by express on passenger trains go at a rate of three-eighths of 1 per cent per pound, against 1 cent per pound charged by the Government.

"To Baltimore and Washington the rate is one-fourth of 1 cent per pound, three-fourths of 1 cent a pound less than the post office rate.

"To points beyond Chicago, so far, for instance, as St. Paul, newspapers may be sent by express at \$1 per 100 pounds, the very rate now paid to the Government, which the House insists is unremunerative as a whole, although more than nine-tenths of newspapers distribution will be included in a zone of very much less than 1,200 miles radius.

"In payment of postage on copies of the Sunday Times sent through the mails the Times pays the Government \$928.54, while the cost of sending many

DETROIT SATURDAY NIGHT

Holds a commanding position in the progressive and prosperous homes of Detroit and Michigan.

One reason why it gained 35% in circulation and advertising during 1916.

Represented by
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN reading and speaking population of St. Louis as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND

Kurier Bostonski

37 Beverly St., BOSTON, MASS reaches 800,000 Poles in New England. They want to buy your goods

Use Kurier Bostonski

more than twice the same number of copies by express is only \$800.75.

"The Times desires no subsidy from the Government or from any other source.

"It is receiving none, it will accept none.

"It firmly believes that if the Post Office Department were capable of ascertaining and accurately apportioning its costs it would be found that the Times pays in full the total expense it incurs in transporting and distributing copies of this newspaper.

"But the costs of newspaper service are so inextricably confused with the far greater costs of magazine service that the Post Office Department is quite unable to determine what, separately, they are.

"If even Mr. Kitchin's figures bore a recognizable relation to fact, the sum of \$451,044 which he represents as a clear subsidy to the publishers of the Times is not a subsidy to the newspaper.

"If it were a subsidy to anybody, which it is not, it would be the readers of the Times.

"If it were a subsidy to the newspaper, it would be either paid to the newspaper or else paid for a service for which otherwise the Times itself would have to pay. Neither is true.

"Newspapers do not pay the postage charges, they are paid by the readers of newspapers.

"The increased rates now proposed would of necessity have to be charged by newspapers to their readers receiving the paper through the mail.

"The point of chief objection is that the rates are so outrageously high for remote destinations as to be prohibitory.

"The effect, therefore, would be not to get revenue for the Government, but to prevent the circulation of newspapers at points distant more than a few hundred miles from the office of publication.

"If this is not the object of the increase so zealously urged by Mr. Kitchin and other members of the House and so much clamored for by the Post Office Department, then we are quite unable to discover what its object is."

GUNNISON'S GROUND.

Herbert F. Gunnison, business manager of the Brooklyn Daily Eagle, voted against the resolution on the ground of its wording. He said the newspapers had done no more than they ought to for the nation; and that the instructions to send the resolution to newspapers all over the country by the Associated Press were not fair to the other business interests that were being taxed and had no such weapon to protest with, as have the newspapers.

Mr. Gunnison said he was against zone rates for second class because they would cause too much confusion.

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars

W.M. J. MORTON CO., Special Reps.
NEW YORK Fifth Ave. Building.
CHICAGO Tribune Building.

LONDON, ENG., 19 Sicilian Avenue
Saulsington Row.

PARIS, 6 rue du Rocher.

THE JEWISH MORNING JOURNAL NEW YORK CITY

carries more advertising than any other Jewish newspaper. Circulation in New York City largest of all foreign language newspapers.

Member A. B. C.

ion, but that if the Government decided it was not getting enough for second class it had full right to raise the rates; and the burden of paying it would not fall on the shoulders of the newspapers, but solely on readers, who would have to pay higher prices. In that light, Mr. Gunnison contended, it will be to the best interests of the nation for Congress to keep second class rates as low as possible to allow the proper dissemination of intersectional information. He said the matter should be left entirely up to the Government.

CHICAGO UNITED PRESS NEWS.

Don Chamberlain, vacation relief operator of the United Press, who has been on duty in Milwaukee, has returned to the Chicago office.

William Sullivan is on his vacation.

Frank Beaman, formerly of Pueblo, is now in the Chicago office.

Robert Wise, operator at the Madison (Wis.) State Journal, who has been on vacation relief work, has returned to his regular place at Madison.

Webster L. Babbitt, formerly on the re-write desk in the Chicago office, has assumed charge of the U.P. office in St. Louis.

LIBERTY LOAN PUBLICITY MAN NOT EXEMPT FROM DRAFT.

R. C. Mees, who sought exemption from the draft on the ground that he is office manager of the publicity department of the New York Liberty Loan Committee, has been certified for service in the National Army, the district board deciding that his occupation did not fall under the exemptions allowed by the law.

"FRAT" EDITORS TO MEET.

Among the October conventions in Chicago of interest to newspaper folks will be the Sorority Editors' Conference. Miss Pearl Green of 15 East Avenue, Ithaca, N. Y., is in charge of the arrangements.

A. B. Hyberg has been appointed railroad editor of the Chicago Evening Post, succeeding William Ayers, who recently resigned.

NEW YORK THE DAY

America's Greatest
Jewish Community

America's Foremost
Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America.

CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY The National Jewish Daily.

Member A. B. C.

Main Publication Office:
183 East Broadway, NEW YORK

NARODNI List

Briscoe Motor Corp. of Jackson, Mich., has just placed 19,850 agate lines of Briscoe advertising in the Narodni List. This is the best proof that the Narodni List is one of the best advertising mediums in the foreign languages for National advertisers.

Ideal Newspaper for National Advertisers
Phone 3939 Beekman
61 Park Row, NEW YORK

The Only ITALIAN Daily Newspaper in New England.

Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON
consolidated with La Tribuna del Popolo and Il Messaggero di Worcester.

100,000 Italians in Boston.
300,000 Italians in Massachusetts.
1,000,000 Italians in New England.

MURDOCK HIS OWN TYPIST.

That the habits of a life-time cannot be shaken in a moment was shown by the first request of Victor Murdock, who recently left the editorial chair of his Wichita (Kan.) Daily Eagle to become a member of the Federal Trade Commission. Mr. Murdock's first call on the storekeeper of the commission was for a typewriter, upon which he intends to indite his ideas on the regulation of prices and other big business matters.

ZINDER'S NEW WORK.

Peter J. Zinder, formerly advertising manager of the Wausau (Wis.) Record-Herald, has become promotion manager of the Detroit Free Press.

THEY WOKE UP EARLY.

The Illinois Women's Press Association gave an autumn breakfast at the South Shore Country Club, Chicago, last Sunday morning.

CITY EDITOR BUYS DAILY.

Malcolm Aldrich has sold his interest in the Fairmont (Minn.) Daily Sentinel to Harry Fairley, who has been for the past few months city editor of the Minneapolis Journal.

WHILE IT BARS

Heart cures, kidney cures, cancer cures, consumption cures an all rank fakes in patent medicines.

The BILLBOARD

recognizes that there are many proprietary remedies, that possess virtues and real intrinsic worth and merit and which are well worth their price.

Hence it does not buy
SIMPLES

such as liniments, lotions, dentifrices, corn cures, and laxative waters.

Member A. B. C.

The Billboard Publishing Co.

Subway Central Bldg.
42nd and Broadway, New York City.

A Quality Newspaper THE SALT LAKE CITY HERALD-REPUBLICAN

THE WEATHER
Fair and Windy, but much change in temperature.

RUSSIANS FLEE FROM BALTIC COAST REGION

CHICAGO'S EXECUTIVE PROPOSAL

AMERICAN WIFE Proud of Heroic British Husband

THE HERALD-REPUBLICAN

Utah's Greatest Newspaper
SALT LAKE CITY, UTAH
August 27, 1917.

RIGA BEING EVACUATED HASTILY BY POPULATION

Former Czarina, in Banishment, Seriously Ill

ONOR ENCH BY AH

Christian Depart of These
Treason Arrows Advances
Bringing From New Low
That From Miles Away

CHICAGO'S EXECUTIVE PROPOSAL
Likely to Follow

Northern Port Surrounded
to Save Ancient Cathedral
and Other Historic Build-
ings From Destruction

International News Service,
The World Building,
South Floor,
New York City.

Gentlemen:-

I have your letter of August 22nd, asking for return of signed copies of contract for the International News Service.

The delay has been occasioned by a majority of my board of directors being on a vacation and I have been unable to get a meeting. However, you couldn't take the International News Service away from the Herald-Republican with a club. It is the one thing we needed to put snap and ginger in our news columns and it is bringing us fine results in circulation. Our board of directors will have a meeting this week, at which time the contract will be signed and mailed to you.

Very truly yours,
James P. Casey
General Manager,
The Herald-Republican.

I.N.S. CLIENTS ARE SATISFIED CLIENTS

MILITARY CONFERENCE
TO BE HELD IN PARIS

"SNAP AND GINGER"

The True News FIRST—Always, Accurately

INTERNATIONAL NEWS SERVICE
WORLD BUILDING
NEW YORK CITY

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Weekly at 333 West
50th Street (Near Broadway)

NEW YORK CITY

SATURDAY, SEPT. 29, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Curtis's "Heroes and
Hero Worship," Lecture V.

Two Sections

PRICE 25 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1231

*The man on the ground usually knows
more about local conditions than
the man 1,000 miles away*

So before selecting the newspaper in which to place your advertising, it is a good plan to discover in what newspapers the *local* advertisers invest the biggest share of their appropriations. They know what papers produce results.

In Chicago local advertisers place more advertising in The Chicago Daily News *six days a week* than they place in any other Chicago newspaper *in seven days*.

*The figures (in agate lines) for
the first six months of 1917 are:*

The Daily News	(6 days)	3,118,453
The Tribune	(7 days)	2,872,776
The Herald	(7 days)	1,799,967
The American	(6 days)	1,475,610
The Examiner	(7 days)	1,426,480
The Journal	(6 days)	1,195,837
The Post	(6 days)	815,349

*When you come to invest your advertising appropriation
in Chicago, follow the example of Chicago merchants*

The Chicago Daily News

"It Covers Chicago"

IS THIS A NEW ATTEMPT AT CENSORSHIP?

SOME SENATORS FEAR FOREIGN PRESS AMENDMENT IN ENEMY TRADING LAW MAY BE A "JOKER."

If the interpretation of several Senators is accepted, the proposed Trading With the Enemy Law, if adopted and approved after the conference report, would apparently make it possible for Postmaster General Burleson at his will to determine whether a publication is seditious or otherwise opposed to the Government's war policy, and list it as unmailable. They say the laws working together would practically make it impossible for any agency to handle the papers thus placed on a blacklist.

Senators Morris, Cummins and Vardaman have pointed out on the Senate floor that many of the powers of censorship over newspapers, which the Administration endeavored to obtain through the Espionage act, and which Congress denied, are contained in the section reading:

"Any print, newspaper, or publication in any foreign language which does not conform to the provisions of this section is hereby declared to be non-mailable, and it shall be unlawful for any person, firm, corporation, or association to transport, carry, or otherwise publish or distribute the same or to transport, carry, or otherwise distribute any matter which is non-mailable by the provisions of the act relating to espionage, approved June 15, 1917."

The protesting Senators hold that the section is a "joker," which gives the Postmaster General unusual authority, and, while apparently aimed at foreign language newspapers which might be accused of seditious utterances, extends the jurisdiction of the executive end of the Government to all publications.

In calling the attention of the Senate to the paragraph Senator Morris of Nebraska said:

"This is a desperate attempt to put the newspapers out of business. Under this provision the Postmaster General can absolutely put out of business every newspaper in the United States. He could exclude from the mails every paper that does not meet with his approval and then, under the provision, it would be unlawful for any one to distribute them by automobile, express or even hand delivery. It would result in the coercion of every newspaper in the land."

The action of the conferees in accepting the amendment was condemned also by Senator Cummins of Iowa, who said he felt that it was a piece of assumption to accept such an addition to the bill without giving the members of either the Senate or House a chance to review it.

"The whole question," he said, "is who is it that will determine whether the publications are treasonable or seditious. The effort in the section seeks to prevent a trial. I am not in favor of making an innocent man criminal before his trial. An injunction should be asked. Then the issue would come up in the courts and you would not execute the criminal before the trial."

Senator Vardaman argued that under the Constitution free speech was inviolate. By the terms of the espionage law, he said, the Postmaster General was "made the censor by statute." He thought it was time, he said, that the people of the United States should be protected against such Congressional action as well as against treason.

The Postmaster General has an-

nounced that he will enforce strictly those provisions of the Trading with the Enemy act which empower him to bar from mails all foreign language newspapers which contain seditious matter, once it has been signed by the President and becomes law, which probably will be within the next week.

The Post Office Department and the Department of Justice will cooperate in the effort to rid the country of disloyal mediums.

Postmaster General Burleson said that while the law would be rigidly enforced so as to prevent the dissemination of matter inimical to the interests of the United States and its Allies, care would be exercised to see that the broad powers of the act were not abused. He said no action would be taken that would not be upheld in court.

He will demand absolute obedience of the provision which requires literal translation in English of all news items, editorials or other printed matter respecting the Government of the United States or of any nation engaged in the present war which any foreign language publication may print.

These translations, under the law, must be filed in the form of affidavits with the postmaster where the publication is published. A false statement in an affidavit will subject the offender to prosecution for perjury while penalties are prescribed for other provisions of the bill.

If it is discovered that any foreign language publication is printing seditious matter, denial of the use of the mails will immediately follow.

The law also makes it a felony for any express company to carry periodicals or other printed matter that have been barred from the mails.

It will be "unlawful" for any newspaper or publication to reprint any article from any newspaper or publication that has been declared unmailable.

In effect, if the Postmaster-General thinks any article in any newspaper, magazine or periodical is seditious, he can cause the whole issue to be confiscated and prosecute any one who reprints the article or assists in its circulation.

This applies to English language as well as foreign language publications.

In an interview with David Lawrence, Washington correspondent of

(Continued on Tenth Page.)

RECORDS OF 2.50 "AGREEMENT"

WILL BE GIVEN OUT BY THE
FEDERAL TRADE
COMMISSION.

The Federal Trade Commission has decided it will turn over to newspaper publishers for such use as they desire to make of them all records and correspondence in the agreement of March made with news print manufacturers by which paper prices were to have been cut.

Some manufacturers declined to carry out the agreement when the Government refused to halt Grand Jury proceedings against them in New York, charging violation of the anti-trust laws.

Publishers who signed the agreement have made frequent inquiries of the commission as to what are their rights in the circumstances.

The commission, giving no definite answer, will turn over the records and let the publishers themselves judge what they best can do.

Secretary L. L. Bracken of the Trade Commission said:

"On March 3, 1917, this Commission decided to accept the proposition of certain news print manufacturers to determine a fair price for standard news print paper for the six months period beginning March 1, 1917, and announced the following prices:

"Roll news in car lots, \$2.50 per 100 pounds.

"Roll news in less than car lots, \$2.75 per 100 pounds.

"Sheet news in car lots, \$3.25 per 100 pounds.

"Sheet news in less than car lots, \$3.50 per 100 pounds.

"At the same time the Commission also decided that in order to obtain the reduction in price on their contracts publishers must sign and file with the Commission on or before March 20, 1917, their written consent respectively to said arbitration and its terms and particularly to release 5 per cent of their contract tonnage each month to be used in helping publishers who had no contracts.

"The Commission understands that some of the signatory manufacturers have refused, failed or neglected to carry out the arbitration agreements, and it has received frequent inquiries from publishers who filed their consent to the aforesaid arbitration as to when the signatory manufacturers intended to, and would put the plan into operation and give the agreed reduction in prices, and as to what their rights are in the premises.

"Under the circumstances, this Commission desires to inform you that it has decided to permit each and every publisher who filed his consent to the said arbitration agreement, or his representative, to inspect and take copies of the records relating to the said arbitration, including all correspondence on the subject between the signatory manufacturers and itself."

There is talk in Washington of the Federal Trade Commission, some time in the near future, demanding that paper jobbers handling news print paper and the newspaper publishers make reports to that body, somewhat in line with those reports which the commission is asking the

news print manufacturers to make.

Senator Smith, of Arizona, chairman of the Senate Committee on Printing, on September 22, introduced a resolution "to provide further for the national security and defense by insuring to the Government of the United States an adequate supply of print paper at a fair price and by insuring a supply and equitable distribution at fair prices to the industries of the United States."

THE PRINGLE CANADIAN INQUIRY.

The fact that the Canadian Parliament has been adjourned before Commissioner Pringle had drawn up his report on his nine months' investigation into the cost of news print manufacture means that his report cannot be submitted to Parliament at all, unless it be held over for several months for presentation to a new Parliament after the general election.

The Government, however, has power to take action on the report by means of an order-in-council.

A fourth session of the news print probe will be held in Ottawa next week. Experts have obtained figures from the records and books of news print manufacturers as to the actual cost of the production of news print, and this will be presented.

The session will be held at the Ottawa City Hall on October 2 and will likely last several days.

These reports to be submitted by the accountants go more into detail than did the statements furnished the commissioner by the manufacturers at the beginning of the inquiry. The representatives of the paper manufacturers are expected to make a strong fight to uphold the figures as genuine costs and they will make efforts to discredit the way in which the commission's accountants secure their information. It will be likely the week following that Commissioner Pringle, K. C., will open the inquiry into the cost of manufacturing book and magazine paper. This is bound to be almost as long-drawn out as the news print investigation.

With a general election pending, which may be held before the end of the year, it is regarded as unlikely that the news print inquiry will be brought to a conclusion before the campaign is over.

MONTREAL MAIL QUILTS.

The Montreal Daily Mail has ceased publication.

The Mail was established on October 8, 1913. It was Conservative in politics, but somewhat independent of party.

Various rumors have been afloat as to the outcome of the Mail's financial troubles, one of them being that a syndicate of local liberals has been negotiating for its purchase.

M. E. Nichols, general manager, declined to make any statement other than: "The Mail has suspended publication."

The evening edition of the Mail, the Evening News, suspended publication several months ago.

REMAKING NEWS PRINT.

The Jespersen process of converting printed news paper waste into usable news print paper will be put into operation next week in the Fox Paper Company's mill, Lockland, Ohio.

1,750,000 Men, Women and Children are
constantly requiring new

Hosiery In Philadelphia

The Third Largest Market in the United States

DOMINATE Philadelphia! Create
maximum impression on both
dealers and consumers at one cost by
concentrating in the Dominant
Newspaper—The Bulletin.

“Nearly everybody” in and around Philadelphia reads The
Bulletin—practically 100% of the entire potential market.

Net paid average two-cent circulation for August, 1917

**351,976 COPIES
A DAY**

The Largest Two-Cent Circulation in the East

PHILADELPHIA BULLETIN

WILLIAM L. McLEAN
PUBLISHER

DAN A. CARROLL
NEW YORK: Tribune Building

J. E. VERREE
Steger Building, CHICAGO

AMENDMENTS TO I.T.U. LAWS

WILL BE SUBMITTED FOR
VOTE NEXT MONTH—WAGES
ARE GOING UP.

Newspaper offices will be affected by the following proposed amendments to the International Typographical Union constitution, favorably acted upon by the 1917 convention, which will be submitted to the referendum on October 17; words in italics indicate substitution or addition:

Section 127. In cases where members are admitted as residents of the Union Printers Home, or who enlist for active service in the regular army or navy in time of war, or members of the national guard or Canadian militia who may be ordered to war, their situations may be filled by the foreman: *Provided, That upon again reporting for duty the situations formerly held by these members shall be restored to them.*

Amend Section 128, General Laws, to read:

Section 128. Any member of the International Typographical Union employed in an official capacity by his local union or by the International Typographical Union, or any member incapacitated by illness, shall not lose his priority in the office in which he is employed: *Provided, That at the end of three months the situation may be filled by the foreman, but upon again reporting for duty the situations formerly held by these men shall be restored to them.*

Add new section to general laws, to read:

Section —. All classes of mailing regardless of whether done by hand or power, is part of the mailing trade, and is under the jurisdiction of the International Typographical Union.

Add the following under the heading, "Resolutions:"

Resolved, That every effort should be made by line-casting machine manufacturers to make the face of matrices available to the operator without requiring undue effort to read same.

A number of new wage scales have been granted the I.T.U. by newspaper publishers.

The scale of Green Bay, Wis., was increased \$1 per week for journeymen and \$2 for foremen, under an agreement to run two years from May 1, 1917.

Hand compositors in the book and job offices under the jurisdiction of Annapolis (Md.) union received an increase of \$3 per week on July 2, the contract to be in force for one year.

Beginning June 15, last, the printers in both the newspaper and book and job branches at Elmira, N. Y., received an increase in wages of \$2 per week all around the first year and \$1 the second.

Beginning July 1, 1917, the newspaper scale of Toronto, Ont., was fixed at \$26.50 for day work and \$28.50 nights. A year hence another dollar will be added. The old scale was \$21 and \$23, which makes a total advance in wages of \$8.50 per week.

Under a contract which does not expire until six months after a formal declaration of peace in the present war, through a supplemental agreement, the Calgary (Alta.) newspaper scale for handmen is now from \$22 (day) and \$24 (night) to \$25 and \$27.

Great Falls, Mont., now has a flat wage scale of \$36 for night work and \$33 day. Foremen employed at night receive \$45 per week and \$39 on day work. The scale applies to both newspaper and book and job

AN OPEN LETTER TO ADVERTISING AGENTS AND ADVERTISERS

**The Evening Star-The Sunday Star
WASHINGTON, D. C.**

September 26, 1917

Gentlemen:

What can we do at this time for you or any of your customers in Washington?

If there are any matters of distribution or problems of sales in connection with this market which you might be interested in, we can be of service to you.

Business in Washington is enormous at this time and growing fast. Do your people want any of it? Fifty thousand people have come to Washington since the war began, and the incoming traffic has increased over 50 per cent.

Can we serve you or any of your clients at your National Capital, at present the most important city in the United States and on which the world's eyes are centered?

Have all of your clients proper distribution here? An inquiry will be appreciated.

Yours very truly,

FLEMING NEWBOLD

Business Manager

work. The increase amounts to \$3 per week for book and job printers and \$1.50 for newspaper printers.

The publishers of the newspapers of Peoria, Ill., H. M. Pindell and H. M. Powell, the former of the Journal and the Transcript and the latter of the Star, have voluntarily increased the wages of their employees in the composing rooms \$1 per week during the period of the war and until peace is declared. The increase is independent of the contract in force between the newspapers and the Typographical Union.

There is a new book and job scale at Fort Wayne, Ind., with a total increase of \$4 per week for hand compositors and \$2 for machine operators. The pay for night work was based on increases of \$5 per week for handmen and \$3 for operators. Half of the advance granted the hand compositors will be paid the first year and the remainder divided the next increase being paid July 10, 1919, and the final increase on July

10, 1921. The agreement covers a period of four years and five months.

The book and job scale in Ottawa, Can., is now on a flat basis of \$24 per week, hand and machine, with an agreement running from July 1, 1917, to June 30, 1919. The old rate was \$20 for hand compositors and \$21 for machine operators.

Increases in wages running from 50 cents per week to \$3 have been arranged in a new contract in Middletown, Ohio. The agreement is for a year, beginning August 1, 1917.

Wages on the newspapers at Everett, Wash., under a contract running for one year and eight months, are advanced \$1.50 per week all around. This makes the scale \$30 for day work and \$33 for nights.

The newspapers of Havre, Mont., have signed an agreement for a period of one year, and the wages were increased \$4.50 per week—foremen, \$28.50, and handmen and operators, \$25.50.

The new scale of Battle Creek,

Mich., covering both branches of the trade, provides for an increase of \$2 for foremen and handmen and \$1 for machine operators, both day and night work.

The Polish printers of Buffalo, N. Y., have signed an agreement for a year with the newspaper published in that language, the increase in wages amounting to \$3 and \$4 per week.

PROTEST AGAINST INJURY TO FARM PAPERS.

Secretary McAdoo has withdrawn his request to Dr. H. E. Stockbridge of Atlanta, Ga., president of the Farmers' National Congress, for aid in the campaign for the sale of the next Liberty Bond issue. Replying to a letter requesting such aid, sent to him and the executive heads of twenty-one such farmers' organizations, Dr. Stockbridge notified Mr. McAdoo that the appeal "meets little response from us" and assailed Mr. McAdoo for favoring the McKellar amendment to the revenue bill, proposing increases in postal rates on second-class matter, which includes farm and other publications. Dr. Stockbridge wrote:

"You are placing an unjust and burdensome tax on the farmer by increasing the cost of his professional reading matter. Farmers are patriotic. We need the armies and fight the battles of our country. Our farm papers are our chief aid, yet now you threaten them with ruin. We refuse to become party to the crime."

In reply Secretary McAdoo said:

"I am happy to believe that you speak for yourself alone and that you do not represent the sentiment of any other farmer in America. I withdraw my request for your assistance in the sale of Government bonds. The patriotic people of America will sustain their gallant soldiers and sailors and carry on this war to victory without your aid."

NEW WAR CORRESPONDENT.

Walter A. Willison, who as London representative of the Toronto News visited the British, French and Canadian fronts on several occasions, has been named as the representative of the Canadian Press, Ltd., with the Canadian army in France, to succeed Stuart Lyon of the Toronto Globe, who returns to Canada after six months service.

Mr. Willison was recently in charge of publicity work at the Food Controller's office.

OWES OVER A MILLION.

Ex-United States Senator James Smith, Jr., former owner of the Newark (N. J.) Star and Eagle and Democratic leader of New Jersey, owes more than a million dollars, according to a list of creditors filed September 24 in the Surrogate's Court by the Fidelity Trust Company of Newark, to which Mr. Smith assigned his property when he got into difficulty two years ago.

RAINBOW ARMY PAPER.

The Rainbow Reveille, Camp Mills' first newspaper, appeared on September 21. According to its editors, soldiers of the 166th Infantry from Ohio, publication will be continued even when the division gets into active service. The first number was published at Camp Perry, in Ohio, last month.

The Monon (Ind.) News has increased the price of its weekly edition to \$2 per year.

TUCKER HEADS THE MISSOURIANS.

NEED FOR STATE PUBLICITY—
AGENT TO BUY PAPER
FOR MEMBERS.

J. P. Tucker of Parkville, Mo., was elected president of the Missouri Press Association at its meeting in St. Louis on September 21. Other officers named were: S. W. Davis, Butler, first vice-president; A. T. Hollenbeck, West Plains, second vice-president; John Beal, Mexico, third vice-president; B. Ray Franklin, Russellville, corresponding secretary; Lewis W. Lampkin, Lees Summit, recording secretary, and L. W. Moore, Hume, treasurer.

About one hundred happy editors were present. They were happy because they said these were fair days for Missouri editors. They brought reports of unprecedented prosperity in their counties, such prosperity that even the editor has felt the flow of gold.

H. J. Blanton of Paris advocated establishment by the state of a publicity bureau to exploit the resources of the state. He said Missouri had resources unknown beyond its borders. He illustrated. Kansas, he said, was widely known as a great corn producing state, yet, he said, six Missouri counties produce more corn than did the entire state of Kansas. He said there recently was much publicity given to a Kansas pumpkin that weighed 56 pounds.

"Down in my neighborhood," Blanton said, "a farmer raised a pumpkin that weighed 112 pounds and no one ever heard of it."

Other speakers were: W. G. Naylor, Hannibal, on "The Service Side of Newspaper Work;" Mrs. Lillie Herald Frost, Vandalia, "Constructive Journalism;" Homer J. Clark, Harrisonville, "My Best Department and How I Kept It Up," and Bernard Finn, Sarcosie, "How I Got Stung and By Whom."

The last discussion was open to general discussion under a one-minute limit.

There was an interesting oral discussion of four topics which were the subject of written thesis in prize competition. They were (a) An Advertising Proposition I Have Worked; (b) My Method of Getting and Holding Subscribers; (c) My Method of Getting Job Work, and (d) My System of Getting News.

It was voted that a purchasing agent for Missouri country newspapers be appointed by the association, with powers to buy paper in large quantities to be distributed among members. President Blanton two months ago proposed that as the solution of the high cost of paper that was seriously threatening the existence of small newspapers. He since has bought about 500 tons of print paper at a saving of from \$20 to \$40 a ton.

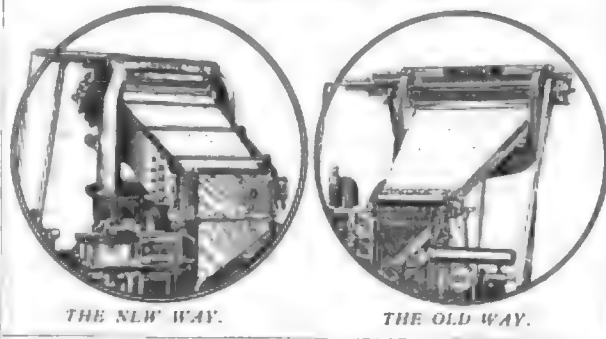
I.W.W. EDITOR ARRESTED.

Carl Ahlteen, editor of the Minneapolis Alarm, an I.W.W. semi-weekly published in Swedish, has been arrested by the Department of Justice on a charge of disloyalty.

In his paper he is alleged to have placed the German flag on a par with the American colors and urged his readers to resist the draft.

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS.



As 152 Is To 1

THREE magazine changes on four Linotypes in six days as against nineteen changes on one machine in one day represents the ratio of efficiency of the *new* over the *old* in the plant of an eastern publisher.

The superintendent of the plant says:

"Between the Multiple and single Magazine way of Linotype composition we find railroad history repeated. As against short hauls, many stops and frequent changes we now have through trains, few stops and a faster arrival at destination."

Multiple-Magazine Linotypes deliver the finished product at one operation via the one-man route on an express schedule. The schedule is maintained on "The Linotype Line," a booklet that gives all the details. *Ask for it.*

MERGENTHALER Linotype Company

Tribune Building, New York

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

LOYALTY PLEDGE IN WISCONSIN.

DAILY LEAGUE PROTESTS ITS
CONGRESSMEN'S ATTITUDE
—ELECTS STURTEVANT.

The Wisconsin Daily League, at its annual meeting in Janesville on September 20, unanimously adopted a resolution protesting against "the attitude of certain Wisconsin representatives in Congress who have tended to cast the odium of disloyalty upon this state." The league endorsed the efforts of the Wisconsin Loyal Legion to give the united support of Wisconsin to the Administration in the "great purpose of conducting a war against autocracy that the world may have a lasting peace and its peoples made free."

The league also pledged its unwavering support to the Wisconsin Patriotic Press Association, which has been organized to "counteract the influences of any movement calculated to give aid and comfort to the enemy."

The Wisconsin Daily League elected the following officers: President, J. L. Sturtevant, Wausau Record-Herald; vice-president, O. J. Hardy, Oshkosh Northwestern; secretary-treasurer, H. H. Bliss, Janesville Gazette.

ITALY REGULATES PAPER.

The Gazzetta Ufficiale, published at Rome, August 3, 1917, contains a decree governing the production and distribution of paper. These are placed under control of the ministry of industry, commerce and labor. The commission instituted by a ministerial decree of October 3, 1916, at the ministry of commerce and labor, assumes the name of central commission for paper. The ministry has the power to:

(a) Establish the amount and types of paper for newspapers and for public administrations which the various paper mills must furnish, and the dates of consignment.

(b) Establish the prices of paper for newspapers and for the public administrations, and eventually fix the highest prices for the sale of paper to the public.

MISS WILSON MANAGER.

Miss E. E. Wilson becomes office manager of the B. Brown Mailing & Addressing Company, New York, on October 1. Since the organization of the American Fair Trade League in 1913 she had been assistant secretary and office manager. Previous to that she was secretary to William H. Ingersoll, marketing manager of Robert H. Ingersoll & Bro. for four and one-half years.

ARREST IN TEXAS.

Carl Runge, editor of Liberty, a magazine published at San Antonio, Tex., has been placed under arrest by Federal authorities for alleged seditious material appearing in his magazine.

MOTHER EARTH IN NET.

The Post Office Department has served notice on the New York anarchist magazine Mother Earth to show cause why it should not be barred from the mails.

GOVERNMENT INVOLVES NEWSPAPER MEN.

PUBLISHES NAMES FOUND IN RECORD OF GERMAN AGENT—VON IGEL WAS AN "ADVERTISING AGENT."

The Government states that journalists, lecturers and publishers were liberally employed by von Igel, the German agent, and his associates for the purposes of German propaganda in this country before the United States entered the war.

In its sensational exposure story given to the press on September 23, the Committee on Public Information said:

"Among those thus tainted with the stigma of dishonorable professional conduct are two magazine writers and war correspondents, James F. J. Archibald, now in Washington, and Edwin Emerson, said to be in Africa.

"The following curious entry appears in von Igel's official records:

"PURE WAR EXPENSES.

Edwin Emerson	\$1,000
Fair Play (Mr. Braun)	2,000
Fair Play (Mr. Braun)	1,500
Marcus Braun	1,000
J. Archibald	5,000

"Concerning the identity of the last entry there might be room for doubt but for a signed receipt from J. F. J. Archibald acknowledging the sum of \$5,000 from the German Embassy for propaganda work. What return Archibald ever made in service is not clear, except that certain war correspondence for which he contracted with New York newspapers was so obviously prejudiced on the side of the Central Powers that they declined to accept it.

"That Emerson also overdid the came to which he sold his pen and professional honor, (the record indicates that he was paid \$1,000 for traveling expenses), is suggested by the fact that he was expelled, or alleged to have been expelled, from Berlin for a violent attack upon Ambassador Gerard.

"Emerson has had a picturesque career in many parts of the world, and once cabled to a New York newspaper a picturesque but imaginative account of his own death in the Far East, under painful and interesting conditions. He was born in Dresden, of American parents, and is now traveling under an American passport obtained by false representations.

"Fair Play, that misnamed organ of Teutonic inspiration, appears to have been subsidized quite disproportionately to its value, since it received in all \$4,500 in the course of a few months in 1916. Marcus Braun, who appears as its editor, is known as a political leader among the Hungarians of lower Second avenue, in New York, and has been variously connected with the fringes of the publication world. He is supposed himself to be a Hungarian. His associate in Fair Play was one J. P. Bryan.

"Even with such liberal support Fair Play did not fill the bill, for in January, 1916, a letter was written by F. Schroeder, a German newspaper correspondent in Tokio, to the German diplomatic representatives lamenting the lack of a genuinely influential weekly in New York devoted to Teutonic interests, and suggesting that one Borodi might

be the right man to conduct such a publication.

"Frequent hints of George Sylvester Viereck's journalistic activities appear, and there are a few notations of Pearson: Subject, Press, which may refer to Pearson's Magazine, of which the editor, Frank Harria, is strongly pro-German, or may indicate a secret agent named Pearson, who is the subject of other entries.

O'LEARY, VIERECK AND DEVROY.

"The notorious American Truth Society, which so strenuously denied its pro-German associations, figures as indirectly linked up with Germany's secret representatives. This society is still extant, and Jeremiah A. O'Leary, its moving spirit, is now the editor of Bull, recently shut out of the mails for publishing seditious matter.

"One entry merits special attention because of the notoriety of the individual involved. Here it is, translated from the German record of correspondence:

"June 15, 1916. Sender, G. S. Viereck. Contents, inquiry as to bombs; supply offer. Told to send further details.

"Possibly the further details are indicated in another entry of four months later:

"Sender, Viereck. Contents, offer of picnic acid."

"Picric acid is a constituent of many high explosives. Mr. Viereck is something of a high explosive himself, having been editor of the virulently pro-German weekly Fatherland of New York, now changed in title (but not in purpose) to Viereck's Weekly.

"Several lines of communication between the German Diplomatic Service and the Irish revolutionary movement are indicated in the captured documents. John Devoy of New York City, now editor of the Gaelic American, a violent anti-British paper, was one of the active agents of this connection. Significant entries appear here and there; references to messages from the German Embassy at Washington and the German Consulate at New York; mention of a secret code to be employed in communicating with him and of a 'cipher Devoy'; also a notation, the details of which remain undiscovered, concerning 'com-

munication re manufacture hand grenades.

"Devoy it was who acted, for a time at least, as go-between for the German Secret Service dealings with Sir Roger Casement, executed by the British for treason. There are several references to money and messages for Sir Roger Casement, or, more briefly, 'R. C.' and one record of a check for \$1,000 for Casement, evidently handled by Devoy."

VON IGEL AN "AD AGENT."

Telling how the von Igel papers were obtained, the Information Committee said:

"In the fall of 1914, when the German plots against Canada were fomenting in this country, there was established on Wall Street, New York, an 'advertising' office presided over by a big, suave man of Teutonic aspect named Wolf von Igel. There were two peculiar features about this office.

"One was that it was frequented during two years of singularly quiet and unbusinesslike existence chiefly by Germans who had nothing whatever to do with advertising.

"The other was a large seal bearing the insignia of the German Imperial Government. To this office there came one morning in April, 1916, while von Igel was preparing a mass of papers which he had taken from the safe for transfer to the German Embassy in Washington, four United States Secret Service agents from the Department of Justice, who made their way past the guardians always on duty, put von Igel under arrest, and undertook to seize the papers.

"In letters, telegrams, notations, checks, receipts, ledgers, cashbooks, cipher codes, list of spies, and other memoranda and records, were found indications in some instances of the vaguest nature, in others of the most damning conclusiveness—that the German Imperial Government, through its representatives in a then friendly nation, was concerned with:

"Violation of the laws of the United States.

"Destruction of lives and property in merchant vessels on the high seas.

"Treachery and plots against Great Britain.

"Fomenting ill-feeling against the United States in Mexico.

"Subornation of American writers and lecturers.

"Financing of propaganda.

"Maintenance of a spy system under the guise of a commercial investigation bureau.

"Subsidizing of a bureau for the purpose of stirring up labor troubles in munition plants.

"The bomb industry and other related activities.

"The documents captured form a curious, if disjointed, chapter in the diplomatic history of the war."

VIERECK RESENTS REFERENCES TO HIM.

George Sylvester Viereck, editor of Viereck's Weekly, gave out the following statement:

"I have not the faintest idea what the entries referred to in von Igel's papers mean. Before our country declared war I received hundreds of letters from many sources offering inventions for sale to the German Government. I may have received offers to sell quantities of picric acid. My doctor tells me that I have a little acid in my system, but it is not picric acid. I know nothing about bombs except in the sphere of metaphysics. I turned all such inquiries over to the German Embassy.

"The legality of the munitions trade has been established by our Government. My action therefore implies no discredit to me. I resent the way in which it is presented. I resent especially the state-

ment that my magazine is changed in title but not in purpose.

"When the President severed relations with Germany, we emphasized our patriotic attitude by changing our name the Fatherland to Viereck's, the American Weekly. Between Germany and the United States there could be only one choice for us.

"The motto of my weekly is my own motto also: 'America First and America Only.' Unlike the son of one of our ex-presidents, I am unwilling to forswear my allegiance to the Stars and Stripes. But I do not surrender the right of free speech. Criticism is not merely a civic right but a civic duty. I believe in the immortal words of Carl Schurz: 'My country, right or wrong; if right to be kept right, if wrong to be set right.'

"After the declaration of war I immediately offered my services to the President in order to aid him in combating the campaign of race prejudice waged at present in a portion of the American press. Realizing that starvation was a foe to be feared even more than the German army, I organized the Agricultural Labor Relief, with the object of finding work for the unemployed, especially enemy aliens, and of cooperating with the Government to the best of my ability in the attempt to ward off famine.

"Viereck's Weekly has started a fund to send kits to our soldier boys in the trenches. We did not wish America to go to war, but now that the country is in it, we hope that she will come out of it with honor—the sooner the better."

CHANGES IN DENVER.

John S. Barrows, former dramatic editor of the Denver (Colo.) Times, who is now at the Fort Sheridan officers' training camp, has been succeeded by William R. Stewart, who has been on the Times copy desk for over a year and who was previously editor of the Cosmopolitan Magazine and editorial writer for the San Francisco Chronicle.

John F. O'Brien, police reporter who is also at Fort Sheridan, has been succeeded by J. C. Feeney, formerly of the Denver Post.

Dana Burkhalter, whose place as sporting editor has been taken by Charles F. Carter, of New York, has gained a second lieutenant's commission at Camp Funston, Fort Riley.

J. E. Cook and H. C. Cooney, Times men who enlisted in the Colorado National Guard, are leaving for the Linda Vista (Cal.) cantonment.

BACK ON OLD PAPER.

After an absence of about fourteen years, Tracy Garrett, formerly of the Burlington (Ia.) Hawk-Eye staff, and later manager of the Creston Gazette, city editor of the Keokuk Gate City, news editor of the Council Bluffs Nonpareil, and for several years in Des Moines with the Register, Leader and Evening Tribune, has returned to Burlington to become managing editor of the Hawk-Eye.

ARRESTS IN MINNEAPOLIS.

Alexis Georgian, editor of the New Times of Minneapolis, and his assistant, Brumbaugh, were arrested at the instance of the Public Safety Commission on September 20 and turned over to the Federal authorities for violation of the espionage act.

FOR RETURNED SOLDIERS.

The Great War Veterans' Publishing Company has been incorporated at Victoria, B. C., to publish the official organ of the Great War Veterans' Association of British Columbia, a weekly review of matters interesting to returned soldiers.

NEW ARMY NEWS RULES

SUPPLEMENTARY TO FORMER REGULATIONS OF BUREAU OF INFORMATION.

Brigadier General Frank McIntyre, chief censor of the War Department, has drafted, for his own guidance, a set of censorship rules governing his course of action in dealing with war publicity relating to the American Army.

These rules cover fighting the army, moving the army to the front, and making the army. They supplement previously published rules, and are as follows:

"1. MAKING THE ARMY.

"Selection of men, appointment of officers, organization, movement to training camps and cantonments, daily life and training therein—all may be reported on and may be freely pictured. The only reservation is that actual train schedules and routes should not be published until the movement is completed. Experimental work should not be published.

"In training camp or cantonment, except experiments in material in trenchments or formations, the daily life may be discreetly described. Honest and timely comment and criticism can, from a military point of view, do little harm.

"2. MOVING THE ARMY TO THE FRONT.

"No departure, or preparation for departure, from training camps or cantonments should be published. No movements of troops after leaving cantonments or training camps by land or water should be published. No report of embarking, sailing, arrival, or debarking should be published, nor should the ports of embarkation or debarkation be given with reference to any particular movement, or be announced during the continuance of the war.

"The foregoing applies to large and small bodies of troops and to individual officers and soldiers. To this rule there is no exception.

"3. FIGHTING THE ARMY.

"When troops have reached the field of operations, there is but one rule to govern publications—that is, nothing should be published or pictured except with prior governmental approval. This approval, insofar as it relates to contemporary reports of operations and actions, is given by a representative of the commanding general in the field.

"The editorial comment at home should not disclose facts not so represented from the front. But, based on such facts, comment and criticism are limited only by rules of good faith and intelligence."

DRAFT TRAINS SECRET.

News of the mobilization of the National Army has been placed under only one restriction by the War Department, which wishes the train routes and train schedules kept secret. The publication of destinations is permissible.

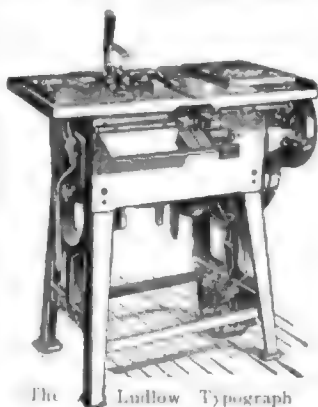
NEW FRENCH CENSOR.

Captain Nusillard Marcejouls of the diplomatic service was on September 24 appointed director of the French Censorship Office.

Non-Distribution vs. Multiple Distribution

THE All-Slug System of composition makes Non-Distribution complete and economical. So called Non-Distribution, with movable type, is in reality Multiple Distribution.

A complete Non-Distribution system for Display composition is dependent upon the Ludlow Typograph, because it alone eliminates storage systems and the constant casting and distributing of sorts.



The Ludlow Typograph

Multiple Distribution is waste; Non-Distribution the Ludlow Typograph way is real economy.

Know all about the Non-Distribution system for Display. Send for Ludlow Typograph Literature.

Sole Selling Agents

**MERGENTHALER
LINO TYPE CO.**

Tribune Building, New York
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

NO MORE WAR REPORTERS.

Secretary of War Baker has denied a request by Representative Gallivan of Massachusetts that representatives of local papers be permitted to accompany various state units of troops to France. Secretary Baker said that aside from military reasons to increase the number of correspondents with the troops would do more harm than good from a news viewpoint by reducing the amount of news each writer could send by cable. The sixteen correspondents now in France, he explained, are utilizing all cable facilities.

The best news from the soldiers, the secretary added, will come in letters to their friends, and arrangements are being made for facilitating the transmission of such letters.

MORE GERMAN SUPPRESSION.

Dispatches from Berlin say that the newspaper Germania has been suppressed by the German authorities until further notice.

It was the leading organ of the Catholic Center and stood midway between the annexationist wing represented by the Cologne Volkszeitung and the Erzberger school.

GETS OUT SPECIAL EDITION.

Charles K. Needham, editor, and publisher of the Grinnel (Ia.) Register, recently issued a special edition consisting of fifty-six pages, devoted to the interests of Poweshiek County.

FOR YOUNG WRITERS.

A new magazine for young writers from sixteen to twenty-one, dubbed the Waste Basket, is to appear in Chicago at once. Corlis Drake is to be editor.

BAN ON SIMS' "QUOTATIONS."

Secretary Daniels of the Navy has requested the press of the country to refrain from publishing articles, opinions or recommendations attributed to Admiral Sims, commanding the American destroyer forces in European waters, unless such publications have been authorized either by the admiral or by the department.

Stories indicating that Admiral Sims had urged certain courses of action or asserted that he believed certain things very likely or should be done have caused the officer embarrassment, he complained. He sent the department a number of clippings taken from American papers, adding that none of the matters attributed to him had in fact ever occupied his mind.

OLD PAPER SOLD FOR THE RED CROSS.

The Junior League of San Francisco, working for the Red Cross, has sold a ton and a half of old newspapers, collected from 170 families. The papers are taken by a large firm and this first installment brought about \$40.

The committee has issued an appeal to all householders to save their clean newspapers, fold them in half, tie into bundles and take them to the committee's collection point.

NOW RED CROSS PRESS AGENT.

Ensign Ralph B. Campbell, U.S. N.R.F., recently on the editorial staff of the Minneapolis Journal, has been appointed publicity director of the Northern Division of the American Red Cross.

AN ODD COURT DECISION.

TRUTH EVIDENCE REFUSED AND EDITOR SENTENCED FOR CONTEMPT.

After denying the privilege of defense, Judge Merritt C. Meecham of the state district court, sitting at Los Lunas, N. M., sentenced E. Dana Johnson, editor of the Santa Fe Daily New Mexican, to thirty days in jail for alleged contempt of court because of a publication in the New Mexican on March 30 last, in a campaign against political conditions in the state.

The court refused to hear any evidence as to the truth of the publication, the defense was denied the right to plead to prove intent or purpose in making the publication, and the court ruled that no explanation of intent was permissible until defendant stood up for sentence, the defendant being compelled to undergo conviction without benefit or proof.

After assertion by the defense counsel that the law required the allowance of an appeal, the court allowed an appeal. The defense will assert that the ruling of the trial judge deprived the defense of a fair trial, of any opportunity to make a defense, and utterly disregarded both federal and state guarantees against deprivation of liberty without due process of law.

J. C. GARRISON STARTS PAPER.

The famous Narragansett Pier, R. I., has a new paper called the Breeze, which is planning big things for the town's development. J. C. Garrison is the editor.

The Breeze will be an all-around-the-year paper and will devote a good deal of attention to Rhode Island politics and other state affairs.

Mr. Garrison, who was for many years with the New York Press and is now with the Providence Journal, says of his new enterprise:

"The Breeze is developing speed and strength as a Rhode Island state review, no less than as a local proposition at the Pier, which has a winter population of 1,500 and a summer population of 8,000 to 10,000. This we hope in a few years to increase to 50,000 a year.

"The Chamber of Commerce, in which organization I was very active, hopes to bring about the proper recognition by the summer vacation public of the most beautiful of all American seashore resorts."

T. E. Sedgwick has sold the York (Neb.) Republican to J. G. Alden.

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINO TYPE
MONO TYPE
INTER TYPE
STEREO TYPE
AUTO PLATE
THOMPSON TYPE
COMPO SITE TYPE

Manufactured by the
Nassau Smelting & Refining Works
609 West 89th Street NEW YORK

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company. Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 233 West 59th Street, New York City.

Subscription: TWO DOLLARS a year, postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 50c.; to other countries in Postal Union, \$1.01.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions, 25 cents.)

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
233 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7743 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1231.

FOR THE WEEK ENDING SEPTEMBER 29, 1917

BUYING MADE SAFE AND EASY.

Does the average person ever stop to think what a safe and easy thing buying has become in our day? What a contrast to the way it used to be within the memory of most of us?

This applies to all buying—of necessities, of luxuries, of everything.

John Sullivan, secretary of the Association of National Advertisers, in a recent interview said some things on this subject which should interest every buyer in the world. His words apply to the purchase of anything, from a five cent cake of soap up to the most expensive advertised article.

Today, said Mr. Sullivan, the housewife sends her little child to make purchases at the corner grocery. She sends her with perfect confidence that, even though a child, she cannot err therein.

All that the child needs is explicit instructions to buy this or that. In the case of all staple produce the price is known, the quality is known and the name is known. There is practically nothing about the goods that is unknown.

And to be sure getting exactly what you want, it is only necessary to name the goods.

It is the same in other stores of nearly every kind.

What a contrast to the days of our fathers, when practically all buying was a hazard—impossible for the child and risky even for the parents!

In those so-called "good old days," soap was just soap, prunes were just prunes, coffee was coffee—and so on through the long list of things that are used in every home.

In no case was there any guarantee of quality—or any sure way to identify goods that might have proved satisfactory so that the same goods could be bought again. The whole buying game was just a game—a game and a gamble; with all the odds against the buyer.

Then gradually, step by step, came the great change. The trademark began to appear—a positive means of identifying goods.

And with the trademark came advertising on a national scale—the best, the surest, the cheapest, the only

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$380; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

efficient way of making the merits of these goods known to buyers everywhere.

Trademarked merchandise was soon found to be good merchandise—worthy of every buyer's confidence.

In fact trademarked articles have got to be good.

The trademark identifies them, advertising proclaims them, and use by thousands and millions make their qualities positively known. Only first class merchandise can dare to court such a test.

A well-known trademark is an asset of priceless value for a good article, but it would be sure death for a poor one, for in that case it would be not a guarantee but a warning to the buyer. It would help him to identify the bad as well as the good; to avoid the one and choose the other.

The greatest achievement of modern advertising is that for the first time in the history of the world's merchandising it protects the buyer; it makes buying both easy and safe.

The value of every trademark depends on the good will of the buyer, therefore this trademark, which positively identifies the goods, for better or for worse, is the buyer's sure and certain guarantee.

FAITH IN ADVERTISING.

George W. Perkins, capitalist and one of the most ardent advocates of business corporation advertising, is demonstrating his faith in his preachings in a unique way. He is paying \$25,000 for an advertisement which is directed against him; which attacks him without mercy and sets forth in somewhat sarcastic vein most of the reasons why those farmers' societies, who have led the fight against him as a candidate for New York State food controller are eager to see Governor Whitman abandon the fight in behalf of Mr. Perkins.

The advertisement was prepared by the farmers' agents and has been mailed to papers throughout the state for publication. The bills are to be paid by Mr. Perkins.

Every daily in the state will print

it and the cost to Mr. Perkins will be about \$25,000.

This is the way it all happened:

Last week Mr. Perkins and Samuel Fraser, leader of the anti-Perkins campaign, met at a fair in Genesee County. Mr. Perkins told why he believed he could remedy the food situation. Mr. Fraser, who is chairman of the committee opposing Mr. Perkins, told why he and his colleagues were apposed to the New York man.

"Why don't you publish your reasons in the papers of the state so every one can hear them and read them?" asked Mr. Perkins.

"Because we can't afford it the way you can."

"Go ahead and do it and I'll pay for it."

And this is what Mr. Perkins is doing.

FOOD PLEDGE WEEK.

Most of the big things in our connection with the war have been accomplished by the typically American device of devoting a special week to a particular thing and making a national drive upon it.

We have had Liberty Loan Week, Red Cross Week, and Volunteer Week.

And, now, Food Pledge Week, beginning October 21.

For seven days the press and every possible organization in the country will be directed to the single end of getting the signatures of every man, woman, and child in the United States at the bottom of the food pledge.

Everybody in the country had heard something about food saving and understands that it is one of the four biggest services necessary to win the war.

Everybody is more or less kindly disposed toward food saving—and hopes that the other fellow is carrying out the provisions of the Food Administration, and intends to adopt the wheatless and meatless meal himself before long.

But now the time has come to sign up and do all these necessary things.

Newspaper publishers and advertisers are employers, managers, leaders.

In a service like food saving they should enlist not merely themselves and their families, and the general public, but their employees and subordinates.

At the end of Food Pledge Week the membership of the United States Food Administration should be 100 per cent of the people of the nation.

Be ready to "do your bit" that week—it will be the biggest sort of business because it is to help win the war.

NOTE AND COMMENT.

The bought-and-paid-for German propaganda, now being made public by the Government, was first exposed by the New York World in 1915, when it printed the Albert papers, which were original documents showing the methods by which the German Government was trying to manufacture American public opinion in favor of the embargo against the sale of ammunition to the Allies.

The World again exposed it in March, 1916, when it printed the original documents that revealed the drive of the German Government in behalf of the McLemore resolution warning

the American people off the high seas.

It is reported that a barrel of German red dye, hidden in a stock room of a Lincoln (N. H.) paper company since its purchase three years ago for \$89, while war conditions boosted its value, has been sold to a New York concern for \$5,000. The paper company's plant recently was sold and the new owners found the long-neglected barrel and put it on the market.

The Whizz Bang is the name of a new Canadian journal published at irregular intervals "somewhere in Leamington" by W. D. Gregory.

Faith in the right kind of advertising was reflected in the preliminary campaign of a department store that has just opened its doors in Clarksburg, W. Va., the copy used in the Daily Telegram totalling over 50,000 lines in three weeks. M. M. Nachman, advertising manager of the store, used 26,754 lines before the store started business and at the same time was preparing copy for a special section of the Telegram, containing twelve solid pages of advertising devoted to his business, which appeared with the formal launching of the enterprise.

The special section appeared on September 10 and was followed the next day by a full page advertisement in the Telegram, bringing the grand total to 50,902 agate lines.

The Mining & Scientific Press, San Francisco, publishes the United States Food Administration pledge card in its advertising pages and calls attention to it editorially. Readers are asked to sign the pledge, cut it out, and send it to the editor, who will forward the signatures to the Food Administration.

Because of an unforeseen shortage of news print, the Lawrence (Kan.) Daily Gazette for August 30 was printed on high-grade, glazed book paper, costing 8 cents a pound.

Someone recently asked what had become of the old-fashioned editor, whose subscription list was an agency for fighting the high cost of living. Well, he's found. Richard J. Reer of the Osgood (Ind.) Journal in last week's issue acknowledged receipt of "honey, fruit and garden 'sassa' from three subscribers."

Shortage of newspaper reporters in Kansas owing to the war is beginning to be felt. The department of journalism of the state university has been besieged with inquiries for men and every student of even brief training has been offered a job. It is said that every company in the Kansas National Guard has enough newspaper men in it to get out the average daily newspaper.

The Chicago plan of Red Cross advertising is being taken up in other cities where Red Cross campaigns have been found necessary. The plan is to have leading business firms insert large advertisements in daily newspapers appealing for Red Cross funds. The idea not only benefits the Red Cross, but enables the contributing firms to share, somewhat, in the advertising.

PURELY PERSONAL.

Victor Ridder of the New York Staats-Zeitung has resigned from the alien committee of the mayor's defense committee. It was said at the editorial rooms of the Staats-Zeitung that the demands of his time as one of the managers of the newspaper had made it impossible for him to continue as a member of the committee.

Frank L. McGrath, foreign advertising manager of the Buffalo Times, is spending his vacation in New York City.

Clifford Harris has left the Portland (Ore.) Journal to become sporting editor of the Seattle Times. He formerly covered the marine beat.

S. H. Chilton of Aberdeen, S. D., has become managing editor of the Groton (S. D.) Herald in place of Mrs. W. R. Veitch, who is compelled to retire because of poor health.

W. Van Orsdell, formerly telegraph editor of the Buffalo (N. Y.) Enquirer, is at present copy editor of the Chicago Evening Post, succeeding Tom Martin, who has entered military service.

Miss Jefferson Bell has become society editor of the Miami (Fla.) Herald, succeeding Miss Marjorie Stoneman Douglas, who has resigned to give her full time to Government duties.

H. E. Haskinson, formerly office manager for the Hartford (Ct.) Post, now holds a similar position with the Bridgeport Standard.

George P. Watson, editor of the International Falls (Minn.) Press, has assumed management of the Fort Frances Times.

R. F. McGowan is now business manager of the Benson (Minn.) Press, succeeding J. C. McGowan, who has joined the Minnesota Ambulance Corps No. 1, stationed at St. Paul.

John B. Long of Council Bluffs has been added to the staff of the Des Moines Evening Tribune in the place of John Ball, called for military service.

Alexander Jones, reporter for the San Francisco Chronicle, has resigned to enter military service.

William Griffin, for two years with the Seattle Post-Intelligencer, has resigned to go to the San Francisco office of Foster & Kleiser.

Howard L. Bergen has been appointed to the advertising staff of the St. Louis Times. He was formerly with the St. Louis Republic and the Post-Dispatch.

Frank J. Hornby is the twenty-second Chicago Evening American employee to go to war.

M. D. Chesley, late of the Chetopa (Kan.) Clipper, is now with the Hardy Herald.

Harry S. Lithgow has resigned from the Albuquerque (N. M.) Evening Herald.

Charles Gibson has been made advertising manager of the Great Bend (Kan.) Daily Democrat.

C. A. Cain, formerly managing editor of the Topeka State Journal,

Victor Barnet is a new reporter for the Chicago American, succeeding A. L. Sloan, now a sergeant in the Signal Corps.

is now managing editor of the Bisbee (Ariz.) Review.

Jose Garcia, with the Las Vegas (N. M.) Optic for the past two years, has resigned.

A. R. Hansmann, formerly editor of the Lyons (Kan.) Daily News, is now with the Kingman Journal.

Chester L. Jacoby, advertising manager of the Dodge City (Kan.) Globe-Republican, has resigned.

Roscoe Fawcett, sporting editor of the Portland (Ore.) Oregonian, is trying for a commission at the officers' training camp, Presidio, San Francisco. His position is being temporarily filled by James J. Richardson, a member of that department, who in 1911 edited a weekly publication called the Bleacher.

Walter Wallerstedt has left the Bethany (Kan.) News-Record to go with the Salina Union.

Jack Carberry and Arthur Robinson have succeeded R. M. Scott, Jr., and DeLos Walker on the staff of the Denver Express, the latter being called into military service.

Ed Gorey has gone from the City Press Bureau in Chicago to the Chicago Evening Post.

Jack Spellman, formerly on the staff of the Chicago Examiner, has joined the Chicago Tribune staff.

H. Elliott Stickel, formerly news editor of the Chicago Daily Journal, is now with the Chicago Examiner.

Frank Anfenger of the Chicago Journal copy desk, has succeeded H. Stuckel as make-up man of the Journal.

Miss Pauline Mears has succeeded John Gould, recently commissioned a second lieutenant, as city editor of the Wichita Falls (Kan.) Daily Times.

DOINGS IN CINCINNATI.

Miss M. Robinson, formerly of the Louisville Courier-Journal, is now on the staff of the Cincinnati Commercial Tribune and is making good with the "sob stories" and society.

William Robson, assistant sporting editor of the Cincinnati Commercial-Tribune and is making good the press committee of the Amateur Base Ball Commission of Cincinnati, has gone with the Cincinnati draft quota to Camp Sherman at Chillicothe.

Walter Emerson, veteran Cincinnati newspaper man, who was for many years superintendent of the City Infirmary, is back in harness and is now holding down the desk of the Cincinnati Commercial-Tribune.

R. K. Thomson, editor of the Interstate Banker, Cincinnati, is in Washington in connection with the Hoover Food Administration.

Ralph E. Logsdon, publicity man for the Cincinnati Chamber of Commerce, has been summoned to Burlington, Ia., to take charge of the Iowa district for the Hoover Food administration bureau.

William Culkins, Cincinnati newspaper man and for some years secretary of the Chamber of Commerce, has resigned following his appointment as city street car commissioner.

The Varina (Ia.) Reporter has been sold to Bowman & Lewis of Spencer, Ia.

BUSY MR. WEISS.

Anton C. Weiss, publisher of the Duluth Herald, was the recipient of many felicitations on his fifty-fourth birthday, which occurred September 29, and which found him dividing his time and energies between his news-



A. C. WEISS.

paper and the Minnesota state public safety commission, of which he is an active member.

Both the Herald and the safety commission seem to be doing well, showing that a really big man can divide his abilities between two intense corporations to the improvement of both.

EDITING AN OIL PAPER.

W. F. Kerr, who was consecutively state editor, managing editor and political editor of the Oklahoma City Daily Oklahoman and was for four years assistant secretary to Governor Lee Cruce of Oklahoma, has become editor of the Ringling (Okla.) News.

The paper is now called the Western Oil News and is devoted principally to oil, although it still retains departments for local and county news.

DOING OUR "BIT."

Arthur T. Robb, Jr., of THE FOURTH ESTATE staff has been called to the colors and is now acting corporal in the 308th Infantry, at Camp Upton, N. Y.

He is the third member of THE FOURTH ESTATE staff to enter the Army. William Preg is with the Regulars, and J. C. Emerson, Jr., is in the 71st Regiment.

DUNN IS PRESIDENT.

The Central Illinois Rural Press Association, meeting in Springfield, elected the following officers: President, I. S. Dunn of Divernon News; vice-president, H. H. Mason of the Pawnee Herald; secretary-treasurer, F. B. Everhart, Auburn Citizen.

SMITH A PRIZE-WINNER.

Fred Smith of the Chicago Tribune staff won the gold medal at the Chicago Press Golf Club's August tournament at the Hinsdale Golf Club last week.

WEDDING BELLS.

John J. O'Brien, a former Philadelphia newspaper man, was married in Tampa, Fla., on September 21 to Mrs. Marion N. Horwitz, the first woman to be elected mayor of any town or city in the United States.

John Studley, editor of the Neenah (Wis.) Daily Times, and Miss Elva Costello of Fond du Lac were recently married at St. Joseph's Church of Fond du Lac.

Miss Dorothy Merrill, daughter of Bradford Merrill, publisher of the New York American, will be married tomorrow at Great Neck, N. Y., to Edward Aaron Davis, a member of the U. S. Naval Reserve Force.

NEWS FROM MINNEAPOLIS.

The Minneapolis Journal has instituted a "Fighters' Service Bureau," which will serve as a connecting link between the soldiers, sailors and marines from the Northwest and those at home. The bureau "will run errands, attend to all personal matters" or do any of the things soldiers may want a friend back home to do.

The bureau also undertakes to arrange for correspondence between the men in government service and friends.

Thirty-eight men from the Journal are scattered through various military establishments:

Louis L. Collins, formerly city editor and later special assignment man, is now driving an ambulance with the Norton-Harjes corps.

Clarence B. Winter, formerly telegraph editor, is captain and assistant adjutant of the officers' training camp at Fort Snelling, Minn.

Charles J. Bradley and Paul S. Bliss, both copy readers, are now respectively lieutenant of 151st Field Artillery, and member of the officers' training camp at Fort Snelling.

Neil H. Swanson, formerly assistant head of the copy desk, is a lieutenant attached to the adjutant general's headquarters at Camp Dodge, Ia.

Ernest Rovelstad, also of the copy desk, is preparing to leave with the Wisconsin signal corps.

David S. Owen, formerly city hall reporter, and Thomas M. Kelley, of the art department, are at Camp Dodge, the former being a lieutenant.

Frank Woolen, head of the art department, and Edwin H. Ford of the sports department, are in the navy in San Francisco.

Robert P. Smith is the new city editor of the Journal, succeeding Harry Fairley, who has purchased an interest in the Fairmount (Minn.) Sentinel and who will publish that paper in partnership with Frank Day, formerly political manager and private secretary of the late Governor John A. Johnson, of Minnesota.

SIOUX CITY CHANGES.

A. F. Allen, with the Sioux City (Ia.) Journal for the last twenty-five years, serving for twenty years as managing editor, has been made editor. He succeeds J. A. Coughlan, who, following his marriage to Miss Mary A. Brainard, left for his new home in Florida.

W. W. Waymack, formerly city editor, becomes associate editor and editorial writer.

WHITE REPLIES TO K. C. POST.

DISPUTE OVER THE GERARD ARTICLES' RELEASE WAXES WARM.

EDITOR THE FOURTH ESTATE.

SIR: The Kansas City Post, through its general manager, W. M. Barton, in its answer (published in THE FOURTH ESTATE last week) to a statement published by me regarding the suit of the Public Ledger Company against the Kansas City Post, has confirmed my previous statement that the misrepresentations of the Kansas City Post regarding this case are "willfully misleading and untrue."

The original article well deserved this characterization, not only for the glaring misstatements contained in it, to which previous reference has been made, but also because it was contrived, by quoting the arguments of its attorney in a misleading manner, to lead the reader to believe that these arguments, especially as regards the validity of the Ledger's copyright, had been approved by the court. The falsity of this statement is clearly shown by the rejoinder of Mr. Barton, in which he admits that the court gave no reasons in rendering its decision.

The last article is further misleading and untrue in that Mr. Barton quotes only two short telegrams selected from a dozen or more letters and dispatches exchanged between it and the Ledger Syndicate during negotiations for the sale of the second serial rights to the Gerard Memoirs.

The Public Ledger Company is the proprietor of the copyright to the Gerard serial. When serializing these revelations that company, for good and sufficient reasons, divided the United States into territories of first and second release.

Kansas City lay in the latter territory. Had it lain in the territory of first release its rate for the Gerard serial would have been in four figures. But considering the fact that it lay in close proximity to cities in the territory of first release it was given a very low rate.

The Post's statement that no release date for the serial was given it is absolutely false. As the telegraph company's files will show, the Ledger Syndicate early in August opened negotiations with the Post in a telegram definitely specifying release as "after series completed by Public Ledger." And the Public Ledger Company mailed to the Post a letter definitely specifying this release as September 16.

Mr. Barton states "we certainly had no knowledge of such a letter," yet we have the Post's acknowledgment of the letter and this acknowledgment is dated before the Post prematurely released the Gerard serial.

It is the Ledger Syndicate's practice, after completing a canvass on an important feature, to mail to each subscriber first a formal contract, second (after the contract has been signed by both parties) a supply of advertising matrices, and, third, the feature itself.

In this case only the contract was mailed to the Kansas City Post. One

clause was an agreement that the Post should not release the Gerard serial before September 16. The Post neither returned the contract nor even acknowledged it.

Before having mailed to the Post a line of copy or a single matrix the Ledger Syndicate learned, with amazement, that the Post had announced its intention of releasing the serial on August 15, more than a month in advance of the release date specified. In due time to stop the release, the Ledger Syndicate wired the Post a warning that it exercised its proprietorship in the copyright to "unconditionally forbid" release before September 16.

Yet, still without having received any copy or matrices from the Ledger Syndicate, the Post flagrantly violated the law by reprinting the serial from some other newspaper. Not a line of text or square inch of matrix has yet been supplied to the Post by the proprietors of this serial yet, it has continued to reprint it in defiance of the proprietor's warning.

Whence can the Post legally obtain this material except from the proprietors of the copyright?

The Post's contention is that it had to go on with the release of the serial after having made its announcements. This is equal to stating that John Doe after having announced that tomorrow he would take possession of Richard Roe's property (believing it to be his) had, even after discovering that it was not his, a legal right to go ahead and take it, that he might spare himself the embarrassment of not making good his original boast.

If there has ever been a more flagrant violation of the copyright act than has been committed by the Kansas City Post in this case, the undersigned has no cognizance of it.

THOMAS RAE BURN WHITE,
Attorney for Public Ledger Company.

FILE YOUR STATEMENT.

October 1 is the date set by the Government for the filing of sworn newspaper ownership and circulation statements with the Post Office Department. All publications having second class mail privileges must comply with the law through the local postmasters.

Statements must be filed on October 1 and must be printed in the exact form of filing in the first two issues after filing.

Only daily newspapers are compelled to state their circulation. This information is not required of other publications.

MINNESOTA DAILY SOLD.

O. H. P. Shelly, formerly publisher of the Montana Progressive, has purchased the Havre (Minn.) Daily Promoter from Maud R. Pierson.

BIG NIGHT IN BROOKLYN.

The Municipal Club of Brooklyn inaugurated its 1917-1918 season on Tuesday night at the Brooklyn Club, with a "Newspaper Night."

NEW ONE IN OTTAWA.

The Ottawa (Kan.) World has just been started by F. S. Mickey. The subscription list of the Ottawa Evening Journal has been turned over to him.

A NEW ATTEMPT AT CENSORSHIP?

(Continued from Second Page.)

the New York Evening Post. Postmaster-General Burleson told how he plans to administer the new combination of laws which give him so much power over the press.

"I realize," he said to Mr. Lawrence, "that it is a great power, but I intend to be as conservative and as cautious as it is humanly possible to be."

"There isn't going to be any injustice done. No truly loyal American has anything to fear. And I want to state right now that the purpose of this legislation is not to prevent criticism of the Government or the Administration or the Post Office Department."

"It is not aimed against Socialist publications as a class."

"The newspapers can denounce me or the Administration all they like, and they can have such criticism circulated through the mails."

"But if we find newspapers preaching disloyalty, newspapers that are really German at heart and in secret sympathy with the German Government which we are fighting, newspapers which are trying to make the masses in this country believe that this is a capitalists' war and that the Government therefore ought not to be supported—those publications we intend to suppress with a firm hand."

"Because we are at war with the Imperial German Government. The country has declared war. Any one who deliberately sets afoot a propaganda to discourage support to the Government as against its enemies is doing a treasonable thing. We must win the war, and we cannot brook disloyalty at home."

Mr. Burleson was vehement in his denunciation of seditious publications, but he pointed out that he was going to exercise the utmost caution in passing upon every case presented him. He indicated that he would personally superintend the administration of the law, and that he would pass upon every case that comes up.

"If we are wrong," added the Postmaster-General, "the individual has redress in the courts." But Mr. Burleson pointed out that the courts already had sustained the Post Office Department in the case of the Masses.

"We are here," he continued, "to protect the rights of every man, woman and child in the country, and we shall do it. If the courts decide we are wrong, we shall accept their judgment, but I can assure you in advance that this Department will not allow the power given to it to be abused in any way."

Disloyal matter of all kinds, books, circulars, letters, telegrams, etc., are covered in the act, and the President is authorized to prohibit their transportation whenever he believes the public safety demands it. This is particularly true of matter destined to foreign countries.

For the present at least, it is understood, the postal authorities will not attempt to censor letters addressed to foreign countries, particularly those intended for delivery in Europe. Careful scrutiny of mail ad-

dress to Mexico, however, may be expected.

The elaborate mail censorship of England and France, which has been in operation for three years, will be relied upon to stop any mail of enemy destination.

GERMAN PROPAGANDA AT WORK.

According to a sworn statement of Postmaster General Burleson, filed in the United States District Court in New York on September 20, a nationwide propaganda, the purpose of which is to discredit and handicap in every possible way the Government of the United States in its prosecution of the war against Germany, is at work in this country and it is supported by a great number of publications, some printed in English and others in various foreign languages.

The affidavit was filed in support of the Postmaster General's action in excluding from the mails the publication known as Bull, of which Jeremiah A. O'Leary, head of the American Truth Society, is the director. The publishers sought to have the ruling of the Postmaster General set aside. Judge Hough sustained the Postmaster General's action.

It is generally believed that the decision of Judge Hough, upholding Postmaster General Burleson's action in excluding O'Leary's Bull from the mails, forecast similar action by the Government against other publications which are openly espousing the German cause and seeking in every way possible, as Postmaster General Burleson said in his affidavit in the Bull case, to hamper the United States in its prosecution of the war against Germany.

Judge Hough, in denying the application of the publishers of Bull to have Postmaster General Burleson's order excluding that paper set aside, made it plain that the Postmaster General has complete and full authority to take action in the case of any publication which in a time like this openly fights the Government and in other ways gives aid and comfort to the enemy.

NEW ZEALAND SHORTAGE OF PRINT PAPER.

Publication of the Christchurch (New Zealand) Evening News has been suspended until the close of the war, the publishers making the following announcement:

"The main reason for this step is the increasing difficulty of securing supplies of printing paper, which is now more acute than ever. Not only has the price more than doubled, but with the requisitioning of the cargo steamers trading between Canada and New Zealand, almost our only available source of supply will be cut off."

"In these circumstances the directors of the Christchurch Press Company, Ltd., feel compelled to conserve all available supplies for the Press and the Weekly Press. The large circulation of these two papers entails a very heavy consumption, and the directors have come to the conclusion that they will be best serving the national interests by concentrating their efforts on their morning and weekly publications."

"Meanwhile the rights of the Christchurch Press Company, Ltd., in the Evening News are strictly reserved, and the paper will be incorporated in the Press."

IN JAPANESE HONOR.

Oswald Garrison Villard, editor of the New York Evening Post, will give a dinner at the St. Regis Hotel on October 1 in honor of Viscount Ishii and the members of the Imperial Japanese Commission.

MORE ADVERTISING BY CANADIAN GOVERNMENT.

A PROVINCIAL BOND BEING FLOATED AND PEOPLE BEING EDUCATED IN FOOD CONSERVATION.

More evidence that the governments of Canada appreciate the value and possibilities of educational advertising in promoting their business is furnished in two more campaigns following right on the heels of the announcement by the Dominion Government, noted in THE FOURTH ESTATE last week, that extensive educational advertising in newspapers would be used for floating the Fourth Domestic War Loan.

The additional campaigns are by the Saskatchewan Government and the Food Controller.

The Government of Saskatchewan, one of the Canadian provinces, is offering a large issue of bonds direct to the people of Saskatchewan through educational advertising in the press of that province. The plans for the advertising campaign as accepted by the Government called for the use of 15,288 lines of space in all the daily newspapers of Saskatchewan, and from 2,326 to 2,982 lines of space in all the rural weekly newspapers and other publications of the province.

The purpose of the present issue of Saskatchewan bonds is to provide funds that will be loaned by the Saskatchewan Government to enable the farmers of Saskatchewan to improve their farms and increase their agricultural production. The issue will be known as the "Saskatchewan Greater Production Loan."

The appeal in the advertisement will be to the provincial pride and patriotism of the people of Saskatchewan as well as to the business sense of the investor. Emphasis will be placed upon the idea of cooperation between those Saskatchewan farmers and city, town and village dwellers who have money to invest, and those Saskatchewan farmers who need money to enable them to improve their farms and increase their production—the Saskatchewan Government to be the medium of cooperation and the guarantor to those who lend the money.

The relation of the "Saskatchewan Greater Production Loan" to the general movement for increased production as an aid to Great Britain and the Allies in the prosecution of the war will be urged.

The appeal will be to the great masses of the people of Saskatchewan rather than to the investing class only.

As a complement of the advertising there will be local committees at work in every city, town, village and rural municipality in the province. "Saskatchewan Greater Production Loan Bonds" in denomination of \$20, \$100, \$500 and \$1,000 will be for sale at local banks and department stores and through the secretaries of the urban and rural municipalities as well as direct by the provincial treasurer.

The advertising of the "Saskatchewan Greater Production Loan Bonds" commenced in every publication in Saskatchewan September 20. The campaign will be concluded on October 13.

A special drive will be made during the week commencing October 6. This week will be known throughout the province as "Saskatchewan Greater Production Loan Week." At the beginning of the week there will be in every city and large town in the province a public meeting or luncheon addressed by prominent public men who will urge the duty and privilege of every citizen of Saskatchewan to buy one or more of the bonds.

Booths for the sale of the bonds

will be open throughout the week in the leading stores in every city and large town, and in each case will be in charge of a committee of local women. An effort will be made to have the merchants of every city and large town agree to invest in the bonds 10 per cent of their total sales on the Friday of "Saskatchewan Greater Production Loan Week," and to feature that arrangement in their advertising prior to and during that week.

Another special drive will be made on the Canadian Thanksgiving Day, October 8. Saskatchewan farmers who have been blessed with a good or even a fair crop will be urged to give a tangible expression of their thanks by subscribing on Thanksgiving Day to an amount of bonds equivalent to 5 per cent of the estimated value of their crop, and to that extent enable the Saskatchewan Government to loan money to other farmers who have been less favored.

There will be special appeals to employers to assist their employees in financing the purchase of Saskatchewan Greater Production Loan Bonds; to municipalities and other bodies to invest sinking funds in the bonds; and various appeals to other special classes.

The appeal to the people of Saskatchewan through advertising as a means of raising the fund to be loaned by the Saskatchewan Government under the Farm Loans Act was one of several advertising campaigns that were proposed to the Saskatchewan Government by John M. Imrie, manager of the Canadian Press Association, Inc., during a trip through western Canada last spring.

Some months later the Saskatchewan Government definitely decided to undertake the present campaign, and at the request of that government and the Saskatchewan division of the Canadian Press Association Mr. Imrie made another trip to Regina to assist in planning the whole campaign.

The campaign is being handled by the Saskatchewan division of the Canadian Press Association and the ex-

ecutive committee of that division is supervising the preparation of copy and the work of organizing the local committees and the various other agencies that will be used to insure the complete success of the campaign.

FOOD CONTROL ADVERTISING.

There is running an extensive advertising campaign at the present time in Canada under the joint direction of the Dominion Food Controller, W. J. Hanna, and the Organization of Resources Committee of Ontario.

All daily newspapers in Ontario are carrying ten advertisements of 1,400 lines, each aggregating 14,000 lines.

All weekly rural newspapers and weekly class publications are carrying two advertisements of 1,050 lines each; aggregating 2,100 lines.

All agricultural weeklies are carrying two advertisements of 1,400 lines, aggregating 2,800 lines.

The advertising commenced on September 11 and will be concluded about the middle of October.

It is likely that similar campaigns will be put on in most of the other provinces in Canada, the Food Controller having offered to pay one-half of the cost of such a campaign in any other province provided the provincial committee in charge of food conservation will arrange for the payment of the other half.

The campaign in Ontario is costing \$25,000, and is being placed through the J. J. Gibbons Advertising Agency.

RECENT INCORPORATIONS.

NEW YORK.—Trades Reporting Bureau, publish trade journal known as the Chemical, Color and Oil Daily; capital, \$50,000; incorporators: R. Malone, H. M. Batters, W. E. Tufts, 8603 New Utrecht avenue, Brooklyn.

Advertising Bond Corp., general advertising business; capital, 1,000 shares common stock no par value, capital, \$5,000; incorporators, A. R. Oakley, W. E. Schiele, Jr., and R. A. Webster, 120 Broadway, N. Y.

White Eagle Publishing Company; printing, publishing, advertising; capital, \$10,000; incorporators: S. A. Machinski, B. Zelski and A. Bruno, 111 E. 7th st., N. Y.

Reuben H. Donnelly Corp., general publishing, printing, advertising; capital, \$200,000; incorporators: A. E. Moore, A. J. Gathercole, F. D. Sioba, 37 Wall street.

Musical Monitor Publishing Co., newspaper, magazine for musical interests; capital, \$10,000; incorporators: I. C. Montgomery, O. Campbell, J. Niehhauser, 565 W. 162d st., N. Y.

New York Time Table Distributing Corp., railway and steamship timetables, general advertising; capital, \$220,000; incorporators: A. Skillman, A. Foshay, A. G. Thaanum, 120 Broadway, N. Y.

WATERTOWN, Wis.—Watertown News Publishing Company; capital, \$10,000; incorporators: J. P. Holland, Emil Doerr, Jack Kuenzie and others.

ROCHESTER, N. Y.—Charlotte News Publishing Company; capital, \$4,000; incorporators, R. L. Butterfield, John D. Meech, William Wheelaban.

UPPER SANDUSKY, OHIO.—Daily Chief; capital, \$20,000; incorporators, Joseph Bolich and others.

NO WAR TAX BILL REPORT YET.

NOTHING DEFINITE KNOWN ON WHAT WILL BE DONE ON SECOND CLASS RATES

The War Tax bill containing the reported increase of second class mail rates, virtually was completed on September 26 by the Senate and House conferees. While a few questions remain open for final settlement, the measure is said to be practically drafted. It will probably be reported today.

Action on the report by the House and Senate will probably go over until next week.

The definite conclusion of the conferees on second class rates is guarded by the committee following the disputes that held up the conferees last week because information reached the newspapers and was printed.

It is understood, however, that the present rate of 1 cent a pound on second class matter remains for the first zone of 250 miles, and a graduated zone increase above that to about 6 cents a pound in the farthest zone.

Of the \$250,000,000 to \$300,000,000 additional agreed to by the conferees, about one-third was placed upon postage. The House one-cent letter tax, estimated to raise \$70,000,000, which was stricken out by the Senate, was restored by the conferees, and their agreement for a graduated zone increase on second-class mail is estimated to raise some millions more.

The House ways and means committee members voted that the conferees should stand out for the House provisions with regard to postal rate increases.

Another much argued point was the definition of what is capital stock in the war profits section. Senate conferees insist upon including good will, patents, trade-marks, and other intangible assets, but this was opposed by the House conferees, who stand out for the inclusion only of capital stock paid in.

There is no definite information on what has been decided on any of the matters discussed.

SUSPENSIONS.

BYARS, OKLA.—Publication of the Enterprise has been suspended by Editor Stephenson. The circulation and business of that paper has been sold to the Pauls Valley Enterprise.

NASHVILLE, KAN.—Clyde Walters, editor of the Nashville Journal, will close his office and suspend publication of his paper during the period of the war, and will enlist in the army.

PIEDMONT, KAN.—The News, published for the past two years by J. S. Martin, has suspended publication. The plant was sold to a Wichita man and the subscription list to the Eureka Democratic Messenger.

FORD, KAN.—E. E. Manney, editor of the Promoter, has suspended the publication of that paper.

The Wakefield (Neb.) Republican, owned and edited by S. E. Mills, has been sold to J. R. Feauto.

The Hewitt (Minn.) Banner has been suspended.

Will You Be Prepared to Fill

Compositors: Many of your fellow workers at the keyboard are soon going to "do their bit" at their country's call. *Are you prepared to take their places and keep "business as usual," "till the boys come home"?*

You can help by learning the Monotype keyboard, and at the same time better your finances so that you can help those who go.



THE MONOTYPE SCHOOLS

offer you this opportunity to learn the nicest part of the business. The work is easy, it is clean, it is healthful and remunerative; no gas fumes, no poor ventilation mars its pleasantness. It is not at all difficult to learn, and your future is assured.

You will find no better way to help your country, and the Monotype schools will help you without charge for tuition.

LANSTON MONOTYPE

PHILADELPHIA,

NEW YORK, World Building

CHICAGO, Plymouth Building
Monotype Company of California

THE FOURTH ESTATE

Second Section

Saturday, September 29, 1917

No. 1231

THE ADVERTISING AGENTS' FUNCTIONS.

AGENCIES HANDLE 97 PER CENT OF ALL THE NEWSPAPERS' NATIONAL BUSINESS—THEIR MANY SIDED VALUE.

Oftentimes the question arises: "What are the real functions of the advertising agent, and why cannot the advertiser and the newspaper get along just as well without him?"

A few words of explanation thus seem apropos with the publication of the accompanying World's Advertising Agents Directory.

The best evidence of the constructive value of the service the advertising agent renders the advertiser is furnished by the showing of the best figures obtainable from various sources that 97 per cent of all the national newspaper advertising (amounting to \$75,000,000 in 1916) is placed by the nearly 2,000 advertising agencies doing business in the United States and Canada, whose names are listed in THE FOURTH ESTATE DIRECTORY contained in this edition. (In addition to the American and Canadian agents, the names and addresses of nearly 500 foreign agents are listed.)

Some publications state that less than 1 per cent of the advertising in their columns is placed direct.

Because he helps his clients secure the greatest efficiency out of the white space they buy, the advertising agent is at the same time serving the publisher, as well as the advertiser.

In making the advertiser's publicity more profitable, he is likewise making the publisher's medium more powerful, and both benefit by his efforts.

As the developer of new advertisers, the advertising agent renders the publisher a very tangible aid.

And not only is he the means of stating many concerns advertising, but because he makes that advertising increase sales, the amount of advertising done by such concerns has a constant tendency to expand.

The advertising agent has an outlook which is distinctly professional.

He is a business specialist whose counsel in merchandising and marketing is as important in these directions to the manufacturer as is the legal and financial advice which the manufacturer obtains from his lawyer and banker.

Advertising must bear a definite relationship to the cost and earnings of business. It must go hand in hand with merchandising.

The fact that bankers now view well utilized advertising as a special asset instead of as formerly looking upon it with suspicion, proves its place as an economic factor in the commerce of the country.

Advertising agents have been important factors in bringing about a proper understanding and use of advertising.

Because he serves so many, the advertising agent can furnish outside talent to the manufacturers' advertising department most economically. While many concerns have well equipped advertising departments, they find the cooperation of an advertising agent profitable because the advertising agency brings an outside viewpoint and is able to furnish the manufacturer service which he cannot obtain in his own organization.

The advertising agent reinforces the advertising manager.

In proper relation they work together creatively in planning and executing campaigns, in promotion work on salesmen and on dealers and in reaching the consumer.

As an experienced counselor, the advertising agent guards against a possible misapplication of a publication and its consequent loss of prestige.

Having observed and knowing the advertiser's market, the advertising agent devises most effective advertising tactics and applies them to the best mediums that reach that market.

Through close familiarity with the character of the mediums he employs, he makes the best purchase for the advertiser directed to the particular market he wishes to reach.

In this way he perpetuates advertising, and both the publisher and the advertiser thrive.

The advertising agent becomes a real benefit to the publisher and business interests.

It is the province of the advertising agent both to advise for and against advertising.

If conditions are not right, if a proposition is frankly impossible, the advertising agent is as quick to counsel against advertising as for it.

For no reputable agent wants to be identified with a failure, and while all are working for individual successes, all are working for a higher standard in advertising.

NEW BRISCOE AD CHIEF.

Guy C. Core, formerly in charge of advertising for the Springfield Body Corporation, Detroit, and the Sparks-Withington Company of Jackson, Mich., has become advertising manager of the Briscoe Motor Corporation of Jackson. He was also for many years a newspaper man in Chicago.

LONDON'S WAR LESSON IN ADVERTISING.

AMERICAN BUSINESS SHOULD ADJUST ITSELF TO NEW CONDITIONS AND KEEP ON ADVERTISING.

BY G. W. KETTLE.

Doubtless American advertisers are today very much exercised as to what effect the war will have upon American trade and the purchasing inclinations and power of the American public.

It occurred to me it might be useful to you to learn of the experiences of London in this connection, as I imagine the effect in America may be very similar.

At the outbreak of the war there was a big slump in advertising in Great Britain, but in the course of a few months the situation adjusted itself in a remarkable way.

The public settled down to war as more or less of a normal condition and the money-spending public resumed more or less their general habits.

New advertisers developed in all quarters—people who had never had money before found themselves rich and proved substitutes for those who were hardly hit.

Despite a general upward tendency in the price of almost every conceivable commodity, the big London stores—after a temporary slump—found themselves doing as large a turnover as ever.

The figures of the London stores today I think in most cases compare more than favorably with their pre-war turnover. Dividends have been higher despite the increased income tax and excess profits deductions.

The general trader—for example, tailoring house and dress houses—are today only suffering from the shortage of supplies. The demand for their goods is largely shifted. Restaurants are tearing busy and the public generally seems to have settled down to the thought that a normal procedure is in the best interests of the community.

Further to all this, the worker is receiving higher wages, living at a higher grade, investing more, spending more—and I would strongly counsel the American advertiser generally to profit by the experience in this country and trim his sails accordingly; adjust his business to obviously changing conditions and keep on advertising.

Advertising today in this country seems more productive than ever it was before, and I see no reason why similar conditions should not prevail in the United States.

It would seem that the war has had the effect of tapping untold resources of wealth, which coming into circulation either in the shape of fluid cash or collateral in the form of Government bonds, war savings certificates, has given remarkable stimulus to trade in all directions.

How far this condition will prevail after the war no one can foretell, and it would be futile to dwell upon. Conditions at the cessation of hostilities may again shift. They probably will and the man who has suffered from the war will come into his own and complete the circle of trade development.

If this brief recital of what has happened in this country should

prove of any comfort to the American commercial community at this time I am glad to have passed the word along.

CHICAGO STILL HOPEFUL OF LOAN ADVERTISING.

Chicago's advertising men, while up in the air, are nevertheless hopeful that by some means or another the government will make available a fund for advertising the second Liberty Loan flotation. William H. Rankin, head of the advertising agency bearing his name, is also acting chairman of the National Advertising Advisory Board and is doing a great deal to create interest among Chicago agencies in behalf of the loan.

Several tentative campaigns of advertising are being mapped out in various agencies in order to be ready to spring should the Government make an appropriation. In case Uncle Sam fails to provide the cash for the advertising, the local and state organizations behind the Liberty Loan will be given an opportunity to use the copy now being prepared.

NEW AD MAN IN BUFFALO.

Clinton A. Down, formerly with the William H. Rankin Company, Chicago, has been appointed advertising manager of the E. Kerstein Sons Company, Rochester, N. Y., succeeding A. M. Franklin, resigned.

GOES IN AUTO BUSINESS.

Fenn H. Housick of the advertising department of the Burroughs Adding Machine Company, Detroit, has resigned to become assistant to Ellis J. Travers, advertising manager of the Nash Motors Company, Kenosha, Wis.

PUBLICITY FOR LIBERTY LOAN CAMPAIGN.

NEW YORK DISTRICT ORGANIZATION READY TO FURNISH ALL KINDS OF AID TO PAPERS CO-OPERATING.

Since newspaper and advertising interests have failed to convince Congress that it should authorize Secretary of the Treasury McAdoo to buy space in newspapers to advertise the Liberty Loan, they are now all lined up, ready to do everything in their power to aid the Government in selling the bonds.

For some months past the various Federal Reserve District committees have been organizing to handle the many details of the gigantic bond selling campaign, with special attention to building up publicity bureaus for keeping the attention of the nation focused on the loan. They are now all ready, and the newspaper and advertising men cooperating with the committees will find ingeniously built publicity machines in all corners ready to give them every form of aid in the nationally important work in which they have voluntarily enlisted.

The foremost example of loan publicity efficiency is undoubtedly presented by the New York district committee.

Details of the organization of the publicity department of the Liberty Loan Committee, in the Second Federal Reserve District (New York), of which Guy Emerson, vice-president of the National Bank of Commerce, is director, and Joseph Hartigan, assistant director, have been developed to such an extent that plans are now well under way for getting the co-operation of every kind of publicity agency.

In contrast to the cramped quarters used for publicity purposes during the first loan, the present offices on the fourth floor of the Equitable Building, New York City, occupy 6,000 square feet of floor space, and from these offices lines of communication by mail, telephone and telegraph have been established to reach every part of the Second Federal Reserve District.

Plans developed by Mr. Emerson have been designed with the aim of affording every facility to the newspapers, weekly and monthly magazines, technical papers, agricultural journals, labor organs and other advertising means, for conveying information to the people about the loan and the reasons why people must buy Liberty Bonds.

The publicity plans provide for a war exhibition to be held in the city, motion pictures, work by farm bureaus of New York State, the utilization of teachers, and practically every association within the district. The plans provide for the distribution of millions of posters, stickers, pamphlets, placards, cartoons and other advertising schemes.

Just as the distribution committee of the Liberty Loan committee, which has been reorganized and extended since the first campaign, aims to appeal by the spoken word, so the publicity branch, similarly reconstructed for a far heavier task than last summer, seeks to catch the eye of the people.

ORGANIZATION.

Having made a careful study of the publicity mechanism in use in the first campaign, the Liberty Loan Committee and its advisors have determined this time to make a direct appeal to every community and every organization in the state.

In the spring campaign there was not time to reach all the newspa-

pers, societies and clubs in the smaller cities and towns of New York and New Jersey. The announcement of the second loan will find the organization far better prepared than was the case in the first loan.

The publicity department is prepared to meet all emergencies, and is greatly fortified in its efforts by the cordial and effective co-operation of the publicity bureau in the Treasury Department, which is bringing the resources of the Government to bear in the campaign.

Oscar A. Price, national director of publicity for the Liberty Loan, whose headquarters are in Washington, is in constant communication with this district, and has arranged for the design and manufacture of the posters, stamps, buttons, etc., to be used in October.

It is realized in publicity headquarters that the coming drive will be more strenuous than the last, if for no other reason than that probably one-half more money must be raised next month than was collected in the spring. To carry on this vital work of war, the existing publicity agencies of the district—probably the best in the world—must be relied upon by the Liberty Loan Committee.

Every element that makes up a part of the publicity mechanism is working in accord. Realizing the gigantic task before the nation, the men who have been rivals in business, in industry and in the professions are united for once in a common aim, the successful flotation of the greatest war loan ever asked for by the Government.

ALL ASKED TO HELP.

Some of the aspirations and plans of the publicity organization are touched upon by Mr. Emerson in the following statement, which he made to THE FOURTH ESTATE:

"With regard to the work of the publicity organization, we have been assured of the most generous support of the numerous powerful publicity agencies of the district.

"We expect the next campaign in many ways to be more difficult than the last. The second campaign will not be a novelty as the first one was and we shall probably have to raise a considerably larger sum in a similar period of time.

"The keynote of our efforts, however, is to rely upon the existing publicity

agencies of the country to enter into the spirit of this Government work as fully as the Liberty Loan Committee itself. This is a great piece of war work which requires the full cooperation of the great publicity machinery of America, which is the most remarkably developed publicity machinery in the world.

"In order to win the war the Administration at Washington must call to its assistance the services of every portion of our population. It is the aroused and efficiently working American people as a whole who will bring the ultimate victory.

"It is the same with the Liberty Loan campaign. The whole country must unite to produce the result desired in each district. The Liberty Loan committee designated by the Secretary of the Treasury to handle the campaign in the various districts can only be successful if all the existing agencies for publicity come forward generously and offer their services as they did in the first campaign.

"The majority of these agencies have already indicated their desire to cooperate in this patriotic service. It is almost a foregone conclusion that if the publicity organizations of this district definitely set their shoulder to the wheel we should be able to assume the responsibility of subscribing here to half of the funds offered by the Government to the American people."

DIVISIONS.

The personnel of the present publicity department includes, as assistants to Mr. Emerson: Joseph Hartigan, formerly commissioner of weights and measures under Mayor Mitchel and now assistant director of publicity of the Second Federal Reserve District; Grosvenor Farwell of White, Weld & Co., and Foster M. Coffin of the Carnegie Foundation.

The publicity organization is divided into four main bureaus, which handle, respectively, the news, the advertising, the special features and the internal organization of the Second Liberty Loan campaign.

The News Bureau will supply reading material on the Liberty Loan to all publications in the Federal Reserve District.

A daily newspaper editorial staff has been built up under John Price Jones, formerly of the Sun, now of the H. K. McCann Company.

Ten reporters and rewrite men are at work and by the time the campaign opens a score or more workers

will be assembled in the bureau.

A new feature of the bureau is the organization which will keep in touch with farm papers, trade and financial publications, weekly and monthly magazines, women's papers, and foreign language periodicals.

Each of these sub-divisions will be in charge of a chief who will give his whole time to that particular branch. Sunday special stories and photographs also will be handled separately by experts.

In the same period, the structure of the advertising bureau has been growing. It takes in every department and has the assistance of many experts, of an establishment of long standing, who are working with James I. Clarke, advertising manager of the National Bank of Commerce and head of the bureau.

Under the direction of W. T. Mullally, representative of the Associated Advertising Clubs of the World in this Federal Reserve District, a copy division is being created in the bureau. The majority of the workers in this branch have yet to be selected, but H. B. Matthews, advertising manager of S. W. Straus & Co., will be in this department as well as in the space division.

The space division, under the direction of Bayard F. Pope of Blodgett & Co., will have many special features. Leonard Wyeth, of White, Weld & Co., will develop these features. The space division has charge of the advertising space in the daily papers throughout this district. Many of the newspapers, advertising agencies and organizations of advertising men will assist in this work. From twenty-five to fifty men, whose services have been volunteered through the Life Underwriters' Association of New York and several of the insurance agencies, will be added shortly to the staff of the advertising bureau.

In addition to supervising the work of these various branches the manager of this bureau will have charge of all printing for advertising purposes, including the preparation and

(Continued on Seventeenth Page.)



The first meeting of the advisory board of the Associated Advertising Clubs of the World for the Second Liberty Loan was held in New York on September 19 to discuss its work in the advertising of the Second Liberty Loan.

Left to right (sitting) are: George W. Hopkins, sales manager Columbia Graphophone Company; Guy Emerson, director of publicity for the Liberty Loan, Second Federal Reserve District; Collin Armstrong, chairman of the advisory board of the A.A.C.W.; ex-Commissioner Joseph Hartigan, assistant director of publicity, Second Federal Reserve District.

Standing—H. W. Charles of the Charles Advertising Agency; Lee Olwell of the National City Company; James J. Clarke, manager advertising bureau, Liberty Loan; William T. Mullally, representative of the A.A.C.W. at the Liberty Loan headquarters.

ADVERTISING AGENTS OF THE WORLD.

In presenting its "FIFTH SEMI-ANNUAL DIRECTORY OF THE WORLD'S ADVERTISING AGENCIES," THE FOURTH ESTATE gives to its readers the very latest word of information on a matter which newspaper publishers, advertisers and advertising agents, themselves, are mutually and deeply interested in.

All the figures obtainable from various sources show that 97 per cent of all American national newspaper advertising is placed through advertising agents, so it is of vital importance that all who have a part in the handling of the \$75,000,000 worth of advertising that is now done yearly in the newspapers should keep in close touch with the agency end of the business.

THE FOURTH ESTATE'S "DIRECTORY OF THE WORLD'S ADVERTISING AGENTS" is the most complete ever published for general use.

For each semi-annual publication it is carefully revised, regardless of the expenditure of time and money, and its thousands of users throughout the universe have voted it indispensable to them.

A comparison of the list of March 31 last with this one will suffice to show the vast number of changes in its make-up. Each one of these had to be carefully corrected from information obtained through various sources.

The constant requests between publication dates for information contained in the *Agents Directory* shows clearly that the Directory fills a much needed want.

THE FOURTH ESTATE will welcome notification immediately of any errors or omissions that may have occurred in this publication; also advice on new agencies starting business, changes of addresses, names, etc., whenever they may occur during the next half-year.

For the convenience of readers of THE FOURTH ESTATE who may use the Directory for special purposes, the American Newspaper Publishers' Association's and the Canadian Press Association's lists of advertising agencies in the United States and Canada are printed separately from the others.

Names of agencies appearing in the A.N.P.A. and C.P.A. lists are not included in the other lists.

In the addresses all through this list the word "street" is omitted. It should be inserted in correspondence.

THE OFFICIAL LIST OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

NEW YORK CITY.

Allen Adv Agency, Inc, 461 8th av.
Amer. Sports Pub. Co., Inc., 45 Rose.
Amsterdam Agency, Inc, 1180 B'way.
Arkenberg-Machen-Dowd Co., Inc, World Bg (hdqrs. Toledo).
Armstrong, Collins, Inc, 1463 B'way.
Atlas Adv. Agency, Inc, 450 4th av.
Ayer, N. W. & Son, 6th Av Bg (hdqrs. Philadelphia).
Bacr, Joseph E., Inc, 347 5th av.
Ballard Adv Co, Inc, 1328 Broadway.
Barnes, Jean Dean, 354 4th av.
Batten, Geo., Co., Inc., 4th Av. Bg.
Bayer-Stroud Corporation, 19 W 44th.
Berrien-Durstone, Inc, 25 W 45th.
Birch Field & Co, Inc, 110 W 40th.
Blackman-Ross Co, Inc, 95 Madison av.
Boston News Bureau Co, Inc, 44 Broad (hdqrs. Boston).
Brown Adv Agency, Inc, 99 Nassau.
Calkins & Holden, Inc, 250 5th av.
Campbell-Ewald Co, Inc, 347 5th av (hdqrs. Detroit).
Capehart's Minkown Methods, Inc, Times Bldg.
Charles Adv Service, Inc, 23-25 E 20th.
Chesman, Nelson, & Co, Inc, 6th Av Bg (hdqrs. St. Louis).
Churchill-Hall, Inc, 50 Union sq.
Clarke, E. H., Adv Agency, Inc, 37 W 39th (hdqrs. Chicago).
Colton, Wendell P., Inc, 165 B'way.
Cone, Andrew, General Adv Agency, Inc, Tribune Bg.
Corman-Chellenham Co, Inc, 11 E 30th.
Cowen Co, Inc, 50 Union sq.
Dauchy Co, Inc, 9 Murray.
Debevoise, Foster Co, Inc, 15 W 38th.
Decker, Henry, Ltd, Flatiron Bldg.
Diets, Ottomar, Adv Bureau (E. E. Neugebauer), 140 Nassau.
Doremus & Co, Inc, 44 Broad.
Doremus & Morse, 31 Nassau.
Dorland Adv Agency, 346 5th av (hdqrs. Atlantic City).
Dukelow & Walker Co, Inc, 16 Beaver (hdqrs. Boston).
Dunne, Desmond, Co, Inc, 30 E 42d.
Dyer, Geo. L., Co, Inc, 42 B'way.
Earnshaw-Lent Co, Inc, 50 Maiden Lane.
Elliott, A. R., Inc, 33 W B'way.

Erickson Co, Inc, 381 4th av.
Erickson, E. N., Adv Agency, 21 Park Row.
Fairfax, H. W., World Bldg.
Federal Adv Agency, Inc, 6 E 39th.
Finch, L. J., Adv Agency, Inc, 1364 B'way.
Foley, Richard A., Adv Agency, Inc, 303 5th av (hdqrs. Philadelphia).
Frank, Albert, & Co, Inc, 26 Beaver.
Gardner, Atkinson & Wells, Inc, 230 5th av.
Goldsmith, L. S., 25 E 26th.
Gould, M. P. Co, 130 W 32d.
Goulston, Ernest J., Adv Agency, 225 5th av (hdqrs. Boston).
Guenther, Rudolph, Inc, 25 Broad.
Hant-Metzer, Inc, 95 Madison av.
Hannah, Henry King, 277 B'way.
Haulenbeck, G. H., Adv Agency, Inc, 2 W 45th.
Haven, Edwin H., 175 5th av.
Hawley Adv Co, Inc, 347 5th av.
Hibson & Bro, 116 Nassau.
Hicks Adv Agency, Inc, 317 B'way.
Houghton, Walter L., Adv Agency, Inc, 404 4th av.
Howard, E. T. Co, Inc, 422 4th av.
Howland, H. S., Adv Agency, Inc, 20 Broad.
Hoyt Service, Inc, 120 W 32d.
Hull, W. H. H., & Co, Inc, Tribune Bg.
Ironminger, C., Adv Agency, 95 Madison av.
Keane, N. W., 99 Nassau.
Kelley, Martin V. Co, Inc, 171 Madison av (hdqrs. Toledo).
Kiernan, Frank, & Co, 135 Broadway.
Kobbe, Philip, Co, Inc, 412 5th av.
Law, Russell, 52 B'way.
Lawyers' Adv Co, Inc, 55 Liberty.
Laddy, John M., 11 Park Row.
Lesan, H. E., Adv Agency, Inc, 440 4th av.
Levy, H. H., Marble Bridge Bg.
Levin, Charles D., Co, Inc, 1268 Broadway.
Lord & Thomas, Inc, 220 W 42d (hdqrs. Chicago).
Lyddon & Hanford Co, Inc, 200 5th av (hdqrs. Rochester).
McCann, H. K. Co, Inc, 61 B'way.
McLain-Hallen-Simpers Co, Inc, 220 Broadway (hdqrs. Philadelphia).
McMullen, Robt M., Co, Inc, Cambridge Bldg.
Macley & Mullally, Inc, 45 Broadway.
Matos Adv Co, Inc, Tribune Bg (hdqrs. Philadelphia).
Metropolitan Adv Co, Inc, 6 Wall.

Michaels, Harry C., 401 4th av.
Max, J. Rudland, 351 4th av.
Morgan, J. W., Adv Agency, 44 E 23d.
Morse Int'l Agency, Inc, 440 4th av.
Muller, J. P., & Co, Inc, 200 W 23d.
Murray Hill Adv Agency, 200 E 23d.
Murray, John F., Adv Agency, Inc, 17 Hat very place.
Nichols-Finn Adv Co, Inc, 200 5th av (hdqrs. Chicago).
Pearson, W. Montague, 203 B'way.
Pearson & Co, Inc, 50 E 42d.
Plummer, M., 95 Nassau.
Porter, Harry Co, Inc, 18 E 41st.
Powers, John O., Inc, 161 4th av.
Prosser, Frank, Co, Inc, 436 4th av.
Prater & Collier Co, Inc, 16 E 34d (hdqrs. Cincinnati).
Rankin, William H., Co, Inc, 25 E 20th (hdqrs. Chicago).
Robb Adv Agency, Inc, 31 W 32d.
Richards, Jos. A., Co, Inc, 9 E 10th.
Ross, Train Jordan, 39 W 32d.
Rowland Adv Agency, Inc, 1700 B'way.
Rund, J. W., 70 5th av.
Rutherford & Ryan, Inc, 101 4th av.
Scovill, Medley, Inc, 25 Pine.
Seaman, Frank, Inc, 401 4th av.
Sharpe, W. W. & Co, Inc, 99 Nassau.
Shaughnessy, William A. & Co., & Beckman.
Sherman & Bryan, Inc, 79 6th av.
Sigmund Co, Inc, 20 Vesey.
Stockman, A. M., Adv Agency, 20 Vesey.
Storm, J. P., 35 W 39th.
Street & Finney, Inc, 171 Madison av.
Swartz, A. M., Co, Inc, 347 5th av.
Taylor-Critchfield-Clague Co, Inc, Flatiron Bg (hdqrs. Chicago).
Thompson, J. W., Co, Inc, 242 Madison av.
Trades Adv Agency, Inc, 13 Astor Place.
Umy, Louis V., 41 Park Row.
Van Cleave Co, Inc, 1790 B'way.
Van Patten, Inc, 50 E 42d.
Volkman, M., Adv Agency, & Beekman.
Vreeland, E. E., Inc, 344 W 39th.
Wales Adv Co, 110 W 40th.
Worham, J. L., 14 Avenue A.
Williams, Fred C., 108 Fulton.
Williams & Cunningham, Inc, 111 5th av (hdqrs. Chicago).
Wilson, Edmund Bird, Inc, 14 Wall.
Winchcomb, M. & Co, 576 5th av.
Winchcomb, M., Astor Trust Bg (hdqrs. Chicago).

CHICAGO.

Ayer, N. W. & Son, Borland Bg (hdqrs. Philadelphia).
Batten, George, Co, Inc, McCormick Bg (hdqrs. N. Y.).
Benson, Campbell & Slaten, Corn Exchange Bldg.
Bowers, Thos. M., Adv Agency, Inc, Kimball Bldg.
Burnet-Kuhn Adv Co, Inc, 39 S La Salle.
Chesman, Nelson, & Co, Inc, Goddard Bg (hdqrs. St. Louis).
Clarke, E. H., Adv Agency, Inc, Steger Bg.
Cochrane, Witt K., Adv Agency, Inc, Boyce Bldg.
Crosby Chicago, Inc, Pullman Bg.
Davies, J. W., Railway Exchange Bg.
Dowley-Bronnan Co, Inc, Harris Trust Bg.
Doremus & Morse, 10 S La Salle (hdqrs. N. Y.).
Dyer, George L., Co, 1st Nat'l Bk Bg (hdqrs. N. Y.).
Eddy, Louis O., Marshall Field Bg.
Erwin & Wacey Co, Inc, 55 E Washington.
Federal Adv Agency, Inc, 1539 N Michigan (hdqrs. N. Y.).
Frank, Albert, & Co, Inc, 322 S La Salle (hdqrs. N. Y.).
Fuller, Charles H., Co, Inc, 623 S Washington.
Green, Carl M., Co, Inc, Steger Bg (hdqrs. Detroit).
Guenther-Bradford Co, Inc, 64 W Randolph.
Gundlach Adv Co, Inc, People's Gas Bg.
Hogstra, H. Walton, Inc, 19 S La Salle.
Horn, Hurst & McDonald, Inc, People's Gas Bg.
Hoops Adv Co, Inc, Tribune Bg.
Husland & Thomas Co, Inc, 55 E Washington.
Journs, Arnold, Co, Inc, 14 E Jackson Bldg.
Kastor, H. W. & Sons Adv Co, Inc, Lytton Bg (hdqrs. St. Louis).
Kay, J. Rudland, Co, Inc, 111 W Washington.
Kirkland-Engel Co, Inc, 14 E Jackson Bldg.
Lesan, H. E., Adv Agency, Inc, Old Colony Bg (hdqrs. N. Y.).
Lee-Jones, Inc, Republic Bg.
Lord & Thomas, Inc, Mallers Bg.
McJunkin, Wm. D., Adv Agency, Inc, 35 S Washington.
Mallory, Mitchell & Faust, Inc, Security Bldg.
Mathews R. A. Adv Corp, 140 S Dearborn.
Meuser-Bernhard Adv Agency, 140 S Dearborn.
Mitchell Adv Agency, Inc, McCormick Bg (hdqrs. Minneapolis).
Morse Int'l Agency, 53 W Jackson Blvd (hdqrs. N. Y.).

Nichols-Finn Adv Co, Inc, 229 S State.
Nichols, Chas F. W., Co, 30 E Jackson Blvd.
O'Shaughnessy Adv Co, Inc, Westminster Bldg.
Rankin, William H., Co, Inc, 104 S Michigan av.
Reisman, H. E., Adv Co, Inc, People's Gas Bg.
Roberts & McAvinche, 30 N Dearborn.
Sehl Adv Agency, 139 N Clark.
Shaw Adv Co, Transportation Bg.
Sutcliffe Adv Co, Inc, Garland Bg.
Stack Adv Agency, Inc, Heyworth Bg.
Stewart-Davis Adv Agency, Kesner Bg.
Taylor-Critchfield-Clague Co, Inc, Brooks Bg.
Thielecke Adv Co, Inc, 327 S La Salle.
Thompson, J. Walter Co, Inc, Lytton Bg (hdqrs. N. Y.).
Touzin, Charles H., Agency, Inc, Kesner Bg.
Turner Adv Co, Inc, 608 S Dearborn.
Vanderhoof & Co, Inc, 140 S Dearborn.
Wade Adv Agency, Old Colony Bg.
Walker, Dudley & Co, People's Gas Bg.
Williams & Cunningham, Inc, 59 E Madison.
Woodwards, Inc, 900 S Michigan av.

BOSTON.

Amsterdam Agency, Inc, 35 Congress (hdqrs. N. Y.).
Ayer, N. W. & Son, 111 Devonshire (hdqrs. Philadelphia).
Ayers, H. E. & Co, 164 Federal.
Barber, J. W., Adv Agency, Inc, 338 Washington.
Batten, George, Co, Inc, Tremont Bg (hdqrs. N. Y.).
Bayer-Stroud Corp, 44 Bromfield (hdqrs. N. Y.).
Bell Nugent, 67 Milk.
Bond, Arthur T., 20 Central.
Boston News Bureau Co, Inc, 30 Kilby.
Buchanan, John, Adv Agency, 176 Federal.
Cannon Co, Inc, John Hancock Bg (hdqrs. N. Y.).
Dukelow & Walker Co, Inc, 246 Washington.
Ellis, A. W. Co, 40 Central.
Frank, Albert, & Co, Inc, 100 State (hdqrs. N. Y.).
Greenleaf Co, Inc, 185 Devonshire.
Goulston, Ernest J., Adv Agency, 18 Tremont.
Hoyt's Service, Inc, 14 Kilby (hdqrs. N. Y.).
Humphrey, H. B., Co, Inc, 581 Boylston.
Kollack, Edward D., 201 Devonshire.
Morgan, John J., Adv Agency, Inc, 44 Bromfield.
O'Keefe, P. F., Adv Agency, 43 Tremont.
O'Malley Adv & Selling Co, Old South Bg.
Seaman, Frank, Inc, 50 State (hdqrs. N. Y.).
Shumway, Franklin P. Co., Inc, 468 Washington.
Smith, C. Brewer, Adv Agency, 161 Devonshire.
Snow, Walter B. & Staff, 136 Federal.
Stafford Adv Agency, 10 Post Office sq.
Stevens, Hermon W., Agency, Globe Bg.
Taylor-Critchfield-Clague Co, John Hancock Bg (hdqrs. Chicago).
Tomer Adv Agency, Inc, 294 Washington.
Thompson, J. W., Co, Inc, 201 Devonshire (hdqrs. N. Y.).
Walker-Longfellow Co, Inc, 4 Northampton.
Walton Adv & Ptg Co, 141 Milk.
Wetherald, James T., 142 Berkeley.
Wood, Putnam & Wood Co, Inc, 111 Devonshire.

PHILADELPHIA.

Ayer, N. W. & Son, 300 Chestnut.
Bloomingdale-Weiler Adv Agency, 1420 Chestnut.
Blum, Charles, Adv Corp, Inc, 608 Chestnut.
Clark-Whitcraft Co, Inc, 1228 Chestnut.
Crosa, J. H., Co, Inc, 214 S 13th.
Donovan & Armstrong, Commonwealth Bg.

Complete BOOKLOVER'S PICTUREGAME
SUITABLE FOR NEWSPAPERS OF LARGE OR SMALL CIRCULATION.
\$350.00

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Edwards, Geo W. & Co, 328 Chestnut.
Frank, Albert, & Co, Inc Otis Bg (hdqrs N. Y.).

Fletcher Co, Inc, Widener Bg.
Foley, Richard A, Adv Agcy, Inc, Bulletin Bg.
Ircland Adv Agcy, Inc, 136 S 4th.
Morris, Herbert M, Adv Agcy, Inc, 400 Chestnut.
Maclay & Mullally, Inc, Commercial Trust Bg (hdqrs N. Y.).
Matos Adv Co, Inc, Bulletin Bg.
McGuckin, Eugene, Co, 108 N 12th.
McLain Hadden Simpers Co, 310 W Washington sq.
Philadelphia News Bureau, 489 Sansom.
Prockey, Frank, Co, Inc, 1001 Chestnut (hdqrs N. Y.).
St Clair, Wm G, Co, Witherapoon Bg.
Tracy Parry Co, Inc, Lafayette Bg.
Van Haagen Adv Agcy, 1420 Chestnut.

ALABAMA.
BIRMINGHAM.
Sparrow Adv Agcy, American Trust Bg.

ARKANSAS.
LITTLE ROCK.
Brooks, S M, Adv Agcy, State Bank Bg.

CALIFORNIA
LOS ANGELES.
Dake Adv Agcy, Inc, 814 S Spring (hdqrs San Francisco).
Holmes, Frances, 584 S Spring.
Lord & Thomas, Inc, Citizens Nat'l Bank Bg (hdqrs Chicago).
Read-Miller Co, Inc, 120 1/2 S B'way.

ONTARIO.
Mertz, Lewis H.

SAN FRANCISCO.
Dake Adv Agcy, Inc, 131 2d.
Honig-Cooper Co, Inc, 74 New Montgomery.
Johnston-Ayres Co, Inc, 525 Market.
McLann, H K, Co, Inc, 461 Market (hdqrs N. Y.).
Walker Adv Agcy, 165 Kearney.

PENNS.
Berg Adv Agcy, Inc, Rowell Bg.

COLORADO.
DENVER.
Beardon Adv Co, Inc, Quincy Bg.

CONNECTICUT.
DANBURY.
Dobbs, Wm F, 46 Washington av.

SOUTH NORWALK.
Globe Adv Agcy, Inc, 85 Washington.

NEW HAVEN.
Powning, George G, Inc, 600 State.

DELAWARE.
WILMINGTON.
Hoopes, Edgar M, Adv Agcy, Inc, 1303 Rodney.

DISTRICT OF COLUMBIA.
Lewis Agcy, Inc, District Nat'l Bank Bg.
Shaffer, J Albert, Star Bg.

FLORIDA.
JACKSONVILLE.
Thomas Adv Service, Heard Nat'l Bank Bldg.

GEORGIA.
ATLANTA.
Munsengale Adv Agcy, Inc, Candler Bg.
Johnson-Dallis Co, Inc, Greenfield Bg.

INDIANA.
INDIANAPOLIS.
Cough, John L, Adv Agcy, Merchants' Bank Bg.
Field Adv Service, State Life Bg.
Seeds, Russel M, Co, Inc, 330 University Sq.
Sulener-Van Riper Adv Co, Inc, Merchants' Bank Bg.

EVANSVILLE.
Rasham, Thomas E, Co (hdqrs Louisville).

THE NEW YORK TIMES FASHION SECTION

The Rotogravure Fashion Section of The New York Times, Sunday, October 7, will present an unusual series of photographs of fashionable women's wear, obtained in Paris especially for The New York Times.

Reproduced in the soft, sepia tones of the perfected rotogravure process, the photographs will show every detail of the newest gowns, wraps, suits, blouses, hats, lingerie and accessories.

In the same issue of the Times there will be authoritative articles on the styles for the coming Autumn and Winter.

KENTUCKY.
LOUISVILLE.
Basham, Thomas E, Co, Inc, Inter-Southern Life Bg.

LOUISIANA.
NEW ORLEANS.
Chambers Agcy, Inc, Maison Blanche Bg.

MARYLAND.
BALTIMORE.
Frank, Albert, & Co, Inc, Equitable Bg (hdqrs N. Y.).
Moffett Lynch Adv Co, Inc, 7 E German.
Jones Adv Service, Munsey Bg.
Sandlass, L A, 7 Clay.

MASSACHUSETTS.
SPRINGFIELD.
Bates, J D, Adv Agcy, 592 Main.
Marsh, Edward H, Adv Agcy, Beane Bg.

MONTANA.
BUTTE.
Palmer Adv Service, Highbour Bg.

MICHIGAN.
DETROIT.
Banker-Martin Co, Inc, Free Press Bg.
Campbell-Ewald Co, Inc, 117 Fort W.
Dunlap-Ward Adv Co, Inc, Kresge Bg.
Erwin & Wasey Co, Inc, Kresge Bg. (hdqrs Chicago).
Green, Carl M, Co, Inc, Free Press Bg.
Lee-Jones, Inc, Book Bg (hdqrs Chicago).
MacManus, Theo F, Inc, Kresge Bg.
McCann, H K, Co, Inc, Brush & Congress (hdqrs N. Y.).
Pelletier, E LeRoy, Fine Arts Bg.
Power, Alexander & Jenkins Co, Inc, Journal Bg.
Von Poettgen, Carl S, Kresge Bg.
Savage, Geo M, Adv Agcy, 83 Griswold.
Seaman, Frank, Inc, Kresge Bg (hdqrs N. Y.).
Taylor-Critchfield-Clague Co, Inc, Ford Bg (hdqrs Chicago).
Thompson, J W, Co, Inc, Kresge Bg (hdqrs N. Y.).

GRAND RAPIDS.
Brearley-Hamilton Co, Inc, Perkins Bg.

MINNESOTA.
MINNEAPOLIS.
Dollenmayer Adv Agcy, Inc, Lincoln Bg.
Mac Martin Adv Co, Security Bank Bg.
Mitchell Adv Agcy, Inc, Plymouth Bg.

ST. PAUL.
Corning-Firestone Adv Agcy, Inc, Merchants' Nat'l Bank Bg.
Greve, S Agcy, Oppenheim Bg.
Lee, L K, Dispatch Bg.
Northwestern Adv Agcy, Essex Bg.

MISSOURI.
KANSAS CITY.
Baxter Adv Co, Commerce Trust Bg.
Ferry-Hanley Adv Co, Inc, Commerce Bg.
Finney W B, Adv Co, Inc, Orear-Lewis Bg.
Gray, F A, Adv Co, 14th and Oak.
Potts-Turnbull Adv Co, Inc, Graphic Arts Bldg.

ST. LOUIS.
Anfenger, Louis E, Railway Exch. Bg.
Chappelow Adv Co, Inc, Int'l Life Bg.
Cheaman, Nelson, & Co, Inc, 1127 Pine.
D'Arcy Adv Co, Inc, Int'l Life Bg.
Fisher-Steinbruegge Adv Co, Inc, 1027 Washington av.
Gardner Adv Co, Inc, 315 N 10th.
Kastor, H W, & Sons Adv Co, Inc, Merchants' Nat'l Bank Bg.
Schiele Adv Co, Inc, Central Nat'l Bank Bldg.

NEBRASKA.
OMAHA.
Darlow Adv Co, Inc, World-Herald Bg.
Warfield Adv Co, Inc, Bee Bg.

NEW JERSEY.
ATLANTIC CITY.
Dorland Adv Agcy, Presson Bg.

NEWARK.
Fettinger, Theo S, Adv Agcy, 790 Broad.
Goldsmith Co, 407 Market.
Hanser Agcy, Kinney Bg.
Scheck Adv Agcy, 9 Clinton.
Sommer, Fred N, 810 Broad.

NEW YORK STATE.
BINGHAMTON.
Jones, Wylie B, Adv Agcy, Inc, Exchange Bldg.

BROOKLYN.
Loyd, Sam, Adv Agcy, 246 Fulton.
Sherwood, B R, 367 Fulton.

BUFFALO.
Fuller, Chas H, Co, Inc, Morgan Bg (hdqrs Chicago).
Moss-Chase Co, Inc, 110 Franklin.
Presbrey, Frank, Co, Inc, Electric Bg (hdqrs N. Y.).
Remington, E P, Agcy, 1280 Main.

ELMIRA.
Lyndon & Hanford Co, Inc, Star-Gazette Bg (hdqrs Rochester).

ROCHESTER.
Elliott Adv Service, Inc, 506 St Paul.
Lyndon & Hanford Co, Inc, Cutler Bg.
Van Cleave Company (hdqrs N. Y.).

TOBY.
Moon, Byron G, Co, Inc, Proctor Bg.

OHIO.
CINCINNATI.
Blaine-Thompson Co, Inc, 4th Nat'l Bk Bg.
Doughty, Chas L, 621 Main.
Joseph, Jesse M, Adv Agcy, Union Central Bg.
Lesan, H E, Co, Inc, Union Central Bg (hdqrs N. Y.).
Procter & Collier Co, Inc, Commercial Tribune Bg.
Thompson, J W, Co, Inc (hdqrs N. Y.).

CLEVELAND.
Dunlap-Ward Adv Agcy, Union Nat'l Bank Bg (hdqrs Detroit).
Fowler-Simpson Co, Inc, 1900 Euclid av.
Fuller & Smith, Inc, Guardian Bg.
Gould, M P, Co, Columbia Bg (hdqrs N. Y.).
McJunkina, W. D., Adv. Agcy., Hippodrome Annex (hdqrs Chicago).
Singleton-Hunting Co, Inc, Citizens' Bg.

COLUMBUS.
Mumm-Romer Co, Inc, 568 E Broad.
Seeds, Russel M., & E Long (hdqrs Indianapolis).

DAYTON.
Blackburn Adv Agcy, 22 S Jefferson.

TOLEDO.
Arkenberg-Machen-Dowd Co, Inc, Produce Exch Bg (classified).
Kelley, Martin V, Co, Inc, 8d Nat Bk Bg.
MacManus, Theo F, Inc (hdqrs Detroit).

OKLAHOMA.
OKLAHOMA CITY.
Southwestern Adv Co, Oklahomaan Bg.

PENNSYLVANIA.
JOHNSTOWN.
Jones-Martin, Inc, 345 Main.

PITTSBURG.
Barker, Duff & Co, Inc, 338 4th av.
Hill, Albert P, Co, Inc, People's Bk Bg.
Hill, W S, Co, Inc, Vandergrift Bg.
Weil, Joseph, Co, Jenkins Arcade Bg.

RHODE ISLAND.
PROVIDENCE.
Danielson & Son, 96 Westminster.
Standish, G S, Adv Agcy, Union Tr Bg.

TEXAS.
SAN ANTONIO.
Schermerhorn Adv Co, Gibbs Bg.

TENNESSEE.
CHATTANOOGA.
Cheaman, Nelson & Co, Inc, Times Bg (hdqrs St. Louis).

MEMPHIS.
Lake, Henry, Adv Co, Inc, Porter Bg.

VERMONT.
BURLINGTON.
Hays Adv Agcy, 196 Main.

VIRGINIA.
RICHMOND.
Cecil Adv Co, Mutual Bg.

WASHINGTON.
SEATTLE.
Constantine Adv Co, Inc, White Bg.
Daken-Horsley Adv Agcy, Inc, Bittel Bg.
Strang & Prosser Agcy, Empire Bg.

WISCONSIN.
MILWAUKEE.
Cramer-Krasselt Co, Inc, 254 Milwaukee.
Koch, Otto J, Adv Agcy, Inc, University Bldg.

CANADA.
MONTREAL.
Advertising Serv Co, Ltd, Drummond Bg.
Canadian Adv Agcy, Ltd, 284 Lagache-riere, W.
Desbarats Adv Agcy, Ltd, Unity Bg.
McKim, A, Ltd, Lake of the Woods Bg.

TORONTO.
Baker Adv Agcy, Ltd, Inc, 18-20 Wellington, East Toronto.
Gagner Adv Service, Graphic Arts Bg.
Norris-Patterson, Ltd, Mail Bg.
Rowlatt, F Albany, 26-28 Adelaide, W.

LONDON.
McConnell & Ferguson.

WINNIPEG.
Macpherson-McCurdy, Ltd., Inc., Bell Block.

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
466 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO **ST. LOUIS**
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
760 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
235 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
25 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



THE ADVERTISING AGENTS ON THE LIST OF THE CANADIAN PRESS ASSOCIATION.

The Canadian advertising agencies listed by the Canadian Press Association as official solicitors of advertising for the newspapers of the Dominion are as follows:

ONTARIO.
HAMILTON.
Hamilton Advertisers' Agcy, Ltd.

LONDON.
McConnell & Ferguson.

TORONTO.
Advertising Serv. Co., Nordheimer Bg.
Baker Agcy, Ltd, 18 Wellington, E.
Dean, E Sterling, Agcy, 8 Wellington, E.
Desbarats Agcy, Ltd, Bay & Adelaide.
Financial Co of Canada, Ltd, Board of Trade Bg.
Gagner Service, 78 Richmond, W.
Gibbons, J J, Ltd, 119 Wellington, W.
McConnell & Ferguson, 99 Victoria.
McKim, A, Ltd, Jarvis Bg.
Norris Patterson, Ltd, Mail Bg.
Press Agcy Bureau, Ltd, Dineen Bg.
Robertson, J S, Co, Ltd, 67 Queen, W.
Rowlatt, F Albany, 26 Adelaide, W.
Smith, R C, & Son, Ltd, 171 Yonge.
Smith, Denne & Moore, Ltd, Lumsden Bg.

QUEBEC.
MONTREAL.
Advertising Serv. Co, Ltd, 810 Drummond Bg.
Canadian Adv. Ltd, Unity Bg.
Desbarats Agcy, Ltd, Unity Bg.
Financial Co of Canada, Ltd, Board of Trade Bg.
Gagner Service, 171 St. James.
Gibbons, J J, Ltd, Coronation Bg.
McKim, A, Ltd, Lake of the Woods Bg.
Smith, R C, & Son, Ltd, 157 St. James.

MANITOBA.
WINNIPEG.
Gibbons, J J, Ltd, Tribune Bg.
McConnell & Ferguson.
Macpherson-McCurdy, Ltd, Bell Block.
McKim, A, Ltd, Union Bk Bg.

NOVA SCOTIA.
HALIFAX.
Imperial Pub Co, Ltd.

PUBLICITY FOR LIBERTY LOAN.

(Continued from Fourteenth Page.) publication of placards, folders and circulars. Street banners, billboard signs and electrical devices will be employed largely in the second campaign.

The third branch of the organization is the *feature bureau*. The special activities of the moving picture companies and theatrical producers in the Second Liberty Loan campaign have been organized and developed thoroughly in this bureau. Parades, public meetings and other demonstrations also are being arranged for. Then, too, the various organizations are being brought into line with the Government. Concerning this last aspect of the work, Mr. Hartigan, who is head of the Feature Bureau, said to THE FOURTH ESTATE:

ENLISTING LABOR.

"We have been mobilizing certain important elements in this district, particularly farming and organized labor. Resolutions have been adopted in Jamestown, N. Y., showing that the labor men will give their heartiest support to the Government. The cooperation of various labor organs has been obtained. We are considering the appointment to publicity headquarters of a special representative of labor, who will work with us in the selling department. This man will be selected through the State Federation of Labor."

"Resolutions adopted in some cases by executive committees, in others by general vote of conventions, show that we are getting equally strong support from the farm interests."

"The State Agricultural Society, the State Grange, the Dairyman's League and other groups have indicated that they will do all they can for the publicity of the second Liberty Loan."

"The heads of the various Farm Bureaus, one of which is maintained by the state in each county, will distribute posters and other publicity matter among the farmers, and will be active workers for us. In addition to the Farm Bureau men, there will be a special Liberty Loan Committee appointed by these officials. The county fairs which take place between now and the close of the second Liberty Loan will be covered and the second Liberty Loan will be kept in the minds of the people with many different devices."

OTHER FEATURES.

An important feature being arranged by this bureau is the war exhibition to be held in an armory or in some large hall in New York City. The war will be visualized by bringing to the attention of the public every article used in this conflict by the American and Allied forces. The public will see what goods are being bought by the Government with the money derived from the sale of Liberty Bonds.

Another feature is the placing of Liberty Loan clocks in the different parts of the city. Twenty-five persons have offered the use of their premises without charge for this work.

A committee also has been established to take complete charge of the educational side of the campaign. To cooperate with the selling department there will be a committee in touch with the insurance companies. The plan is to distribute Liberty Loan circulars among the policy holders of these companies.

The publicity organization is working with the merchants along similar lines, the idea being to send some Liberty Loan appeals with every package dispatched from the stores. The distribution of 320,000

stickers for automobiles is also being arranged.

A parade to be managed in conjunction with the Mayor's Committee on National Defense is also on the program. Motor busses will be mobilized to carry thousands of bond holders.

A telephone committee will arrange with the New York Telephone Company to have national leaders make short speeches over the wires to as many of the subscribers as can be connected up at one time. These talks will start after the campaign is well under way.

The railroads of the districts will be asked to run a car over the various lines for the distribution of Liberty Loan advertisements. Another plan is to send out 2,000 telegrams to leading citizens in various parts of the district. Telegrams will be signed by men of national standing, who will urge the recipients to help in the loan.

SERVICE BUREAU.

The service bureau, which was in operation in the first campaign under R. C. Mees of J. P. Morgan & Co., will be continued under the same head. The stenographers, bookkeepers, telephone operators, mail clerks, and other workers in this bureau, handle a volume of business which is increasing daily. An information bureau has been created. Posters and other publicity materials will be distributed by the Service Bureau.

One week before the campaign is formally opened publicity headquarters will have at least one hundred workers in addition to several hundred on the outside. Most of these helpers will be volunteers or will be turned over to the Liberty Loan Committee for the period of the campaign by various business and banking concerns.

NOTES FROM FOND DU LAC.

William Hyde, city editor of the Fond du Lac (Wis.) Daily Reporter, has resigned to enter military training at Camp Grant, Rockford, Ill. He was formerly with Madison and Janesville dailies and is a brother of Grant M. Hyde, author of the book "Newspaper Editing."

Miss Catherine McGovern, society editor of the Reporter for two years, is now assistant news editor, and Miss Mabel Ford, former society editor, returns to the charge of the society page.

C. F. Coffman, managing editor of the Daily Reporter for the past seven years, is now manager of the local International News Service bureau in addition to his reporter duties.

CHICAGO LUNCHEONS.

The Press Club of Chicago has renewed its popular noon-day luncheons, at which some prominent visitor usually speaks. George R. Parkin of Toronto spoke at last week's luncheon. A dinner dance was given Saturday evening at which members of theatrical companies playing in the city were guests of honor.

CHICAGO BOWLING LEAGUE.

Members of the Chicago Daily News force have started a departmental bowling league season of sports.

Newsboy's Raincoat Outfits

To Sales Managers:—We have the liveliest PREMIUM for boosting the circulation of any newspaper in the country. Our clients are numerous in your field. One in particular is the *Pittsburg Leader*.



The Boy's Raincoat Outfit

is made from size 6 to 16 and is the most practical Premium for the next six months. Two materials to choose from. Our cloth No. 12 being Olive Asia Cloth with Scotch Plaid with Para Rubber interlined, or Cloth No. 36, Olive Asia Cloth with Para Rubber Lining. Special Prices for each article:

	Cloth No. 36	No. 12
Boy's Coat Only	\$1.35	\$1.65
Boy's Hat (To Match)	.20	.25
Boy's Newspaper Bag (20 in. x 14 in.)	.30	.40

Printing on Newspaper Bag charged at cost price. Large assortment of materials for Men's, Women's and Children's Raincoats up to \$10 per garment.

Send us your order now, or send for Catalog.

CHESTER WATERPROOF COMPANY,

32 Union Square

NEW YORK

NEWSPAPERS AND THE A.A.C.W.

MORE OF THEM WANTED IN THE NEWSPAPER SECTION—WORK BEING EXPANDED.

The officers of the Newspaper Departmental of the Associated Advertising Clubs of the World are conducting an active campaign for new publisher members. Among those recently joining are the Altoona (Pa.) Mirror, the Richmond (Ind.) Palladium, the Oklahoma City Oklahoman, the Columbus (Ohio) Dispatch and the Raleigh (N. C.) Times.

Printed copies of the proceedings of the Departmental at the St. Louis convention have been sent to members and will be to all other publishers interested.

Plans that will greatly benefit the Departmental this year were outlined by Rowe Stewart of the Philadelphia Record, president of the Departmental, as follows:

"The Newspaper Departmental of the Associated Advertising Club of the World will, during the coming year, perfect plans of cooperation among its members that will be decided benefit to newspaper advertising as a whole and to advertising in the papers composing its membership in particular.

"We also expect to stimulate a correspondence between the newspapers composing this department that will be helpful not only in solving our several problems but will give us all the benefit of the successes as well as the mistakes of our fellow-members.

"All of this will be looking toward a meeting at San Francisco next June which will be better than that held at any previous convention.

"We will have as speakers and leaders in discussion advertisers and advertising agents who have had practical experience in using newspaper space and whose talks will be of enough interest to warrant the attendance at the convention of every progressive publisher, business, or advertising manager in the country.

"To carry on all this work requires funds and we will be successful only in proportion as our membership

grows during the year.

"The dues for this association are \$10 per year, payable in advance.

"The proceedings of the Newspaper Departmental at the St. Louis convention in June of this year have been published in book form. We are not sending this generally to newspapers, but if a publisher is interested in knowing any more of the work we will be glad to send him a copy."

ADVERTISING PROTECTS THE CONSUMER.

(Copyright by Mallory, Mitchell & Faust.)

When you buy an advertised brand of any food product you are protected against under-weight, short measure, misrepresentation and over charge.

For the manufacturer has, through advertising, standardized his product. Every package is the same in size, weight, quality and price as every other package bearing that label.

You are thus protected against the practices of unscrupulous dealers, for advertised goods are standard. They are the same wherever they are found, in the big store or the little store, the downtown store or the suburban store, the city store or the country store.

By placing his trade-mark or brand name on the package, the manufacturer identifies his product and thus assumes responsibility for the quality and for correct weight and measure. By so doing, he stakes his reputation upon the product and therefore must give satisfaction with every package.

You get standard value when you buy standard advertised goods.

NO GERMAN PAPER.

The German shortage of print paper is so serious that many Berlin newspapers were unable to appear on September 22.

Other newspapers were issued only in four-page form, with the prospects so poor they may soon have to stop publication. The advertising of the new war loan will be impossible under these conditions.

ON YAPHANK ASSIGNMENT.

Don C. Clark of the New York World has been assigned to report the news for his paper in Yaphank.

NAMES OF AGENCIES DOING BUSINESS WITH NEWSPAPERS, BUT NOT LISTED BY THE A. N. P. A. AND C. P. A.

There are nearly 800 advertising agencies in the United States and Canada doing business regularly with newspapers that are not on the official lists of the American Newspaper Publishers Association and the Canadian Press Association.

Many of these agencies are on the official lists of local publishers' associations, the Periodical Publishers Association or the Agricultural Publishers Association, or all of them; placing such business as does not require national or international listing by the A. N. P. A. or by the C. P. A.

In this list the word street is omitted in addresses. It should be inserted in correspondence.

NEW YORK CITY.

Adv Bond Corp, 120 Broadway.
Adeo, Inc, 381 4th av.
Alert Adv Co, 506 5th av.
Alexander Adv Agency, 1482 Broadway.
All Languages Adv Serv, Inc, 25 Broad.
American Assn of Foreign Language Newspapers, Inc, Woolworth Bg.
American Int'l Adv Agency, 280 B'way.
Ankrum Agency, Tribune Bg.
Art League, 656 B'way.
Atlantic Adv Agency, 116 Nassau.
Barnhart, Geo F, Inc, 141 Broadway.
Barnhill, J D, 110 W 34th.
Bates Adv Co, Inc, 230 5th av.
Beers Agency, Flatiron Bg.
Bell, R N, 100 Maiden Lane.
Blaker, W H, 110 W 40th.
Bliss, Geo A De Laval, 6 Pearl.
Boulton-Sprague, Inc, 118 E 28th.
Bricka Ford Co, 114 E 28th.
Bridwell, C O, 501 5th av.
Bromfield & Co, Printing Crafts Bg.
Browne, T B, Ltd, 33 W 42d.
Business Efficiency Bureau, 949 B'way.
Canfield & Walkley, Inc, 341 5th av.
Carney & Kerr, Inc, Printing Crafts Bg.
Carroll, Jane, 62 5th av.
Century Ad Serv Co, Inc, 120 W 32d.
Creative Ad Service, 344 5th av.
Colony Adv Co, 1 Madison av.
College Advertisers' Serv, 19 Park Row.
Collins, Jr, C A, Adv Agency, 120 B'way.
Cohen-Chelsea, Inc, 621 Broadway.
Cowperthwaite Agency, 35 W 42d.
Deimonico, Wallace & Cutler, Inc, 299 Madison av.
Deimel, Adolph, 5 Beekman.
Delson Publicity Serv, 135 Broadway.
Devine, Jas A, 203 B'way.
Donohue, Philip F, Woolworth Bg.
Dudley, Winfield W, Agency, 110 W 40th.
Economy Service Co, 231 W 39th.
Edwards, Ernest, 429 6th av.
Ellner, Joseph, Co, Inc, 35 W 30th.
Fisher Smith Adv Co, 122 E 25th.
Fonda-Houtt Co, 260 5th av.
Foreign Language Co, 225 5th av.
Foster, Wm George, Inc, 261 B'way.
Friend Adv Agency, 347 5th av.
Frowert, P K, Co, Inc, 151 W 42d.
Frohman, Louis H, 50 E 42d.
Fyffe, Norman A, 317 5th av.
Gabryel Dattner Co (foreign language advertising agency), World Bg.
Green Wanamaker Syndicate, 225 5th av.
Gibson, Geo H, Co, Tribune Bg.
Giegerich & Pray, Inc, 150 Nassau.
Gilliam's Service, 110 W 84th.
Gilroy, John J, 42 B'way.
Good, H H, Co, 45 Murray.
Goodman, Philip, Co, 1261 B'way.
Gotham Agency, 95 Liberty.
Gove Agency, 113 E 28th.
Hallock, W W, 239 W 39th.
Hayden, Paul, 31 Nassau.
Heller Barnham, 432 4th av.
Howe, Murray, & Co, 30 E 42d.
Hunt, C B, 70 Vesey.
Huntington Co, 143 W 127th.
Hyams, Walter, Adv Agency, 87 Dey.

Ingraham, E F, Ad Co, 116 Nassau.
Interstate Publicity Corp, 45 E 28d.
Jacobs Adv Agency, 200 5th av.
James, H E, Adv Agency, Inc, 110 W 10th.
Jaros, J, Co, 518 5th av.
Jewish Adv & Pub Agency, 153 E B'way.
Johnston Overseas Adv Service, 17 Bat-
tery Pl.
Johnson-Lansill, Inc, 7 Pine.
Kass, W L, & Co, 26 E 28d.
Kahn, Siegmund, 1325 B'way.
Kohler, James Howard, 209 5th av.
Kondall Co, 102 W 42d.
Laddy, John M, Agency, 41 Park Row.
Lewis, A, 1270 B'way.
Lillibridge, Ray D, Inc, 111 B'way.
Lindsay, W H, 230 W 39th.
Long & Mayers, 108 W 34th.
Lauer, F B, & Co, 153 6th av.
McCrady, T L, 18 E 41st.
Manufacturers' Publicity Corp, 30 Church.
Marks Adv Co, 45 W 34th.
Mars & Angus, Inc, 30 E 10th.
Marvin, Newton R, Grand Central Ter-
minal.
Marsh, Oliver Allen, 20 W 34th.
Mears Adv Co, Inc, 401 5th av.
Meier, Alfred, 10 5th av.
Merchants' Business Building Serv, 229
W 39th.
Metropolitan Adv Co, 6 Wall.
Meyer, Leon, 175 5th av.
Modell Agency, 150 Nassau.
Monroe Adv Corp, 105 W 10th.
Morton, J W, Jr, 23 Irving Pl.
Mutual Serv Corp, 140 Cedar.
Murray, Howe & Co, 30 E 10th.
National Advertisers' Adv Agency, 32 W
42d.
Newmark's Adv Agency, Inc, 522 Colum-
bus av.
Nordheim, Ivan B, S W 10th.
Nye Adv Agency, 177 Broadway.
O'Gorman Agency, 126 5th av.
Ogilthorn, C J, Adv Agency, 2 Rector.
Patterson, W A, 1 Madison av.
Parks & Weiss, 56 W 45th.
Prosperity Ad Serv, Inc, 1416 B'way.
Peerless Adv Service, 100 4th av.
Pomeroy, Peress M, 225 5th av.
Polyglot Publicity Co, 116 Nassau.
Rae Gesser & Co, 45 E 29th.
Redman-Brown Agency, 35 W B'way.
Redford & Fisher, Inc, 303 5th av.
Rector Adv Agency, 1261 Broadway.
Ridderhof, C, 37 W 30th.
Robinson, J A, 151 Nassau.
Rosenblum, L S, 116 B'way.
R & H Agency, 1 E 3d.
Sacks Co, 151 Madison av.
Sayles, Jas F, Co, Inc, 1700 B'way.
Spear Adv Co, Inc, 128 W B'way.
Schindler Adv Co, 23 W 42d.
Seley, John E, Co, 105 W 40th.
Solger, P H, Agency, 59 Broad.
Standard Adv Agency, 150 Nassau.
Sterling Adv Service, 110 W 40th.
Sternberg, H Sumner, 1457 B'way.
Strong, Samuel, & Co, 404 W 61st.
Stroud & Brown, Inc, 203 5th av.
Telegraphic News Bureau, 156 B'way.
Toner, Walter F, 310 W 85th.
Triangle Ad Co, 341 5th av.
Tryon, Geo W, Times Bg.
Turhill Adv Agency, Inc, 1133 B'way.
Vogel, Jacob, 226 5th av.
Voorhees & Co, 116 Nassau.
Vredenburg-Kennedy Co, Inc, 171
Madison av.
Ward & Gow, 50 Union sq.
Weil, M C, 38 Park Row.
Weingarten, M, & Co, 286 5th av.
Whitman, R L, 80 5th av.
Wilson, Monmouth B, 243 W 17th.
Winer, Herman L, Tribune Bg.
World Adv Service, 150 Nassau.
Zellner, Frank, 1123 B'way.

CHICAGO.

Allen, Irving R, Co, McCormick Bg.
Ankrum Agency, 431 S Dearborn.
Alexander Adv Agency, 327 S La Salle.
Blumer & Hyer, 29 E Madison.
Blumenstock, Geo, Co, Inc, 25 N Dearborn.
Bowling D C, & Co, 608 S Dearborn.

Briggs, Albert M, Co.
Calumet Adv Co, 37 W Van Buren.
Cornwall, Geo W, 1st Nat'l Bk Bg.
Crowell's, Inc, 32 N Dearborn.
Dodd, S S, Adv Agency, 2102 North av.
Denny White Adv Co, 361 E Ohio.
Ditz, Will H, 326 W Madison.
Dodd, A M, Tacoma Bg.
Eckstorm Adv Agency, 111 W Washington.
Economy Service Co, 215 S Market
(Chicago S V).
Egan, Jas W, People's Gas Bg.
Everett, G G, Canton Bg.
Export Agency, 608 S Dearborn.
Empire Adv Agency, 740 E 17th.
First Nat'l Adv Agency, 1441 Morse av.
Forbich Burton Adv Service.
Franklin Adv Agency, 62 W Madison.
Gray & Benjamin Agency, 608 S Dearborn.
Green, Collins & Co.
Hamilton, J, R, Adv Agency, Hearst Bg.
Hatcher & Young, Inc, 508 S Dearborn.
Hodge, W V, Hearst Bg.
Holladay's Adv Agency, Boyce Bg.
Indiana Agency, 105 S La Salle.
Kelley, Pension, Adv Agency, 608 People's
Gas Bg.
Knight Adv Agency, 137 S La Salle.
Krause, Joseph, Transportation Bg.
Leinhardt, Frank W, 30 W Jackson Blvd.
Liss, J H, 3115 Fulton.
Lunkes Adv Agency, Northwestern Bg.
Macarony Adv Co, 111 W Washington.
Merchant's Business Building Serv, 215
S Market.
Merchandising Serv Corp, Stevens Bg.
Mock & Hardy, 111 W Monroe.
National Adv Agency, 155 N Clark.
Ostenrieder Adv Corp, 168 N Michigan.
Pick, Rudolf S, Agency, 64 W Randolph.
Page Co, 4007 Michigan.
Rebel, John G, Inc, Transportation Bg.
Rogers, Albert E, 64 E Van Buren.
Rogers & Smith Agency, 64 E Van Buren.
Shuman Agency, 11 S Dearborn.
Stravum, Thomson & Bennett, Inc, 14 E
Jackson Blvd.
Stewart, H D, Co, Inc (Stewart Agency),
124 W Madison.
Stryker Adv Agency, People's Gas Bg.
Sweetman, Hilmer V, Co, 621 S Michi-
gan av.
Universal Adv Service, 508 S Dearborn.
Van Hoesen & Collins, Inc, 5 S Wabash
av.
Wells Adv Service, Monmouth Bk.
Western Educational Adv Agency, 61 E
Madison.
Wilson Publicity Co, 123 W Madison.
Young, Chas Eckert, 537 S Dearborn.
Young, W M, Rand McNally Bg.

PHILADELPHIA.

Armstrong, F Wallis, Co, N Amer Bg.
Barrows & Richardson, Drexel Bg.
Brinnot, Ross D, & Co, 300 Walnut.
Butler, J T, 1318 Stephen Girard Bg.
Clark, Geo K, 509 Central Trust Bg.
Cooperative Co, 3339 Lancaster av.
Dippy & Aitken, 712 Heed Bg.
Empire Adv Agency, Empire Bg.
Franklin Adv Agency, 1015 Arch.
Franklin Adv Service, Bulletin Bg.
Garfield, James Lyon, 1011 Chestnut.
Hawes, J B, 108 Bailey Bg.
Kehmer & Lett, 1011 Chestnut.
Kleinmann Adv Agency, 318 Heed Bg.
Mobile States News & Adv Agency, 1513
Sansom.
Moore, W Calver, Adv Agency, Bourse Bg.
Oman & Smith, Inc, Bulletin Bg.
Postmaster, Joseph H, (trading as the
Empire Co), Empire Bg.
Rufinam Agency, Drexel Bg.
Smith, E Everett, Mutual Life Bg.
Votz Agency, 421 Arch.
Whidden, Guy C, Bulletin Bg.
Wheeler, Albert S, 518 N Broad.

BOSTON.

American Adv Agency, 77 N Washington.
Commercial-Financial Printing Co, 109
State.
Cowan Publicity Service, 143 Federal.
Donnelly, John, & Sons, 79 Warrenton.
Greene Co, 520 Atlantic av.
New England Adv Co, 200 Washington.
Perry, Chas H, 4A Irvington.
Stevens, Frank B, 45 Milk.
Tyler, Geo W, 58 State.

ALABAMA.

BIRMINGHAM.

Misney Adv Agency, Jefferson Co Bk Bg.
MOBILE.

Adams Adv Agency, P O Box 370.

ARKANSAS.

FORT SMITH.

Oppenheim Adv Agency.

CALIFORNIA.

LOS ANGELES.

Barton Adv Agency, 321 S Spring.
Bull, H H, Union Oil Bg.
Curtis Newhall Co, 626 S Spring.
C G Company, Hollingsworth Bg.
Cobb Johnson, Wm, Story Bg.
Culver, R F, Central Bg.
Flood Adv Agency.
Jennett, Geo D, Trust & Savings Bg.

Lockwood, Russell N, Baker-Detwiler Bg.
McCall-Groninger Co, Title Guarantee Bg.
Pabst, Frederick, Marsh Strong Bg.
Seryl Curtis Agency, Hibernian Bg.
Shackelford, M W, Agency, Title Guar-
antee Bg.
Stuart, C R, Baker-Detwiler Bg.
Smith-Crank Adv Agency, Hollingsworth
Bg.
Thorndyck Adv Agency.
Welsh Adv Agency.

SACRAMENTO.

Bening Adv Co, Box 689.
Holden, John T, Adv Service, Ochsner
Bg.
Morsehead Agency, Nicholas Bg.

SAN FRANCISCO.

Aalywn's Adv Agency, Murhead Bg.
Blum's Adv Agency, 608 Mission.
Cabill Adv Agency, Pacific Bg.
Crocker, H S, 565 Market.
Fisher, L P, Agency, Merchants' Ex Bg.
Kuepman, Edward J, 1283 19th av.
LeVene, Nate Spreckles Bg.
Pacific Adv Agency, 112 Market.
Rose, Arthur G, Agency, 34 First.
SAN DIEGO.

Ferry-Hale-Martin Service, Owl Drug Bg.

PASADENA.

Graff, Fred S, 212 Slavin Bg.

COLORADO.

DENVER.

Calhoun Agency, 504 Quincy Bg.
Colorado Adv Agency, Burns Bg.
Conner Adv Agency, 300 Temple Court.
Conrad Ad Co, Inc, Foster Bg.
Daws Adv Service, Gas & Electric Bg.
Denver Adv Agency, 61 Barth Block.
Hower Adv Agency, Foster Bg.
Hunter-Cabill, First Nat'l Bank Bg.

COLORADO SPRINGS.

Fawcett Adv Agency, Burns Bg.

CONNECTICUT.

BRIDGEPORT.

Phelan Ad-Sales Service, 1st Bridgeport
Nat'l Bank Bg.

HARTFORD.

Bull, Norris L, 708 Main.
Chapin Adv Co, 25 Asylum.
Manternach Co, 74 Union Pl.

NEW HAVEN.

Colony Ad Co, Chamber of Commerce Bg.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24
On Time All the Time

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154 Nassau Street, NEW YORK
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Good Work
Prompt Service
Fair Prices

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And we want you to get into the
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ENGRAVING CO.

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STANLEY PROCESS
a quality not
to down
up made a price
TYPE
METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 32d Street NEW YORK

The
William L. Betts
Company
NEWSPAPER
CONTEST
SPECIALISTS
Suite 406, World Bdg., NEW YORK

Lee, Wilson H. Co, 6 Church.
Stewart, Chas C (N J Schless & Co),
2106 Meadow.

ROCKVILLE.
Ballantine's Agency, 20 Chestnut.
WATERBURY.

United Adv Co.
WILTON.

Merrill Adv Agency.
DELAWARE.

WILMINGTON.
Victor & Williams, du Pont Bg.
Pierre, Geo H, Adv Agency, Dupont Bg.
DOVER.

Eastern Adv Corp.
DISTRICT OF COLUMBIA.

Benjamin-Richard Co, 1315 N Y av.
Brewton Business Builder, 46 S. N W.
Collier, Harron G, Inc, 912 Munsey Bg.
Decker, J J, 1801 G, N W.
Gall, George H, 15th & G.
Jester, Harvey, Home Life Bg.
Gardner-Johnson, Evening Star Bg.
Poston, J Sale, Inc, McGill Bg.
Publicity Corp, Inc, Home Life Bg.
Shipp, Thomas R, & Co, Inc, Riggs Bg.
Street Car Adv Co, 808 Munsey Bg.
Surguy, T N, 614 15th, N W.
Wardner Adv Agency, Warder Bg.

FLORIDA.
JACKSONVILLE.
Montgomery Agency, Mutual Life Bg.

TAMPA.
Glenn, Clyde.
GEORGIA.

ATLANTA.
Rich-Carr, Adv Co, Connelly Bg.
Jacob Dillard Agency, 1221 Candler Bg.
Lanford, H G, P O Box 1.
Lewis & Coffee Co, 3rd Nat'l Bk Bg.
Stanford, Calvin, Connally Bg.

UNION CITY.
Union Agency.
ILLINOIS.

AURORA.
Stevens, E E, Merchants' Bk Bg.

BEARDSTOWN.
Cass Agency.

ELGIN.
Lufkin, Fred R.

DECATUR.
Droeisch, Lawrence J, Adv Agency, Bach-
rach Bg.

PEORIA.
Mace Agency, Lehmann Bg.

SPRINGFIELD.
Practical Adv Co, 301 East Monroe.

INDIANA.
INDIANAPOLIS.
Aldred & Winn, Kahn Bg.
American Agency, 321 Sycamore.
Bare, Justin, Adv Agency, 519 E Walnut.
Bogelow, Burton & Staff, Occidental Bg.
Chance, F S, News Bg.
Field & Elwin, 1139 State Life Bg.
Hammer, M J, Adv Service, Fletcher
Trust Bg.
Jenne & Butler Co, 303 State Life Bg.
Knudde, Fred S, 419 Bd of Trade Bg.
McDermott, J T, Adv Service, Amer
Central Life Bg.
Praeger, Noble T, Adv Service, Occi-
dental Bg.
Salice, A C, Fletcher Trust Bg.
Woods, Homer A, 514 E Drive; Wood-
ward pl.

FORT WAYNE.
Fee, H W, Adv Agency, People's Trust
Bk Bg.
Miller, E Frank, Shoaff Bg.
Progressive Adv Co, People's Trust Bg.
HAMMOND.
Hoosier Agency, 1st Nat'l Bk Bg.

MUNCIE.
Sterling Agency.

ROLLING PRAIRIE.
Advance Agency, Lock Box 49.

SOUTH BEND.
Atlas Adv Co, Farmers' Trust Bg.
Lampert Adv Co, 520 J M S Bg.
Stoll, Edgar A, Farmers' Trust Bg.

EVANSVILLE.
American Adv Co.
Brentano-Kornblum Adv Service, Cour-
ier Bg.

IOWA.
CLARINDA.
Hawkeye Adv Co, Brown Bg.

DES MOINES.
Armstrong Adv Serv, Clapp Bk.
Coolidge Service, 212 Davidson Bg.
Leasing Adv Co, 400 S & L Bg.

DAVENPORT.
Chute, L E, Co (direct mail), Secur-
ity Bg.

IOWA CITY.
Plum, J L, 726 Iowa av.

No Camouflage Here!!

*A man is known by the company he keeps—
a newspaper by its advertising.*

*In the advertising columns is found the key
to the character and worth of the readers of
a newspaper.*

*Editorial excellence only presupposes the
class of reader. Advertising proves it.*

Now let us apply this test to THE SUN, whose editorial excellence among New York morning newspapers is conceded by everybody.

Examine the record for the past eight months and you will find assembled in its columns a remarkable list of those high grade advertisers whose presence in any newspaper establishes the quality and buying power of its readers.

The Six Quality Tests

1. Automobiles

In the first eight months of 1917 THE SUN carried 487,182 lines of display automobile advertising, leading all New York newspapers with but one exception, and beating its next nearest competitor by 74,542 lines.

2. Financial

In the month of August THE SUN gained in financial advertising more than all the other morning papers combined.

3. Publishers and Books

THE SUN leads all New York papers in *Gains* in this class, almost doubling the gain of the nearest paper, and beating its own record for the same period of 1916 by 71,439 lines.

4. Schools

THE SUN is the leading advertising medium for this class. It printed more school advertising during the month of August, 1917, than any other New York newspaper.

5. Real Estate

In the first eight months of 1917 THE SUN gained 17,260 lines of Real Estate advertising, all other morning papers showed heavy losses.

6. National Advertising

Experts place this class of business. They are keen space buyers. Their selections may well be taken as a barometer of newspaper values. THE SUN led all morning papers in *Gains* for the first seven months of 1917, and exceeded its own record for the first eight months by 217,337 lines.

The Sun "NEW YORK'S MORNING NEWSPAPER"

WATERLOO.
Galloway, Wm, Co.
COUNCIL BLUFFS.
American Publicity Co.
POLARONTAS.
Carmichael's Adv Agency.
KENTUCKY.
LOUISVILLE.
Doe, Elmer H, Adv Service, Keller Bg.
Margen Robinson Co, Lincoln Bg.
Stark, T H, Adv Agency.

LOUISIANA.
NEW ORLEANS.
Simms, Geo A, Whitney Central Bg.
SHREVEPORT.
Baker, R Lynn, American Bk Bg.
MAINE.
AUGUSTA.
Penny, C T, 242 Water.

PORTLAND.
Beverage & Co, 121 Center.
Curtin Adv Agency, 536a Congress.
HOLLOWELL.
Storcken Agency.

MARYLAND.
BALTIMORE.
Baker, J E, 342 Equitable Bg.

Courtney, W H, 1402 W Franklin.
Deitch, Geo A, Munsey Bg.
Green Lucas Co, Hanover & Fayette sts.
Harrison Landauer (the Adv Service)
Co, Calvert Bg.
Kriwan, Walter, 201 Maryland Trust Bg.
Milbourne, L Jeff, Munsey Bg.
Nolte Agency, Inc, Light & Lombard.
Van Sant & Co, 265 W Lombard.

MASSACHUSETTS.
BROCKTON.
Erskine, Frank L, 293 Elm.
LYNN.
Frost, Harry M, Co, 23 Central av L.
Ingells, Edwin W, Adv Agency, 333 Union.
Sordis Adv Agency, 70 Blake.

SPRINGFIELD.
DeForest Agency, 77 Worthington.
Dwight, John Co, 214 Worthington.
Munn, George L, Bookstore Bg.
Howard, Marcus Strong, 33 Lyman.

WORCESTER.
Cooney, E J, Adv Agency, 17 Federal.
MICHIGAN.
BATTLE CREEK.
Battle Creek Adv Agency, Post Bg.
There's A Reason Co, Ltd, 484 Marshall.
Tucker, F E, 27 S Jefferson av.

DETROIT.
Alexander, Milton, Free Press Bg.
Brooke, Smith & Moore, Inc, Kresge Bg.
Burlingame, Margaret R, David Whitney
Bldg.
Curtis Co, 138 LaFayette Blvd.
Detroit Adv Agency, 235 Cass av.
Detroit Service Co, Free Press Bg.
Frohman Co, Journal Bg.
Hixon Davis, 406 Smith Bg.
Hartson Adv Agency, 312 Buhl Bk.
Lomasney, G T, Adv Agency, Kresge Bg.
Marsh, Edward H, Besse Bg.
Moore, D W, Free Press Bg.
Motor Adv Agency, 25 Milwaukee av W.
Murphy, Gerson, Kresge Bg.
Parkinson Co, Lafayette Blvd & 2d av.
Patton Wierengo, Inc, Book Bg.
Pfeiffer Adv Agency, Majestic Bg.
Pratt, Louis A, Co, Ford Bg.
Randall, Fred M, Co, Ford Bg.
Rieske, M, Co, Free Press Bg.
Tremaine, G C, 782 Woodward av.
Whalen Hixon, Peter Smith Bg.

GRAND RAPIDS.
Dean-Hicks Co, Ellsworth & William.
Laferty Adv Service, Grand Rapids Sav-
ings Bk Bg.
Murphy, Geo A, Asan of Commerce Bg.
Peterson-Dean Co, Michigan Trust Bg.

HANCOCK.
Houghton County Adv Agency.
JACKSON.
Jones Adv Co, Central State Bk Bg.
Van Deusen & Carter Agency, City Bk Bg.

KALAMAZOO.
Ad Serv-U.S Co, 506 Harrison.
Brownell, W L, 1028 Lay Boulevard.
Russell Publicity Service, 1028 Lay Blvd.

LANSING.
Smith, Robt, Agency, 232 N Washington
av.
PORTLAND.
Michigan Adv Agency.
MINNESOTA.

DULUTH.
MacIntosh Agency, Inc, Torrey Bg.
Stewart-Mackintosh, 310 W 2d.

MINNEAPOLIS.
Armstrong Adv Service, Andrus Bg.
Davis, W E, Adv Service, Plymouth Bg.
Hall Sales & Adv Bureau, McKnight Bg.
Howard & Smith, Metropolitan Bk Bg.
Seluck, A D, Adv Serv, McKnight Bg.

ST. PAUL.
Randall Co, 245 Wacouta.
Bloodgett, Harvey, Co, University & Wheel-
et sts.
St. Paul Adv Agency, 100 S Wabasha.
Twain City Adv Agency, 143 S Wabasha.
Westlund Adv Serv, 911 Hastings av.

MISSOURI.
KANSAS CITY.
Butts Adv Agency, Gumbel Bg.
Hessack, Wm H, Adv Serv, Lathrop Bg.
Carpenter & Co, Lathrop Bg.
Chesney, M R, Adv Co, Inc, Graphic
Arts Bg.
Clark, Stenger and Associated Artists,
Studio Bg.

Gillette Co, 404 Gurubel Bg.
Hawkins, Willis M, 2904 The Paseo.
Mutual Agency, Reliance Bg.
Nordhem, Ivan B, Co (hdqrs N Y).
Rowe, Wm B, Agency, Baltimore.
Samuel & Roy Adv Co, 920 Grand av.
Thompson Adv Agency, 504 Grand av.
Young Adv Agency.

ST. JOSEPH.
Hanna Agency, 617 Francis.
ST. LOUIS.
Brann-Parkell Agency, Inc, Ry Ex Bg.
Brauf-Wolper Adv Agency, Wright Bg.

The BILLBOARD

A Weekly.
Covers all of the
following fields, viz.:
DRAMATIC
VAUDEVILLE
BURLESQUE
OPERA
CONCERT FIELD
CHAUTAUQUA
LYCEUM
FAIRS
AVIATION
RINKS
CIRCUS
CARNIVAL
Member Audit Bureau of Circulations
The Billboard Publishing Co
Sulway Central Building,
Broadway at 19d. NEW YORK

"Keeping Everlastingl

The Little Corporal



IT IS well past midnight in the garrison of Auxonne, 1791. The silence of the early dawn is there, and only occasionally do you catch the footbeats of the sentries.

Far back, in a poorly furnished room, a feeble light burns lower and lower. And in that room a table. And at that table—*Napoleon Bonaparte*.

Fifteen hours he has worked, and every day for a month, but there is no sign of weariness in that courageous face and figure. "Over there they sleep," he muses, "but I—I will some day lead the armies of France. And work shall do it!"

The parallel to business is easily drawn. Hard work is a very necessary part of success—determination levels mountains—perseverance wins many battles.

Every Napoleon of present-day business who is planning an intensive campaign for the conquest of new sales territory will have need of a trusted lieutenant who knows every step of the way and who can map out the best method of attack.

"Keeping Everlastingly At It Brings Success" has been the motto of *Advertising Headquarters* for nearly half a century.

Fifteen Years of Unremitting Work and then—*Success*



IN HIS boyhood, George Stephenson herded cattle and drove a ginhorse in a coal mine for sixpence a day. Not until his birthday was he able to read.

Yet this man of humble parentage and limited opportunity was so superior to obstacles that on Sept. 27, 1825, he opened the first railway over which goods and passengers were carried by locomotive.

For 15 years Stephenson had worked unceasingly on what many people called a dream, but success came finally—as it must come when unusual ability is harnessed to unusual perseverance.

"Keeping Everlastingly at it Brings Success" has been the motto of *Advertising Headquarters* for nearly forty-eight years.

N. W. A
ADVERTISING
PHILADELPHIA

NEW YORK

At It Brings Success"

Perseverance That United Continents



THREE times, Field and Thomson spent more than \$300,000 trying to lay the Atlantic cable and three times they failed. The fourth attempt, however, was successful and great honors were showered upon the pioneers. *But not for long!*

The very day that Field was given a golden casket by the Mayor of New York, the cable failed—ruined by improper sending instruments after little more than a month of operation.

"But no discouragement could deter Field, the indomitable"—not even the parting of still another cable in mid-ocean.

On July 28, 1866, the "Great Eastern" steamed into Trinity Bay and communication between the continents was finally established—to be later improved to such an extent that—"Using the current from a battery placed in a lady's thimble, a message was sent across the Atlantic through one cable and back through the other."

Somehow, it seems that every great enterprise owes its success to just such perseverance. No longer is distance a barrier to business progress. Advertising well-done will carry your product and your personality to the farthestmost ends of the earth and connect-up the breaks in your distribution methods.

Day by day—sale by sale—"Keeping Everlastingly At It Brings Success."



THE yearning to conquer the air is as old as man himself. Far back in Greek Mythology you read how Daedalus and his son Icarus flew from the wrath of King Minos by means of artificial wings.

When the Wrights started experimenting with a flying machine the whole world derided their efforts. "But determination and a



Daedalus and Icarus

wonderful faculty for discriminating between the possible and the fallacious won out. After years of work, on December 17, 1903, Orville Wright first, then Wilbur Wright, succeeded in making a heavier-than-air machine rise from the ground under its own power."

That was less than 14 years ago and it was then thought miraculous that an aeroplane could remain in the air for more than a minute.

Today—forward looking men are already figuring on a regular aeroplane service after the war—to carry 12 passengers from London to Paris at 80 miles an hour—the four machines to make a profit of \$215,000 a year!

The same determination and ability to discriminate between the possible and the fallacious will win out in business and in advertising just as surely and just as profitably as they did in the conquest of the air.

"Keeping Everlastingly At It Brings Success"—particularly when the efforts are put forth in the right direction.

ER & SON

HEADQUARTERS

ELPHIA

ON

CHICAGO

THE CHICAGO HERALD Announces

the Appointment of

Mr. M. A. Bergfeld

AS

GENERAL ADVERTISING MANAGER

AND

Mr. Wm. E. Willis

AS

EASTERN MANAGER

EASTERN OFFICE
Times Building
New York City

Collier Adv Co, Laclede Gas Bg.
Cope Co, 820 Chestnut.
Debra, Leon, Adv Agcy, 6433 Ridge av.
Fetree & Fetree Adv Agcy, Times Bg.
Gachler Co, 321 N 2nd.
Hirsch, Cal, & Sons Merc Co, 300 S Broadway.
Hummert-Hatfield Co, Ry Exch Bg.
Orr, Bryon W., 235 Olive.
Philmar Co, 3700 Morgan.
Rubel Brown Agcy, Boatmen's Bk Bg.
Shaffer-Brennan Adv Co, Wainwright Bg.
Simpson Adv Agcy, Syndicate Trust Bg.
Stromberg Co, International Life Bg.
Western Adv Co, 1025 Boatmen's Bk Bg.

MONTANA.

BILLINGS.

Billings Adv Co, Lock Box 1300.

GREAT FALLS.

Elwell, W P, Adv Agcy, Box 1986.
Myer Adv Agcy, Inc, 1st National Bk Bg.

NEBRASKA.

BENKELMAN.

Nebraska Adv Co, Citizens' Bk Bg.

OMAHA.

Smith-Gwynne Adv Co.

NEW JERSEY.

ASBURY PARK.

King Agcy, 723 Mattison av.
Rosewar Ely Co.
Wilson, Harry B.

CAPE MAY.

Stevens, Lewis T, 518 Washington.

MONTCLAIR.

Advertisers' Service, Bureau, Savings Bk Bg.

NEWARK.

Allen, John A, 25 Parkhurst.
Sturigel, Edmund J, 23 Franklin.
United Service Agcy, Ordway Bg.
Wright, G W, 729 Broad.

PLAINFIELD.

Stanley Day Agcy, 502 Washington av.

TRENTON.

Scott, R C, Adv Co.

ELIZABETH.

Ireland, J, Agcy, L B 109.

NEW YORK STATE.

ALBANY.

Albany Adv Agcy, Delaware av & Catharine.
McGown, Edward F, 25 S Pearl.
Rice, A C, care Albany Journal.

BINGHAMTON.

Flannigan, J L, 402 Press Bg.
Hampton Adv Agcy, Ackerman Bg.
Kilmer, Willis T, Lewis st.
Livingston, J M, Herald Bg.
Woodward, H E, Press Bg.

BROOKLYN.

Hernheim, Alfred, & Sons, 780 B'way.
Borough Adv Agcy, 371 Fulton.
Ducell, A E, 752 Fulton.
Ehrlich, I J, 242 Court.
Kocks Adv Agcy, 204 B'way.
MacVean's Direct Adv Agcy, 421 Chauncey.
O H B Adv Co, 457 Hopkinson av.
Peck's Adv Agcy, 376 9th.

BUFFALO.

American Adv Service, 263 Plymouth av.
Drake, A N, 205 Marine Bk Bg.
De Witt Adv & Sales Serv, Bristain Bg.
Landsheft, A W, 703 Main.
Nordhem, Ivan B, Co (hdqrs N Y).
Porter, De Forest, Adv Service, Root Bg.
Voorhees Adv & Sales Service, 15 W Swan.

Weill, Armand S, Co, Elliott Sq.

ELMIRA.

Ross & Tripp, Hulet Bg.

OSWEGO.

International Co.

POUGHKEEPSIE.

Howard, Frank, Agcy, 257 Main.

ROCHESTER.

Adv Service Co, 306 Central Bg.
Brown & Bigelow, 543 Powers Bg.
Craftsman Adv Service, 61 Elizabeth.
Fish, Lyman & Goodwin, 75 State.
Genesee Adv Agcy, 45 E 17.
Howard, Kenneth S, Cutler Bg.
Ingram, S, & Co, 15 Elm.
Johnstone Adv & Sales Service.
Mason, C Henry, 148 East av.

SYRACUSE.

Advertisers' Service, 205 Kirk av.
Benjamin Adv Corp, Onondaga County Savings Bk Bg.
Barker, Robert M, 1st Nat'l Bk Bg.
Frasbie Adv Co, 113 W Fayette.
Sheldon Adv Service, 416 S Salina.
St Germaine, Fred, 809 Onondaga Bk Bg.
Tabor, C C, Seitz Bg.
Tiffany, J A 1st Nat'l Bk Bg.
Teller-Thompson Co, 220 W Onondaga.

Thompson, H S, Adv Service Agcy, Drawer 57.
Van Benschoten, Ray, Agcy, Union Bg.
Van Benschoten & Countryman, Vinney Bg.
Williams, Wallace M, 129 S Salina.

TONAWANDA.

Bentley Agcy, Box 704.

TROY.

American Agcy, 16 Third.

UTICA.

Du Noyer, Frank, Agcy, Mayro Bg.
Moore, Edw, Duncombe, Arcade Bg.
Moser & Cotins, Paul Bg.
Switzer-Stachhouse & Co, 27 City Nat'l Bk Bg.
Stevens & McBride Adv Agcy, Gardner Bldg.

SENECA FALLS.

National Adv Co.

NORTH DAKOTA.

FARGO.

Stone, S F, Agcy, Box 949.
Glasgow, J P, Adv Agcy, 623 N P av.

OHIO.

CANTON.

Advertising Laboratories, Cleveland av extension.

CINCINNATI.

Bickmeier, W J, cor 14th & Race.
Glaesky, W L, Adv Co, Union Trust Bg.
Jones, Ralph M, Co, Union Trust Bg.
Kuney, Clarence E, Agcy, Kuney Bg.
Reynolds, Bruce, Adv Agcy, Mercantile Library Bg.
Stephens, Harry, Co, Union Central Bg.
Thompson Koch Co, 23 W 8th.
Weish, M A, P O Box 531.

CLEVELAND.

Adams Adv Co, Canton Bg.
Advertising Dept Co, Inc, Leader-News Bldg.
Kingston Agcy, Citizens' Bg.
Elliott Publicity Service, Citizens' Bg.
Euclid Agcy, Century Bg.
Fletcher Newspaper Agcy, 6304 Ellen av, N W.

Lawrence & Oswald, Swetland Bg.
Lora Co, 2025 E 9th.
Macavoy Adv Co, Union Bk Bg.
Powers-House Co, Illuminating Bg.
Rogers, Arthur C, Guardian Bg.
Smiley Bureau, 207 Chamber of Commerce Bg.
United Adv Service, United Bk Bg.
Young, Lloyd W, 1900 Euclid av.

COLUMBUS.

Freeman, J J, Co, Huntington Bk Bg.

DAYTON.

Geyer-Dayton Agcy, City Nat'l Bk Bg.
Sloman Adv Co, Schwind Bg.
Webb, Henry, Advertiser's Bg.
Wonfor, Wm H, Commercial Bg.

MARIETTA.

Central Adv Agcy.
Marietta Adv & Sales Promotion Co.

TOLEDO.

Atherton-Boxley Co, Nashy Bg.
Boyd Adv Co, Spitzer Bg.
Bond Outdoor Adv Co, 1001 Adams.
Elgutter, Maurice, Nichols Bg.
Eoff Weiss Co, Ohio Bg.
Miller Agcy, Nashy Bg.
Roberts Adv Service, Nashy Bg.
Stalker Co, Nashy Bg.

PORTSMOUTH.

Grimes-Peebles Co, Box 620.

SPRINGFIELD.

Progressive Adv Co, Fairbanks Bg (specialty).
Sheehan Adv Co, Mitchell Bg.

OKLAHOMA.

OKLAHOMA CITY.

Keeshen Adv Co, 211 W 2d.

OREGON.

PORTLAND.

Boothford Adv Co, Inc, Broadway Bg.
Couche, Charles E, Dekum Bg.
Deute-Tyler Co, Inc, Dekum Bg.
Hall & Emory, Henry Bg.
Hyskell, Fred H, & Son, Inc, Oregon Bg.
Jerome Adv Co, 19 N 11th.
Provost-Stachli Co, Manchester Bg.
Kirkpatrick, W S, Northwestern Bk Bg.
Reed Adv Co, Selling Bg.

PENNSYLVANIA.

CANONSBURG.

Stanford Agcy, 216 S Central av.

ERIE.

Franklin, Ben, Publicity Co, Box 881.

HARRISBURG.

Atlantic Adv Agcy, Security Trust Bg.
McFarland Publicity Service, Box 676.

JOHNSTOWN.

Johnstown Poster Adv Co, Main.

PITTSBURGH.

Adiraft Agcy, Oliver Bg.
Akin, Wm B, & Co, Oliver Bg.
Arbury, F S, 5507 Elmer.

Rakior, Will, Co, Box 1214.
Blair, J G, Bindley Bg.
Blair Co, 7th av & New Grant.
Central Press Bureau, Wabash Bg.
Cochrane Adv Bureau, Oliver Bg.
Craft, A D, Agcy, Oliver Bg.
Downing, H S, & Co, Park Bg.
Ensign, F A, Agcy, Union Arcade.
Farar Adv Co, Empire Bg.
Foulk, R F, 296 4th av.
Hoyt, Martin L, Union Arcade Bg.
Huggins, U S, Hartes Bg.
Hulley, E B, Union Arcade Bg.
Hurley Agcy, Commonwealth Bg.
Ireland, Arthur E, 405 4th av.
Kaufman Adv Service, Jenkins Arcade Bg.
McShane Co, 332 S Highland av.
McClay's Adv Agcy, 642 Liberty av.
Nordhem, Ivan D, Co, Bessemer Bg (hdqrs N Y).
Penn Adv Co, 126 7th.
Phillips Co, 711 Penn av.
Power, Edw M, Jr, Oliver Bg.
Protzman, Geo F, Co, Union Bk Bg.
Rankin, W W, Co, Oliver Bg.
Rauh, Richard S, First Nat'l Bk Bg.
Russell, Wallace, Empire Bg.
Souders, Scott, Union Bk Bg.
Saville, Henry, Adv Co, 705 5th av.
Triangle Publicity Service, Fulton Bg.
Wright & Dorris, Oliver Bg.

READING.

Dampman, John, Agcy, Colonial Bg.

SCRANTON.

Morse Adv Co, Mears Bg.
Swisher Adv Co, Mears Bg.

WILKES-BARRE.

Sproul Adv Service, People's Bk Bg.

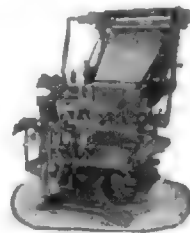
RHODE ISLAND.

PROVIDENCE.

Proffit-Larcher Corp, Journal Bg.
Stafford Agcy, 640 Grosvenor Bg.
SOUTH CAROLINA.

CLINTON.

Jacobs & Co., 10 East Carolina av.



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MEMPHIS.
Gilmore Agcy, Exchange Bg.
Orr, T V, Goodbar Bg.
Raidt & Gorov Adv Agcy, 109 Morgan.
NASHVILLE.
Adcraft Business Bldrs, Stahlman Bg.
American Adv Assn, 186 1/2 4th av.
Anderson Adv Agcy, 417 Church.
Collier, Baron G, Inc, Independent Life Bldg.
Drane, J W, 306 Union.
Independent Adv Co, Independent Life Bg.
Liftwich, Samuel, 215 6th av.
McEwen, W P, 21 L & C Bg.
Scott Adv Co, 201 1/2 Church.
Whitehead & Hoag Co, 214 6th av N.
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Gribben Beck Adv Agcy, Alexander Bg.
Gulf States Adv Agcy.
DALLAS.
Cates Adv Agcy, 1607 1/2 Main.
Chilton Adv Agcy, 1124 Busch Bg.
Collier, B G, Busch Bg.
Loring Adv Agcy, Busch Bg.
Fitzgerald Agcy, Busch Bg.
Lloyd, A L, Adv Co, 3111 Cabell.
McBlair, Geo, Co, S W Life Bg.
Southwestern Adv Co, Southwestern Life Bldg.
Wynne, F A, Adv Agcy, Box 89.
EL PASO.
Leonard, Volney B.
FORT WORTH.
Simmons, A C, Byers Block.
Texas Adv Co.
HOUSTON.
Ballard, O O, 507 Beatty Bg.
Byram Co, 1st Nat'l Bk Bg.
Gribben Beck Adv Agcy, Chronicle Bg.
UTAH.
OGDEN.
Ogden Adv Agcy, David Eccles Bg.
Smith, W J, David Eccles Bg.
Richards, L W, care A L Seoville Press.
Zuppann, W E, Adv Agcy, David Eccles Bldg.
SALT LAKE CITY.
Glade Efficiency Service, Boston Bg.
Gillham, L S, T Ben Meldrum Co, At-las Bg.
Hubbard-Shankey, 224 Atlas Block.
McAlister, Stevens, Wallace, Inc, Ness Bg.
Shankey, A, Agcy, Keith Emporium Bg.
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ROFPOLE.
Ayers, Allen, Adv Serv & Counsel, Paul Gale, Greenwood Bg.
Virginia Adv Service Co, Monticello Arcade.
RICHMOND.
Dapprich, R, American Nat'l Bk Bg.
Freeman Agcy, Mutual Bg.
Lindemann, S O, Corp, Mutual Bg.
Page, C W, Co., Amer Nat'l Bk Bg.
Staples & Staples, Mutual Bg.
WASHINGTON.
SEATTLE.
Altnow Adv Co, Central Bg.
Coast Service, Maritime Bg.
Ford Co, Times Bg.
Monson Adv Co, Arctic Bg.
Wood & Reber, Inc, 915 Henry Bg.
Woodman & Mahon Adv Service, New Times Bg.

THE KANSAS CITY STAR
MORNING—EVENING—SUNDAY
Each Issue
Over 200,000 Circulation

A Canvass of Homes

in one of the choicest residential sections of the City of Beautiful Homes—LOS ANGELES—showed the

LOS ANGELES EXAMINER

delivered to 35 out of 38 of them. A map of this section showing the assessed valuation of each home and its location will be sent on request.

This showing is typical of the way the largest Morning and Sunday Newspaper in the Southwest covers the good homes of its community.

Circulation—Homes—Influence are yours when you advertise in the



M. D. HUNTON
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Charich Adv Co, Equitable Bg.
SPOKANE.
Sverrson, Alfred H, Adv Agcy, Peyton Bldg.
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PARKERSBURG.
Smoot Agcy, Union Trust Bg.
WHEELING.
Moore, Harold, 11th and Chapline.
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MILWAUKEE.
Aultman & Locke, Inc, 224 2d.
Brown & Bigelow, Alhambra Bg.
Bergs, F, 25 Martin.
Burns, B K, Majestic Bg.
Hall Co, 707 Merrill Bg.
Hardy, H C, Herold Bg.
Heming, Harry H, 264 28th.
Johnston, R R, Merchants' & Mfrs' Bk Bldg.
Kissam, Geo., & Co, M & M Bk Bg.
Klau-von Pietersom-Dunlop, Inc, 131 2d.
Marsh, Geo H, 1st Nat'l Bk Bg.
Motion Adv Serv, Caswell Bg.
Northwestern Adv Co, Watkins Bg.
Nat'l Adv Co, Culby-Abbott Bg.
Reliance Adv Agcy, M & M Bk Bg.
Walters Co, Ry Exch Bg.
Weinbaum, N A, Motion Adv Service, Caswell Bldg.

LAKE MILLS.
Stickie, Geo S, Hoyt Bg.
BACINE.
Western Adv Agcy.
GREEN BAY.
Wisconsin Publicity Bureau, New House Bg.
HAWAII.
HONOLULU.
Frazier, Chas R, Co, Hawaiian Tr Bg.

CANADIAN.
The following firms and individuals are doing business in Canada as advertising agents, although not on the official list of the Canadian Press Association, Inc.:
BRITISH COLUMBIA.
VANCOUVER.
Callopy-Holland Adv Co, Ltd, 486 Hastings, W.
Carswell, Wm H, 203 N W Trust Bg.
VICTORIA.
Victoria Serv, Stobart-Pearse Bldg, Yates.
NEW BRUNSWICK.
SACKVILLE.
Tribune Adv Agcy.
ROTHESBAY.
Maritime Adv Agcy, Ltd.

NOVA SCOTIA.
HALIFAX.
Curry, Thos H, Roy Bg.
Wallace Agcy, 17 Roy Bg.
ONTARIO.
TORONTO.
McCann, H K, Co, Inc, 56 Church (hdqrs N Y).
Mason Agcy, 18 Toronto.
Sullivan, J, Findlay, Dominion Bk Bg.
QUEBEC.
MONTREAL.
Benison Service, 243 Beaver Hall Hill.
Cluxton, L G, 17 St John.
General Adv Agcy, 23 Craig W.
SASKATCHEWAN.
REGINA.
Western Agcy, 1006 McCallum Hill Bg.

HANFF-METZGER TO PLACE BIG MOVIE ADVERTISING.

Plans completed for the big national advertising campaign on Paramount and Artcraft Motion Pictures, noted in THE FOURTH ESTATE on September 15, show that it will be on a scale as extensive as that of some of the most widely nationally advertised commercial products.

Announcement was made this week by John C. Flinn, director of advertising and publicity for the Famous Players-Lasky Corporation, that he has completed arrangements with Hanff-Metzger, Inc., the New York advertising agency, for handling the account.

It is stated that the newspaper campaign will be carried into more than eighty cities and appear regularly throughout the year in more than three hundred of the leading newspapers. More than a dozen of the big national magazines will also carry the advertisements.

AN ALLEGANY MEETING.
The Allegany County (N. Y.) Publishers' Association met last week at Rushford, guests of Harlan H. Woods, editor of the Spectator. There was a round table discussion of job printing and advertising prices. A uniform rate was recommended.

Frank A. Crumb of the Alfred Sun is president of the association and Elmer E. Conrath of Cuba is secretary and treasurer.

TWELVE-PAGE MOVIE AD.
A twelve-page-section advertisement of the new Newark Theater carried by the Newark (N. J.) Star-Eagle is believed by J. J. Fiske, the newspaper's advertising manager, to be the biggest ad ever published by any newspaper for a single motion picture house. It appeared in the issue of September 22.

CHANGES LOCATION.
The Alliance (Neb.) News will move to Antioch.

TIMES PLAZA
THE CENTER OF BROOKLYN
The Federal Authorities have recognized Times Plaza as the business center of Brooklyn by renaming Post Office Station L "TIMES PLAZA STATION."

FROM THIS CENTER
THE
BROOKLYN DAILY TIMES
REACHES ALL OF BROOKLYN AND LONG ISLAND.

FOREIGN ADVERTISING AGENCIES.

COMPLETE LIST REVISED TO DATE AND COVERING THE ENTIRE WORLD OUTSIDE OF NORTH AMERICA.

Every possible effort has been made by THE FOURTH ESTATE to make this list perfect, but it is hoped readers will allow for the constant changes being brought about by the war and understand that changes may have occurred since our latest advices from Europe. *The British and French lists are absolutely up-to-date.*

In the addresses below the word "street" is omitted. Where the plain name appears—as Fleet, Eastcheap, King William, etc.—it refers to a street, and should be inserted in correspondence.

ENGLAND.

LONDON.

Abbott, W., Ltd., 28 Eastcheap, E. C.
 Abrahams, A. E., Ltd., 78 Romford rd., E.
 Adcraft Studio, Thanet House, Temple Bar, W. C.
 Agency Havas, 118 Cheapside, E. C.
 Aldridge, Fred., 26 Paternoster Row, E. C.
 Algar, F., 11 Clement's Lane, E. C.
 Alliance Ad. Agency, 98-94 Chancery Lane, W. C.
 Anderson, Robt., & Co., 14 King William W. C.
 Andrews & Co., Byron House, 86 Fleet, E. C.
 Anglo-American Ad Co., 29 Essex, W. C.
 Anglo-Continental Agency, 30 Charing Cross rd., W. C.
 Apex Press, Ltd., 30 Sicilian House, Southampton Row, W.
 Associated Adv. Co., Donington House, 30 Norfolk, W. C.
 Barker, Charles, Sons, White Lion Court, Cornhill, E. C.
 Barker, J., 3 Castle Court, Birchin Lane, E. C.
 Bates, A., & Co., 184 Fleet, E. C.
 Baxter & Son, 29 Paternoster Row, E. C.
 Bench, T. C., Graham House, Tudor, E. C.
 Benn & Cronin, Ltd., 11 Borough High London Bridge.
 Benson, S. H., Ltd., Kingsway Hall, Kingsway.
 Black's Ad Agency, 51 New Oxford, W.
 Brindley, T. M., 6 Ludgate Circus.
 Brockie, Haslam & Co., 23-6 Fleet, E. C.
 Broughton, E. J., 6 Racquet Court, Fleet, E. C.
 Browne, C. A. G., 170 Fleet, E. C.
 Browne, Thomas, & Co., 7 Chichester Rents, Chancery Lane, W. C.
 Browne, T. B., Ltd., 143 Queen Victoria, E. C.
 Burton, P. C., 34 Norfolk, Strand, W. C.
 Carlton Auxiliary, Carlton House, Great Queen, W. C.
 Canton Ad Agency, Chun House, Surrey, Strand, W. C.
 Central News, Ltd., & New Bridge, Ludgate Circus, E. C.
 China Publicity Bureau, 42 Great Russell, W.
 Clarkson, A. H., Ltd., 119 Fleet, E. C.
 Clark, Samson & Co., Ltd., 40 Great Portland, W.
 Clarke, Son & Platt, Ltd., 317 High Holborn, W. C.
 Clayton, Chas. D., Ltd., 52 Shaftesbury av. W.
 Cleaver & Co., 68 St. Martin's Lane, W. C.
 Colman, Thomas, & Co., Granville House, Arundel, Strand, W. C.
 Courtenay, J. W., Ltd., Amberley House, Norfolk, Strand.
 Cowie & Co., 17 Gresham, E. C.
 Crawford, W. S., Ltd., Craven House, Kingsway, W. C.
 Cromley & Co., 57A Coleman, E. C.
 Cutting & Underwood, Ltd., 10 Norfolk, W. C.
 Dale, Reynolds & Co., Ltd., 46 Cannon, E. C.
 Davis & Co., 23 Finch Lane, Cornhill, E. C.
 Davis, S., & Co., 30-31 St. Swithin's Lane, E. C.
 Dawson, Wm., & Sons, Ltd., Cannon House, Bream's Bgs, E. C.
 Deacon, Samuel, & Co., 7 Leadenhall, E. C.
 De Lara, M. H., 48-2 Chancery Lane, W. C.
 De Maid, W. H., 24 Paternoster Row, E. C.
 De Rook, Johnson & Co., Wellesley rd., Querna Crescent, N. W.
 Derrick, Paul E., Ad Agency, 34 Norfolk, Strand, W. C.
 Dixon, Thomas, 103 Oxford, W.
 Dorland Agency, Ltd., 16 Regent, S. W.
 Elliott (Stanley) Ad Agency, 83-85 Farringdon, E. C.
 Erwood, W. L., Ltd., 30-32 Fleet, E. C.
 Evans, Robt., & Co., Sardinia House, Kingsway, W. C.
 Exchange Telegraph Co., 17 Cornhill, E. C.
 Express Publicity Co., Egypt House, New Broad, E. C.
 Eyre, John, & Son, Finsbury Pavement House, E. C.
 Far Eastern Ad Agency, Ltd., Craven House, Kingsway, W. C.
 Felton's Ad Agency, Ltd., 35 Church Shaftesbury av.
 Francis, C. J., & Co., 181 Fleet, E. C.
 Fisher, Eden, & Co., 95 Fenchurch, E. C.
 Fraser's Ad Agency, 51 Great Queen, W. C.
 Freeman Bros., 9 Fleet, E. C.
 Fortin, J., Agency, 281-3 Strand, W. C.
 Free & Howard, Ltd., 30-32 Ludgate Hill, E. C.
 Freer & Young, Ltd., Hampden House, Kingsway, W. C.

Gale & Polden, Ltd., 2 Amen Corner, Paternoster Row, E. C.
 Gibbs, Smith & Co., 10 High Holborn, W. C.
 Giles, 146 Fleet, E. C.
 Glendinning & Co., 90 Cannon, E. C.
 Godbold, E. H., Roseberry House, 8 Breams Bgs, Chancery Lane.
 Goldsmith, Walter, & Co., 48 New Oxford, W. C.
 Gordon's Ad Agency, 3 Adelphi Terrace, Strand, W. C.
 Gordon & Goch, 15 St. Bride, E. C.
 Goring, J. H., Graham House, Tudor, E. C.
 Gould & Co., 11 Henrietta, W. C.
 Gould & Portmans, Ltd., 54 New Oxford, W.
 Grant's Press Agency, 10 Drapers Gardens, E. C.
 Green, Henry, 120 Chancery Lane, E. C.
 Greenly Ad Service, 37-38 Strand, London, W. C.
 Griffiths & Millington, Ltd., 22 Wellington, Strand, W. C.
 Gumachius, Ltd., 11 Arundel, Strand, W. C.
 Haddon, John, & Co., 10 Salisbury, Salisbury sq., E. C.
 Hannaford & Goodman, Ltd., 57-59 Ludgate Hill, E. C.
 Hargreaves, Ltd., 18 Victoria, E. C.
 Hardy, Roy (Advertisers' Service Bureau), 14 Woodstock, Oxford, W.
 Harman Ad Co., Ltd., 170 Strand, W. C.
 Harper, Peter, 20 New Bridge, E. C.
 Harrison & Sons, 45-47 St. Martin's Lane, W. C.
 Hart's Ad Office, Maltravers House, 6 Arundel, W. C.
 Harvey Bros., 171 Queen Victoria, E. C.
 Hazell, Watson & Viney, Ltd., 52 Long Acre, W. C.
 Higham, Chas. F., Ltd., Imperial House, Kingsway, W. C.
 Hill, Walter, & Co., Ltd., 67 Southampton Row, W. C.
 Holman, Laurence Adv. Serv., Kingsway House, Kingsway, W. C.
 Hooper & Batty, Ltd., 15 Wallbrook, Mansion House, E. C.
 Hopton, Hadley, 180 Fleet st., E. C.
 Horncastle's, Ltd., 61 Cheapside, E. C.
 Hutchings & Mills, Ltd., 181A Strand, W. C.
 Hyams, Arthur, 10 Essex, W. C.
 Jarvis, Lemuel James, 13 Norfolk st., Strand, W. C.
 Judd, Walter, Ltd., 97 Gresham, E. C.
 Keats Ad Agency, 29 Halton rd., N.
 Kelly, George, & Co., 24 Tophill, S. W.
 Keymer, D. J., & Co., 5 Whitefriars, E. C.
 Keymer, Wm. J., & Co., 80 Fenchurch E. C.
 King, J., & Co., 44 St. Martin's Lane, W. C.
 King, J. G., & Son, 10 Bolt court, Fleet, E. C.
 Knight, R. A., & Co., 48 Watling, E. C.
 Langley & Sons, Ltd., Euston Bgs., N. W.
 Laughton & Co., Ltd., 3 Wellington, Strand, W. C.
 Layton, C. E., 66 Farringdon, E. C.
 Leathwait & Simmons, & Birchin Lane, E. C.
 Life, John H., Ltd., 4 Ludgate Circus, E. C.
 London Ad Co., 81 & 81A Rosebery av., E. C.
 London & Suburban Ad Co., Wardour st., (Dancey Yard), W. C.
 London & Provincial Ad Agency, Ltd., 4 Oxford, W.
 London Press Exchange, 15 Strand, W. C.
 Longman Agency, 42 Ludgate Hill, E. C.
 MacDuff & Co., Ltd., 10 Norfolk, W. C.
 Manifold, Mason & Co., 14 Cockspur, S. W.
 Mason, Frank, & Co., Ltd., Maxwell House, 11 Arundel, W. C.
 Mather & Crowther, Ltd., 10-13 New Bridge st., E. C.
 Matthews, Alex., & Co., 98-94 Chancery Lane, E. C.
 May, J. E., 48 Fleet st., E. C.
 Melrose, C., 1 Mitre Court, E. C.
 Metcham & Sons, Abbey Bgs, Princess st., Westminster; 33 Clement's Lane, Lombard, E. C.
 Miall, George C., 64 Fleet, E. C.
 Milton Ad Agency, Ltd., 30-38 Southampton, Strand.
 Mitchell, C., & Co., Ltd., Mitchell House, 1 & 2 Snow Hill, E. C.
 Morrison, J. K., 30-32 Ludgate Hill, E. C.
 Morris & Co., 16 St. James Park, Croydon.
 Muller, Blatchly & Co., Ltd., 84 Victoria, E. C.
 Nelson, C. E., 19 Laurence Poultny Lane, E. C.
 Neyroud & Sons, Ltd., Regent House, Kingsway, W. C.

Notting, W. H., & A., 18 Newington Causeway, S. E.
 Osborne-Peacock Co., Ltd., 24 Holborn, E. C.
 Page-Davis Ad Agency, 131 Oxford, W.
 Perry & Co., Pinner's Hall, Austin Friars, E. C.
 Partington Ad Co., Victoria Embankment, E. C.
 Pool, Chas., & Co., Ltd., 90-92 Fleet, E. C.
 Potter, Frederick E., Ltd., Koh-i-noor House, Kingsway, W. C.
 Pratt & Co., Ltd., 9 Essex, Strand, W. C.
 Press & Artistic Agency, Ltd., Chichester Bg., Chancery Lane, W. C.
 Publicity, Ltd., 28 Mark Lane, E. C.
 Purbrook & Eyres, 86 Old, E. C.
 Radford, George, 13 York Bg., Adelphi, Strand.
 Ratcliffe, Dunbar & Co., 38 Gracechurch, E. C.
 Rees, H. Powell, Ltd., 96 Fetter Lane, E. C.
 Reid, E. J., & Co., 49-50 Watling, E. C.
 Reliable Adv. & Addressing Agency, Bucknall st., New Oxford, W. C.
 Reuter's Ad Agency, 35 Old Jewry, E. C.
 Reynell & Son, 44 Chancery Lane, W. C.
 Robinson, F. W., 28 Shoe Lane, E. C.
 Rogers, L. V., & Co., 353 Strand, W. C.
 Russian Adv. Agency, Ltd., 350 Strand, W. C.
 Seward, Baker & Co., 27 Chancery Lane, E. C.
 Sears, F. W., 66 Chandos, W. C.
 Scriven, H. W., 66 Ludgate Hill.
 Seaward Business & Ad Consultancy, H. R. Craven House, Kingsway, W. C.
 Sella, Ltd., 166-168 Fleet, E. C.
 Sharland & Co., Eldon st., House, E. C.
 Sharrow & Thatchers, 124 Holborn, E. C.
 Shelley, G. H., 38 King William, W. C.
 Skinner, Walter R., 18 Clement's Lane, E. C.
 Smartad Service, 2-3 Ave Maria Lane, E. C.
 Smith, Dunne & Moore, Caxton House, Westminster, S. W.
 Smith, James, Ltd., 61 Moorgate, E. C.
 Smith, R. Frost, & Co., 65 Finsbury Pavement, E. C.
 Smith, W. H. & Son, 95 Fetter Lane, E. C.
 Smith's Ad Agency, Ltd., 100 Fleet, E. C.
 Soltman, W. R., 64 Chancery Lane, E. C.
 South American Ad & Gen'l Agency, 512 Imperial House, Kingsway, W. C.
 Southcombe Aw Agency, W. J., 167 Strand, W. C.
 Spiers' Service, 44 Fleet, E. C.
 Spiers & Pond, Ltd., 35 New Bridge.
 Spottiswoode, Dixon & Hunting, Ltd., Kingsway Hall, Kingsway, W. C.
 Spriggs Ad Agency, 21 Paternoster sq., E. C.
 Steele's Ad Service, Norfolk House, Norfolk, Strand.
 Street, G., & Co., Ltd., 30 Cornhill, E. C.; 5 Searle, W. C.
 Taylor, Chas. & Co., 30 Fleet, E. C.
 Telenews (1914), Ltd., 6 Broad st. pl., E. C.
 Throver, S., 30 Imperial Bgs, Ludgate Circus, E. C.
 Truscott, J., & Sons, Ltd., Suffolk Lane, E. C.
 Van, Alex., Ltd., 31 Craven, Strand, W. C.
 Vernon, C., & Sons, Ltd., 118-19 Newgate, E. C.
 Vickers, J. W., & Co., 5 Nichols Lane, E. C.
 Walker, C. J., 94 Coleman, E. C.
 Walker's Ad Agency, 7 Union Court, E. C.
 Walsh & Storr, Temple Chambers, E. C.
 Watkins & Osmond, 2 Creed Lane, E. C.
 Watson, R., 6 Bouverie, E. C.
 Weiner, J., Bank Bgs, Kingsway, W. C.
 Westend Ad Agency, Ltd., 193-195 Oxford, W. C.
 White, R. P., & Son, 33 Fleet, E. C.
 Wilkes, Jeffrey & Co., 29 Ludgate Hill, E. C.
 Willing & Co., 363-364 Gray's Inn rd., W. C.
 Willing, Jas. Jr., Ltd., 126 Strand, W. C.
 Willmore, J. & Co., 1-3 Chiswell, Finsbury.
 Wills, Ltd., Lincoln House, Holborn, W. C.
 Wilson, A. J., & Co., Ltd., 164 Clerkenwell rd., E. C.
 Wilson, Fred., 101 Hatton Garden, E. C.
 Wynn & Wynn, 44 Theobald's rd., Gray's Inn, W. C.

BRISTOL.
 Blackford & Co., Ltd., 29 Queen sq.
 Bristol Free Press & Adv. Co., Ltd., 30 Baldwin.
 Davies, W. W., Broad St Chambers, Broad.
 Jones Brothers, 44 Queen's rd., Clifton.
 Mountevens, F. G., 1 Bristol Chambers, Nicholas st.
 Partridge & Love, Ltd., Broadmead.
 Pole, Wm., & Co., 10 Clare.
 Warne, Pringley & Warne, 80 Baldwin.

COVENTRY.
 H. P. Adv. Service, 84 W. Orchard.
 Mills & Co., 34 Earl.

HALIFAX.
 Kexo Co., 6 Central.

HOVE.
 King, Henry, & Co., 94 Church rd.

LIVERPOOL.
 Goddard, Walker & Brown, Ltd., Scale Lane.
 Morrison's Ad Agency, 74 Lowgate.

LEEDS.
 Ensely, J. H., 99 Hill Top Mount.
 Jackson's Ad Agency, 48A Briggate.
 Leeds Ad Co., Ltd., 18 Park Row.
 Morrison, H. C., Bishopgate.
 Sella, Ltd., Prudential Bg.
 West Riding A. B. C. Pub. Co., Ltd., 10 New Station.

LEICESTER.
 Winton Caven Co., Ltd., 30 Halford.

LIVERPOOL.
 Bale, Stewart, 53 Lord.
 Birchall, Chas., Ltd., 17 James.
 General Ad Agency, Castle st.
 Lee & Nightingale, 15 N. John.
 Littlebury Bros., 3 Crosshall.
 Liverpool Publicity Co., 16 Lord.
 Mason, Frank, & Co., Ltd., Mersey Rail way Bgs, 18 James.
 Meredith, Mark, 67 Dale.
 Kendall's Ad Agency, Walker's Bgs, 49 Whitechapel.
 Smith, Geo. J., & Co., 61 Lord.
 Vernon, C., & Sons, Ltd., 56-58 South Castle.

MANCHESTER.
 Ashburner, H. S. & J. A., 10 Piccadilly.
 Brown, T. B., Ltd., 71 Market.
 Collins, James, & Co., Ltd., 4 Southgate.
 Commercial Ad Service, Ltd., Trevelyan Bgs, Corporation st.
 Cowley & Co., Ltd., 11 Chapel Walks.
 Haddon, John, & Co.
 Heywood, John, Ltd., Deansgate.
 Hobson, Charles W., 24 Market pl.
 Kershaw, Thos., Ltd., 36 Fairfield.
 Littlebury Bros., Guardian Chambers Blackfriars st.
 Newby-Cheney Ad Service, 92 Market.
 Osborne-Peacock Co., Ltd., County Bgs, Cannon.
 Pratt & Co., Ltd., 57 Market.
 Sabin, Wm. E., 35 Arcade Chambers, St. Mary's Gate.
 Sella, Ltd., 93 Market.
 Universal Ad Co., Ltd., 2 John Dalton.
 Varney, John, & Co., 33 King.

MIDDLESBOROUGH.
 Kidd, Ernest W., 71 Albert rd.

NEWCASTLE.
 Gray, Thos., & Co., 14 W. Clayton.
 Northern Press Agency, Emerson Bg.
 Reid, Andrew, & Co., Ltd., Alkenaside Hill.

NORWICH.
 Hird, B. Whitworth, Ltd., 18 Colgate.
 Vince, H. J., 25 Exchange.

NOTTINGHAM.
 Holdsworth, E. Arthur, 11 Percival rd.

PICKERING.
 Boaks & Sons, Market pl., Printing Works.

PLYMOUTH.
 Butcher's Ad Agency, 18 Frankfort.

ONE HUNDRED
 DAILY NEWSPAPERS
 NOW USE THE
THOMPSON
 TYPECASTER
 Complete Non-Distribution System—
 Type, Leads, Slugs.
 Costs \$500 less than any other
 and does more.

Thompson TYPE MACHINING CO.
 223 West Erie Street 38 Park Row
 CHICAGO NEW YORK

PRESTON.

North of Eng. Ad Co., 5 Victoria Chambers.
READING.

Grantham, A. H., & Co., Valpy.

SHEFFIELD.

Mays, C. A., 1 Springview rd, Crookesmoor.

SOUTHPORT.

Blosson, Wm, 85 Leyland rd.
Lif. W. Post Office.

SPILSBY.

Banks & Son, Market pl.

STOCKPORT.

Holdsforth, E. Arthur, 303 Wellington rd. N.

YORK.

Williamson's Agency, 32 Concy.

WALES.

Mason, Frank, & Co., Ltd, Western Mail Chambers, St. Mary st.

CONWAY.

North Wales Agency, Silver Chambers.

SCOTLAND.

Paterson's Ad Agency, 48 Mill.

DUNDEE.

Wilson Ad Co., Ltd, 84 Commercial rd.

DUPPERLINE.

Paterson's Ad Agency, 3 Abbey Park pl.

EDINBURGH.

Keith & Co., 43 George.
Robertson & Scott, 31 Hanover.

Simons, Fred, 3 Saint David, N.
Slaughter & Co., 25 North Bridge.

Northern Adv Agency, 59 George.

GLASGOW.

Brown, R. G., 166 Buchanan.
Browning, John, & Co., Ltd, 12 Bal-

mural Crescent, Crosshill.

Dalroas, Ltd, 83 Mitchell.

Duke, J. Stirling, 12 Waterloo.

Freer & Howard, Ltd, 38 Bath.

Glasgow Agency, 80 Renfield.

Gray, Thos. & Co., 97 Bishop, Port Dundas.

Howat Complete Ad Service, 113 Bath.

MacDuff & Co., Ltd, 94 Hope.

Macrae, Paul, 98 Hope.

M. Murrie, John, 11 Bothwell.

Mitchell's Agency, 116 Vincent.

Menzies, P. A., 64 Gordon.

Munro, Henry, 38 Bath.

No. British Ad Co., Ltd, 87 Union.

Osborne, Peacock, Ltd, 83 Gordon.

Porteous, W., & Co., 15 S. Exchange pl.

Rees, H. Powell, Ltd, 65 Renfield.

Seringhouse, John, 13 St. Vincent pl.

Sells, Ltd, 64 Gordon.

Sharp, A. F., & Co., 14 Royal Exchange sq.

Slaughter & Co., Dundas.

Watson, Chas. P., 33 Renfield.

Wilson Ad Co., Ltd, 82 Jamaica.

AYR.

Browning, John, & Co., Ltd, 60 Carrick st, New Pavilion Bg.

IRELAND.

BELFAST.

Burton, P. C., & Co., Ltd, Kingscourt, Wellington pl.

DUBLIN.

Eason & Son, Ltd, 174 Great Brunswick.

Kenny's Ad Agency, 65 Middle Abbey.

O'Keefe, F. B., 10 D'Olier.

Parker, C. A., 43 Dawson.

Wilson, Hartnell & Co., Commercial Bgs.

FRANCE.

PARIS.

Agence Havas, 3 Place de la Bourse.

Agence Parisienne de Publicite, 10 Rue Drouot.

Agence Par, 23 Rue St. George's.

Arrance, Jacques W., 48 Rue de Caumartin.

Berthiaume, Eugene, 6 Rue du Rocher.

Birch, Theodore, 46 Rue St. Placide.

Blondel, La Rougery, 7 Rue Saint-Lazare.

Bonard, Maurice, 8 Rue Lallier.

Browne, T. B., Ltd, 34 Rue de Louvre.

Chambre Syndicale de la Publicite, 15 Rue du Faubourg.

Montmartre (This is really what would be termed in London or America an association of advertising men).

Compagnie Generale de Publicite Parisienne (Regie du Matin), 10 Boulevard Poissoniere.

Courier, 19 Rue du Rocher.

Danvers, Adrien, 42 Rue Rochechouart.

Dauriac et Dupon, 17 Bld des Batignolles.

Depas, Edmond, 189 Rue Legendre.

Dergout, 15 Quai Voltaire.

Dorland Agency, 31 Bis, Rue du Faubourg, Montmartre.

Echo de Paris-Publicite (Regie de l'Echo de Paris), 20 Rue Lepelletier.

Ferrand, 28 Rue Guddo-de-Mauroy.

Flachon, Rene, 25 Bld Poissoniere.

Fortin, 3 Rue Geoffroy-Marie.
Fortin, Jules & Co., 3 Rue Geoffroy-Marie.

Franco-English Commercial Agency, 3 Place de la Bourse.

Hemet, 6 Rue Grange Bateliere.

Hopton, Hadley, Blvd Hausmann.

Huguet de Pallissaux et Cie (Journaux Illustres), 11 Boulevard des Italiens.

Huret, 26 Rue Saulnier.

Jones, John F., & Co., Societe Europeenne de Publicite.

Journal Publicite (Regie du Journal), 11 Boulevard des Italiens.

Lange, Geo., Societe Europeenne de Publicite.

Levrance & Cerf, 3 Place de la Bourse.

Letellier d'Aufrennes, 6 Rue Favart.

Levy, Lucien, 31 Rue d'Amsterdam.

Maillard, 5 Rue du Havre.

Moderne Publicite, 3 Rue du Havre.

Office D'Annonces (Regie du Petit Parisien), 29 Boulevard des Italiens.

Office de Publicite (Metropolitain), 9 Place de la Bourse.

Paris-Centralisation, 41 Bld Hausmann.

de Plas et Alexandre, 7 Rue Clauzel.

Robin, Louis, 60 Rue de la Rochefoucauld.

Rousselle, 32 Rue de la Victoire.

Societe Europeenne de Publicite, Anciennes Maisons John-Jones Mery et Geo. Lange, 10 Rue de la Victoire.

Societe Generale des Annonces, Capital Vingt millions de frs Journaux de Paris et Province, 5 Place de la Bourse.

Societe de Publicite, 6 Place de la Bourse.

Syndicate Central de Publicite, 8 Place de la Bourse.

Wolfsohn, Paul, 5 Rue St. Vincent-de-Paul.

PROVINCE.

BORDEAUX, MARSEILLE, NICE, NANTES, LYONS.—Agence Havas.

GERMANY.

BERLIN.

Daube & Co., Leipziger str. 31-33, W.

Export Agency of Chicago.

Haasenstain & Vogler, Wasserthor str. 50, S. 42.

Moase, Rudolf, S. W., Jerusalem Strasse, 46-49.

BRELAU, CHEMIZE, COLOGNE—Haasenstain & Vogler (hdqrs. Berlin).

CREFIELD.

Haasenstain & Vogler.

Hopton, Hadley, 119 Hoch str.

DRESDEN, FRANKFURT, FREIBURG, HALB—Haasenstain & Vogler (hdqrs. Berlin).

HAMBURG.

Haasenstain & Vogler.

Moss, Rudolf.

HANNOVER, KARLSRUHE, KASSEL, LUDWIG, MANNHEIM, MUNICH, NEUBURG, NUREMBERG, KOBLENZ, LEIPZIG, STRASSBURG, STUTTGART—Haasenstain & Vogler (hdqrs. Berlin).

SWEDEN.

STOCKHOLM, GOTHENBURG, MALMO—Aktiebolaget S. Gumaeli Anonsbyr.

DENMARK.

COPENHAGEN.

Wolff, Aug. L., & Co.

HOLLAND.

AMSTERDAM.

Hopton, Hadley, 23 Heerenracht.

Nunes, Max E., Central Ad Bureau, N. Z., Voorburgwal, 230-232.

Netherlands-India Publicity Bureau, N. Z., Voorburgwal, 234.

Van Win, S., Broenburgwal, 15.

Societe Europeenne de Publicite.

BELGIUM.

BRUSSELS.

Decerf, Louis, Agence Generale de Publicite, Blvd Anspach, 159.

Dorland Agency, 3 Regent.

General Agency, 40-42 Blvd du Nord.

Hopton, Hadley, 48 Ave Albert.

Lebegue, J., & Cie, 46 Rue de la Madeleine.

Sanders, Louis, & Marcel Spinette, 10 Rue du Tyrol.

CHARLEBOI.

Sanders, Louis, & Marcel Spinette, 10 Rue de Marchienne.

PORTUGAL.

PORTO.

Raul de Caldevilla & Cia-R, 31 de Janeiro 105.

SPAIN.

Neyroud & Sons, Ltd, (office London, Regent House, Kingsway, W. C.)

BARCELONA.

Haasenstain & Vogler.

SWITZERLAND.

Neyroud & Sons, Ltd, (Office London, Regent House, Kingsway, W. C.)

BASEL, BRUNN, BURGDOFF, CHAUX-DE-FONDS, CHUR—Haasenstain & Vogler (hdqrs. Berlin).

FRENCH SWITZERLAND.

Franco-English Commercial Agency, office in France, 3 Place Nigier, Lyon.

GENEVA, GLARUS, LAUSANNE—Haasenstain & Vogler (hdqrs. Berlin).

LUGANO.

Haasenstain & Vogler (hdqrs. Berlin).

Tintner's, Gustavus, Agency.

LUCERNE, MONTREUX, PORTERTRUY, SOLOTHURN, ST. GALL, ST. IMIER, ZURICH—Haasenstain & Vogler (hdqrs. Berlin).

ITALY.

Dorland Agency, office in London, 16 Regent, S. W.

Franco-English Commercial Agency, office in France, 3 Place Nigier, Lyon.

Neyroud & Sons, Ltd, (Office London, Regent House, Kingsway, W. C.)

Regent House, Kingsway, W. C.

BOLOGNE, FLORENCE, GENOA, MILAN, NAPLES, PATERNO—Haasenstain & Vogler (hdqrs. Berlin).

ROME.

Dorland Agency.

Haasenstain & Vogler (hdqrs. Berlin).

RUSSIA, VIENNA—Haasenstain & Vogler (hdqrs. Berlin).

AUSTRIA HUNGARY.

BUDAPEST, INNSBRUCK, PRAGUE, BRICHENBERG, VIENNA—Haasenstain & Vogler (hdqrs. Berlin).

TURKEY.

CONSTANTINOPLE.

Haasenstain & Vogler (hdqrs. Berlin).

RUSSIA.

Neyroud, Ltd, (office in London, Regent House, Kingsway, W. C.)

Russian Ad Agency, Ltd, office in London, 359 Strand, W. C.

WARSAW.

Haasenstain & Vogler.

PETROGRAD.

Markowsky, D. J., Adv Agency, Neskzy, 11.

INDIA.

Keymer, D. J., & Co., Ltd, offices in London, 3 Whitefriars, Fleet.

Keymer, W. J., & Co., office in London, 80 Fenchurch, E. C.

Wheeler, H. A., & Co. (office in London, 119 Temple Chambers, Temple av., E. C.)

CALCUTTA.

Alliance Ad Aarn, Ltd, of London, England.

Griffiths Ad Agency, of London, England.

CHINA.

SHANGHAI.

China Publicity Co., 21 Pouchow rd; office also in London.

Far Eastern Ad Agency, Ltd; office in London, Craven House, Kingsway, W. C.

Harvey's Ad & Billposting Co., 11A Nan-king rd.

PEKING.

Far Eastern Ad Agency, Ltd; office in London, Craven House, Kingsway, W. C.

SIAM.

BANGKOK.

Far Eastern Ad Agency, Ltd; office in London, Craven House, Kingsway, W. C.

FEDERATED MALAY STATES.

IPON, KUALA LUMPUR, PENANG, SINGAPORE—Far Eastern Ad Agency, Ltd (hdqrs. London, Craven House, Kingsway, W. C.)

JAPAN.

KOBE, TOKYO, YOKOHAMA—Far Eastern Ad Agency, Ltd (hdqrs. London, Craven House, Kingsway, W. C.)

AFRICA.

MOROCCO.

British Commercial Agency for Morocco; office in London, 134 Cannon, E. C.

EGYPT.

Express Publicity Co.; office in London, Egypt House, New Broad, E. C.

Societe Orientale de Publicite; office in London, Regent House, Kingsway, W. C.

SOUTH AFRICA.

Carlton Service, Ltd, Cape Town.

Direct Ad. Co., Cape Town.

Haddon, John, & Co., Cape Town.

South African Ad. Contractors, Ltd, Whitehall, Cape Town.

London Newspaper Service, Kimberly.

AUSTRALIA.

MELBOURNE.

Gordon & Gutch, Ltd., 124 Queen.

Walker & Welford, 46 Market.

SYDNEY.

Haddon, John, & Co., 22a George.

Burke, Walter, Challin House, Moore.

Cowdry, H., 24 Moore.

Gordon & Gutch, Pitt.

Miller Adv Co., Dixon Bg, Pitt.

Myer Bros, Dakin House, George.
Smythe, Arthur, & Sons, Jamieson.
Weston Co, Chamber of Commerce Bg, George.

White, A. N. 316 George.

NEW ZEALAND.

DUNEDIN.

Bailey & Milburn, 17 New Zealand Express Co. Bg.

Wright, J. Inglis, Stoke Bgs, Princess st.

WELLINGTON.

Goldberg's Agency, Customhouse Quay, Wellington, North Island.

Haines, Chas. Adv Agency, Dalgety's Bg.

Hott, J., Ltd, 84 Jervois Quay, 2, 4, 6, 8 Harris.

SOUTH AMERICA.

ARGENTINE.

Black, H. J., & Co., Avenida de Mayo, 760 Buenos Aires.

Export Agency of Chicago, Buenos Aires.

Haddon, John, & Co., Buenos Aires.

South American Ad & Gen'l Agency, Buenos Aires.

BRAZIL.

Export Agency of Chicago.

So. American Ad & Gen'l Agency, Rio de Janeiro.

CUBA.

HAVANA.

Beers Agency (hdqrs. N. Y.), 9% O'Reilly.

Export Agency of Chicago.

BOSTON POST CHANGES.

Edward F. Brady, Jr., and Halliday Weatherspoon have joined

THE A.A.A.A. PLANS CLOSER CO-OPERATION.

JAMES O'SHAUGHNESSY IS APPOINTED EXECUTIVE SECRETARY—SAWIN AND CRITCHFIELD GET OFFICES.

The members of the American Association of Advertising Agents held an important meeting at the Hotel Statler, Cleveland, on September 25, with President W. H. Johns of the George Batten Company, N. Y., presiding.

Amendments were made to the constitution and the constitution of the local councils that were devised to



MAJOR E. E. CRITCHFIELD.

A.A.A.A. Representative to A.A.C.W. insure maximum effectiveness and cooperation between them and the national organization.

Nine committee chairmen were appointed by President Johns and ratified by the board of directors for the development of agency service, agency assistance, mechanical production and to cooperate with publishers of newspapers, magazines, farm papers and outdoor mediums. For the present their names have not been given out.

James O'Shaughnessy of Chicago was elected executive secretary of the A.A.A.A. and Jesse F. Matteson, president of the Gundlach Agency, Chicago, was elected a director in M. Shaughnessy's place.

Frank Sawin of the Taylor-Critchfield-Clague Agency, Chicago, was nominated to succeed Stanley Clague as a member of the board of directors of the Audit Bureau of Circulations.

Major E. E. Critchfield was elected representative of the A.A.A.A. with the Associated Advertising Clubs of the World to succeed Stanley Clague.

The next meeting of the executive board will be held in Cleveland in January.

The officers of the A.A.A.A. now are:

President, W. H. Johns of the George Batten Company, New York;

vice-president, Paul E. Faust of Mallory, Mitchell & Faust, Chicago; secretary, Harry Dwight Smith of Fuller & Smith, Cleveland; treasurer, Walter R. Hine of Frank Seaman, Inc., New York.

Directors—H. H. Charles, New York; Stanley Resor of the J. Walter Thompson Company, New York; Major E. E. Critchfield of the Taylor-Critchfield-Clague Company, Chicago; O. H. Blackman of the Blackman-Ross Company, New York; Jesse F. Matteson of the Gundlach Agency, Chicago; St. Elmo Massengale, Atlanta; J. H. Cross, Philadel-



JAMES O'SHAUGHNESSY.

Executive Secretary A.A.A.A.

phia; J. W. Barber, Boston; M. P. Gould, New York; William H. Rankin, Chicago; and W. C. D'Arcy of St. Louis.

The executive secretary is James O'Shaughnessy, Chicago.

Officers of the association have declined for the present to make public any of the details of the meeting, such as the make-up of the new committees on cooperation, their methods, etc.

MONTANA MEETING.

The Montana Press Association will hold its annual meeting in Missoula on October 3, 4, and 5 at the Elks' Temple. J. A. Gilluly is president.

Two features of the meet will be the unveiling of the Mullan monument at Bonner, October 4, and the dedication of the gold discovery monument at Gold Creek, October 5. The newspapermen will attend both ceremonies.

NEWS OF THE AD AGENCIES.

E. E. Wagner, well known in Cleveland advertising circles, has been made vice-president and general manager of the William D. McKinnin Advertising Agency in Cleveland.

Mr. Wagner has spent five years in Cleveland in the editorial departments of local papers, as publicity manager for the F. B. Stearns Automobile Co. and as advertising manager for the East Ohio Gas Company. He has opened offices at 262-63-64 Hippodrome Annex.

The American Sports Publishing Company, Inc., has moved from 21 Warren street, New York, to 45 Rose street, New York.

Medley Seovil, Inc., New York, has been recognized by the American Newspaper Publishers' Association.

The Michigan Want Ad Agency of Charlotte, Mich., is reported to have discontinued business.

Roy Dewey, former advertising manager for the Kohler Company, Kohler, Wis., is now in the service department of the William H. Rankin Company, Chicago.

Fred H. Gillespie, formerly with the Sales Service Company, has become a member of the service department of Erwin & Wasey, Chicago.

Arthur C. Rogers, advertising agent, is the twenty-third member of the Cleveland Advertising Club to enter national service.

Lewis B. Ely, newspaper man and author, has joined the staff of the W. C. D'Arcy Advertising Company, St. Louis. For five years Mr. Ely was leading editorial writer for the St. Louis Republic and for eight years he wrote editorials and was associate editor for the St. Louis Post-Dispatch.

Commenting on his entrance into the advertising agency field, Mr. Ely said:

"In graduating from journalism into advertising I have merely achieved a literary promotion. In my newspaper days I was compelled to acknowledge that the best written and most often interesting pages were the advertising pages, and I was inspired with the ambition to land where the reading was good. Here I am—that's all."

Franklin O. King, formerly associated with John Lee Mahin, has been appointed copy director for Vanderhoof & Co., Chicago. Before Mr. King took up agency work, he was well known as an author and magazine writer. He has specialized in

mail order copy, but his experience also embraces general advertising.

Bainbridge Richardson, has joined the force of the Collin Armstrong Agency, New York, after five years as Western manager for Sherman & Bryan.

W. F. French has left the von Poettgen Agency, Detroit, to become sales manager for the Monarch Governor Company, Detroit.

Fayette A. Billmeyer is now merchandising director of the Richard S. Rauh Company, Pittsburg. He has been with the advertising department of the Kauffmann Department Stores, Inc.

John L. Palmquist has been appointed to the staff of Frank Seaman, Inc., New York.

The firm of Lewis & Coffee has succeeded the Lewis-Seabrook Company, Atlanta. Frank Coffee, late manager of the Atlanta office of the Western Newspaper Union, succeeds W. B. Seabrook, retired.

The C. J. Oliphant Advertising Agency of New York was incorporated on September 27 by J. W. Colopy, Jr., C. J. Oliphant and G. Stewart of 2 Rector street.

PRaise FOR "MASQUERADER."

Some New York newspaper dramatic critics are going to the extent of saying that not since the great Mansfield trod the boards has any actor created such a profound impression and excited such general admiration by his masterful art as Guy Bates Post has done in the extraordinary production by Richard Walton Tully, Inc., of John Hunter Booth's play, "The Masquerader," now at the Lyric Theatre.

And no small amount of credit for the success of the play is due to the excellent business direction of James G. Peede, the general manager for the producers.

A.N.P.A. MEMBERSHIP.

The Moline (Ill.) Dispatch has been transferred from the associate to the active class of membership in the American Newspaper Publishers Association.

The North Adams (Mass.) Herald has been elected to active membership.

The Urichsville (Ohio) Evening Chronicle has been elected to associate membership.

LOCATES IN ALBANY.

Brevard Stephenson, a Southern newspaper man who came North some weeks ago as a reporter on the Seranton (Pa.) Republican, is now with the Albany (N. Y.) Times-Union.

THE RICHARD A. FOLEY ADVERTISING AGENCY, Inc.

BULLETIN BUILDING
PHILADELPHIA



303 FIFTH AVENUE
NEW YORK

Personal Service Properly Organized

AD FOLKS' NEWS.

Almost every phase of advertising will be covered by the speakers programmed for the Advertisers' Club of Cincinnati during the coming season.

Among the speakers are William McNamee, Chicago American; R. E. Fowler, Butterick Publishing Company, Chicago; Professor Edward K. Strong, George Peabody College, Nashville, Tenn.; C. A. Brownell, advertising manager of the Ford Motor Car Company; and F. B. White, managing director of the Agricultural Publishers' Association, Chicago.

Robert T. Walsh, the retiring Briscoe advertising manager, has gone with the Robert Smith Printing Company, Lansing, Mich., where he will write the Oldsmobile house organ and give counsel on other direct advertising accounts.

H. L. Quinn, former advertising manager for the I. N. Martin Dry Goods Company, Peoria, Ill., is now associated with the Peoria Dry Goods Company. No successor has been appointed to take his place with the Martin Company.

Benton Dodge, who retired from the advertising agency business in Cleveland recently, has been appointed advertising manager of the Standard Parts Company, Cleveland.

A. J. Robertson of Toronto succeeded F. W. Darby as advertising manager of Beatty Brothers, Ltd., London, Ont. Mr. Darby has assumed the advertising management of the Watrous Engine Works, Ltd., Brantford.

The Advertising Club of New York will have possession of the Rodman Wanamaker trophy for the coming year, having defeated the Poor Richard Club of Philadelphia at the Knollwood links by the score of 8 points to 5.

Dr. Marion L. Burton, president of the University of Minnesota, spoke on "The Spirit of the Times," following last week's dinner given by the Dayton (O.) Advertising Forum. W. A. Frisbee talked on "Business Publicity and the War."

R. Bradford Burnham, formerly advertising manager of the Gray Motor Company, is now with the advertising service department of the Dry Goods Economist, New York.

The Chicago Junior Advertising Association has opened its winter term of advertising and selling.

Roscoe Moon, late of the Cramer-Krasselt Company, Milwaukee, has become a member of the firm of Monnier Brothers Company, Chicago, manufacturing scientific dairy apparatus, and will have charge of sales and advertising.

Charles O. Stumps has been transferred from the Cleveland branch of the W. F. Davis Machine Tool Company to the main office in New York, where he will have charge of advertising.

J. D. Chappell, formerly assistant advertising manager of the De Laval Separator Company, New York, has become connected with the Winchester

Arms Company, New Haven, Ct.

The second year of the Associated Motion Picture Advertisers, Inc., of New York, has been started in a manner that indicates twelve months of action. An effort will be made to have some prominent person present at every weekly meeting to speak on a topic germane to the motion picture industry.

Special efforts will be made to recruit the membership of the committee to 100 per cent of the advertising and publicity men of the motion picture industry in order that every company may be represented and the association may act as a unit on several questions of financial importance.

The final audit of the circulation of all trade papers has been placed in the hands of a committee consisting of Nat S. Stronge, P. A. Parsons and Paul Gulick.

President Arthur James has appointed the following standing committees for the year:

Publicity committee—Nat S. Stronge, chairman; L. R. Thomas, Hop Hadley, A. S. Levino and Randolph Bartlett.

Membership—Paul Lazarus, chairman; Julian Solomon and Charles E. Moyer.

Publication—Charles Burr, chairman; Jacques Kopstein, Jerome Beatty, Nat G. Rothstein and Pete Schmidt.

Membership, Recruiting—Victor Johnson, chairman; Jacques Kopstein and C. W. Burrell.

The banquet committee which had in charge the recent annual dinner was continued and was instructed to make arrangements for a monthly beefsteak affair.

Harry Poppy and C. W. Burrell have been elected to membership and three applications for membership have been referred to the proper committee.

Miss Nellie D. Prendergast has been appointed advertising manager of the H. Barcroft White Corporation, Syracuse, N. Y. Formerly she was in full charge of advertising and publicity for the Pathfinder Motor Company of Indianapolis (her home town) and was connected with the Overland Willys Corporation.

The Toledo Better Business Bureau, of which Watkin H. Starr is secretary, is the twelfth body of its kind doing truth-in-advertising work. It includes among its members eleven local business associations.

Ben R. Vardaman of the Merchants' Trade Journal, Des Moines, gave a talk to the Des Moines Ad Club on Tuesday on the value of advertising as an accelerator or co-operative force for the sales department. His talk brought out valuable discussion among the members and many good pointers were received through them.

O. C. Harn, advertising manager of the National Lead Company, New York, has returned from a month's vacation in New Hampshire and the White Mountains.

Instead of one advertising committee to plan the whole season's advertising work, the Cleveland Advertising Club will this year have six committees, and the work will be

more specialized. Each of these committees will plan weekly meetings, which will take the form of round table discussions led by men prominent in the work under discussion.

Allen Ernst, chairman of the "On-to-Rochester" committee of the Cleveland Advertising Club, has appointed George Verault, George Walt Fleming, William G. Davies and R. B. Curtis to serve with him in planning for the Cleveland Advertising Club's part in the coming meeting of Advertising Affiliation, to be held in Rochester on October 26 and 27.

The St. Cloud (Minn.) Ad-Wright Club has changed its name to the St. Cloud Advertising Club.

The Oakland (Cal.) Advertising Club is the new name of the Advertising Bureau of the Oakland Chamber of Commerce.

The A.A.C.W. offers a \$50 prize for the best book plate designed for the business library of Associated Clubs.

At their picnic held at Wheeler Park on September 19, the Oklahoma City Advertising Club competed members for twenty-two prizes in various kinds of events for men and women.

Charles K. Gross, formerly copy writer in the advertising department of the B. F. Goodrich Company, Akron, has been appointed advertising manager of the Kirk Company, soap manufacturer. He was formerly with the B. G. Moon Advertising Agency in New York and advertising manager for Corliss, Coon & Co. of Troy.

The Advertising Film Producers' Association, which is an official department of the Associated Advertising Clubs of the World, held a meeting recently in Chicago and decided to change the name of the association to the Motion Picture Advertising Association of the World. The next meeting will be held October 26 in Detroit.

Chester Hamberg has been appointed advertising manager of the Shaw-Walker Company, Muskegon, Mich. He was formerly with A. W. Shaw Company, publisher of System and other magazines.

The Chicago Advertising Association has instituted a roll of honor for the duration of the war and will carry on this roll—all dues remitted—the names of members who are serving Uncle Sam. Twelve names are already engrossed.

The Gossard Corset Company, New York, has appointed F. J. Stowers to be its advertising director. He has been connected with the company for several years.

Marcus F. Weinberg has been appointed advertising manager of King & Applebaum, New York, makers of "Virginia Dare" dresses. He has been advertising manager for M. H. & H. Rentner, New York.

John H. Lemmon, late of the Nichols-Finn Agency, Chicago, is now advertising manager of the Sterling Motor Truck Company, Milwaukee.

WAR AD COPY URGED.

Members of the New York Advertising Club were urged by Governor Edge of New Jersey on September 20 to convert their advertisements into war propaganda. He said advertisements could be so worded as to point to the needs of the nation, while, at the same time, exploiting the commodities sought to be sold. Mr. Edge was an advertising man before becoming governor.

"The war will be won," he said, "by maintaining prosperous business conditions. I do not want to see business decline. It must be kept up to a high standard, and it is here that the advertising men can help. They must know all classes of business to be successful advertising men, and are therefore peculiarly qualified to give service.

"In writing your copy, try to see the national question at the same time. Insert a line here and there to give the people a little more knowledge of the war and its needs.

"We are not yet at war as a whole, many do not realize the fact of war and the immense task before us."

MRS. VAN CLEVE DEAD.

George B. Van Cleve, the New York advertising agent, is receiving the sympathy of his many friends on the death of his mother in Minneapolis last Sunday. Mrs. Harriet H. Van Cleve was the widow of Seymour Van Cleve and came of a family of Northwestern pioneers. Until about six years ago she lived in New York. She was very active in Red Cross work and most of her time lately had been spent in London.

NEW SPECIAL AGENCY APPOINTMENT.

The Brooklyn (N. Y.) Times has appointed the L. H. Crall Company, Tribune Building, Chicago, to be its Western advertising representative. Frank J. Byrne is the new York representative of the Times.

EDDY STAFF ENLARGED.

Bertram Ellis, for the past ten years with the New York Evening Journal, has resigned to join the soliciting staff of the New York office of the Charles H. Eddy Company, publishers' representative. Mr. Ellis has a wide acquaintance, especially among New York space buyers.

NEW SIX-POINT DIRECTORY.

The Six-Point League, of New York, has issued another very useful "Directory of Advertisers and General Advertising Agents in the Eastern Territory." It is corrected to September 1.

THE "COLONEL" ON DUTY.

Though Colonel Theodore Roosevelt's work with the Kansas City Star does not begin until October 1, he spent several days this week at his desk and getting acquainted with members of the Star staff.

FIRST MEETING.

The Representatives Club of New York will hold its first meeting of the season at the Hotel McAlpin at 12.30 p. m. October 1.

Arthur Tipton has disposed of the Campbell (Neb.) Citizen to Ben F. Sailor.



New Ledger Syndicate Serial

Answers the question now uppermost in your readers' minds—Can Germany now be democratized as demanded by President Wilson, as a prerequisite to peace?

A worthy companion to our record-breaking serial by Ambassador Gerard, who said of Ackerman that "he was one of only two American correspondents whose dispatches remained uncolored by German prejudice during two years of residence in Berlin."

Returning to America with Ambassador Gerard after these two years of intimate association with German leaders, Ackerman, an accredited American correspondent, proceeded in these disclosures to state the truth of democracy's chances in Germany.

The New York Tribune gives Ackerman credit for having "a greater personal knowledge of conditions in Germany and Austria than is possessed by any other American except Ambassador Gerard."

Realizing the vast circulation value of these disclosures, we have obtained the world's serial rights.

LENGTH—About 30 daily installments of 1500 words, strikingly illustrated.

RELEASE—Immediate. Simultaneous publication not required.

SERVICE—Mats of our striking illustrations and proofs of our text.

For terms, with sample installments showing art, wire

THE LEDGER SYNDICATE

Independence Square

PHILADELPHIA

Are There Vacancies in Your Ranks?

Master Printers: A number of your Monotype keyboard operators will answer the call to the colors in the very near future. *Are you prepared to fill the vacancies in your ranks this will cause?*

Their places must be filled promptly in order to keep the wheels of trade turning at normal speed. *What are you doing to help?*

THE MONOTYPE SCHOOLS

will do their part in training your compositors to be keyboard operators and help carry on business as usual; if they cannot come to these schools, arrangements may be made on a very satisfactory basis to place an additional keyboard in your plant.

Many compositors who cannot go to the front and those who return will make good operators. There is no charge for tuition.



TYPEWRITER COMPANY
PENSYLVANIA

Ventworth Building, BOSTON
SAN FRANCISCO, Rialto Building

Lumsden Building, TORONTO

ADVERTISING MEN READY FOR THEIR DUTY.

WILL NOT FAIL THEIR NATION RAISING LIBERTY LOAN SUBSCRIPTIONS IN EMERGENCY PERIOD.

By WILLIAM H. RANKIN,
Acting Chairman National Advertising Advisory Board.

The question of paid advertising by the Government on the Liberty Loan bonds is not yet settled, and the National Advertising Advisory Board feels that Secretary of the Treasury McAdoo realizes the value of paid advertising. It all depends on the appropriation.

Advertising men all over the country are prepared to start their campaigns just as soon as the matter is settled, whether or not Congress provides for paid advertising they will not fail the country in this emergency period.

I take pleasure in quoting from a letter just received from Frank A. Black, president of the Pilgrim Publicity Association of Boston, which I endorse most heartily to the various chairmen in other districts. Mr. Black said:

"I am chairman of the Liberty Loan publicity committee for all New England. In the first committee we had no separate publicity committee for Boston, which was taken care of by the main committee.

"Our committee has retained its organization and we already had our first meeting and prepared plans for the campaign for the second loan. In fact, this is the only committee that (to my knowledge) has conducted a certain amount of advertising between the two loans for the purpose of keeping the matter alive and keeping sold the bonds which are being paid for on the installment basis."

Chicago will have a paid advertising campaign even if we have to go out and raise the money among business men.

One of the fine things about advertising men these days is that they are in this work to win, and in order that the second section of the Liberty Loan shall not fail the advertising men will produce the advertising without cost to the Government.

I really believe, however, that there will be a supplementary advertising appropriation from Washington, but in the main each district will have its own campaign.

I would suggest, however, that any advertising copy be sent just as soon as it is off the press to each of our chairmen, with the notation that mats will be supplied, and state the cost of mats.

In this way work done in each Federal Reserve District will help the others.

The best plan that I know of to secure an advertising appropriation is to secure subscriptions of \$100 to \$1,000 from 10 to 25 business men or have them contribute advertising space in newspapers, farm papers, street cars, billboards or painted signs.

I believe the work we are doing is in line with what President Wilson and Secretary of the Treasury McAdoo would sanction and what we are all most interested in is to make the Second Liberty Loan even more successful than the first.

INTEREST IN HAWAII.

The following letter from the Charles R. Frazier Company of Honolulu, Hawaii, shows the enthusiasm over advertising for the Liberty

Loan has not been confined to the "Mainland," as they call it in Honolulu.

The letter:

"DEAR SIR:

"We note that another Liberty Bond campaign is due some time in October, and that the Government is contemplating the use of paid advertising space.

"We remember that the Associated Advertising Clubs drew up an extensive campaign for the use of the Government in the first campaign, but which, we believe, was not used. It occurs to us that this or a similar campaign may be used for this second call.

"If this is contemplated, will it be possible for us to get a copy of the series of advertisements for use in the press of these Islands? A copy of the first series, if they were indeed prepared, would be welcome. If such ads are prepared, are they in mat form?

"Hawaii wants to cooperate in every way with the mainland and if we can get advance copy of the Liberty Bond advertising campaign, we will surely put it to use.

"If you have no knowledge of this, perhaps you can refer this letter to some one who may have.

"THE CHARLES R. FRAZIER CO.,
"L. V. Anderson, Copy Department."

Of course, I am writing the Frazier Company that I shall only be too glad to cooperate and send all the material we have concerning the Liberty Loan advertising.

THE NEW YORK TIMES STILL UNCONVINCED.

Replying to criticism of its stand that the Government should not buy advertising space to promote the Liberty Loan, made by Herbert S. Houston, chairman of the National Advertising Advisory Board, in THE FOURTH ESTATE last week, the New York Times refuses to be convinced that employing Government money in any adequate amount for the buying of advertising space would not be productive of "heart-burnings, grumbling, resentment and of much disagreeable scandal." The Times says:

"The objection to Government advertising of the bonds remains insurmountable notwithstanding Mr. Houston's ingenious device of a disinterested, non-political, expert advisory board, which would put all its experience and knowledge, without cost, at the disposal of the Government in selecting mediums that might be 'decided on.' The 'mediums' would be 'selected.'"

"That is discrimination confessed at the very outset. Yet the appeal is to be made to all the people, and the money of all the people is to pay the bill. If Mr. Houston and the Government imagine that the transaction can be carried through without well-grounded dissatisfaction and complaint from the 'mediums' discriminated against, both are mistaken."

"In such a matter the Government cannot discriminate, not even if it shelter

itself behind a board of expert advisers. "All the newspapers in the country would be justly entitled each to its share of the advertising fund."

"From the point of view of the private advertiser, the best advertising mediums are in the North."

"Would Southern members of Congress view with smiling complacency the withholding from Southern newspapers of practically all the money they had appropriated for this use?"

"The board, of course, can ignore politics. The administration cannot."

"Besides, every little village newspaper in the country is an excellent medium for advertising bonds that the Government hopes will be widely distributed among all the people."

"It is to men with fifty dollars, a hundred dollars, or a few hundreds that Mr. McAdoo hopes to sell the bonds."

"The small paper reaches the small investor. If the Government is to pay for the advertising, impartial recognition of merit, business principles, and political prudence will forbid discrimination."

"The proposed appropriation is \$2,500,000. How far will that go in advertising the bonds in all the newspapers in the country?"

"Publicity and appeal will sell the bonds even without any advertising. The press will give its powerful support to the cause, as it did for the Liberty Loan."

"But if there is to be any advertising, it should be ordered and paid for by private promoters of the bond subscription. The bankers, merchants, the multitude of organizations that will join in the work can again render service of 'immeasurable value' in making a market for the bonds. They can without fear and without reproach 'select' their mediums, they can discriminate, and no complaint will be heard."

"By these agencies and the loyal efforts of the newspapers in their editorial and news columns the bonds will be sold."

"But the attempt to employ Government money in any adequate amount for the buying of advertising space would be productive of heartburnings, grumbling, resentment, and, we fear, of much disagreeable scandal."

EVEN HUMANE SOCIETIES CAN ADVERTISE WITH RESULTS.

The Western Pennsylvania Humane Society of Pittsburgh and the Pennsylvania Society for the Prevention of Cruelty to Animals of Philadelphia have been experimenting during the past year with advertisements in local papers, of the work of their societies.

The following reports from John S. Ritenour, superintendent of the Western Pennsylvania Humane Society, and F. B. Rutherford, operative manager of the Pennsylvania Society for the Prevention of Cruelty to Animals, are illuminative:

"There is no question in our minds of the benefits to be derived through advertising in the newspaper press of a city or town the availability to the public of Humane Society service. This is helpful to the society in that it enlarges the field of work, increases the opportunities for wider use of the society's machinery, constantly keeps before the popular mind the fact that there is such a society, that it is anxious to be put to the purposes of its establishment, and shows where and how its agencies may be reached and utilized."

"Moreover, such advertising is helpful to the public in many ways, especially in that it supplies daily information of the existence of a capable and energetic organization that can be relied upon for prompt investigation of all well-grounded complaints that may be filed with it."

"It was belief in the practicability of this idea that influenced the Western Pennsylvania Humane Society to make an experiment last year by inserting for six months a half-inch advertisement, once a week, on separate

days in each of the seven daily papers of the city. Here is a copy of the little advertisement, alike in all the papers:

REPORT OF THE HUMANE SOCIETY

All cases of cruelty to children, aged persons and animals, 709 Forbes Street, Bell, 973 Grant. P. & A. 535 Main.

AMBULANCE SERVICE FOR DISABLED HORSES.

"The effect of this was quite noticeable within a few days in the increase of phone calls, letters and office visits. Indeed, these became so numerous within a few months as to seriously tax the capacity of our staff of workers."

CONDENSED NEWS NOTES.

The Columbus (Mont.) News and Columbus Democrat have been consolidated as the Columbus News-Democrat, non-partisan in politics.

The Business Bulletin, published by the Minot (Ind.) Association of Commerce, has made its appearance.

The Grass Range (Mont.) Review has taken over the plant and goodwill of the Grass Range Independent.

The farmers of Bowman County, N. D., have perfected an organization for the publication of a newspaper under the auspices of the Farmers' Non-Partisan League.

The South Dakota Farmers' Educational and Co-operative Union of America will commence publication of a state official paper. The editor will be J. Glenn Richards of Plankinton. The contract for printing the publication has been awarded to the Mitchell Gazette.

A syndicate of Nisland (S. D.) business men has been organized and has purchased the plant of the Butte County Press, a local weekly newspaper. O. E. Grant will continue as manager.

The North St. Paul (Minn.) Sentinel has been sold by C. W. Smith to George H. Miles.

J. C. Naylor has disposed of his interest in the Callaway (Neb.) Queen to H. B. Yates.

Wm. Scheuler has made arrangements to establish a newspaper at Dante, S. D.

C. O. Ryan has bought the interest of Dr. E. W. Emery in Eldora (Ia.) Ledger.

W. L. Bucksen has sold the St. Paul (Neb.) Republican to H. B. McKibben.

Arch L. Taylor, owner and editor of the Russell (Kan.) Reformer, is installing a modern typesetting machine.

The Noonsocket (S. D.) Times-Herald has been purchased by C. L. Eaybrook who will conduct the paper in the future.

W. O. Payne is engaged in forming a stock company for the purpose of publishing a state weekly to be issued from Des Moines, Ia., and Karl R. Pleissner.

The Inverness (Mont.) News is the name of a new paper to be issued from the office of the Joplin (Mont.) Times.

Mrs. Jenkins has sold the Arnegard (N. D.) Call to a corporation of local farmers representing the Non-Partisan League.

The Freeport (Minn.) Informant has suspended publication.

A. D. Scott of Edgar, Neb., has purchased the Chambers (Neb.) Bugle and has put W. B. Cissna in charge.

Service Flags

PUBLISHERS—Place your order now for **SERVICE FLAGS** and announce to the world the number of employees you have given to the Government service. This flag shows a star for every member of a family or firm in the service of Uncle Sam. Flags furnished with any number of stars without extra charge. Can supply cotton bunting, Samson bunting or Standard wool bunting at very low prices. Write today for samples and prices.

S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

LAST WORD ON I.C.M.A. MEETING.

SPECIAL CAR FROM NEW YORK
—ATTENDANCE WELL WORTH
TIME AND EXPENSE.

By JAMES MCKERNAN.

Manager Circulation Department
New York World and Chairman
Transportation Committee
I. C. M. A.

The I. C. M. A. members attending the Atlanta convention, on October 8, 9, and 10 who travel via New York City will have a special car of twelve sections and one drawing room, Pullman sleeper. The car will be E 17, train 37, leaving New York, Pennsylvania Railroad Station, 34th street and 7th avenue at 4.35 p. m. Sunday, October 7, through to Atlanta.

H. S. Jennings, traveling passenger agent of the Southern Railway System of the Pennsylvania Railroad will be at the depot with James McKernan, chairman of the transportation committee of the I. C. M. A. at 3.30 p. m. to assist members in checking baggage and reservations.

Members who intend going on this train should send their check to A. S. Thwait, general Eastern passenger agent, Southern Railway System, 264 Fifth avenue, New York City at once. The special rate is \$19.99 one way.

It is important that members act promptly so that proper arrangements can be made for their comfort.

If we can get a hundred members together to leave on this train we will have the advantage of a special train for I. C. M. A. members only.

In any event your prompt response will secure a better location on the special car.

The papers to be read at the coming convention are of great importance to circulation managers.

The solution to any single one of the problems that will be discussed is alone worth all the time and expense the members may be put to.

All members should attend, they owe it to the paper they represent and also to themselves to procure the best ideas in circulation work.

The program committee has pre-

The True News FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK



I Get the Money!

J. A. McAVOY

Special Editions
Weekly Review Pages
Cartoon Books

Nat'l Bkch. Bk. Bldg.
PROVIDENCE, R. I.

pared an unusually interesting list. Attend the convention and get the benefit of the free exchange of ideas that characterizes the I.C.M.A. meetings.

Delegates from the Central West will travel via Cincinnati as outlined in last week's issue of THE FOURTH ESTATE.

SOLDIER RECORDS.

The Patterson (N. J.) Press-Guardian is distributing a patriotic poster to every family in Patterson and vicinity, which has given up for Government service a son, brother or father. The design used was selected as the best of those submitted in a contest held by the paper.

The Press-Guardian is seeking for future reference, information which will enable it to have the complete record of every soldier—his organization, where stationed at the present time, home address and his next of kin.

AN OHIO ELECTION.

At its meeting in Dayton, the Miami Valley (Ohio) Press Association elected A. C. McClung of the Troy News, president, with the following associates: H. W. McMillan, Brookville Star, vice-president, and C. W. McIntosh, Twin Valley Echo, West Alexandria, secretary-treasurer; executive committee, Paul Langley, Tippecanoe City Herald; C. E. Radaugh, West Milton Record; C. B. Unger, Eaton Herald.

"CLEAN UP" AT GOLF.

The Chicago Tribune made a comparatively clean sweep in the September tournament of the Chicago Press Golf Club held last week at the Ravisloe Country Club. Fred A. Smith, city editor of the Tribune, was the low man with a score of 73. O. G. Lundberg, staff photographer; D. J. Lavin, Percy Hammond, dramatic critic, and Perley Boone, night editor, were other Tribune stars who shared the honors.

BARRIE PAPER SUSPENDS.

The Barrie (Ont.) Gazette has suspended publication after forty-five years, and its owner, Alfred Wilkes, is now managing the Midland (Ont.) Free Press.

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete. Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

National Electric Bulletin Corporation.
NEW LONDON, CONN.

Quality Pages

The kind that give universal satisfaction and are continued year after year. Sample mats with pleasure on request.

The International Syndicate
Established 1899. BALTIMORE, MD.

NEWS NOTES OF CIRCULATORS.

W. C. Haralson, the new circulation manager of the Meridian (Miss.) Dispatch, began his active newspaper work on the Columbus (Ga.) Enquirer-Sun about seven years ago. He had charge of the mailing room and city carriers and did general circulation work for the Enquirer-Sun until April, 1916, and in January this year he went with the Montgomery (Ala.) Advertiser as an agency man. From there he went to his present location.

The Meridian (Miss.) Star will tomorrow inaugurate a circulation campaign contest in which the prizes will be two automobiles and eighteen cash awards, to the amount of about \$23,000. The campaign will be managed by L. T. Curtright, who recently conducted contests for the Shreveport Times, the New Orleans Daily States and the Shreveport News-American.

A. E. Bischoff, formerly circulation manager of the Detroit Times, has returned to the London (Ont.) Free Press as circulation manager. He was with the Free Press in the same capacity when he went to Detroit.

George H. Reynolds, circulation manager of the New Bedford (Mass.) Standard, was in New York last week.

"Kentuckians Who Have Made History" is an interesting Sunday feature now running in the Louisville Courier-Journal. The sketches are by Robert T. Barry.

The Kansas City Post now counts as one of its faithful carriers Mrs. L. R. Dial, sixty years old. Mrs. Dial has 300 subscribers and covers a route approximately twelve miles in length.

C. E. Story, city district manager on the Des Moines Register and Tribune, has been called to the colors and ordered to report at Camp Dodge. His position was filled by N. A. Drott.

J. L. Parker has joined the Register and Tribune country road

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)

Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG.

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

force. He has been connected with the newspaper during the winter months for the past five years. His summers are spent touring he states with an evangelistic company.

C. T. Collins, country district manager on the Register and Tribune, was called to his home in Decatur, Ill., on account of sickness of his daughter. Improvement in her condition permitted him to return after one week.

J. L. Doolittle, newsdealer circulator for the Register and Tribune, has returned after a short vacation trip to New York.

The fourteen Knoxville (Tenn.) Sentinel carrier boys who won trips to Chattanooga for procuring the highest number of new subscriptions to the Sentinel between September 1 and September 8, were delighted with their journey. They visited Fort Ogelthorpe and were taken to Lookout Mountain, Missionary Ridge and other places of interest.

The Chicago Daily Journal has just closed a contest for the best page to take the place of the much-discussed "kaiser" page which has been expurgated from the spelling books in the Chicago public schools.

The Cleveland Plain Dealer has increased its rate by carrier for home delivery to 3 cents per copy. This follows a recent increase to two cents on news stand sales.

The Fargo Courier-News issued a large North Dakota Development Number on September 16. The paper was "meaty" and full of business.

A. L. Talbot is conducting a circulation campaign for the Washington (D. C.) Herald.

STILL GROWING.

The San Antonio (Tex.) Express Publishing Company, which only finished an addition to its original building a few months ago, has just purchased another lot near its present publishing plant and will erect a two-story fireproof building to be used for the storage of mail trucks and paper supply.

BUSINESS OPPORTUNITIES.

\$15,000

available for first payment on a daily newspaper property. California locations preferred.

Proposition P. M.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Daily Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

AUBREY HARWELL. HENRY F. CANNON

Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

Easy Money

Only paper in modern Central West city of nearly 30,000, splendidly equipped and showing annual profit to owners of about \$30,000. Three-fifths interest offered for \$75,000. Ask for Proposition 683x and give financial references.

Who wants to take advantage of a real newspaper opportunity in North Carolina, valued at \$30,000? Proposition 689x.

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

For Sale: Afternoon daily in fine southern field; model plant. Making 35 per cent on owner's investment and time. Wants to retire. Price \$30,000, half cash. Address South, Care The Fourth Estate.

MEMBERSHIP WEEK AT THE N. Y. AD CLUB.

The past week has been "Membership Week" for the Advertising Club of New York. Officers offered a list of prizes for the men who proposed the largest number of new members.

The most handsome prize was a copy of Henry Thoreau's "Essay on Friendship," worth \$50. The second prize, offered by President Sharpe, was a beautiful cigarette case with gold inlay, worth \$30. The two men next in order will have to toss a coin for a watch offered by ex-President William H. Ingersoll and a traveling kit given by ex-President Harry Tipper.

The other four prizes were a sterling silver shaving mug and silver mounted brush, a cut glass ink well with silver top, a sterling silver hand-hammered ash tray and an ivory ruler with a silver cigar cutter attachment.

The educational committee will continue the class in public speaking this year. The committee is considering

MACHINERY FOR SALE.

MACHINERY FOR SALE.

A BARGAIN

Duplex Tubular Single Plate 16-page Printing Press

with complete stereotyping outfit. Prints 30,000 complete 4, 6, 8, 10, 12, 14 or 16-page papers per hour, 7 or 8 columns wide. Sold out to opposition paper reason for putting above press on the market. Write for price and particulars. Easy terms—Big Bargain. C. F. DUNCOMBE, Fort Dodge, Iowa.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour. \$28,24, 26, 28, 30 and 32 page papers at \$6,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE—Model No. 1, Serial No. 3010, and Model No. 1, Serial No. 3011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

\$250.00

will buy practically new Colt's Armory press, size 14x22. Also offering 44-inch Childs power cutter for \$250. Part cash accepted. Plants to consolidate reason for sacrifice. Address The Post, Frederick, Md.

instituting courses in advertising organization and methods and in business English.

There is also a plan under discussion for having a series of night dinners from October to April for educational talks.

Chairman Hugh Burke of the program committee reports he has good reasons to expect that the list of men to speak before the club during the fall and winter will include: Secretary of the Treasury McAdoo, Colonel Theodore Roosevelt, Mayor Mitchell, Lord Northcliffe, H. P. Davidson, John M. Willys, ex-Ambassador Gerard, Charles E. Hughes, J. Ogden Armour, Dudley Field Malone, Governor Whitman, Judge Crupsey, Senator Calder and Irving Cobb.

The members are holding their annual outing today.

BARTHELOME ARRESTED.

George Barthelome, former correspondent at Washington for the Cologne (Germany) Gazette, is held in Wichita, Kan. for investigation by Federal authorities. A trunk which he had sent to the station for shipment contained about 200 pounds of Congressional records and other papers. Some of the speeches of Senator La Follette were marked in the Congressional Record.

Barthelome has been in Wichita four weeks. Federal authorities arrested him on the charge of having been within a half mile of the National Guard camp in this city without a permit.

S. V. McElroy has taken editorial charge of the Napoleon (S. D.) Homestead.

The Nonpartisan League is planning to start a newspaper at Barnesville, Minn.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 2, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

STEREOTYPE FLAT SHAVER. For Sale—A stereotype flat shaver in good condition. Address for price and description, The Wichita Eagle, Wichita, Kan.

NORTH ADAMS NOTES.

The North Adams (Mass.) Herald has the distinction of having three former publishers on its staff.

E. M. Ruttenber, for twenty-eight years conducted a newspaper in Newberg, N. Y. War conditions forced it out of business and now he is a court reporter and handles the "Question Box" Department for the Herald.

John Martin, formerly publisher of the North Adams Sunday Express and at one time owner of the Herald, is now city hall man and political reporter for the Herald.

D. M. Grimes, mechanical superintendent, formerly published the Plymouth (Mass.) Journal.

The Herald was elected to active membership in the American Newspaper Publishers' Association this week.

After supplying Roger Busfield, its sporting editor, and William Mahoney, a sporting writer, to Company M, now in the 104th Infantry, for service in France, the Herald was called upon to make still further inroads on the staff, the local exemption board requesting the publishers to donate services of John Martin, city hall man and political writer, as clerk of the board. This was done, and Mr. Martin, through newspaper training, was of vast help in getting off the quotas as the Government called for men.

INSTALLING EQUIPMENT.

POCAHONTAS, IA.—A new brick building is being erected for the use of the Pocahontas Democrat.

RANDALL, KAN.—Mr. McCurdy, owner of the News, is having a new printing outfit installed for the use of his paper.

WASHINGTON, MO.—The Observer has been changed back from a semi-weekly to a weekly paper.

NEOSHO FALLS, KAN.—The Neosho Falls Post has purchased a new building here on Main street, and will

HELP WANTED.

Wanted—

A Publishers Right Arm, also the Brains to use it.

REQUIREMENTS: Experience in publishing business, advertising, circulation, editorial. Should be diplomatic correspondent and clear talker, with pleasing address; good executive and organizer, and able to manage detail.

Salary will be commensurate with the ability of the man selected.

An excellent opportunity for rapid development for a thoroughly competent and experienced man capable of acting as confidential assistant to publishers having large interests.

Write stating qualifications, all letters held sacredly confidential.

Address Publishers' Assistant, Fourth Estate.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Agency, Youngstown, Ohio.

Wanted on evening paper in city of 23,000, an experienced reporter; \$18 a week, good chances. Apply, stating age, experience and draft possibilities, The Leader-Republican, Gloversville, N. Y.

Two A No. 1 men for contest work with large company. Would consider experienced circulation and advertising men or reporters. State full particulars and salary in reply. Address Box 223, care The Fourth Estate.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 86 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is \$0,000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION General Offices, 879 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
124 W. Washington Street. CHICAGO

move into the same after some improvements and a new addition have been made. The Post has recently purchased a New National Press and a Chandler & Price "Gordon" jobber.

BURLINGTON, IA.—The Hawk-Eye has made arrangements for the installation of five new Intertypes and new composing room furniture.

BUFFALO, KAN.—The Blade has just finished moving into its new headquarters.

HALLETTSVILLE, TEX.—The Hallettsville Herald has been changed from a weekly to a semi-weekly paper.

LIBERAL, KAN.—The finishing touches are being put on the new building of the Democrat.

HELP WANTED

RAILROAD EXECUTIVE WANTS SECRETARY-STENOGRAPHER WITH NEWSPAPER TRAINING.

Young man, who is competent stenographer, accurate and swift; of good habits and with executive ability, who has had reportorial experience on good daily newspaper. Splendid opportunity for bright, ambitious fellow—good salary, promotion as deserved, liberal amount of road work with transportation supplied. Applicants will please give full information regarding themselves and supply references in first letter, stating salary expected. Address Box 874 care The Fourth Estate.

Managing Editor, with pep and experience for established afternoon paper in growing Southwest city. Want man looking for opportunity to settle down in healthy, pleasant location on moderate salary and able to invest a couple of thousand dollars. Write fully, Box 873 Fourth Estate.

SUBSCRIPTION MANAGER WANTED

If you would like the job of systematically working to enlarge the subscription list of a well-known New York trade paper, you're the man we would like to get in touch with. Address Trade Paper, care The Fourth Estate, New York.

Wanted

Assistant to publisher of daily paper in small eastern city. Young man familiar with mechanical as well as business department desired. State experience and references. Address M. B. K., care The Fourth Estate.

Circulation Manager, resourceful, successful business getter, using original campaign methods; many years' experience; methodical, economical; wishes to connect with metropolitan newspaper. Best references. Address Box 841, care The Fourth Estate.

High class reporter on six day morning paper in a city of 150,000 in the east. Must have experience, be able to write an interesting and readable story and have the tact and energy essential to a good news gatherer. Permanent place for the right kind of a man. Address Box 877, care The Fourth Estate.

COPY WRITER WANTED

Leading daily newspaper has an opening for an experienced man capable of preparing copy for trade papers, etc. Address, Copy Writer, care The Fourth Estate.

For Selling Building Materials

or equipment to contractors, architects, dealers and manufacturers, the advertising service of THE

IMPROVEMENT BULLETIN
Minneapolis, Minn.

is very helpful. It includes:

1. Advertising space.
 2. Listing in Buyers' Directory.
 3. Daily Construction Reports.
- An attractive, well arranged construction news weekly; 25 years old.

Ask for rates and details.

BERGMEIER GOES "SOUTH".

Fritz Bergmeier, editor of the St. Paul Volkszeitung, went south on detached service for the period of the war on September 17, his destination the military prison at McPherson, Ga.

Interned as an alien enemy in the Ramsey County jail since August 9, he was taken to Fort Snelling following the discovery that he had been dictating the policy of the Volkszeitung from his cell.

SITUATIONS WANTED.

Newspaper Advertising Manager of wide experience, strong personality and executive ability, at present employed as Business and Advertising Manager, desires position on evening newspaper, preferably where publisher will offer permanent position and salary of \$100 a week with further advancement as it is merited.

Present employer will testify to my capability and integrity, and that I have good reasons for wishing to make a change.

Am 40 years old, married, and will go anywhere in the United States. Address Box 884, care The Fourth Estate.

Mr. Publisher—Has the war hit your advertising department and do you want an experienced solicitor at once? Am unexpectedly at liberty. Have had over 20 years' experience selling advertising, not copy chasing. Full of ideas and know how to put them over. References cannot be beaten. Name what salary you will pay; it must be good, but I will earn it. For quick action, write Experienced Solicitor, care The Fourth Estate.

I am seeking a connection as business manager of a daily publication with a circulation of from 25,000 to 75,000. At present employed. Would furnish highest references and if mutually agreeable would make financial investment. Have had twelve years' practical experience with small and large dailies. Reply in first instance to Box 886, care The Fourth Estate.

WANTED: A JOB

as reporter or in editorial work—somewhere in America. Twenty years on two papers. Eleven years reporter, city and managing editor Joliet (Ill.) Daily News. Nine years reporter on Anaconda Standard at its Butte office. Covered every run on paper and last four years handled politics, mining and financial page and big assignments. If you need man, write. I will furnish references and further information. Charles L. Stevens, 634 W. Quartz street, Butte, Mont.

Has the war crippled your news staff? I am married and want to settle down in a good city and on an afternoon paper which will pay a managing editor a decent living salary. I'll guarantee to give you the best paper you have ever had. I am thirty. Have worked in cities large and small and filled every position from cub reporter up. Address Box 881, care The Fourth Estate.

ARTIST

wishes position with advertising agency. Lettering, retouching, layout. Address Box 880, care The Fourth Estate.

Manager now successfully handling small daily desires change; understand advertising, business end, job printing, handling help; have worked on news side; beyond draft age; married; desire clean town having good educational advantages. Address Box 879, care The Fourth Estate.

If your newspaper property does not pay as it should consult a specialist who can put something over to your advantage. Address Box U, care The Fourth Estate.

STEREOTYPER

desires foremanship; able to take charge any size shop; 14 years' experience; 28 years old, married, two dependents; sober, reliable, union, economical, and references. Address Stereotyper, care The Fourth Estate.

Editing copy; statistical or index work; weekly or monthly; at his home (New York) by experienced man. Address Box 876, care The Fourth Estate.

CIRCULATION MANAGER. successful business getter, using original campaign methods, twelve years experience on large and small dailies, at present employed, but desires a change. Address Box 876, care The Fourth Estate.

SITUATIONS WANTED.

Strong evening newspaper, in medium sized middle Western city, has opening for

Experienced Make-Up Editor

One who has worked in both small and large cities of Middle West preferred. Good opportunity for steady, mature man who values good treatment, fair pay and a chance for advancement. Address Opportunity, care The Fourth Estate, stating full personal details, experience, salary expectations, etc.

ARTHUR BRISBANE

managed the New York Sun at 23. The directors were dubious, but Brisbane made good.

If you want for telegraph editor a man of 23 with judgment, crisp English, and some experience, address Box 000, care The Fourth Estate.

Advertising manager with 25 years' (13 years solicitor, assistant and advertising manager Detroit (Mich.) Journal; 8 years advertising manager Duluth (Minn.) News Tribune; 5 years advertising manager Omaha (Neb.) Bee) successful experience in seeking connection with a live newspaper where ability to organize and produce will warrant the continuance of his service indefinitely. Will go anywhere. References any past employer. For further particulars address G. W. Preston, care Hotel Griswold, Detroit, Mich.

Wanted Situation as managing or city editor. Now managing editor of Eastern daily of 30,000 circulation. Experience in East, middle West and Pacific coast. In early thirties, married, reliable, healthy, progressive but sane. Not a job hunter, but an opportunity seeker. Salary required depends on relative local cost of living, but nothing less than \$50 a week at start considered. Address Box 882, care The Fourth Estate.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field. East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

Resourceful, original and thoroughly trained all-around Editor and Business Getter desires position with magazine, newspaper or advertising agency; experienced publicity man, newspaper writer and business producer competent to prepare any kind of copy. Would be valuable to firm, corporation or publisher requiring initiative and versatility. University graduate, married, temperate and can originate business. At present editing a magazine in the South, but desire opportunity where writing and business ability can be given full play. Can qualify in every respect. Bank and corporation references furnished. Address Box 883, care The Fourth Estate.

A master newspaper man, married, 26, draft exempt, desires position at head of daily in middle West city of 25,000 up. Now employed. Ten year record of success. Exceptionally broad experience. Least starting salary \$10 per week. Can report November 10. Address Roake, care The Fourth Estate.

SERVICE CORNER

602—"What can you tell me about the Rapid Addressing Machine?"

603—"Will you kindly send us a list of the national and state editorial and press associations and the names of the president and secretary of each?"

HEMSTREET PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

We can Increase Your Business. You want it Increased, don't you?

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

THE PITTSBURG PRESS

HAS
THE **Largest**
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

TRADE AND CLASS PRESS.

At the annual meeting of the Associated Business Papers, Inc., to be held at the Congress Hotel, Chicago, October 11, 12 and 13, the general discussion will be on the relations of war to business and its effect upon the business press.

On October 12 a conference will be held for outside interests in which business men and business press editors will take part. Governor Whitman of New York is expected to be the principal speaker at the banquet.

The general committee in charge of the convention consists of A. C. Pearson, Dry Goods Economist, New York; E. R. Shaw, Power Plant Engineering, Chicago; and R. N. Wright, Railway Age Gazette, New York. The Chicago committee consists of Harry Schwarzschild, chairman, Shoe Findings; C. R. Francis, Furniture Journal; C. B. O'Neill, Motor Age; G. D. Cram, Jr., Hospital Management; and D. F. Cass, the Dead Line.

The National Billiard Weekly of New York has just been incorporated by Shepherd G. Barclay, Emily C. Barclay and Robert H. Barclay, with \$50,000 capital stock.

Fred Milburn is the new general manager and treasurer of the Implement & Tractor Trade Journal of Kansas City, Mo. Formerly he was in charge of the Chicago territory and with the Toledo Blade, the Minneapolis Tribune and the Root Newspaper Association trade papers.

C. J. Simpson, the retiring general manager, has entered the automobile business at Salt Lake City, purchasing a block of stock in the Pacific-Nash Motors Company, and will have direct charge of the Utah unit of that

THE NEW YORK WORLD

(Morning Edition)

**Prints MORE
ADVERTISING
than any other
newspaper prints.**

The Open Door

to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending April 1, 1917,
showing net paid circulation.

34,567

Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN

organization. He was with the Implement Trade Journal for thirty years, starting work at the age of fourteen. For over fifteen years he had been general manager as well as vice-president and treasurer.

Harry B. Tove formerly of Hoyt's Service, the Notion & Novelty Review and the Corset & Underwear Review, has joined the advertising department of Nugent's Garment Weekly, New York.

H. C. Lee, formerly of the Fairchild publications, has been temporarily appointed Chicago manager of the Merchants' Trade Journal, Des Moines, in the place of R. G. Johnson, who has gone to Honolulu to recover from the effects of a railroad accident.

The Underwear & Hosiery Review is a new monthly trade journal in New York, owned by the Knit Goods Publishing Corporation, D. J. Sandham is advertising manager.

The Trades Reporting Bureau of New York has been incorporated with \$50,000 capital to publish a trade paper known as the Chemical, Color and Oil Daily. The incorporators are R. Malone, H. M. Batters and W. E. Tufts of 8,605 New Utrecht avenue, Brooklyn.

H. Vernon Johnson has resigned from the Capper Publications and will shortly take over new duties in the Detroit office of the Class Journal Company.

The Pacific Northwest, Portland, Ore., and the Western Farmer, also of that city, have been merged as the Western Farmer.

W. V. Hodge, Chicago representative for the Haberdasher and the Sporting Goods Dealer, will come to the New York office of the Haberdasher November 15. His work in Chicago is being taken over by Philip Hackett, formerly of the Cement Era Publishing Company.

A. T. Morton has taken over the Douglas (Neb.) Enterprise, Roy E. Harp having entered the National Army.

BOSTON POST

CIRCULATION AUGUST, 1917
"NO RETURNS"

The Daily Post 532,595
The Sunday Post 352,792

KELLY-SMITH CO., Representatives
290 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid  For Every
Guaranteed Issue

GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

RIDICULOUS 2ND CLASS
FIGURES BY THE P.O.

EDITOR THE FOURTH ESTATE.

Six Chairman Claude Kitchen of the Ways and Means Committee in the House of Representatives, is an orator with an imagination, in statistical matters, which frequently takes poetic flights in the clouds.

Any intelligent discussion of the second-class postage question should be based on statistical facts.

When the Post Office Department, which should be an authority in such matters, is asked what it costs to transport and handle second-class matter, the best it can do is to "estimate" that the cost is from eight to nine cents a pound.

The Postmaster General, of course, understands, as does everybody else who has attempted to investigate the second-class postage question, that it is absolutely impossible to find out what it costs to handle this matter. They have to guess at it. Senator Hoke Smith of Georgia, the other day, in a speech on the floor of the Senate, stated that while it was possible to ascertain the exact cost of transporting second-class mail, there was no way to determine the cost of handling it.

Just what proportion of the expenses of the Post Office Department for handling should be apportioned to each class of mail is an impracticable problem to solve.

The Government must have postmasters, assistant postmasters, regular carriers, and rural route carriers, whether there is any second-class mail to handle or not, and probably just as many of them if there were no second-class mail.

Isn't it ridiculous to claim that it costs over eight cents to handle a pound of second-class mail, when the Postmaster General has admitted that the Government is making money on parcel post packages, and is able to transmit and handle them for less than three cents a pound?

Why should it cost any more to transport and handle second-class mail than it does to transport and handle parcel post packages?

This whole question is up in the air. If the truth were known, probably the Government makes enough

1916 Broke All Records
of the
Toledo BLADE
9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.
Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallards Building, CHICAGO
801 Devonshire St., BOSTON
Kresge Building, DETROIT

YOU MUST
USE THE **LOS ANGELES
EXAMINER**

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than **150,000**

money on the immense number of letters produced by the advertising departments of the various publications of the country to offset all that is lost in handling this mail.

The publishers are asking for simple justice, and not for any advantages that they ought not to have. They are willing to pay their share of the war taxes, but they want to be permitted to live, and they cannot pay taxes unless they do live.

The zone scheme proposed by Mr. Kitchen would ruin or cripple hundreds, if not thousands, of worthy publications. M. T. RICHARDSON.

WALKER SYSTEM IN THE JACKSON PATRIOT OFFICE.

Edmund Walker of Chicago, specialist in newspaper accounting and cost systems, has just finished installing his system in the office of the Jackson (Mich.) Patriot. In speaking of his work Mr. Walker said:

"Within a little over one month this paper has changed from a single entry system with no costing accounts to a basis of efficient accounting and costing and today it can without having increased its accounting staff, tell the cost on any issue of the paper and on any display advertisement."

"A popular opinion is that to obtain these results it is necessary to increase the staff of clerical help. In this particular case the accounting department salaries have been reduced. On one change alone the company can save each year more than the amount of his total account."

Mr. Walker is now handling the accounting department of the Kalamazoo (Mich.) Gazette.

GERMAN EDITOR ARRESTED.

Carl Runge, publisher of a monthly magazine called Liberty, was arrested at San Antonio, Tex., last week by Federal authorities and held under \$5,000 bond for examination. Runge is charged with obstructing the draft.

CLUB FOR EMPLOYEES.

The new Prague (Minn.) Times now occupies its new building, which boasts of a club room for its employees.

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives

John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

BUSY DAYS FOR THE ASSOCIATED PRESS.

MOVING CHICAGO OFFICES—
ALL READY FOR WORLD'S
SERIES—STAFF NOTES.

After thirty years in the Western Union Building, the Chicago offices of the Associated Press and the City News Bureau move on September 30, to new offices in the Ashland Building.

So skillfully has the change been engineered that the "cut over" will be made without the loss of a minute's time in getting out the Sunday night report of the Associated Press.

The pneumatic tube service of the City News Bureau, which the Associated Press also uses for Chicago delivery, was installed in the new building prior to the change and the shifting of the offices will occasion absolutely no inconvenience and no delay. The change has been managed by J. J. Jones, cashier; Milton Garges, traffic chief, and Howard Blakeslee, news editor.

Telegraph operators for the Associated Press have been notified that their salaries will be increased \$4 a week starting October 1.

William McViekar, telegraph editor of the Lincoln (Neb.) State Journal, has been appointed night editor with the Associated Press.

The Associated Press is making elaborate preparations to cover the world series baseball games, both in Chicago and New York. The plan followed last year of filing direct from the grounds will be used again this year, all terminals in the service being given a direct connection. This will make a 28,000-mile circuit.

Among the men who will assist in covering the games will be E. B.

Member A.B.C.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

LARGEST
Morning Circulation in
the Nation's Capital.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.

220 5th Av., N. Y.; Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 89,711
AUGUST, 1917
GAIN over
AUGUST, 1916 14,183

Special Representatives

DAN A. CARROLL J. B. LUTZ
New York Chicago

Moss, general sporting editor, New York; Carl Brandenburg, city editor, New York; Christian D. Hagerty, city editor, Chicago; Charles W. Dunkley, sporting editor, Chicago; M. E. Coleman and William P. Hayes of Chicago.

The second north wire report from Chicago to Milwaukee, St. Paul and Minneapolis is now being filed from the Chicago office by a Morkrum machine. This machine, used with success on reports for small distances, is also meeting with success on this long loop of 500 miles. With the use of the machine, two-wire capacity is secured from the one wire.

Roy Wiker of the Chicago office of the Associated Press is doing vacation relief work for J. Reilly O'Sullivan, correspondent at Sioux Falls, S. D., who is spending his vacation at Kansas City.

W. M. Oppergard, correspondent at Des Moines, covered the trial of Rev. George S. Kelly for the so-called "axe murders" at Villisca, Ia. H. C. Green, coast editor of the Chicago office, relieved Oppergard at Des Moines during the trial.

Joel P. Glass, correspondent at Dallas, covered the Ferguson impeachment proceedings before the Texas Senate committee and found time at odd intervals to run over to Houston and cover the recent race riots there.

T. L. Gard, former chief of the traffic department in the Columbus office, has been promoted to be night chief operator in the Chicago office.

Rex Lardner, correspondent at St. Paul, has been spending his vacation at Niles, Mich.

John E. Tiedeman of St. Louis, former correspondent in Panama, and Mason E. Taylor, formerly of the Chicago editorial staff, are studying for commissions at Fort Sheridan, Ill.

The board of directors of the A. P. will meet in New York on October 3.

St. Louis Globe-Democrat

DAILY—SUNDAY—WEEKLY.

To reach Farmers in Mississippi Valley and Southwest use

Weekly Globe-Democrat

CIRCULATION INCREASING.
Now 115,000 each issue, 230,000 per week. Rate 80c per line per week.

PATERSON New Jersey's Famous Manufacturing City PRESS GUARDIAN

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

"MARSE HENRY" WINS.

Henry Watterson, editor of the Louisville Courier-Journal, has won his fight to have the national army cantonment at Louisville officially designated "Camp Zachary Taylor," instead of "Camp Taylor."

Mr. Watterson protested in such emphatic fashion against the meaningless name of Camp Taylor, and his tribute to "Old Rough and Ready" was so eloquent, that Secretary of War Baker ordered the change.

In naming the training camp, the War Department used only the surnames, but issued a statement explaining in whose honor they were named. Mr. Watterson's fight for the full name of Zachary Taylor was made in the editorial columns of the Courier-Journal. When Secretary Baker's attention was called to them, he ordered compliance with Mr. Watterson's wishes.

ANOTHER VICTOR PRICE SUIT IN COURT.

A Sherman law suit for triple damages, aggregating \$370,000, is now in the United States District Court, having been brought by R. H. Macy & Co. against the Victor Talking Machine Company and several of its distributing agents. The complaint sets forth that the defendants on August 1, 1913, entered into an unlawful agreement with upward of 7,000 dealers in various localities throughout the United States to prevent competition, to limit the supply, and to fix the prices of the talking machines and records made by the Victor Company.

PLATFORM WAR PUBLICITY.

President Wilson has written a letter to George Creel, chairman of the Committee on Public Information, approving the latter's suggestion for a platform publicity campaign for the purpose of correctly representing the different phases of Government activity in the national task of preparing to win the war against Germany.

ANOTHER DAILY QUILTS.

The Hastings (Minn.) Daily Gazette has discontinued publication. The weekly paper will be continued.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S
GREATEST
NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

W. M. J. MORTON CO. Eastern Reps.
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

WATSON QUILTS.

Thomas E. Watson has decided to suspend publication of the Jeffersonian and the Thomson Guard and to abandon his appeal from Federal Judge Speer's decision barring the Jeffersonian from the mails.

He announced that he would not press the case of the Guard, which he brought after the Jeffersonian was excluded from the mails, and in connection with the publication of which he was instructed to appear before postal authorities in Washington.

Watson has consistently opposed the selective draft law and his utterances in the Jeffersonian were declared by Judge Speer to be seditious.

TEACHERS' PATRIOTISM.

Mrs. Ella Flagg Young, former superintendent of schools in Chicago, has gone to Washington, D. C., to become editor of the Patriotic Manual, a publication to be circulated among American school teachers. She will undertake the work at the request of Secretary of the Treasury W. G. McAdoo.

NEW DAILY IN WICHITA.

J. Elmer Reese and W. I. Funk are reported to be organizing a stock company to start a new Democratic daily paper in Wichita, Kan. They are said to have secured an option on a 75-foot plot of ground on North Market street for the erection of a 10-story office building to cost \$700,000.

THE PITTSBURGH POST ONLY Democratic Paper In Pittsburgh



CONB. LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
REILLY-SMITH COMPANY,
220 Fifth Ave., NEW YORK
Lyttton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

BILLINGS, Billings, Mont.—Handling accounts of Carter Sanitarium, Thermopolis, Wyo.; Chapple Drug Co. and Sun River Oil & Gas Co. of Billings.

KLAU, VON PIETERSAM-DUNLAP, 131 22nd st., Milwaukee—Has been appointed advertising agent for Jones Dairy Farm, Fort Atkinson, Wis.

VANDERHOOF, Marquette Bldg., Chicago—Has secured the advertising accounts of the Sunbeam Chemical Company, Inc., Chicago, manufacturer of "Rit," a dye soap, and are making up lists of publications.

WARFIELD, Bee Bldg., Omaha, Neb.—Handling the macaroni advertising of the Skinner Mfg. Co., Omaha. The appropriation this year will be increased from \$50,000, the amount spent last year, to approximately \$125,000 the coming year. A large list of dairies from coast to coast, national magazines, and trade papers are receiving 1,000-line orders.

CHAMBERS, 616 Maison Blanche Bldg., New Orleans—Sending out copy for the National Farm & Live Stock Show (to be held in New Orleans Nov. 10-19) to Southern newspapers and farm journals.

GOLDSMITH, 25 E. 20th st., N. Y.—Placing the advertising of Phil. Walcott & Co., N. Y., makers of "Dubbeltwear" boys' suits, in a list of women's magazines.

BATTEN, Fourth Av. Bldg., N. Y.—Placing orders with Texas newspapers for M. J. Breitenbach Co., "Pepto Mangan," 53 Warren st., N. Y.

BREARLEY - HAMILTON, Perkins Bldg., Grand Rapids, Mich.—Reported to be figuring on a large newspaper campaign throughout the United States for Superior Laboratories Co., "Stovoll" rust resistant, Grand Rapids, Mich.

CO-OPERATIVE, 3339 Lancaster av., Philadelphia—Placing orders with newspapers where they give cooperation for Shanon Co., "Chasen Vin," Lonic, 136 N. Third st., Philadelphia.

FOLEY, Bulletin Bldg., Philadelphia—Placing copy to run in newspapers during October and November for Liggett & Myers Tobacco Co., "Viceroy" tobacco, St. Louis, Mo.

FOWLER SIMPSON, 1906 Euclid av., Cleveland—Reported will adver-

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
260 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
301 Devonshire Street, BOSTON.
Krege Building, DETROIT.

THE Philadelphia Bulletin HAS THE Largest TWO-Cent Circulation in the East.

Net Daily Paid Average for August
351,976 Copies
WILLIAM L. McLEAN, Publisher.

line in newspapers for Reflex Co., "Reflex Spark Plugs," Cleveland.

GOULSTON, 18 Tremont st., Boston—Placing orders with newspapers in selected sections for Jacob Dreyfuss & Sons, "Congress Shirts," Boston.

HANFEMETZGER, 95 Madison av., N. Y.—Will shortly make 20,000-line contracts with newspapers in cities with a population of 75,000 or over for Famous Players Lasky Film Co., 485 5th av., N. Y. The advertising is for Paramount, Famous Players, Lasky and Art Craft films.

KASTOR, Mercantile National Bank Bldg., St. Louis—Again placing orders with newspapers for Anti-Kamnia Chemical Co., "A-K" tablets, 1624 Pine st., St. Louis.

KOCH, University Bldg., Milwaukee, Wis.—Reported will advertise this fall for McConnon & Co., household supplies, Winona, Minn.

MORSE, 4th av. and 30th st., N. Y.—Again placing orders with some New England newspapers for Weit Stove Co., Glenwood Stoves & Ranges, Taunton, Mass.

NATIONAL BISCUIT CO., "Uneeda Biscuits," etc., Philadelphia—It is rumored that part of advertising has been transferred to a New York City agency.

PRESBREY, 456 4th av., N. Y.—Placing special copy with newspapers for the Aluminum Cooking Utensil Co., "Wear Ever Aluminum Roaster," New Kensington, Pa.

REDFIELD, 34 W. 33d st., N. Y.—Reported will shortly place newspaper contracts for Sonora Phonograph Co., 57 Reade st., N. Y.

SCHERMERTORN, Gibbs Bldg., San Antonio, Tex.—Placing orders with newspapers for Guarantee Shoe Co., Boot-Jack, San Antonio, Tex.

SWLYD, 347 5th av., N. Y.—Placing orders with N. Y. City newspapers for Oriental Vermin Exterminating Co., N. Y.

URMY, 41 Park Row, N. Y.—Placing 12-time orders with newspapers generally for Earl & Wilson, "E & W. Dishwash" Collins, Troy, N. Y.

VAN PATTEN, 50 E. 42d st., N. Y.—Placing 1,000-line copy to run

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,264 lines more local business than its only competitor.

With the Springfield News (the two at .955 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

in one week with newspapers generally for Pyrene Mfg. Co., "Pyrene Fire Extinguisher," 32 Vanderbilt av., N. Y.

Placing orders with newspapers in large cities for Hearst Magazine, October issue, 110 W. 40th st., N. Y.
SEAMAN, 401 8th av., N. Y.—Placing orders with newspapers in the following states: Florida, Georgia, North Carolina, South Carolina, for Liggett & Myers Tobacco Co., "Piedmont" cigarettes, St. Louis.

Placing orders with a selected list of newspapers for Colgate & Co., soaps, perfumes, etc., Jersey City, N. J.

WOOD, PUTNAM & WOOD, 111 Devonshire st., Boston—Again placing 9-inch 8-time orders with newspapers generally for Royal Worcester Corset Co., "Bon Ton" corsets, Worcester, Mass.

DOREMUS & MORSE, 31 Nassau st., N. Y.—Placing orders with some daily newspapers and weeklies for White Tar Moth Co., N. Y.

ADD VANDERHOOF
Placing contracts for the Wilt Sales Co., Wilt Cleaner for kid gloves and shoes, Chicago, in daily newspapers.

Has secured the account of Pyrdol & Chemical Co., Inc., "Preferol," a new mouth wash and gargle, Chicago. Lists of publication are now being made up.

MILLER, Nasby Bldg., Toledo, Ohio—Placing orders in mail order and class publications for W. Z. Long Co., Springfield, Ohio.

KEILEY, 2nd National Bank Bldg., Toledo—Has added the Standard Parts Co., Cleveland, to its accounts.

BRENTANO-KORNBLUM, Courier Bldg., Evansville, Ind.—Placing orders in daily newspapers for the Scherffus Can Co. and the Evansville Brewing Association.

Also sending out orders for the Sterling Refining Co. to trade publications.

CHAPPELOW, International Life Bldg., St. Louis—Placing advertising of Reflectolite Co., lighting system, St. Louis.

GOULSTON, 18 Tremont st., Boston—Has secured the account of Ply-

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

Daily (Net Paid) CIRCULATION 55,498

April, 1917 Figures—A.B.C. Basis.—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, Chicago.
301 Devonshire St., BOSTON.
Krege Building, DETROIT

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
People's Gas Building, CHICAGO.

mouth Rubber Co., "Slipknot rubber heels," Canton, Mass.

LORD & THOMAS, Mallers Bldg., Chicago—Sending out orders to agricultural publications for the advertising of S. Silberman & Sons, fur, Chicago.

DIRECT—Armour Grain Co., Chicago, is now putting out "Maple-Flake Whole Wheat," having recently purchased the Maple-Flake Mills, Grand Rapids, Mich.

Cement Casket Mfg. Co., Albion, Mich., appearing in some large city daily papers.

JOERNS, Lyttton Bldg., Chicago—Placing the advertising of Federal Mercantile Co., Chicago, in some Chicago papers.

MALLORY, MITCHELL & FAUST, Security Bldg., Chicago—Contemplating campaign for Imperial Brass Mfg. Co., "Imperial Primers," a device for priming automobile engines, Chicago.

STERLING, 110 W. 40th st., N. Y.—Has secured the account of Derryvale Linen Co., "Derryvale Irish Linens," N. Y.

KOCH, University Bldg., Milwaukee—Will shortly place some advertising for Puffer-Hubbard Mfg. Co., Silos, Minneapolis.

BILLINGS, Billings, Mont.—Placing the accounts of Carter Sanitarium, Thermopolis, Wyo.; Chapple Drug Co., and Sun River Oil & Gas Co., Billings.

RANKIN, Monroe Bldg., Chicago—Placing the advertising of Farquhar-Moon Mfg. Co., "Energene," Chicago, in a few selected Southern newspapers.

Now placing newspaper advertising for Y.M.C.A. Schools of Chicago.

ROGERS & SMITH, 64 E. Van Buren st., Chicago—Sending out orders to farm papers for the advertising of Rowe Mfg. Co., Galesburg, Ill.

BLACKMAN-ROSS, 95 Madison av., N. Y.—Will shortly place orders for N. K. Fairbanks & Co., "Cottolene," Chicago.

ANFENGER, Railway Exchange Bldg., St. Louis—Sending out orders to farm publications for the adver-

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation:
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

Joliet, Ill. (The PITTSBURGH) of the West
Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News
ALCORN-HENKEL, Representative
New York Chicago

tising of McCullough & Tumbach, fur, St. Louis.

Placing orders with newspapers in selected section for Grain Products Co., "Bran-Eats" biscuits, St. Louis.

SEEDS, 330 University Square, Indianapolis—Has secured the account of National Fruit Juice Co.

TURNER, Transportation Bldg., Chicago—Has secured the account of Martin & Martin, Chicago.

REDFIELD, 34 W. 33d st., N. Y.—Orders going out to a list of newspapers on Sonora Phonographs.

HANFF-METZER, 95 Madison av., N. Y.—Orders for 24,800 lines going out to newspapers on Paramount Motion Pictures.

DYER, 42 Broadway, N. Y.—Sending out contracts for 10,000 lines to newspapers for Penick & Ford's "New Orleans Molasses."

DIRECT — Aluminum Cooking Utensil Co., New Kensington, Pa., is advertising in newspapers in connection with the food conservation movement.

Avon Chemical Co., 104 5th av., N. Y., is asking information in various towns for a newspaper campaign in contemplation.

A PRO-GERMAN BANNED.
The Guatemala City daily newspaper, Eco Aleman, published in Spanish, which has been active in its hostility to the Entente, has been suppressed.

The St. James (Minn.) Journal-Gazette has been discontinued.

St. Paul and the Northwest
best can be reached by advertising your wares in the columns of the

ST. PAUL DISPATCH
and ST. PAUL PIONEER PRESS
In St. Paul, the St. Paul Dispatch has an average total daily circulation of 53,478; the St. Paul Pioneer Press, an average total daily circulation of 45,532; the St. Paul Sunday Pioneer Press an average total Sunday circulation of 47,802.

They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION
St. Paul Dispatch (daily). Over 51,000.
St. Paul Pioneer Press (daily). Over 64,000.
Sunday Pioneer Press. Over 77,000.
They Cover the Field.

BRIDGEPORT

CONNECTICUT
(The Eden of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Published by A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning
37,659 NET PAID average during 6 months period ending April 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
728 Tribune Building, NEW YORK

MAGAZINE NOTES.

Forbes' Magazine, a new fortnightly financial publication under the management of B. C. Forbes, made its first appearance in New York on September 19. Associated with Mr. Forbes are Miss Marian R. Glenn, formerly director of business information for the American Bankers' Association, who will conduct "The Woman in Business" department; and Walter Dry, formerly general manager of the Magazine of Wall Street. Among the contributors are Clement B. Asbury, who is conducting a stock market analysis, and Lockwood Barr, who in each issue discusses investment opportunities and edits a fact and comment department.

Miss Mary M. Murphy, for the past three years on the staff of the Ottawa (Ont.) Journal, has been appointed managing editor of Everywoman's World, Toronto.

SPRINGFIELD CHANGES.

A. G. Shirley, since the first of the year advertising manager of the Springfield (Ohio) News, has resigned to take charge of the advertising department of the Edward Wren Company. Mr. Shirley previous to his connection with the News was for several years in department store work similar to his new duties.

Elno R. Smith succeeds Mr. Shirley as advertising manager of the News. Mr. Smith is well known among the business men of the city, having been connected with the News advertising department for a number of years.

SCRIPPS WANTS EXEMPTION.

An appeal from the exemption board has been filed in behalf of Robert Scripps, son of E. W. Scripps, the millionaire publisher. The exemption boards decided against young Scripps on two pleas—one that he had a family dependent upon him and another that as a newspaper worker he was more valuable in that capacity than as a soldier.

Appeal from the exemption board's decision in Cincinnati has been made direct to President Wilson.

THE
DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle
NEW JERSEY'S
LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

CORN BELT FARMER CHANGES.

Early in May Captain Clark, publisher of the Corn Belt Farmer, Waterloo, Ia., entered the first officers' training camp at Little Rock, Ark. When the commissions were



CAPTAIN HARRY B. CLARK.

awarded three months later he was made a captain and ordered to report at Camp Pike, near Little Rock, one of the big cantonments, for service in training the new army.

His work in the army will make it necessary for him to give up active management of his farm paper, at least until the end of the war.

Paul B. Talbot, for the past three years advertising manager, has assumed entire management and will be assisted by Fred F. Clark of Lancaster, Pa., Captain Clark's brother.

Fred Clark will move to Waterloo and take charge of the circulation.

NEW METAL PAPER.

Money Metals has appeared in New York as an exponent of the fact that an increased gold and silver production is very much needed at the present time and will lend its aid and assistance to all legitimate mining enterprises.

Money Metals proposes sending its messages not alone to the miners of the West, but to the bankers and investors of the country urging that they give staunch loyal support to every legitimate effort to promote the mining industry.

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNESS, CHICAGO.
VERREE & CONKLIN, Inc., New York

NEW DAILY AT BISMARCK.

The Bismarck (N. D.) Public Opinion Company has incorporated for the purpose of publishing a daily newspaper at Bismarck. It is a reorganization of the Missouri Slope Cooperative Publishing Company, which for the past eight months has been issuing a weekly owned and controlled by the farmers and business men of the slope county and managed by R. S. Wilcox.

The new daily, of which the farmers will also have complete control, will be launched not later than the first of November.

WILL SOON EDIT THE BEE.

When Carlos H. McClatchy returns from military service, in which he is now a first lieutenant in the regular army, he will succeed his father, Charles K. McClatchy, as editor of the Sacramento (Cal.) Bee. When he went into the army he was one of the associate editors of the Bee and his place is being temporarily filled by E. S. Carroll, formerly with the Bee and Salt Lake newspapers.

In the news department of the Bee about fourteen other changes have been caused by writers leaving, nearly all of them for the war.

CLASS READERS.

The Chicago Daily News printed a book section on September 19 that was mailed to a list of over 4,000 book customers of Marshall Field & Co., and a list of over 300 reading rooms and libraries.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star 83,194
Evening Times 35,569
Washington Post 34,293
Washington Herald 30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives.
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING UNION STAR
CIRCULATION 20,643
AUDITED
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

OBITUARY NOTES.

CLINTON W. SWEET, founder of the Real Estate Record, the Architectural Record and the Builders' Guide, now known as the Record and Guide, of New York, committed suicide by shooting himself on September 24 at his home in Yonkers, N. Y. For several years he had been suffering from nervous disorders. He was widely known also as the head of the Sweet-Orr Overall Company.

JAMES WESTON GOSS, one of the oldest and best known newspaper men of Minnesota, died in Duluth September 17. Mr. Goss, familiarly known as "the judge," began his newspaper career in Duluth when it was a village, and followed the profession until age and disease incapacitated him from strenuous activity. He was seventy-six years old.

JAMES L. LEE, president of the Challenge Machinery Company, Grand Haven, Mich., died on September 16 of pneumonia. He was a veteran newspaper man, having begun his trade in England at the age of twelve. He went to Chicago in 1863, and was employed on a paper in which Mary L. Livermore was the moving spirit and William Cullen Bryant the editor.

CAPTAIN GEORGE R. H. BUFFINGTON, for fifteen years manager of the Fall River (Mass.) Evening Herald, died at Craigville, Mass., on September 24 after three weeks' illness. He was formerly commander

If this territory presents a
sales problem to you, the
**Merchandising Service
Department.**

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

W. D. BOYCE CO.
309-314 North Dearborn St., CHICAGO
306 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.

Peoria JOURNAL
Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

in-chief of the Massachusetts Naval Militia. He was fifty-three years old.

DANIEL L. RUSSELL, a newspaper man and formerly president of the Telegraphers' Union, died in New York on September 24.

FRANK G. DICKEY, former night editor of the Associated Press and member of its Boston bureau, is dead in Boston.

DANIEL W. FLENNER, an employee of the Chester (Pa.) Times for more than thirty-five years, is dead in his home town.

FRANK E. HALL, formerly editor and publisher of the Joliet (Ill.) Daily News and for many years with the American Press Association, died on September 15 in Fremont, Neb. Lately he was connected with the advertising department of Fremont papers.

ASA E. HUNT, formerly advertising manager of the Dallas (Tex.) News, died recently, aged forty-four years.

ESTABEN DOMINGUEZ, connected with the Santa Fe New Mexican, is dead.

JAMES DAVIS SHAW, publisher of the Moundsville (W. Va.) Daily Echo, is dead, aged eighty-two years.

CAPTAIN JOHN J. WHEELER, a pioneer Indiana newspaper editor, died recently at Crown Point, Ind., aged seventy-nine years. He was editor of the Crown Point Star for forty years and has served as postmaster.

FRANCIS VAN HAM, a veteran Chicago newspaper man, died last week in St. Luke's Hospital, aged sixty-three years.

NEA BROWN, sportsman, writer and business man well known among the newspaper fraternity in Chicago, died recently at Watkins, N. Y. His home was in Wasau, Wis., and he was on his way home from New York when he died.

JOHN H. BRAINARD, one of the pioneer editors of Boone, Ia., died on September 19 after an illness of many months' duration. He formerly was with papers in Clear Lake, New Amsterdam and Nevada,

The BEST Advertising BUY in
CLEVELAND

THE NEWS

Quality Evening Newspaper
With Quantity Circulation

THE LEADER

Sunday

Represented by PAUL BLOCK, Inc.
550 Fifth Ave., NEW YORK
Mallory Building, CHICAGO
301 Devonshire St., BOSTON
Krepps Building, DETROIT

THE NEW ORLEANS ITEM

Largest Afternoon Circulation in the
entire South.

(April A.B.C. Not Paid Statement)
Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

the Council Bluffs Nonpareil and Boone Standard. Following his retirement from editorial work he became curator of the Ericson Library in Boone.

JOHN BEEKMAN HULING, for over thirty years a printer in Chicago and at one time editor of Inland Printer, died September 24 at his home in Downers Grove, near Chicago.

W. C. HAYWARD, who was editor of the Garner (Ia.) Signal in the early seventies, passed away at his home in Davenport, Ia., September 16. Mr. Hayward was later cashier of the Garner City Bank, which he helped organize, president of the Davenport National Bank, member of the school board of that city for nine years, served five times in the state senate and was secretary of state in 1907 and 1908.

HELENA STAFF SHIFTS.

There has been quite a shake-up on the Helena (Mont.) Standard.

Charles Copenhaver, for twenty-six years with the Standard and for many years city editor; Harold Cray, for eight years sporting editor and one of its "star" reporters, and Charles L. Stevens have all resigned. Cray has gone to war. Copenhaver has not yet made other connections. Stevens is handling publicity work for the fair until October 1.

Harry C. Sultzer, who handled courts, has been made city editor.

A REPORTER MISSING.

The parents of Meade Southley, nineteen years old, of Westport, Ct., have appealed for aid in finding the young man, who has been missing three weeks.

He was a reporter on the Bridgeport Standard-American. He is 5 feet, 11 inches tall and weighs about 180 pounds.

CONSOLIDATION IN MONTANA.

J. T. Annin, formerly owner of the Columbus (Mont.) News, and M. C. Smith of the Democrat will be, respectively, editor and manager of the News-Democrat, a newly consolidated weekly newspaper of Columbus.

THE PITTSBURG DISPATCH

has been a potent factor in
the success of Pittsburgh's
big stores.

H. C. Rook, Real Est. Trust Bldg., Phila.
W. G. Brooks, 285 Fifth Av., New York
Ford-Parsons Co., Michigan Av., Chicago
W. E. Edges, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes.

In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

BEST \$2 INVESTMENT.

EDITOR THE FOURTH ESTATE.

SIR: When I subscribed to THE FOURTH ESTATE I did it more from a spirit of helping out a friend than I did from feeling that it would be of special interest to me as a newspaper man located way out in Illinois.

I have been agreeably disappointed however.

THE FOURTH ESTATE bristles with news and information of value to the profession. I don't think I have ever invested \$2 in my business as a publisher—and I have been in the game for over thirty years—that has produced as good results.

No newspaper man—be he publisher of a weekly, daily or magazine—can afford to be without a trade paper—his trade paper, and I always await the arrival of THE FOURTH ESTATE with interest and take a full degree of pleasure in perusing its contents.

FRED L. ROY.

Publisher the Streator (Ill.) Daily Independent Times; vice-president National Association of Postmasters.

AN ILLINOIS ELECTION.

The Suburban Publishers Association, at its first annual meeting elected R. J. Penceck of Chicago, president; C. F. Renick of Woodstock, vice-president; U. S. G. Blakely of Plainfield, recording secretary; E. A. Cogley of Maywood, treasurer; and B. A. Pratt of Chicago, corresponding secretary.

The Circulation of the NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Germania Herold 36,989
Only German Morning daily in Milwaukee
Sonntag Post 37,000
Only German Sunday daily in Milwaukee
Weekly Germania 107,413
(German Farm Journal) Weekly, 103,333
Die Rundschau, Weekly, 25,008
Eastern Representative
LOUIS KLEBAHN
1 West 84th Street NEW YORK
Telephone 815 Greeley



A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium
Phone Stuyvesant 2004
90 East 10th St., NEW YORK

BONNET ROUGE CASE GROWS.

Another arrest was made on September 29 in the Bonnet Rouge case in Paris, when Jacques Landau, a reporter on that paper, was taken into custody. Landau is said to have admitted that it was he who obtained safe conducts for M. Duval, director of the Bonnet Rouge, to visit Switzerland. A suspicious check was found on Duval when he returned from his last visit to that country. The Bonnet Rouge case played a part in the recent cabinet upheaval in France.

Miguel Almercyda, editor of the paper, committed suicide in a Paris prison, where he was held on a charge of sedition. M. Duval, who was arrested on August 15 with Almercyda, is awaiting trial on a charge of supplying the enemy with information. On September 1 M. Malvy, minister of the interior, resigned in order to refute press charges made in connection with the case.

TAKES UP WAR WORK.

Mrs. J. A. Gurnett, has resigned from the editorship of the woman's department of the Toronto Mail and Empire to become secretary of the Woman's Auxiliary to the Organization of Resources Committee. Before entering the field of journalism, Mrs. Gurnett was president of Toronto's Household Economic League and secretary of the Local Council of Women.

A Short Story: DETROIT SATURDAY NIGHT

—gained 35% in
Advertising and
Circulation in 1916

NOW IN ITS ELEVENTH YEAR

Represented by G. Logan Payne Co.
New York. Chicago. Boston. Detroit.

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND

Kuryer Bostonski

27 Beverly st., BOSTON, MASS.
reaches 800,000 Poles in New Eng-
land. They want to buy your goods

Use Kuryer Bostonski

INDIANAPOLIS STAR NOTES.

Everett C. Watkins, for a number of years general assignment reporter on the Indianapolis Star, has been appointed Washington staff correspondent for that paper and will assume his new duties about October 1. Mr. Watkins has been with the Indiana troops at Camp Mills, Long Island, for several weeks, serving in the capacity of staff man for the Star.

He is succeeded on the Star staff by Morrison Koerner, who will be stationed at Fort Harrison until the close of the present officers training camp.

Herbert Grant, a reporter on the Star, has resigned to enter the army.

Hillard Garretson, for the past year Indianapolis night editor of the Associated Press, has been appointed assistant city editor of the Indianapolis Star in place of William McClure, who resigned to enter the officers' training camp at Fort Harrison.

Hector Fuller, for several years dramatic critic of the Indianapolis Star and latterly military expert for that paper, has resigned and joined the government in the aid of the Liberty War Council, the agency that is creating and maintaining libraries for the soldiers and sailors of the present war.

Thomas J. Steele, an old-time Indianapolis newspaper man and formerly managing editor of the Indianapolis Journal, who is at present librarian for the Indianapolis Star, has been off duty for several weeks on account of illness.

NEW CANADIAN PAPER.

The South Shore Breeze is the name of a new Canadian publication issued by the South Shore Board of Trade to call attention to the industrial opportunities of Greenfield Park, Longueuil, Montreal South, St. Lambert and parishes of Longueuil and St. Hubert.

NEW MONTANA DAILY.

The Harlowton Press, published by J. Johns, is Montana's latest daily newspaper.

The St. Paul (Neb.) Republican has been sold to H. B. McKibbin by Walter L. Bucksen.

MONTREAL

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

LA PRESSE

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars.

WM. J. MORTON CO., Special Reps.
NEW YORK Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, ENG., 19 Sicilian Avenue
Southampton Row.
PARIS, 6 rue du Rocher.

THE JEWISH MORNING JOURNAL NEW YORK CITY

carries more advertising than any other Jewish newspaper. Circulation in New York City largest of all foreign language newspapers.

Member A. B. C.

IN SAN ANTONIO.

G. D. Coates, formerly of the Winthrop Press, New York, has joined the staff of the San Antonio (Tex.) Saturday Night, succeeding Clifton H. Tupper.

Kenneth C. Perry has resigned, entering the army as first lieutenant in Battery B, Second Texas Field Artillery, stationed at Camp Bowie, Fort Worth.

NEW ASSOCIATION PAPER.

Under a resolution of the board of directors of the Florida Publishers' Auxiliary, a paper called the Florida Publishers' Bulletin has been established as a regular monthly publication. It has no subscription price, but will be mailed under special prepaid postal permit to every newspaper in Florida.

PAPER'S PLANT SMASHED.

Frustrated by alleged disloyal utterances of Carl A. Wold, editor of the Park Region (Minn.) Echo, several citizens of Alexandria entered his office the other night, smashed the Linotype machine and press and carried off the letter files.

MERGER IN OREGON.

W. C. Parry, owner of the Junction City (Ore.) Times, purchased the Valley Progress, owned and edited by A. K. Mickey. Mr. Parry will consolidate the Progress with his own paper.

MEETING POSTPONED.

The West Virginia Press Association meeting, which was to have been held last week in Webster Springs, was postponed indefinitely on account of the Webster Springs Hotel being closed.

GOING IT ALONE.

John Michaelson has assumed entire control of the South Sioux City (Neb.) Record, having purchased the interest of his partner, J. P. Halloran.

NEWCOMER IN IOWA.

The Register Printing Company has launched a new paper in Hillsboro, Ia., with E. J. Rice as business manager.

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish Daily.

Reaches the cream of purchasing power of the Jewish element in America.
CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY

The National
Jewish Daily.

Member A. B. C.

Main Publication Office:
188 East Broadway, NEW YORK

NARODNI List

Briscoe Motor Corp. of Jackson, Mich., has just placed 19,550 agate lines of Briscoe advertising in the Narodni List. This is the best proof that the Narodni List is one of the best advertising mediums in the foreign languages for National advertisers.

Ideal Newspaper for National Advertisers
Phone 3289 Beekman
61 Park Row, NEW YORK

The Only ITALIAN Daily Newspaper
in New England.
Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON
consolidated with La Tribuna del Popolo
and Il Messaggero di Worcester.

100,000 Italians in Boston.
300,000 Italians in Massachusetts.
1,000,000 Italians in New England.

FILLING IN A WAR HOLE.

Harold F. Doolittle, junior member of the firm of E. S. Doolittle & Son, publishers of the Pierce County (Wis.) Herald, has become manager of the River Falls (Wis.) Journal. Stanley Morse, the publisher, has been drafted.

FEATURE HUNTING.

C. R. Adams, vice-president, and R. H. Curtis, assistant Sunday editor of the Minneapolis Journal, have been touring through the northern part of Minnesota, securing information for feature stories.

INSTALLS NEW PRESS.

The Amsterdam (N. Y.) Evening Recorder has installed a new high speed press that will print 20,000 four to twenty-page papers per hour, with self-contained paper roll hoist and high speed folder.

CITY EDITOR AN OWNER.

Malcolm Aldrich has sold his stock in the Fairmont (Minn.) Sentinel to Harry Fairley, city editor of the Minneapolis Journal.

THE TERRE HAUTE TRIBUNE

The big home
evening paper
of its section
of Indiana.

In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

The Hartford Courant

The only paper in Hartford to show a gain
in advertising over the preceding year.

Total volume of advertising carried by the Three Hartford Daily Papers for the first eight months of 1916 and 1917, as compiled by DeLisser Brothers, certified public accountants of New York City

		<i>Gain</i>	<i>Loss</i>
The Hartford Courant,	1917 5,548,969	59,159	
	1916 5,489,810		
The Hartford Times	1917 5,648,216		370,949
	1916 6,019,165		
The Hartford Post,	1917 2,389,365		309,250
	1916 2,698,615		

CIRCULATION

The Hartford Courant also shows the largest increase
in circulation over the preceding year of any
newspaper in the City of Hartford.

Daily Courant over 20,000 net paid
Sunday Courant over 22,000 net paid

*From a circulation and rate standpoint The
Hartford Courant offers you the best advertising buy
in the City of Hartford—in fact in the entire State
of Connecticut.*

FOREIGN REPRESENTATIVES

GILMAN & NICOLL,

World Building,
NEW YORK

Tribune Building,
CHICAGO

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Weekly at 339 West
59th Street (Near Broadway)

NEW YORK CITY

SATURDAY, OCT. 6, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship," Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED 1894 No. 1232

SUPREMACY:

The Plain Dealer's wide margin of supremacy is *again* shown by September advertising figures. Advertisers placed in The Plain Dealer's columns 243,040 lines *more* of advertising than in any other Cleveland newspaper.

During September

The Plain Dealer published 1,102,878 lines of paid advertising, being *an increase* of 170,786 lines over the same month last year. (By far the *largest* increase of *any* Cleveland newspaper.)

EXCEEDING Cleveland's second newspaper
(evening) by 243,040 lines

EXCEEDING Cleveland's third newspaper
(evening) by 551,586 lines

(In justice to the evening papers legal advertising has been excluded)

Here are the *facts in figures*; they prove beyond question of a doubt that The Cleveland Plain Dealer *produces*. If you have something to sell, the people living within the territory covered by The Plain Dealer, will buy it—provided you *tell* them about it—through their favorite newspaper.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

Western Advertising Representative:

JOHN GLASS

CHICAGO, Peoples Gas Building

PROHIBITIVE MAIL RATES ON NEWSPAPERS.

CONGRESS GETS THE LONG-SOUGHT 2ND CLASS INCREASE THROUGH, BUT MATTER WILL BE REOPENED AGAIN.

The \$11,000,000,000 War Revenue Bill, which was enacted into law on October 3 by the affixing of President Wilson's signature, provides more burdensome discriminatory special taxes on the newspapers than the most pessimistic publishers had contemplated the House and Senate conferees could possibly adopt.

The members of Congress who have long "had it in" for the newspapers have succeeded in saddling on them special second-class mail increases that they believe will provide them with the satisfaction of seeing many newspapers "go under."

But their success is not assured yet by long odds.

In fact, the conferees' report was adopted by the Senate with the distinct understanding that at the session of Congress beginning December 1 the repeal of the provision increasing the postal rates on second-class matter and other objectionable features of the bill will be taken up.

And members of the House, too, like Representatives Cooper of Wisconsin, Mondell and Platt, declared they have not given up the fight for justice for the newspapers. They voted for the bill in order to get its other forms into operation without delay.

For five months the bill has been in the Senate. It was necessary to dispose of it in order to permit adjournment.

Even Senator Simmons, chairman of the finance committee, and Senator Penrose, ranking Republican member of the committee, admitted the bill has features which do not meet their approval, but they asked the Senate to vote for the report to get the machinery of taxation under way.

Senator Smoot expressed the sentiment of many Senators when he said:

"I know there are not enough votes in the Senate to return this report to the conference. If I were convinced we had enough votes I would do everything in my power to see that it was returned, if for no other reason than to change the zone system on second-class mail matter."

"I do not believe the system proposed can successfully be defended. If it were possible to repeal this bill before it takes effect I would insist upon a vote in order that the second-class mail provision could be changed in conference. But the provision does not take effect until July 1, 1918. I think during the regular session we can get an expression of members as to whether or not they want this plan, which means absolute ruin to a great number of publications."

As the bill was adopted in the emergency, enormous increases on second-class mail matter are provided. Different rates will apply to reading and to advertising matter, and no free zone is provided for either.

PROVISIONS OF ZONES.

Beginning July 1, 1918, and continuing until July 1, 1919, the rate per pound on reading matter will be 1½ cents, or a quarter of a cent more than the present rate on all second-class matter, and one and one-half cents per pound after July 1, 1919.

Publications carrying more advertisements than 5 per cent of their total space are subjected under the fourth-class parcels post zone system, to the following rates per pound on their advertising matter:

Between July 1, 1918, and July 1, 1919: First and second zones, 1½ cents; third, 1½ cents; fourth, 2 cents; fifth, 2½ cents; sixth, 2½ cents; seventh, 3 cents; and eighth, 3½ cents.

Between July 1, 1919, and July 1, 1920: First and second zones, 1½ cents; third, 2 cents; fourth, 3 cents; fifth, 2½ cents; sixth, 4 cents; seventh, 5 cents; and eighth, 5½ cents.

Between July 1, 1920, and July 1, 1921: First and second zones, 1½ cents; third, 2½ cents; fourth, 4 cents; fifth, 4½ cents; sixth, 5½ cents; seventh, 7 cents; and eighth, 7½ cents.

After July 1, 1921: First and second zones, 2 cents; third, 3 cents; fourth, 5 cents; fifth, 6 cents; sixth 7 cents seventh, 9 cents, and eighth, 10 cents.

These rates apply on all publications entered as second-class matter, including sample copies to the extent of 10 per cent of the weight of copies mailed to subscribers during the calendar year.

Rates on daily papers dropped for mail carrier distribution and the pres-

ent free in county provisions of the law remain unchanged.

Papers carrying less than 5 per cent of their space in advertising would be entitled to the reading matter rate.

A special rate of 1½ cents a pound between July 1, 1918, and July 1, 1919, and 1½ cents a pound thereafter is provided for religious, educational and similar publications not conducted for profit.

The one-cent tax on letters, excepting drop letters and postal cards, is restored by the conferees. It is estimated that it will raise about 170,000,000, and is effective thirty days after the passage of the act.

The Senate provision, exempting from postage letters written by soldiers and sailors abroad, is retained.

TEXT OF MAIL INCREASE SECTION.

The second-class provisions are:

Sec. 1101. That on and after July first, nineteen hundred and eighteen, the rates of postage on publications entered as second class matter (including sample copies to the extent of ten per centum of the weight of copies mailed to subscribers during the calendar year), when sent by the publisher thereof from the post office of publication or other post office, or when sent by a news agent to actual subscribers thereto, or to other news agents for the purpose of sale:

(a) In case of the portion of such publication devoted to matter other than advertisements, shall be as follows: (1) On and after July first, nineteen hundred and eighteen, and until July first, nineteen hundred and nineteen, 1½ cents per pound or fraction thereof; (2) On and after July first, nineteen hundred and nineteen, 1½ cents per pound or fraction thereof.

(b) In the case of the portion of the publication devoted to advertisements the rates per pound or fraction thereof for delivery within the several zones ap-

(Continued on Thirty-Eighth Page.)

CIRCULATION MEN OFF FOR CONVENTION.

MOST IMPORTANT MEETING IN HISTORY OF THE I.C.M.A. WILL BE HELD IN ATLANTA ON OCTOBER 9-10-11.

The convention of the International Circulation Managers Association, to be held in Atlanta next Tuesday, Wednesday and Thursday, will be a business meeting of much importance to American and Canadian newspapers.

In his "last word" to THE FOURTH ESTATE before the meeting, President John M. Schmid of the Indianapolis News said:

"Now that the international strife has reached the American shores, the question of our business and social life assumes a new phase. For more than a year we have been confronted by abnormal conditions in the newspaper business, but the problems which have beset circulation managers everywhere have been solved in a most satisfactory way.

"Last year the I.C.M.A. preached economy in everything.

"During the year we practiced it, and we are ready in convention to relate our experiences for the common cause.

"It is more important than ever that we have a full attendance in Atlanta next week. Those who remain away will do themselves and our association great harm.

"Only by cooperation can we accomplish the big things we stand for and which our publishers expect.

"We may well consider our association one of the potent influences in the newspaper business—ever increasing in value and efficiency. A realization of this fact is all that is necessary to the welfare and happiness of our individual members and the progress and worth of the I.C.M.A.

"I consider the next meeting the most important in the history of our organization and appeal to publishers that their circulation managers attend.

"While we have fortunately surmounted many difficulties we have yet many to face and only in united action lies our greatest hope."

The convention will be the nineteenth annual gathering of the International Circulation Managers Association and was originally scheduled for June. It was postponed, however, on account of the unsettled state of business following the American declaration of war, but, with confidence returning, the directors set the above dates.

New York City and St. Louis are understood to be ready to make strong bids for the 1918 convention.

All the sessions of the meeting and the annual banquet on Wednesday evening will be held in the Hotel Piedmont.

The election of officers and the selection of the 1918 meeting place will be decided upon Thursday afternoon.

PROGRAM FOR THE I.C.M.A.

FINE WORK BY ANNENBERG—MEMBERS SHOULD SIGN REGISTRATION BLANKS.

That Chairman J. M. Annenberg of the Schenectady (N. Y.) Union-Star and his associates on the program committee have made good use of the time since June for the selection of the most beneficial topics of discussion is well shown by the program.

A meeting of the board of directors will precede the opening of the convention. It will be held Monday evening at the Hotel Piedmont to hear reports of the entertainment, auditing and convention committees and to complete final business arrangements.

The business sessions of the convention will be from 9 a. m. to 12

o'clock noon, and from 2 p. m. to 5 p. m., with the exception of Tuesday, when the afternoon session will be dispensed with on account of a sight-seeing trip, which the entertainment committee has planned.

However, to make up for this short spell of recreation, there will be a night business session on Thursday.

The officers urge members to sign the registration blanks during the hour preceding the first session on Tuesday. Secretary James A. Matthews will be at his desk in the convention hall to furnish the proper blanks. The full name of the member and the name of the newspaper he represents should be signed. These blanks will be taken up to formulate the roll call.

TUESDAY.

The convention will be opened by an address of welcome by Governor Hugh Dorsey of Georgia.

After the routine business of the meeting has been cleared away, the real object of the gathering—papers and discussions—will receive their full attention.

D. B. G. Rose of the Louisville Post will ask and answer the question of "Why are we in Atlanta?" following which the technical questions will have an inning.

Robert McLean of the Philadelphia Bulletin will talk on "Effects of raising the price of papers to 2 cents. Methods of holding circulation in such cases."

W. H. Harrington of the St. Louis Globe-Democrat has the topic of "Can one or more daily newspapers in any city successfully increase their selling price without concerted action from all dailies in the same field? If so, how?"

(Continued on Twentieth Page.)

357,225

The New York Times

The average net paid circulation of The New York Times, daily and Sunday, for six months ended September 30, 1917, (reported to Post Office Department October 1, 1917), was 357,225

An increase of 70 per cent. in five years

An increase of 149 per cent. in ten years

A circulation which represents the largest group of intelligent, discriminating and responsive readers ever assembled by a newspaper.

The New York Times is read in more than 5,000 cities and towns in the United States

Record of Growth, 1898-1917

Average net paid circulation for the six months
Preceding October 1st in each of twenty years

1898 . 25,726	1903 . 106,386	1908 . 172,880	*1913 . 230,360
1899 . 76,260	1904 . 118,786	1909 . 184,317	*1914 . 259,673
1900 . 82,106	1905 . 120,710	1910 . 191,981	*1915 . 318,274
1901 . 102,472	1906 . 131,140	1911 . 197,375	*1916 . 340,904
1902 . 105,416	1907 . 143,460	1912 . 209,751	1917 . 357,225

*Post Office Department Report.

The New York Times leads all New York newspapers in volume as well as in character of general advertising.

OHIOANS MAY GET CHEAPER BREAD

THANKS TO FLOYD MACGRIFF AND THE INTERNATIONAL NEWS SERVICE.

This is the story of how one young man with an idea woke up an entire state. It has a vital bearing on the high cost of living, and it carries a message to newspaper publishers all over the United States.

The young man is Floyd MacGriff, International News Service bureau manager at Columbus, Ohio.

The state he woke up so effectively was densely populated Ohio.

And the idea he had was that bread ought to be at least as cheap



FLOYD MAC GRIFF.

in the United States, and particularly in the "Buckeye" state, as in England.

The leased wires of the I.N.S. on September 25 carried a small item under a London date. It said merely:

"The food controller has fixed the price of bread at 20 cents for a four-pound loaf."

This was followed by a New York date story to the effect that bakers there had announced the price of a fourteen ounce loaf as 8 cents.

Part of MacGriff's job as Ohio state bureau manager is to get out a state letter for the forty-odd clients who receive the wire in that state,

and when he caught this little wire story he concluded that the editors served by his bureau would be interested in a little analysis of comparative costs between Ohio and England.

So he investigated the food costs in Ohio and found that consumers in that state were being unmercifully ground up in the mill of high prices. He wrote what he had learned, and sent it out in the belief that some of his editors might find it "mildly interesting."

Did they?

Well, practically every one of the papers took this mail story and played it all over the first page, with big headlines.

The Toledo Blade led the paper with it, using a headline about seven inches deep for emphasis.

The Dayton Evening News did the same.

So did the Canton News, the Piqua Call, the Newark American-Tribune, the Alliance Review and the East Liverpool Review.

The Bucyrus Telegraph played it up under an eight-column spread.

Results were almost instantaneous. Bakers in many cities were on hand with alibis, and in East Liverpool the Bakers Association inserted advertisements asking the public to disregard the statement, although admitting that it came "from reliable sources."

The East Liverpool Review printed an editorial, two columns wide and prominently played on the first page, in answer to the bakers.

And the fight is still on.

It looks as if Ohio will get cheaper bread, thanks to MacGriff and the International News Service.

ELECTION AD PLUMS.

The New York American, the Evening Journal, the Staats-Zeitung, the Wahrheit and the Morning Telegraph have been designated as the papers to receive the Democratic portion of the city's official election advertising. The awards amount to \$15,000 each.

A.N.P.A. MEMBERSHIP NOTES.

The Decatur (Ill.) Daily Review has been transferred from associate to active membership in the A.N.P.A.

The Towanda (Pa.) Daily Review has been elected to associate membership.

SOME SALEM CHANGES.

Arthur N. Jones, who for a year has held down the telegraph desk on the Salem (Ore.) Statesman, now has a desk position on the Medford (Ore.) Sun.

Managing Editor Stephen A. Stone is temporarily handling the telegraph work.

E. L. Cannon, who has resigned as reporter on the Statesman, is succeeded by W. C. Cowgill of Corvallis.

Perry Prescott Reigelman has resigned from the reporting staff of the Salem (Ore.) Capital Journal and has gone to New York City to study war photography with a view to becoming an aerial scout in the army service.

John Cradlebaugh, veteran desk man on the Journal, is on the State Capitol run pending the procuring of another reporter.

T. C. Tilly, Associated Press operator on the Salem (Ore.) Statesman, is on a two weeks' vacation. He is being relieved by R. L. Testral, formerly of Winnipeg.

FOOD CONTROL PUBLICITY.

The Kansas publicity committee for the Federal food administration, appointed by Herbert C. Hoover, has Arthur J. Carruth, Jr., managing editor of the Topeka Journal, as chairman.

Other members are: Samuel O. Rice, head of the department of journalism of the state university; Nelson A. Crawford, head of the department of journalism of the state agricultural college; W. C. Lanadon, editor of the Salina Union; Herbert Cavaness, editor of the Chanute Tribune; M. G. Markham, owner of the Baldwin Ledger; Drew McLaughlin, editor of the Hiawatha World, and Cecil Howes of Topeka.

LYNCH BECOMES EDITOR.

Upon the death of Allen S. Page, owner and editor of the Sussex (N. J.) Register, James H. J. Lynch, formerly associate editor of the Register, has assumed the management of that publication.

MORE SPACE IN DETROIT.

The Detroit Journal Company has taken over the entire sixth floor of its building, heretofore under lease to outside parties, and has remodeled it into more elaborate offices for the members of its executive staff.

\$46,600,000 Contracts for Bridgeport

Means Almost Unprecedented Prosperity for Bridgeport During the Next Few Years—Lake Company Has a \$16,000,000 Order for 20 Boats.

Unprecedented prosperity for this city, smashing all previous records, making necessary the probable employment of many extra thousands of workmen and insuring continuous work at the fullest capacity to the factories of this city already producing war materials is made certain by the receipt recently from the United States government of contracts totalling in the aggregate \$46,000,000. This is without doubt the greatest amount of contracts ever placed in this city by the United States government for war work and is but the forerunner of still greater contracts to be placed here by the government, it is said.

Orders placed by the United States government with local factories total more than \$46,000,000 as follows:

Lake Torpedo Boat Company	\$16,000,000
Bullard Machine Company (estimated)	7,500,000
Locomobile Company	7,000,000
Union Metallic Cart-ridge Company (estimated)	5,000,000
Bridgeport Projectile Company	4,500,000
Housatonic Ship Building Company	3,100,000
Bridgeport Brass Company (first installment)	500,000
Sub contracts let to local factories (estimated)	3,000,000
Total Aggregate Amount of Orders	\$46,600,000

Bridgeport Post and Telegram

Largest Connecticut Circulation! 

MORE than **DOUBLE** the circulation of **BOTH** other Bridgeport papers **COMBINED!**

Foreign Advertising Representative—The Julius Mathews Special Agency—Boston—New York—Chicago.

Another Record Smashed!

In 1916 the International News Service added 135 New Clients—a greater number than was added by the Associated Press and the United Press combined.

In the first 9 months of 1917 the I.N.S. has added 143 New Clients—eight more than in the entire record-breaking year of 1916.

There will be more!

The True News FIRST—Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Building

NEW YORK CITY

NEWSPAPERS IN THE CAMPS.

WRITERS SIMPLY CANNOT FORGET THE CALL OF THEIR PROFESSION.

Here are proofs that the new National Army camps over the states are going to have their own times in their own ways as they were at home.

The soldiers of Camp Dodge, situated just a few miles from Des Moines, Ia., are to have their own newspaper, published, edited and financed by themselves.

The editor is Lieutenant L. R. Fairall, 350th Infantry, who edited the Iowa Guardsman on the Mexican border when the Iowa troops were called there during the Mexican trouble.

The business manager is Sergeant H. A. Chamberlain of the headquarters troop, who was connected with a paper printed on the border by the Minnesota National Guard.

Captain L. A. Moore, exchange officer, will be publisher.

Russell R. Cole, formerly with the Des Moines Register and Tribune, will have charge of the art department, including the cartoons.

M. H. Miller is circulation manager and Edward F. Howes is the feature editor.

The Camp Dodger is published every Friday in four-page snappy style, full of interesting news. It contains contributions from army men and the Des Moines newspaper women who are writing at the camp have also been honored with a showing in its columns.

There is a humorous column called "Gas Bomb." The first issue contains a life history of Major General E. H. Plummer, now in command of the camp. Plans are being made to publish a history of the 89th division from the present time until they arrive in France. There the paper will be printed on multigraphs in the trenches. The motto to go with the Camp Dodger is "Like Its Army, the First in the Field."

The price of the paper is \$1 for four months.

L. R. Fairall, editor, was formerly connected with the editorial staff of the Des Moines Register and Tribune.

Due to the insistent demand for news matter and feature stories from Camp Bowie, Tex., where 40,000 Texas and Oklahoma troops are now in training, the members of Battery "D" 1st Texas F. A. News Bureau which claims to be composed of more newspaper men than any other organization in the South and known as "The Scoopers' Troop," have organized a news bureau, enlisting the services of experienced newspaper men to "cover" events in every area of the camp.

The news matter is to be furnished free of charge to all papers desiring it, with the provision that the paper shall furnish stamped, addressed envelopes. The items will be mailed out daily in mimeograph copies. Big stories will be telegraphed to papers asking for such service.

The bureau will be known as Battery "D" 1st Texas F. A. News Bureau and its purpose is to furnish officially-censored news from an offi-

The Sunday Edition of The *Syracuse Post-Standard* IS ONLY FOUR WEEKS OLD

but already it has taken position as the *leading* Sunday newspaper in its field. The circulation is already close to 50,000 copies per issue—nearly as large as the daily edition, which has a circulation 25 per cent. greater than its next nearest contemporary.

First of all it is a *newspaper* and the people of Syracuse and surrounding territory recognize this.

The Ambassador Gerard articles, the Theodore Roosevelt editorials, the beautiful Rotogravure Section, as well as many other strong features, help to make the

SUNDAY POST - STANDARD

A Wonderful Sunday Paper

PAUL BLOCK, Inc.

In charge of Advertising

NEW YORK

CHICAGO

BOSTON

DETROIT

cial source on a cooperative basis with the object of acquainting persons who have relatives in the camp with the progress being made. The reporters will make the rounds of the camp each day, securing news matter, having it passed by the censor, assembled at headquarters and issued to papers which desire to maintain a daily budget of diversified camp news.

The move has been sanctioned by the officers in charge of the camp as a very enterprising step.

Kent Watson, former Associated Press editor at Dallas, Tex., will act as manager of the bureau. He will be assisted in the editorial work by Tom M. Arnold, formerly with the Dallas Morning News.

Trench and Camp, the weekly newspaper to be printed through nation-wide cooperation of newspapers, will make its initial appearance on October 8. It will be published under the auspices of the National War Work Council of the Y.M.C.A. and will include among its first contributors Colonel Roosevelt and Secretaries Baker and Daniels.

TO HELP FOOD SAVING.

More than three hundred retail merchants of New York have unanimously agreed to donate part of their advertising spaces and a portion of their store and show window room for the propagation of the National Food Administrator's campaign for food conservation.

Michael Friedsam, president of H. Altman & Co. and New York State merchant representative of the food administration, called the meeting at which the pledge was given.

NEW WAR PAPER.

Minnesota in the War is a new publication issued by the Minnesota Public Safety Commission to chronicle the state's activities in the present war.

A DRAFTED MAN'S FEELINGS.

Lewis C. French, city editor of the Virginia (Min.) Daily Virginian, has been drafted for military service. Before going he was called upon at a town banquet to make an address to his fellow soldiers and it brought his rousing applause.

"As drafted men," Mr. French said, "we have one voice and that is answering the call of duty. However, we, as drafted men, demand one thing. We are going into the melting pot at Camp Dodge and coming out, we hope, American soldiers. As drafted men we demand that all should take the same chances. Let not the alien who came here for American protection and escaping armed service, take our places in the lines of endeavor, be a slacker. America gives him her all and he should take the same chances that we will and are anxious to take."

Mr. French's remarks were favorably commented upon by several of the leading newspapers of Minnesota.

IN SCRANTON.

Harold L. Mingo, formerly of the Scranton (Pa.) Republican and the New York Evening World, is doing his bit for Uncle Sam. Mingo is a member of the recruiting force in the Scranton (Pa.) District.

P. Gerald Mackin, another member of the Republican staff, is a battalion-sergeant in the regular army.

A third member of the staff, J. W. Hazelton, is a lieutenant in the aviation corps.

THIRTY-TWO IN ARMY.

The Houston (Tex.) Chronicle has represented in the trenches in France when the new army gets over there. Thirty-two men from the different departments of the Chronicle are now in service.

LOUISIANA DATES AND PLACE CHANGED.

New Iberia has been chosen as the place for the next annual meeting of the Louisiana Press Association, and April 15, 16 and 17, 1918, have been designated as the dates for the convention.

During the 1917 session of the association at Alexandria last April, it was voted to hold next year's meeting at New Orleans for convenience in arranging an excursion from this city to the Mississippi Centennial Exposition, which it was then contemplated would be in progress at Gulfport next spring. Due to the war, however, the Gulfport show was subsequently postponed for fifteen months, and a proposition to change the 1918 meeting place of the press association and defer the selection of New Orleans for the following year met with general favor.

The New Iberia commission council chamber of commerce and local press extended very urgent and hearty invitations to the newspaper organization to go to that city, and the tenders have been accepted by the executive committee of the association, composed of President Saxeby M. Lewis of the Ruston Leader, Chairman M. W. Fisher of the New Iberia Enterprise, Dr. E. L. Stephens of the Lafayette Institute Bulletin and Dr. C. J. Edwards of the Abbeville Meridional.

AUBREY MOVIES ARE TO BE WIDELY ADVERTISED.

Arthur N. Smallwood reports that in the exploitation of the Aubrey series of two reel comedies his company will inaugurate a new plan of merchandising and advertising for the purpose of assisting the state rights exchanges in securing bookings.

An extensive advertising campaign will be run in a large list of newspapers on each individual two reel production, and the publishers of the newspapers will cooperate with the exchanges and the exhibitors in exploiting the product.

Advertising will be released in each respective territory immediately upon the exchange contract being consummated.

PRO-HUMANITY, NEW PAPER.

Henry M. Tichenor, formerly editor of the Melting Pot, St. Louis, has started his own magazine, Pro-Humanity, in St. Louis. It will be printed by the Labor Publishing Company, 940 Chouteau avenue, owner and publisher of St. Louis Labor, the official organ of the Socialist party of St. Louis.

MADE WAR HISTORIAN.

Captain Arthur Sweetser, Aviation Section, S.O.R.C., formerly representative of the Associated Press in the War Department, has been detailed to duty in the office of the chief signal corps officer to write the history of the activities of the Signal Corps.

EDITOR NOW CAPTAIN.

H. E. Willis has released control of the Sherman County (Neb.) Times to take up his commission as captain of Company K, Nebraska National Guard Reserve. The Times will be operated by George L. Hall of Indianapolis.

In nine months of 1917, fifteen daily newspapers of New York City carried a total of 76,879,781 lines of advertising.

Of this, the **WORLD** *alone* carried 10,236,729 lines, over one-seventh of the total of the fifteen.

During the month of September the New York **WORLD** printed 1,321,243 lines of advertising, which was 243,315 more lines than the same month last year, and which was more than the Herald, Tribune and Sun *combined*.

In a nutshell: The New York **WORLD** has averaged over 1,000,000 lines of paid advertising per month for 1917, and has *gained* over one million lines over the same period in 1916—to be exact, the **WORLD** has so far gained 1,029,400 lines over last year.

The **WORLD** also made a record in printing a total of 196,981 advertisements, *which is more than was ever before printed in any single month in the WORLD or any other newspaper ANYWHERE.*

WE SHOULD KNOW JAPAN BETTER

EDITORS AGREE ON POINT AT NOTABLE DINNER GIVEN BY O. G. VILLARD.

Newspaper and magazine editors from numerous cities of the East dined with Viscount Ishii and other members of the Japanese Imperial Commission at the St. Regis Hotel on the night of October 1 as guests of Oswald Garrison Villard, president of the New York Evening Post Company. There were 125 in the company and sixty newspapers and magazines were represented in this number, besides city officials and prominent Japanese.

To bring the foreign emissaries and the American press into closer touch was the object of the occasion and the friendly utterances which marked the evening indicated that this purpose had been achieved. Japanese and Americans alike decried the past efforts to magnify the differences between the two countries and expressed confidence that their friendship is destined to be cemented more firmly than ever before.

The speakers were Mr. Villard, who was toastmaster; Viscount Ishii; Controller William A. Prendergast of the City of New York; Professor John Dewey of Columbia University; Don C. Seitz of the New York World; and Aimaro Sato, Ambassador from Japan.

Visitors were present from points as far west as Chicago, represented by David E. Town of the Chicago Evening Post.

In his opening remarks Mr. Villard said:

"It seemed as if your visit should not be allowed to pass without an opportunity being given for the makers of public opinion through the press of the East of the United States to receive some message direct from you in this, the most vital and tragic period in the history of modern nations. The hour is the more opportune since both nations are allies in the greatest struggle of any time."

He said both nations had staked their all on the effort to safeguard the small nations and to convert to democracy "that Germany which is today ruled by as unprincipled and wicked a ring of militarists, aristocrats and autocrats as ever brought a proud and mighty nation to utter shame and disgrace."

"When one recalls what these men have done to all humanity, the crimes of which they and their dupes have been guilty, what misery and suffering they have caused in every nation on earth, one trembles to think what fate will be theirs if there be such a thing as retributive justice."

"There are among us Americans differences of opinion as to the best means of combatting this German menace to civilization, but I beg your Excellency to take back to Japan the truth that no single American who understands and has at heart the love of American institutions but is entirely and completely determined that the abominable doctrine of might above right shall never control this world."

Viscount Ishii, responding, said:

"Only such a host as you among a multitude of hosts and a wealth of hospitality could have realized the particular pleasure it would afford me to be your guest tonight at a gathering of this character. You are giving me an opportunity to express my sense of deep appreciation of the part played by the newspapers of New York and of America in this wonderful reception to me and my associates of this mission."

Continuing, he said he wished to

Announcement Extraordinary

GREEN'S American FRUIT GROWER

CHICAGO, ILLINOIS

The Oldest Fruit Journal in America

A CONSOLIDATION OF THE CIRCULATIONS OF

Green's Fruit Grower	The Fruit Grower	American Fruit Grower
Rochester, N. Y.	St. Joseph, Mo.	Charlottesville, Va.
ESTABLISHED 1880	ESTABLISHED 1887	ESTABLISHED 1915

The circulation of the three leading Fruit Growing Publications listed above has been consolidated under new management and will henceforth be published in the City of Chicago as GREEN'S AMERICAN FRUIT GROWER. It will be the only national and pre-eminent medium of the Fruit Growing Industry.

Guaranteed Minimum 175,000 Circulation Monthly

Advertising Rates

\$1.00 per agate line, flat.
One page, \$700; Half Page, \$350.
Back cover page in colors, \$800.
Inside pages, 8 colors, 10% extra.
Classified advertising, 15c a word.

Size of Page

Four columns (700 lines) 9 1/2 x 12 1/2 in.
Size of column, 2 1/2 x 12 1/2 in.

Forms Close

Advertising forms close 20th of month preceding date of publication.

SAMUEL ADAMS, *Editor and Publisher,*

Marquette Building, Chicago

CHAS. A. GREEN, *Associate Editor,*

Rochester, N. Y.

Special Advertising Representatives

NEW YORK—Barnhill & Henning
23 East 26th Street

KANSAS CITY—Geo. F. Dillon
Republic Building

MINNEAPOLIS—Roy R. King, Palace Building

ST. LOUIS—A. D. McKinney
3rd Nat'l Bank Building

CHICAGO—Buchanan & Dempers
Marquette Building

correct the impression that he had enunciated a "Monroe Doctrine" for Asia. There is a difference. Japan engages not to violate the territorial integrity of China, while guaranteeing the open door, but the United States makes no such engagement as to the West. The viscount warned against German machinations to stir up discord.

Don Seitz said that Viscount Ishii had summed up the Monroe Doctrine and it means that we will allow no one to lick our neighbors but ourselves. He declared:

"Foreign affairs have never received decent treatment in the American press of recent years because our own have been more interesting and we have not involved ourselves with the troubles of other races."

"Now that other nations have brought their troubles to us, we are compelled to know something, and I think we will. We have accepted the excuse of war time conditions to cover many things that we ought to know."

"If you were to receive in your office the foreign publications from Japan, such

as the Japan Advertiser and the Japan Chronicle, and perceive the care and intelligence with which world affairs are discussed and made plain to that very limited constituency, you would feel rather ashamed of your editorial exhibitions. You would be surprised at the amount of space you waste on matters of no particular concern at a time like this."

"I think it would be a good idea if every editor and publisher here would subscribe to either one or the other or both of these publications and make somebody in the office read them."

"You know we have in New York a circulation of about a million and a quarter copies of foreign language publications, and I never yet found an editor in New York who knew a single thing that was printed in one of them."

"Now they may be saving all kinds of things about us and for us and against us and we ought to know something and we decline to do it."

Professor Dewey said that "where diversity is greatest there is the greatest opportunity for a fruitful cooperation which will be magnificently helpful." The Orient and Occident are drawing together. "May every influence which would sow sus-

picion and misunderstanding be accursed and every kindly power that furthers enduring understanding and reciprocal usefulness be blest."

LORTON NOW SOLE OWNER OF THE TULSA WORLD.

Eugene Lorton has purchased the entire interest of Charles E. Dent in the Tulsa (Okla.) World Publishing Company and is now owner of the property.

Mr. Lorton also takes over the new World Building, in course of construction, and the other partnership holdings and real estate belonging to him and Mr. Dent.

Messrs. Lorton and Dent have been sole owners of the World publications for the past four and a half years, having purchased the property a year and a half after Mr. Lorton became managing editor.

Mr. Dent has been connected with the World for the past ten years and Mr. Lorton for the past six years. During this time the World has steadily grown and improved with the progress and growth of Tulsa. It has long since outgrown its present quarters and work on a new five-story home facing Boulder street has been under way for the past four months



EUGENE LORTON.

and will be completed shortly after the first of the coming year.

Mr. Lorton is recognized as one of the most aggressive and successful newspaper men in the Southwest.

Mr. Dent has not yet announced his future plans beyond the fact that he will shortly begin the erection of a fine home in one of the new residential districts and may possibly engage in the loan and investment business.

NEWTON NOW COLLECTOR.

Byron R. Newton, the former newspaper man, has been sworn in as Collector of the Port of New York. Mr. Newton was born in New York in 1861. He began newspaper work in Buffalo in 1887. He represented the Associated Press during the Spanish-American war and was with the New York Herald for eight years. He became Secretary of the Treasury McAdoo's private secretary in March, 1913, and in that year was made assistant secretary of the treasury.

192,250

Copies a day

While maintaining its high standard of discriminating excellence The Evening Sun for the past four years has shown an extraordinary growth of circulation.

Government report for the six months period ending

October 1st, 1917, Daily Average	192,250
October 1st, 1916, " "	171,247
October 1st, 1915, " "	155,009
October 1st, 1914, " "	122,763
October 1st, 1913, " "	105,525

It is just plain horse sense to advertise in New York's most powerful evening paper,

The Evening Sun

Member Audit Bureau of Circulations.

BUSINESS PAPERS' MEETING.

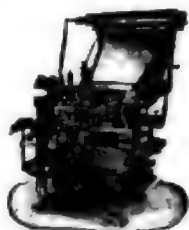
STRONG REPRESENTATION IS URGED FOR THE ANNUAL SESSION IN CHICAGO.

The general convention committee of the Associated Business Papers, Inc., is urging a strong representation at the annual meeting to be held in Chicago on October 10, 11 and 12, at the Congress Hotel. The committee says:

"We are confronted with revolutionary conditions in business and in our national affairs. These conditions affect not alone the processes of publishing, but the relationship of all business papers to their individual fields. More than ever before, we need intelligent, cooperative effort on the part of representative business paper publishers. This cannot be accomplished unless we get together, think together, plan together and act together."

The New York Business Publishers Association is making an effort to obtain the attendance of a sufficient number to justify a special train of five sleepers, two diners and a club car. If successful, the train will leave New York the night of the 9th or on the morning of the 10th.

The BETTER Machine



66 Intertype employees

have volunteered their service in the war for universal freedom and permanent peace.

How many of your employees could be released for military duty if you were using standardized and interchangeable Intertypes *exclusively* in your composing room?

INTERTYPE CORPORATION

General Offices

50 Court Street BROOKLYN, N. Y.

Arrangements will be made to connect with the delegation from Boston. It will be possible also for the delegates from Buffalo, Cleveland, Detroit and Grand Rapids to board the "special" enroute.

TRADE AND CLASS PRESS.

The owners of the Wyoming Oil News of Denver, Colo., have incorporated the Oil News Publishing Company with an authorized capital of \$50,000. The paper, which was established last fall, is devoted to oil news of the intermountain region, and especially to developments in Wyoming. Talbert R. Ingram is the president. He was formerly for ten years financial editor of the Denver Times and secretary of the Denver Manufacturers Association. John E. Leet, a pioneer Colorado newspaper man, is vice-president, and R. E. Fowler is the secretary-treasurer.

Harold G. Blodgett, a former newspaper man, has been added to the staff of the Hardware Age.

W. D. Baker, formerly production manager of Hanff-Metzger, Inc., New York, has purchased an interest in D. O. Haynes & Co., publishers of the Pharmaceutical Era, Drug and Chemical Markets and the Soda Fountain, New York.

No permanent successor has as yet been appointed to Arthur A. Hill, former editor of the Automobile Dealer and Repairer, C. P. Shattuck temporarily acting as managing editor.

Fred B. Schafer, formerly with the Bakers' World, has joined the Chicago office of the Shoe and Leather Reporter and the Shoe Retailer.

U-BOAT CRITIC SUPPRESSED.

The Eindhovensche Dagblad, a Dutch daily, has been suppressed by the military because of its scathing criticism of Germany's sinking of Dutch fishing vessels.

Several Dutch newspapers have indignantly protested against the suppression. The Handelsblad, one of the biggest dailies in the Netherlands, discusses the act in its columns:

"The commander of the field army has offered an affront to all Netherlands who have any feeling of self-respect left. If the German warships commit outrages against our ships we have the right to qualify such deeds by the right terms. And no Dutch journalist need refrain from expressing an honest opinion for the sake of Dutch neutrality, although moderation is desirable in times of war."

LEAVES FOR ORIENT.

Joseph T. Mannix, veteran Minneapolis and St. Paul newspaper man and former Minnesota state printer, has left the capital for an extended trip to the Far East, stopping first for a brief stay at Sioux Falls. On the eve of his departure, Mr. Mannix was tendered a farewell dinner by the Elks.

NOW VOCATIONAL EXPERT.

James M. Heady, who for about a year has held jointly the positions of advertising manager for the Salem (Ore.) Capital Journal and pastor of the Unitarian church at Salem, has resigned both and will open an office in Salem as a vocational expert.



Courier of Soldier and Civilian

Our troops are now on the firing line in France. While at home every instrumentality of our government and private industry is being urged at top speed to insure victory. The telephone is in universal demand as courier, bringing to the front men and the materials of war.

From the farms the telephone courier brings foodstuffs; from the mines the telephone courier calls forth metals; from the factories this courier gathers manufactured products. The telephone courier leads troop and supply trains to the front summons fighting flotillas and transports; and, in fact,

leads practically every contributing unit of supply to the firing line.

At such a time, when the government is straining at its task and every industry is loyally contributing its energy this national courier is constantly being used to call up the reserves. It is at the base of every contributing activity.

The right of way must be given to the military for the direction of troops and to the government for the marshaling of endless supplies. To do this, and also make the telephone serve all other needs, both patriotic and private, all must economize.

American Telephone & Telegraph Company
And Associated Companies



One Policy One System Universal Service

HEADS Y.M.C.A. WORK.

Fred F. Runyon, city editor of the Pasadena (Cal.) Star-News, is on a six months' leave of absence and is at present taking charge of the publicity department of the War Work Council of the National Y.M.C.A. His work is being handled temporarily by other members of the staff of the Star-News.

WILSON CRITIC SUPPRESSED.

The Swiss Federated Council has ordered the suspension of the Geneva Independence Helvetique because of offensive remarks in reference to President Wilson.

"BULLY."

Colonel Theodore Roosevelt, especially pleased by the recent editorial in Manufacturers' Record, wrote Richard H. Edmunds, the editor, as follows: "As an American citizen, I wish to congratulate you with all my heart on the pamphlet 'America's Relation to the World War.' That's straight patriotism."

WAR NEWS SUSPENSION.

From September 28 to October 4 the sending of press dispatches from the British Field Headquarters to London was suspended. No explanation has been made public.

The Proof of Features is in Results

VICTOR H. HANSON,
PUBLISHER

THE BIRMINGHAM NEWS CO.,
PROPRIETORS

FRANK P. GLASS,
EDITOR

The Birmingham News

"THE SOUTH'S GREATEST NEWSPAPER"

BIRMINGHAM, ALA. September 4, 1917.

Mr. R. Charlton Wright, Secretary,
Columbia Record Company,
Columbia, S. C.

My dear Mr. Wright:

When I determined to inaugurate The Birmingham Sunday News in September, 1912, I purchased the entire service of Newspaper Feature Service, embracing their magazine pages, their daily comics, daily and Sunday features, and their four-page color comic. The Sunday News is now about to celebrate its fifth anniversary. The first issue had a paid circulation of 22,800. At that time the only other Sunday morning paper here was The Age-Herald, guaranteeing 35,000. Today The Birmingham Age-Herald is credited with 24,000 by the Audit Bureau, and our Sunday for the past four months has averaged in excess of 46,000.

I cannot say too many good things about the service of our friends in New York. I regard it as the best in America, and I am sure with the extraordinary business you are about to enjoy due to the location of a cantonment in Columbia, you will not make a mistake to contract with these good people for their entire service, and especially their four-page color comic, which I believe to be the greatest individual circulation producer in America.

With very best wishes, I am,

Yours very truly,
THE BIRMINGHAM NEWS

V. H. Hanson
Publisher.

NEWSPAPER FEATURE SERVICE
M. Koenigsberg, Manager
37 West 30th St., New York City

Real Non-Distribution

Requires the Production of

1. Two-Point Leads
2. Two-Point Rules
3. Six-Point Slugs
4. Six-Point Rules
5. Type, Quads, Spaces

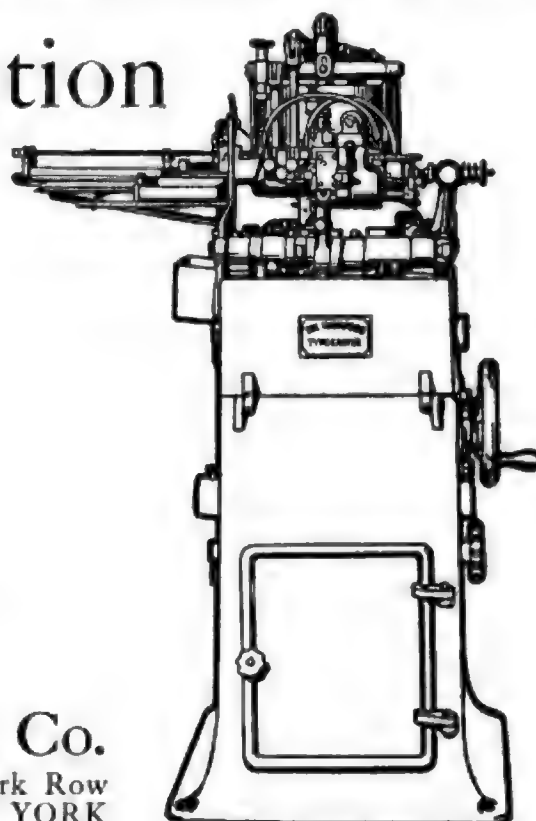
(All Sizes, 6 to 48 Point)

*No Other Machine can Produce
All This Material*

Thompson Type Machine Co.

223 W. Erie Street
CHICAGO

38 Park Row
NEW YORK



Complete Cost, \$2100

WEEK OF WINDOW DISPLAY.

NATIONALLY ADVERTISED
GOODS PLAYED UP ALL
OVER CONTINENT.

Thousands of merchants throughout the United States and Canada will take part next week in the International Window Display of Nationally Advertised Goods, directed by the advertising bureau of the American Newspaper Publishers Association. The displays will begin on Monday and will end on October 13. Many newspapers are offering attractive prizes for the best dressed windows.

In Milwaukee, J. L. Hirschman, advertising manager of the Germania-Herald and Sontags-Post, is giving a massive silver loving cup trophy for the best food products display.

Numerous newspapers will issue special promotion editions boasting advertised goods to co-operate with the merchants in making new record sales for the week.

Reports from everywhere tend to show that there is more interest in the displays this year than in any other similar week ever held.

THE CANADIAN INQUIRY.

It is reported that Commissioner Pringle of Canada hopes to close the news print paper investigation at the next sitting. The government accountants submitted reports at the opening of the sitting on October 2 showing cost per ton producing news print paper of five of the largest mills in Canada for the first half of the

year 1917 as \$56.43, \$58.21, \$62.03, \$51.66 and \$53.05.

It will be noted that under orders from the Canadian government, paper has been supplied to Canadian newspapers at 2½ cents per pound.

Commissioner Pringle is said to be in favor of an increase over the 2½-cent price, but that the present price should continue until November 1.

CHANGES ON THE HERALD.

There have been a number of changes on the staff of the New York Herald, chief among which are the departure of Kendall B. Cressey, who has been advertising manager for a year or more past, and the resignation of Randolph Marshall, recently in charge of the Herald's Washington Bureau.

Mr. Marshall has been connected with the Herald for a number of years, occupying various positions, such as city editor, news editor, telegraph editor and managing editor, previous to his removal to Washington.

Mr. Cressey stated yesterday that he had not formed any definite plans as to the future. He proposes to take a rest of a month or two before engaging in any other work.

Alfred W. Birdsall, well known as a newspaper mechanical expert, has been commissioned as a captain of infantry and assigned to the quartermaster's corps. He expects to leave for France within a few weeks. Mr. Birdsall is well known from one end of the country to the other and for the past year has been with the New York Herald as mechanical superintendent.

OBITUARY NOTES.

J. C. HARVEY, actor, author and one time journalist, died in New York on September 29. After his graduation from Middlebury College, Vt., Mr. Harvey joined the staff of the Century Magazine. In later years he published Flowers and Fruits, a weekly trade paper. He has written many poems, plays and books of fiction.

VIRGINIA CASEY, the four-year-old daughter of Martin Casey, a well-known newspaper man, was killed by a truck in front of her home in Sheepshead Bay, N. Y., on September 25.

DAVID K. BILLINGS, lieutenant in the Royal Flying Corps and formerly on the Toronto World staff, has been killed in England as the result of an accident.

WILLIAM E. TALBOYS, at one time publisher of the Glencoe (Minn.) Register, is dead at Chisholm, Minn., at the age of sixty-four years.

ALBERT V. HIBSON, head of the New York advertising agency of Hibson & Bro., died in Cranford, N. J., on October 3, aged thirty-eight years.

ROBERT EMMET MEAGHER, formerly a well known newspaper man in San Francisco and lately in Riverside, Cal., died recently in San Francisco. Meagher went west from New York in 1888.

JAMES L. TAYLOR, editor and owner of the Dobbs Ferry (N. Y.) Register for the last twelve years and postmaster of that town for the last sixteen years, died on October 2.

Mr. Taylor was a passenger returning from Halifax on the Red Cross steamship Stephano when she was torpedoed off Nantucket Lightship in October, 1915, and had never recovered from the cold and shock suffered when the vessel sunk.

EVERETT A. CHAPPELL, an employe of the New York Commercial, died at Claverack, N. Y., on September 30.

J. P. BECK, a former advertising man and general manager of the Portland Cement Association, died recently in Chicago after a short illness. Previously he had been advertising manager of the Universal Portland Cement Company.

EDWARD MALONE, editor and owner of the Waterford (Wis.) Post, died of pneumonia on September 21 at his home in Waterford.

THE I.N.S.-A.P. CASE.

The case of the International News Service, petitioner, vs. the Associated Press, asking for writ of certiorari to Circuit Court of Appeals for Second Circuit was submitted to the United States Supreme Court on October 1, as Case No. 568, for petitioner and for respondent.

The petition appeals from the recent lower court decisions restraining the I.N.S. from rewriting news stories originating with the Associated Press.

WIRE REPORT FOR ENID.

The Enid (Okla.) Daily News has installed a full leased telegraph wire report.

808,608

Is the Daily Average Net Paid Circulation of

The New York Evening Journal

*for Six Months Ending September 30, 1917, as
Sworn to the United States Government.*

This is the largest circulation of any newspaper in America ,
and represents the greatest purchasing power ever recorded by
any newspaper.

The Biggest September in Our History!

DURING THE MONTH OF SEPTEMBER

The New York Evening Journal

(Member Audit Bureau of Circulations)

Printed 1979 $\frac{3}{4}$ Columns of Paid Display Advertising.

This was a GAIN of 77 $\frac{1}{2}$ columns over September, 1916.

It was 656 columns MORE than were printed in the next
evening newspaper.

It was the largest volume of Display Advertising ever printed in
any New York evening newspaper in the month of September.

THE NEW YORK DISTRICT'S LOAN PUBLICITY.

HOW BUREAU WILL OPERATE—MANY LEADING NEWSPAPER MEN ADVISING —NO ADVERTISING ASKED.

BY GUY T. EMERSON.

Publicity Director Liberty Loan Committee, 2d Federal Reserve District.

Readers of THE FOURTH ESTATE of course know that the Secretary of the Treasury has announced the offering of a second issue of Government bonds amounting to \$3,000,000,000. The Government has adopted the plan of raising this money through the medium of Liberty Loan committees, one appointed by each of the twelve Federal Reserve Banks.

The Liberty Loan committee of the Second Federal Reserve District (New York) has completed its organization.

We regard the papers as a very definite branch of the war service of the United States and it is essential for the accomplishment of the best results that you should know exactly what we are trying to do and what our organization consists of.

A special bureau of the publicity department has been designated to cooperate with the newspapers of this district. This bureau is under the direction of an experienced newspaper man and will have on its staff approximately sixteen men and women with newspaper experience.

The object of this bureau is to help you.

We shall collect and prepare daily news to be given out at this office at approximately 11 o'clock and 5 o'clock each week-day. Material will be furnished where practicable at an earlier hour on Saturdays. Material for use on Mondays will be mailed at the close of business on Saturday or early Sunday morning.

News will include the work of this committee, subscriptions raised, interviews with prominent people, special features developed by this committee and through other sources which will be supplemented by photographs wherever practicable.

Special Sunday stories are being worked up from two to three weeks in advance of use. Suggestions are invited as to special stories desired by any paper. Whereas it would be impossible to get exclusive material for every paper in this district, requests of this kind are invited and will be handled whenever practicable.

The work of this bureau is organized after careful consultation with men who have given their lives to newspaper work. Our advisory committee consists of the following:

Melville E. Stone, chairman; C. M. Lincoln, Bradford Merrill, Frank A. Munsey, J. K. Ohi, Ogden Mills Reid, Emil M. Scholz and C. V. Van Ande.

The last loan received remarkable treatment in the newspapers of this district. The service rendered was a distinct contribution to the work of the Government. It was a war service of lasting value. We are asking your cooperation in the next loan and it is our desire to furnish you material in the way you want it and when you want it.

We ask you to realize that we are not a professional news bureau and that we are organized on a temporary basis. We invite criticism along frank and specific lines. We ask you, however, to visualize our problem as we have tried to visualize yours and to meet us half way.

As a matter of suggestion we should like your cooperation along the following lines:

1. News.
2. Editorials.
3. Cartoons.
4. Sunday stories.
5. Special stories in women's col-

- umns, on the baseball page and in other special feature columns.
6. Paragraphs.
7. Special features in boxes.
8. Special slogans across the top or bottom of the front page.

If you cannot cooperate in all these ways we hope you will do so in as many as possible. They are all important. Doubtless other ways will occur to you and if they do we hope you will immediately notify us by letter or telegram collect.

You will note that we do not ask for free advertising.

The Government has made no appropriation for this purpose and we are doing everything we can to increase the advertising which regular advertisers are placing in your papers for purposes of Liberty Loan display. Some papers have donated advertising space, but it is and will be contrary to the policy of this committee to request such space.

As the campaign progresses you are invited to keep in touch with John Price Jones, manager of the News Bureau, or with me personally, telephone, Rector 4901.

NEW MARKS IN HARTFORD.

The Hartford (Ct.) Courant is making records in the rich city it so thoroughly covers. Business Manager H. H. Conland of the Courant has announced the largest increase in circulation over the preceding year of any newspaper in the city of Hartford, and he says that from a circulation and rate standpoint the Courant offers the best advertising "buy" in the city.

The Courant is represented in the foreign field by Gilman & Nicoll, New York and Chicago.

WILL PRACTICE LAW.

W. R. Jordan has purchased the Alexander City (Ala.) News from S. J. Darby, who retires to devote all his energies to the practice of law.

LA FOLLETTE THREATENS.

Senator Robert M. La Follette is reported to be collecting material for libel suits against newspapers, which, he is quoted as saying, will be filed "when the courts are free and open."

SPRINGFIELD SUN IS SOLD.

NEW OWNER IS WARREN
MYERS—L. W. HARRISON TO
REMAIN IN CHARGE.

Warren A. Myers has become sole owner of the Springfield (Ohio) Morning Sun.



W. A. MYERS.

Twenty-three years ago the newspaper was started on the cooperative

plan. The exact date was September 11, 1894. For the last three months or more negotiations have been pending for the purchase of the paper by Mr. Myers. The deal was closed through Harry S. Kissell.

Mr. Myers took charge October 1. He said that the policy of the paper will be independent Republican. Heretofore it has been operated as an independent paper.

The stockholders of the Sun Publishing company are: Martin R. O'Toole, president; Fred H. Feldman, vice-president; George J. Griessman, secretary; Edgar E. Milburn, treasurer; John O'Toole, Michael Goltzene and W. A. Killen.

The new owner is secretary of the Robbins & Myers Company and is identified with the manufacturing, banking and other business interests of Springfield. Mr. Myers has for years been active in the Chamber of Commerce.

The Sun will continue under the management of L. Walter Harrison, who has been identified with the publication over a period of twenty-one years—the major portion in an executive capacity.

Mr. Myers is a director of the American Trust & Savings Bank, director of the Y. M. C. A., and an officer of the Central Methodist Episcopal Church and of the Rotary Club.

ROBERTS SALES MANAGER.

D. K. Roberts has become sales manager of the Capital City Auto Company, New Orleans and Baton Rouge, La., resigning as advertising manager of the New Orleans Daily States.

Non-Distribution

VS.

Multiple Distribution

THE All-Slug System of composition makes Non-Distribution complete and economical. So called Non-Distribution, with movable type, is in reality Multiple Distribution.

A complete Non-Distribution system for Display composition is dependent upon the Ludlow Typograph, because it alone eliminates storage systems and the constant casting and distributing of sorts.

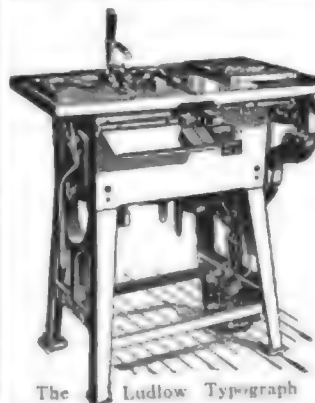
Multiple Distribution is waste; Non-Distribution the Ludlow Typograph way is real economy.

Know all about the Non-Distribution system for Display. Send for Ludlow Typograph Literature.

Sole Selling Agents

MERGENTHALER
LINOTYPE CO.

Tribune Building, New York
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO



The Ludlow Typograph

J.D. BARNUM'SWAYS ARE WINNERS.

SYRACUSE POST-STANDARD'S
PUBLISHER MAKES FINE
YEAR'S RECORD.

To celebrate the completion of the first year of Jerome D. Barnum's regime as publisher of the Syracuse (N. Y.) Post-Standard, a dinner was given on September 26 to the staff of the paper at the Onondaga Country Club and a general holiday was enjoyed by all.

The event that stands out most conspicuously in Mr. Barnum's past year's success was the birth of the Sunday Post-Standard, which already, after a month's growth, bids fair to grow beyond even the fondest expectations of its founders.

In discussing the circumstances of the birth of the Sunday Post-Standard with a representative of THE FOURTH ESTATE, Mr. Barnum said:

"It was not until August 15 that we really decided to issue the Sunday Post-Standard. We realized that there was too much of a lapse of time between Saturday and Monday to present the news fresh to our readers, who were very keen to know the latest events of the war just as soon as they occurred. So that the Sunday Post-Standard really owes its birth to the war.

"For this reason we have made the Sunday Post-Standard, first and foremost, a newspaper covering the news of the day and containing features that have merit above all from the standpoint of news. That is why we are running the Ambassador Gerard articles, and that is why we are publishing the Roosevelt editorials—at a very great cost to us, of course.

"We maintain a photographic service that covers the local field for local events in addition to a foreign photographic service, both combining to make an excellent photogravure section.

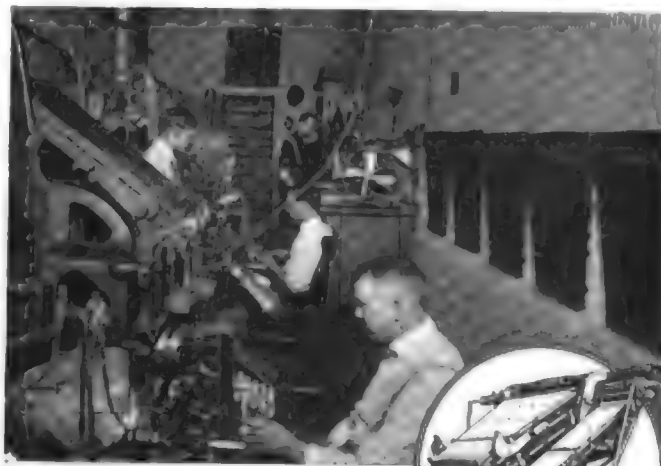
"And incidentally we made the Sunday Post-Standard a success right from the start purely and solely by advertising it. We used twelve city newspapers and all the country newspapers around Syracuse; put attractive signs on every road outside of Syracuse; paid for every location of these signs on fences, barns, etc.; placed attractive metallic signs on state roads; and used animated picture displays in conspicuous places in Syracuse.

"The result is we secured a circulation of 35,000 for our first issue and we are now running 50,000 and have a distribution for the Sunday Post-Standard in twenty towns more than the daily edition.

"All this, of course, shows the great value of advertising, in which I am a thorough believer.

"To keep pace with the growth of the paper, we have increased our composing room facilities and are remodeling the front of our building to give greater space for the display of the Post-Standard product.

"In all this we do not wish to forget, however, that we owe much of the success of the Post-Standard to the hard work and co-operation of John F. Dunn, its managing editor; R. P. Baker, editor; Robert Disque, business manager, and W. C. Hixson, circulation manager."



How Many Magazines Are Hanging on Your Wall?

STEP into your composing room and count them. Ask your Linotype machinist how often he changes them. Find out how long it takes to make each change.

Then take the time he gives you, double it, multiply it by the number of changes that are made each day, and you have the daily non-productive time of the most valuable men in your composing room—machinist and operators.

Multiple Magazine LINOTYPES

solve this problem of non-productive time. They convert all these wasted hours into additional dollars.

The facts and figures for *your* composing room will interest and perhaps astonish you—and you incur no obligation in asking us for them.

Mergenthaler Linotype Company
Tribune Building, New York

CHICAGO TORONTO SAN FRANCISCO NEW ORLEANS

THOMPSON HOME SAFELY.

Donald Thompson of Topeka, Kan., war photographer who gained considerable fame in the early part of the war by his pictures of the German advance into France, is visiting friends in Topeka and St. Joseph, having only recently returned from Petrograd. Thompson has been working for his own film company and has been serving as staff photographer for Leslie's Weekly.

WATCH FOR VAN TASSELL.

John Van Tassell, for nearly eight years connected with the Boston American in the positions of solicitor and branch office manager, was presented with a handsome gold watch by the classified department upon his leaving to become associated with his son, a railroad official in Philadelphia.

SAN FRANCISCO CHANGES.

H. L. Dungan has succeeded Fred Bunch as head of the San Francisco Examiner's copy desk.

W. A. Curtis is the new manager of the Oakland bureau of the Examiner in place of Arthur MacLennan.

ASSOCIATED PRESS NOTES.

George F. Nellist, telegraph editor of the Portland (Ore.) Telegram for several years, is the new night editor of the Associated Press at Seattle.

AGAINST HIGH PRICES.

The Wilmington (Del.) Evening has attracted considerable attention by its crusade against high prices in the farmers' market of that city.

ENDS LONG OWNERSHIP.

The Montevideo (Minn.) Leader has been sold to Ludvig I. Roe of Northfield, Minn., by H. E. Hoard, who has managed the paper for thirty-five years.

HOLDING TWO JOBS.

H. F. Doolittle, junior editor of the Ellsworth (Minn.) Herald, is managing the River Falls (Minn.) Journal since S. R. Morse, the proprietor, went to war.

SOLD TO A COMPANY.

The Elmwood (Wis.) Press has been sold by W. E. Gullord to the Spring Valley Publishing Company. Robert Mose will be the editor.

A SALE IN MICHIGAN.

J. A. Meyer, for many years editor and owner of the Michigan Arena, has disposed of his interests in the publication.

WANTS PAPER AGAIN.

H. L. Dicks of the Upsala (Minn.) News-Tribune has taken back his paper from Simon P. Olson, to whom he sold it a few days ago.

A JOINT OWNERSHIP.

A. T. and Walter Morton of Lincoln, Neb., have purchased the Douglas (Neb.) Enterprise from R. E. Harp.

SELLS TO BROTHER.

Earl Albertson has sold his interest in the Shellsburg (Ia.) Advance to his brother, J. E. Albertson.

PUBLISHERS MUST MAKE NEWS PRINT REPORTS.

TRIAL OF MANUFACTURERS POSTPONED UNTIL NOVEMBER—BOOK PAPER MEN'S HEARING ON OCTOBER 10.

Newspaper publishers are to be called upon to keep the Federal Trade Commission regularly informed as to their every move in connection with print paper supply.

In other words, Uncle Sam is going to keep tab on publishers—that is on the consuming end of the industry—just as it was recently announced he would continuously keep in touch with the production practice and policy of the news print manufacturers.

This development, *here made public for the first time*, may be said to constitute the big news of the week in the news print field.

Several weeks may be required to complete plans for obtaining periodical reports from publishers, but the move has been definitely determined upon and will constitute the final step designed to enable the Federal policeman to keep his eye at all times upon all angles of the news print situation.

Meanwhile there is being received at Washington the second installment of reports from news print manufacturers as a result of the launching in September of this new reporting system, an innovation which was first introduced to the news print producers.

News print manufacturers will render their main reports only once a month, but will supplement these monthly reports by weekly reports and two installments of the latter are now in hand.

It is not the present intention to make public these reports as received nor to even issue a digest of each successive batch of reports.

Rather, the plan will be followed of carefully analyzing each weekly report and when there is found embodied in the statistics from producers anything which, it is felt, consumers or the general public should know, the facts will be given out in some sort of a statement such as the Federal Trade Commission has heretofore issued on various occasions in connection with the news-print dilemma.

With the news print manufacturers lined up under this new form of Federal surveillance the commission proceeded on the second step in its undertaking designed to keep the spot light on the entire paper industry.

On September 20 there went out to book paper manufacturers a circular letter from the commission welcoming them into the fold of regular correspondents.

What is to be required, beginning this month, of the book paper manu-

facturers is on a par, in scope of information sought, with the new obligations put upon the news print producers.

The first weekly report from the book paper makers must be mailed to the commission, on or before Tuesday, October 9, for the week immediately preceding, and the first monthly report must be sent in on or before November 3 to cover the month of October.

The weekly reports, as is correspondingly the case in the other branch of the industry, are for the operation of each mill making book paper, while the monthly report is for the total book paper operations of the company.

The trade commission, in its current move, takes the ground, as it did on the news print proposition, that it will welcome suggestions for improving the schedules on which reports are to be made. For the time being, however, each manufacturer is called upon to report individually upon each machine in his plant showing the 24-hour capacity, the hours run on book paper and the hours run on other grades.

For the whole company there must be shown the total book paper on hand at the mill at the beginning of the week; the total amount of paper made by the mill during the week; total amount of paper shipped and invoiced by the mill during the week—including paper billed, but not yet in transit; amount of paper on hand at points other than at the mill; etc.

PAPER JOBBERS AND DEALERS.

With the machinery thus organized for obtaining weekly statistics of production, consumption, shipments and stocks on hand at all sources in the two branches of the paper making industry the trade commission will next turn its attention to the paper jobbers and dealers. From these middlemen reports will be required monthly but not weekly.

Finally, as announced at the outset of this article, it will be the turn of publishers to fall into line and when the commission demands a show-down it will be found a matter of compulsion, for under Section 10 of the Federal Trade Commission Act the trade body finds authority to require the forfeiture of \$100 for each and every day that a publisher

neglects to file a report after the expiration of the specified time.

The list of questions that must be answered at monthly intervals by each newspaper publisher has not yet been completed, but the understanding is that it will cover quantities of paper ordered or contracted for; paper received, prices paid or engaged to be paid, amount of paper in storage.

In the case of publishers, alike to that of the news print manufacturers, it is felt that merely one feature of this official stock taking—namely, the census as to the amount of paper on hand throughout the country—will be well worth the trouble involved in the entire project by reason of the "bead" it will give on market conditions and sympathetic fluctuations.

TRIAL IN NEW YORK POSTPONED.

With the book paper phase of the new reporting system to the fore this week, it comes about that for several good and sufficient reasons the "non-news" element of the industry has the center of the stage.

It had been expected that the news print aspect would focus attention by reason of the trial of the news print manufacturers in New York, but the postponement of this case until November owing to an accident to counsel postpones developments in this quarter.

On the other hand, the day is rapidly approaching for the hearing before the trade commission at Washington of the formal "complaint" issued against some two dozen book-paper manufacturers for alleged violation of Section 5 of the Act of Congress approved September 26, 1914. In anticipation of a show-down on this case, and also in expectation of an early adjournment of the special session of Congress, there has been a scramble this week to complete the final revision and issue in printed form the full report of the trade commission on the book-paper industry.

It will be recalled that a preliminary report on this section of the paper industry was submitted to the United States Senate on June 14. It was expected that the full report would follow shortly, but it has been greatly delayed and during the interim there have been some corrections; although it is understood that there are no changes in the recommendations for relief that are put forward.

The final page proofs on the revised report were returned to the Government Printing Office on October 3, and it is expected that the bound copies of the report will be ready for distribution during the week of October 8.

BOOK-PAPER MEN'S HEARING OCT. 10.

That is a close squeak for this book paper report, for on October 10 at 10:30 o'clock in the morning the book paper manufacturers are summoned to appear before the trade commission in Washington and show cause why an order should not be issued by the commission requiring them to "cease and desist" from the various practices complained of in the charges filed by the commission.

Whether or not the paper manufacturers intend to fight this case—and consequently whether or not it will become a test case of the utmost

interest to all publishers—will be disclosed at this hearing. If it is the determination of the paper manufacturers to see the thing through probably all that will be done at the appearance on October 10 will be to set a date and place for the taking of testimony.

With the Governmental demand for a show-down on news print manipulation further deferred by the postponement of the hearing in New York, there is a hint that newspaper publishers may take the "bull by the horns" and bring pressure to bear on paper manufacturers from a new angle.

MEANING OF CORRESPONDENCE OPENING.

This is the real significance of that recent move by the trade commission throwing open to the inspection of signatory publishers all the correspondence in the possession of the trade commission relative to the arbitration scheme on news print prices that "fell through" some months ago, presumably because of the resentment on the part of paper makers over their indictment in New York.

When Secretary Bracken of the trade commission late in September announced to publishers who were in on the arbitration scheme that it would throw open to them its letter files and even allow them to make copies of the letters and other documents on file there was precipitated speculation of the liveliest kind as to the real meaning and object of this unusual action.

The officials of the trade commission are not inclined to elaborate their explanation to the effect that their purpose is "a further effort to relieve if possible the news print paper situation." However, THE FOURTH ESTATE correspondent declares he has it on good authority that the opening of the letter files has come about in response to insistent requests from certain publishers and that the purpose of these publishers is to ascertain whether there is not in the possession of the commission documentary evidence that would justify these publishers in beginning action at law against the paper manufacturers.

Legal experts on the trade commission staff and outside, while unwilling to be quoted, are of the opinion that if a publisher or publishers, who together with paper manufacturers signed in good faith what purported to be a mutual agreement, can show that they stand and have stood ready to fulfill their part of the agreement and that the news print producers have failed to

(Continued on Thirty-second Page.)

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
606 West 39th Street NEW YORK

J. M. HUBER
Manufacturer of
Black and Colored
News Inks
Main Office: 65-67 W. Houston Street
NEW YORK CITY

Color, Varnish & Ink Factories
BROOKLYN, N. Y.
Carbon Black Works, DOLA W. VA

SERVICE BRANCHES
Boston, Baltimore, Chicago, Omaha
Cincinnati, Los Angeles, St. Louis,
Philadelphia, San Francisco.

BOOKS FOR MEN IN THE ARMY.

A WORK AS NECESSARY AS ANY OTHER BEING DONE FOR OUR SOLDIERS.

Herbert F. Gunnison, business manager of the Brooklyn (N. Y.) Daily Eagle, is a member of the Library Council which is raising money to send books to the army camps and he believes everybody else, too, should give his best possible aid to this work, for the following reasons:

"Many persons ask the question:

"Why should we raise a million dollars to distribute books to the soldiers and sailors when the demands for money are so pressing in other directions?"

"This is why:

"The boys in the camps today will be the men in power in this country tomorrow. Not all will fight in the trenches and in battle, but the men of the great National Army and Navy are coming back home and they will be the dominating force in the coming years, just as the boys in blue were after the Civil War.

"These boys are in training for civic life as well as for war. They will know what this conflict means. They will have a right to be heard. What will be the spirit which they will bring back with them?"

"Will it be that of loyalty and of high purpose or that of fault-finding and of regrets that they had answered their country's call? They will have discipline and military training, but what about their mental training?"

"Ten thousand men in a single camp and many hours a day of idleness during the long winter months.

"Think of the influence of cheap talk, carping criticism, loose utterances and petty gossip and tittle-tattle—things sure to happen if there is nothing else to take their place.

"A thousand good books—the average of one in a tent—will create a new spirit and set new standards and lift to a higher plane the entire cantonment.

"These men will come back with high ideals and a firm resolve to earnestly take up their important work of tomorrow.

"Let us not think wholly of the war—that is our main object surely, but we can do that and also think of these boys under these new and strange conditions, the rich and poor boys side by side, the mingling of all racial characteristics, and how mighty important it is that their minds as well as their bodies be properly cared for.

"Let every father and mother with a boy in uniform pause a moment to consider the effect on their son of an evil-minded comrade and of a good book and then contribute their dollar or dollars to this Library Fund. The future of this country will be affected mightily by the reading of these million books by our boys who are now serving their country.

"Let us not try—but make our contributions, knowing full well that the nation will go on with a new and loftier spirit because of the baptism which our boys in camp have received."

With several thousand more individual advertisers each week than any other Boston paper, the *Globe* is put to

The Acid Test of Actual Sales and Profits

such as no other newspaper in Boston has to meet.

These several thousands of individual advertisers have been using the *Globe* for more than 30 years. Most of them keep a record of their answers from the various papers. They place the bulk of their business in the *Globe* because they know positively the *Globe* gives them by far the best results.

The total number of lines of advertising (including all kinds of business printed in the Boston papers during the 9 months ending September 30) was as follows:

<i>Globe</i> ,	6,737,890 lines
<i>Post</i> ,	6,218,516 "
<i>Herald</i> ,	4,465,500 "
<i>American</i> ,	4,272,380 "

The *Globe's* lead in the want and classified field during the nine months was more than a quarter of a million advertisements.

The total number of want and classified advertisements printed was as follows:

<i>Globe</i> ,	393,029	<i>Post</i> ,	71,725
<i>American</i> ,	138,459	<i>Herald</i> ,	51,041

The total lines of automobile and accessory advertising printed during the nine months ending September 30, was as follows:

<i>Globe</i> ,	1,022,402	<i>Herald</i> ,	531,905
<i>Post</i> ,	786,070	<i>American</i> ,	386,086

Circulation Increasing

The actual cash receipts of the Globe from circulation for the nine months ending September 30 were greater than those of any other similar period in the paper's history.

IN THE ARMY DRAFT.

At a rehearing held before the district exemption board, Werner N. Schomaker, editor of the *Marinette* (Wis.) *Twin City Laborer*, who had claimed exemption on the ground that the publication of his paper was for the "national interest," was once more certified for service.

Stanley R. Morse, editor of the *River Falls* (Wis.) *Journal*, was included in the Pierce County draft quota and has left for Camp Grant. During his absence the paper will be managed by H. Doolittle, lately of the *Ellsworth* (Wis.) *Pierce County Herald*.

Howard Augustin, who for some years past has been associated with his father in the managership of the *Glenwood City* (Wis.) *Tribune*, is another drafted newspaper man.

A "Walking Out Party" was given last week by the Chicago Daily News staff in honor of Kent Sykes, who will go to join the new National Army.

Three West Virginia editors who are numbered among the citizen soldiers called to the colors are C. W. Marsh of the *Glenville Democrat*; Henna Kerwood, of the *Ripley Mountaineer*, and Boyd B. Stutler, of the *Grantville News*. The publications are all country weekly newspapers.

VIRGINIANS IN SERVICE.

Five members of the staff of the Staunton (Va.) *Evening and Morning Leader* are in the United States service. Four of the men who went with the First Regiment to Anniston, Ala., are:

H. L. Opie, the owner and editor, who is a captain; Thomas E. Lyons, advertising manager; Harry G. White, night editor; and J. Ray Long, one of the composing room force.

E. Walton Opie, city editor, recently received a first lieutenantcy in the cavalry at Fort Ethan Allen, Vt.

SCHENECTADY CAR LINES ADVERTISE.

A very interesting series of advertisements have just been concluded in Schenectady (N. Y.) newspapers, telling of the necessity of increasing the street railway fares in Schenectady from 5 cents to 6 cents. Thirteen separate pieces of copy, totaling about 40,000 lines were run in the Schenectady *Union-Star* and *Gazette* and in three foreign language papers, and a second campaign is now about to be released as a follow-up and "clinch."

E. R. Cullings, advertising manager of the Schenectady *Union-Star*, is very proud of the campaign, which is receiving commendation from newspapers and street railways, as he was instrumental in starting it and writing the copy.

A SPEAKING TREAT.

Dr. George R. Parkin, for fifteen years secretary of the Rhodes Scholarship Trust Fund, addressed Chicago newspaper men at a special Press Club luncheon recently.

MOTION PICTURE REVENUE *for* NEWSPAPERS

The Mutual Film Corporation in recognition of the important value of newspaper advertising as a factor in the success of the motion picture theater has evolved a special cooperative plan which makes available to certain motion picture theaters in each important community a continuous fund for the advertising of Mutual Pictures in the leading local newspapers. The problem of the commercial relation of the newspaper to the motion picture is solved by this plan. Cooperative opportunity is offered to the newspapers. Detailed information will be supplied on request—address—

JOHN R. FREULER, President

MUTUAL FILM CORPORATION

220 South State Street CHICAGO, ILLINOIS

PUTTING SCREWS ON SEDITION.

THE POST OFFICE OFFICIALS EXERCISING POWERS UNDER NEW LAWS.

In exercising the new powers of censorship granted to it in the Espionage and the Trading with the Enemy Laws the Government has been working through both the Post Office Department and the Department of Justice.

The first steps are taken by the Post Office Department, which cites a paper for a hearing as to whether its second-class mail privileges shall be withdrawn. Once the privilege is withdrawn the Department of Justice takes charge.

A bureau, with an assistant United States attorney, has been established to keep track of the papers that have lost their second-class mail privileges. If they attempt to circulate by any other means indictments are sought and prosecutions begun for violations of the Espionage Law. John Lord O'Brian, former United States district attorney at Buffalo, has been put in charge of this bureau.

The Post Office Department has been extremely busy lining up offending newspapers all over the country during the past week.

Some of the papers cited have not gone to the trouble to appear in Washington for hearing on their cases. On receipt of the notice that the screws were to be applied they have recognized the inevitable and put up the shutters.

This has been the case with several

German language newspapers. Others are making a fight.

The activities of the Just Government League of Maryland and its publication, the Maryland Suffrage News, of Baltimore, have been called to the attention of the District Attorney's office.

Ralph E. Chaplin, editor and manager of Solidarity, and Charles Rothfischer, editor of A Bergumkos, Chicago and Cleveland, were arrested in an I.W.W. round up in Chicago last week.

Dr. H. Shnitler and M. G. Stabler, editor and publisher respectively of a Guatemala City German daily newspaper which was suppressed some time ago but resumed publication under another name, have received forty-eight hours in which to leave Guatemala.

The mailing privilege has been refused to ex-Congressman Victor Berger's Milwaukee Leader, organ of the Socialist Party, following a hearing in Washington on September 22. The order was issued under provisions of the Espionage act.

Carl Runge, editor and publisher of Liberty, a San Antonio (Tex.) magazine, is being held in \$5,000 bond to await action of the Federal grand jury on a charge of publishing articles opposing the conscription law. The magazine has suspended publication.

Editors of the New Yorker Volks Zeitung, a German Socialist daily, have been notified by the Federal authorities to show cause why the

newspaper should not be excluded from the United States mails under the espionage and trading with the enemy acts.

The postal privileges of the New York Hungarian Socialist daily newspaper Elora have been revoked because of its utterances on the war situation.

The Postmaster-General has ordered the Russian Socialist daily Novy Mir and the German daily Volks Zeitung to show cause why they should not be excluded from the mails.

Federal agents on October 4 raided the offices of the New Jersey Freie Zeitung at Newark, arresting the proprietors and editors on charges of "publishing treasonable and seditious utterances." Those arrested were Benedict and Edwin S. Preith, proprietors; Henry von Waechter, managing editor, and the city editor. Two mail sacks full of documents were seized. United States District Attorney Lynch led the raid.

END OF FOOL KILLER.

Dr. K. W. Mak, editor of the Kansas City Fool Killer, has been arrested at Fort Dodge, Ia., by the Federal authorities on the charge of violating the Espionage Act of June 6, 1917.

Dr. Mak is officially charged with promoting insubordination and disloyalty by publishing articles alleged to have ridiculed the President and the Conscription Act. Although the Fool Killer is published in Kansas City, its editor has been living at Fort Dodge.

CAN "BARRED" PAPERS HAVE THEIR OWN AGENCIES?

Congressman Meyer London advocates that the Socialist party and publishers organize their own agencies to distribute and circulate papers barred from the mails by the postal authorities. He said:

"In my opinion this will not be a violation of the trading with the enemy censorship section. That makes it unlawful to distribute matter which is unavailable by the espionage act.

"The Postmaster-General is not the espionage act. The courts alone have the authority to determine the non-mailability of the matter which Mr. Burleson announces he will exclude.

"I believe the Postmaster-General has been afraid to face a jury on any of the papers hitherto excluded from the mails."

PEARSON'S A BANKRUPT.

An involuntary petition in bankruptcy has been filed against Pearson's Magazine. The liabilities are said to exceed \$200,000, and the assets are unknown.

Harry Zalkin, of counsel for the creditors, said that the magazine's pro-German policy was undoubtedly responsible for the present state of affairs, since its circulation had decreased to a point where it was unable to meet its obligations.

Judge Hand has ordered that the plant, trade name, good will and circulation list be sold at auction on October 11.

GROUP PURCHASE ECONOMY.

CIRCULATION MANAGERS CAN
SAVE IN BUYING PAPER
AND OTHER SUPPLIES.

By GEORGE H. REYNOLDS,
Circulation Manager, New Bedford
(Mass.) Standard.

Would a central purchasing department for wrapping paper, string and other mail-room supplies be of benefit to members of state associations of circulation managers?

I believe it would result in considerable saving, particularly to newspapers that buy in small quantities.

Whether it is feasible is another question. A group of newspaper publishers might have saved thousands of dollars each, had they accepted a certain offer made about three years ago.

In some newspaper offices, the purchase of supplies is not a part of the circulation manager's duties. Every circulation manager should, however, keep in close touch with the costs of his department.

I obtained a rebate on paste material, sufficient to more than pay the cost of attending a New England Association of Circulation Managers' meeting at which I learned a lower price was paid elsewhere for the same material that we were using.

Only a fraction of a cent per pound was involved, but there was much satisfaction in effecting that saving and obtaining a lower price on future orders.

It might be advisable, until a "central purchasing department" was possible, to inaugurate a plan of compiling from association members a monthly list of prices paid for various supplies, such as:

Statement of paper purchased.
Date
Quantity
Weight
Size
Kind
Cost per pound.

This would enable other members to keep in touch with the market conditions.

In connection with other supplies the same plan of reporting prices paid, might be followed. Such an arrangement might lead up to a combination of newspapers buying together certain supplies.

Just now, prices of wrapping paper show a reduction. Whether they will go still lower is a question. It is likely, through an exchange of reports, that members will be able to exercise better judgment in purchasing supplies.

NEW DES MOINES PAPER.

W. O. Payne has organized a company to publish a weekly newspaper to be called the Forum, in Des Moines. The capital stock is \$25,000.

S. L. Moore of Boone is president, C. A. Rawson of Des Moines, vice-president, W. O. Payne, secretary and treasurer; directors—S. M. Leach of Adel, J. M. Pierce of Des Moines, E. A. Rawcett of Nevada, J. L. Parrish of Des Moines.

The articles of incorporation are signed by W. O. Payne, G. F. MacKinnon, John A. Fleming, State

BLAIR & AUSTIN

Consulting Circulation Specialists

*Just Closed
Campaigns in*
**Philadelphia
PA.
Newark
N. J.**

*Just Opened
Campaigns in*
**Detroit
MICH.
Grand Rapids
MICH.**

*Next
?*

We have attained that position in our line of work that gives us the right to claim authority in matters relating to Salesmanship Clubs, Circulation Clubs, Contests and all prize competitions to increase circulation.

While we have an organization of 56 men, we cannot personally direct only about ten campaigns a year; but we are willing to advise other contest companies, as well as publishers, regarding prize competitions.

Our charge for co-operating is very low considering our knowledge—\$25.00 for each letter of instruction.

Now, Just a Few Words About Our Salesmanship Clubs

In a Nutshell—It is an organized effort to obtain in eight weeks blank thousands of paid-in-advance subscriptions through the merits of the paper by salesmanship methods.

Following is an extract from a letter by D. M. Barrett, Secretary-Treasurer of the World's Salesmanship Congress, commenting on a Salesmanship Club conducted in Detroit, Mich., by BLAIR & AUSTIN:

"When newspapers encourage Salesmanship in their local communities, as The Times does, and when they provide the source of such success as Mr. Baruch wishes to credit to them, they are not only helping business at large, but their own business in particular by providing larger profits to those who invest them over again in the newspaper advertising columns."

PUBLISHERS—If you want a Salesmanship Club conducted on your paper, better get in touch with us at once. We would like to contract to personally direct one more campaign in December, one in January and three next May.

Our prices are not the lowest—but—

BLAIR & AUSTIN

721 Paul Jones Building, Louisville, Ky.

"Results Count!"

Binder John M. Jamieson and Dante M. Pierce.

Mr. Payne for many years was editor of the Nevada Representative. It is understood he will be editor of the new paper.

INTERTYPE OFFICE MOVES.

The Eastern sales department of the Intertype Corporation, formerly located in the World Building, New York, has been consolidated with the company's general offices in the Terminal Building, Brooklyn, N. Y.

The Colfax (La.) Clipper is installing a new Linotype.

AN ICE CREAM PUBLICIST.

Thomas J. Farley, a Richmond (Va.) newspaper man, is directing the publicity of the Purity Ice Cream Corporation, which includes in its territory Richmond, Petersburg and Suffolk, Va., and Charlotte, N. C.

GETS A SECOND PAPER.

The Claire City (S. D.) Press has been purchased by the owners of the Roberts County Record.

A NEBRASKA NEWCOMER.

The Payard News, managed by W. D. Clifton, is a new Nebraska publication.

DETERMINED TO GO.

L. D. Beach, market editor of the San Antonio (Tex.) Light, has joined the Canadian Army after having been rejected on five different occasions by the United States authorities for physical reasons. He is a nephew of Harrison L. Beach, one of the Light's editors and publishers.

WAR SHORTAGE.

Enlistments and the draft have depleted the news staffs of the Wilmington (Del.) newspapers to such an extent that they have found it necessary to do some doubling up lately.

PROGRAM FOR THE I. C. M. A.

(Continued from Second Page.)

Joseph Horner, Jr., of the Green Bay (Wis.) Press-Gazette will discuss "The psychology of price-raising."

James McKernan of the New York World will conclude the morning's reading by a paper on "How did the increase of 1 cent on the wholesale rate to newsdealers affect the sales of the New York City Sunday papers? How can this increase be made on other Sunday papers?"

The committee asks that any member still allowing credit for unsold copies tell the association how he justifies the continuance of the policy at the Tuesday morning session, the remainder of which will be spent in discussion of questions raised by members.

TUESDAY EVENING.

A. E. MacKinnon of the Philadelphia North American will talk on "Circulation ethics, past, present and future."

J. P. Barry of the Providence Journal and Bulletin will describe "Schemes for reducing circulation expense and new efficiency methods in circulation management."

J. L. Erwin of the Columbia (S. C.) State will read a paper on the "Influence of good typography and art in circulation building."

O. O. Scattergood of the Chicago American will talk on "Should newspapers predicate a profit on the sale of their by-product?"

John D. Walker of the Johnstown (Pa.) Tribune will point out the "Value of training boys in 'news-carrying,' selling points, behavior, etc., and 'gingering' the enthusiasm of the American boy in circulation building."

Ernest A. Scholz of the Crowell Publications, New York, will discuss the "Values of magazine clubbing offers to daily newspapers in circulation building."

Joseph H. Lackey of the Memphis News-Scimitar will talk on the "Best plan for stimulating R. F. D. and small town circulation on an evening newspaper."

Harold Hough of the Fort Worth (Tex.) Star-Telegram will present

"Suggestions from the A.B.C. for simplification and standardization of records in circulation departments. Helpful hints from the A.B.C. How it has helped the circulation manager."

The program committee puts forward as a topic for general discussion:

"As a result of the liquor clauses attached to the Post Office Bill by Congress, how many newspapers discontinued liquor ads. How many continued to run liquor ads, but cut off the circulation in the states affected by the law. How many publish two editions, one for wet, and one for dry territory?"

The president will call on members promiscuously for short talks on the following topics:

"Should newspapers in any large city have exclusive carriers or should they be permitted to handle other papers?"

"Is there too much space devoted to baseball and other sports in newspapers?"

"Are special editions and pages featuring small towns materially helpful in circulation building?"

"Are Sunday comics in colors passing, and if so, why?"

"Does circulation secured through scare-heads pay?"

"Circulation at any price—does it ever pay?"

WEDNESDAY MORNING.

Wednesday will be devoted entirely to the reading of papers and to general discussions, started by A. G. Lincoln of the St. Louis Post-Dispatch on "How would you measure the efficiency of a circulation manager?"

T. V. Armstrong of the Ottawa (Ont.) Journal-Press will talk on "Cooperation vs. competition in country circulation."

P. C. Treviranus of the Milwaukee Journal will introduce "Scoop, the Journal's house organ for carriers and newsboys."

Sidney D. Long, business manager of the Wichita (Kan.) Eagle, will deliver an address on "Circulation Salesmanship."

H. A. Aikin of the Columbus (Ohio) Citizen will tell "What system should be used to reduce the dif-

ference between press run and circulation output."

E. C. White, business manager of the Houston (Tex.) Chronicle, will bring up the subject of "Getting classified ads through carrier boys. How best can the circulation department cooperate to increase this kind of advertising? The relative value of want ads to circulation building."

Robert McGeary of the Toronto Globe is scheduled to talk on a "Simple and convenient way to file back copies of a newspaper. What should be the charge for back copies of one week, one month, one year, etc.?"

The president will call on members at random to discuss the following topics:

"Is the Cox or any other similar mailing machine a success? Do they eliminate complaints? Would a newspaper with a small circulation of five, ten or twenty thousands (efficiency, speed and money invested considered) be justified in purchasing a machine of this kind?"

"Economies in news print consumption."

"Does bill-board, street-car and advertising in the columns of competitors pay in exploiting new features, like serials, etc.?"

"Methods of handling weekly collections with carrier boys."

"The bulletin service—is it of any value to the circulation department and, if so, what is the best system?"

"Best method of organizing and directing city solicitors and what is a fair compensation allowed for them?"

"Experiences of circulation managers talking care of circulation at army camps."

WEDNESDAY AFTERNOON.

Following the recess for dinner, Robert B. McClean, business manager of the New York Evening Post, will resume the reading of papers with a discussion of "Is there enough attention given to the organization and operation of the circulation department?"

F. M. Hatch of the South Bend (Ind.) Tribune will tell "How to secure carriers to handle your paper exclusively and how to constantly increase their lists."

Maurice Levy of the Cincinnati Post will discuss "Applying psychology to the soliciting of subscriptions."

H. S. Blake of the St. Paul Pioneer Press and Dispatch will talk on "The best way to handle city circulation on a morning paper where the papers are sold to carriers; details as to handling office stops, news contracts, complaints, collections, etc. The same as to an evening paper."

H. A. Wenige of the Bridgeport (Ct.) Standard-American will set forth "In what other ways beyond giving circulation figures can the circulation department be of the greatest service to increase and hold advertising patronage?"

Joe Levy of the New Orleans Item will bring up "Newsboys' and newsdealers' unions—are they practical? The best method to contend with them if found to be undesirable."

W. W. Rhoads of the Capper Publications, Topeka, Kan., has been assigned to "Improved mail service—one weak link in circulation building. Concerted action by the I.C.M.A. in urging the Post Office to give better service."

E. F. McIntyre of the Syracuse

(N. Y.) Herald will discuss "The elimination of service copies. Can better service be had when free copies are used and charged as service copies? Do service copies really cut down circulation distribution expense?"

The rest of the afternoon will be devoted to an open meeting for questions and answers by the members. The president will call on members in rotation and ask if they have any questions to bring before the convention on circulation matters. The program committee urged that members present at this time their questions and the schemes they have successfully worked during the past year.

The annual dinner will be held at the Piedmont Hotel on Wednesday evening, followed by an entertainment.

THURSDAY MORNING.

George Fries of the Cincinnati Times-Star will discuss "The simplest and cheapest system for keeping R.F.D. and other mail subscription records, explaining the handling of a subscription remittance from time it reaches the office until the entire transaction is completed."

J. M. Regan of the Cleveland Leader will talk on "The control of newsboys and the getting of permanent increases on street sales."

C. B. Julian of the Peoria (Ill.) Journal is scheduled to compare "The relative value of circulating and personal solicitation in efficiency and economy and thorough covering of territory."

R. J. Corrigan of the Denver Times and Denver Rocky Mountain News will discuss "Would it be a benefit to newspapers generally if the Government established zone rates on second-class matter instead of raising the postage from one to two cents per pound as has been proposed? The best method to use in meeting the additional expense caused by the proposed increase in postage."

The program committee considers this an opportune point to introduce the topic of welfare work among newsboys and requests that members tell what big improvements they have made along this line since the Grand Rapids convention.

John T. Toler of the Atlanta Constitution will talk on "Discontinuance of premiums. Isn't it better generally to apply the money expended on them to increase the quality of the newspaper, as, for example, with more local news?"

W. J. Harrison of the Los Angeles Herald will show the relation of "The child labor law and the newsboy."

Roy Hatton of the Detroit Free Press will discuss the question of

CIRCULATION FEATURES for Circulation Managers

Timely, down-to-date premium specialties, popular prices, best quality obtainable. When in doubt, write to "Blake," the Premium Specialty man. He will send you full particulars on his latest premium offer.

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The reason is that we have been in business for many years and are known by practically every newspaper in this country and Canada as a first-class Contest Company—one that runs result-producing campaigns of the highest order.

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"Cooperation among newspaper competitors in a given field. Establishing fixed selling conditions; how to minimize losses through dead-beat country and city dealers, etc."

Charles Payne of the Indianapolis Star will take up "The elimination of the middle man. District commission agents vs. salaried representatives in charge of branch offices."

H. M. Wheeler of the Hartford (Ct.) Times will discuss the "Value of the New England Association of Circulation Managers to the I.C.M.A. and of what advantage are these state and other circulation managers' associations?"

THURSDAY AFTERNOON.

The final business session will be devoted to a general discussion of the following questions, thirty minutes being allowed for each subject:

"Shall the I.C.M.A. invite circulation managers of magazines and trade journals and divide the association into divisions with a chairman at the head of each, all to come under the general control of the president of the I.C.M.A.?"

"Would it be wise to divide the United States and Canada into divisions so that circulation managers of each division may hold state or sectional meetings at least twice each year, such meetings to be in charge of a chairman, all to be under the supervision of the I.C.M.A.?"

Those questions disposed of, the order of business will be:

Election of officers.

Selection of next meeting place.

Unfinished business.

Adjournment of convention.

Meeting of board of directors.

NO "GOOD TIME" AT THIS MEETING

ONLY RECREATION WILL BE BANQUET—LADIES WELL PROVIDED FOR.

The foregoing program will suffice to show that the convention of the International Circulation Managers Association is called solely for business. Entertainment has no place in the three days' proceedings.

The only departures from strict business will be a short sight-seeing trip and the annual banquet, which will be held Wednesday evening.

But the ladies have been well provided for by the entertainment committee, of which John D. Simmons of the Atlanta Journal is chairman.

On Tuesday morning they will journey through Atlanta's "north side," Ansley Park, Druid Hills and residence sections. After luncheon at the East Side Club House they will return to the hotel to join the men for the afternoon trip.

The latter, for members and ladies, will include a jaunt to the Federal Prison, Cyclorama, Battle of Atlanta, Grant Park and a trolley ride. The official photograph will be taken at the Federal Prison.

In the evening the ladies will attend a performance at Keith's Forsyth Theater.

Wednesday morning the ladies will spend in Atlanta's shopping district and in the afternoon they will go to the Burns Club, Wren's Nest and other points of interest.

A photograph of members only

will be taken at the adjournment of Wednesday's sessions. A photograph of the ladies only will be taken while they are on their automobile trip or at the club house.

OFFICERS OF THE I. C. M. A.

John M. Schmid, circulation manager of the Indianapolis News, is president of the I.C.M.A. and the other officers are:

First vice-president, Ike U. Sears, Davenport (Ia.) Times;

Second vice-president, Joseph R. Taylor, Grand Rapids (Mich.) Press;

Secretary-treasurer, James A. Mathews, Oklahoma City Oklahoman.

Directors—James McKernan, New York World; A. G. Lincoln, St. Louis Post-Dispatch; D. B. G. Rose, Louisville Post; J. R. Henderson, Montreal Gazette; Harold Hough, Fort Worth Star-Telegram; W. L. Argus, Toronto Star; T. J. Kavanaugh, Dayton News; E. S. Dobson, Philadelphia Public Ledger; J. H. Miller, Pittsburgh Gazette Times.

Chairmen in charge of the active committees include:

Transportation, James McKernan, New York World;

Convention, George H. Reynolds, New Bedford (Mass.) Standard;

Auditing, William Elder, Toronto Telegram;

Newspapers' welfare, Joseph R. Taylor, Grand Rapids Press;

Program, J. M. Annenberg, Schenectady (N. Y.) Union-Star;

Publicity, Robert B. McClean, New York Evening Post;

Welfare, I. U. Sears, Davenport (Ia.) Times;

Audit Bureau of Circulations, Harold Hough, Fort Worth (Tex.) Star-Telegram;

Membership, C. F. Stout, Plainfield (N. J.) Courier-News;

Entertainment, John D. Simmons, Atlanta Journal;

Necrology, Maurice Levy, Cincinnati Post;

By-laws, D. B. G. Rose, Louisville Post.

BIG INCREASE IN MEMBERSHIP

I.C.M.A. NOW HAS 436 MEMBERS ON ITS ROLLS—SIXTY-NINE JOIN IN PAST YEAR.

Chairman Chauncey F. Stout of the Plainfield (N. J.) Courier-News and his committee on membership made the fine record of corraling 69 new members for the I.C.M.A. during the period from the close of the Grand Rapids meeting in June, 1916, to October 1, 1917. They are:

Albany (N. Y.) Argus—Charles I. Fillingan.

Albany (Ga.) Herald—Frank Stanford.

Albama (Pa.) Mirror—E. F. M. Herick.

Albama (Pa.) Times—James H. March.

Augusta (Ga.) Chronicle—Thomas E. Lockhart.

Boston Journal and Advertiser—Samuel Sklar.

Bridgeport (Ct.) Post—Meigs B. Russell.

Bridgeport (Ct.) Post and Telegram—J. A. McNeil.

Butte (Mont.) Miner—William V. Wiegand.

Calgary (Can.) Albertan—William A. Scott.

Cedar Rapids (Ia.) Republican—Orville J. Harsha.

Charlotte (N. C.) News—H. D. McCoy.

Charlotte (N. C.) Observer—J. J. Patterson.

Clarksburg (W. Va.) Telegram—Charles O. Elussen.

Cleveland Plain Dealer—J. P. Harper and J. J. Kirk.

Columbus (Ga.) Enquirer-Sun—Henry L. Harmon.

Elizabeth (N. J.) Daily Times—William J. Weber.

Elmira (N. Y.) Herald—R. H. Pearce.

Evansville (Ind.) Courier—R. C. Hooley.

Everett (Wash.) Herald—R. F. Hymon.

Fall River (Mass.) Globe—Benjamin Madowsky.

Fort Wayne (Ind.) News—Clark A. Ferris.

Greensboro (N. C.) Daily News—E. B. Jeffress.

Halifax (N. S.) Chronicle—Edwin C. Young.

Harrisburg (Pa.) Telegraph—Albert Michener.

Harrisburg (Pa.) Patriot and Evening News—E. A. Miller.

Jamestown (N. Y.) Post—R. Stewart.

Miami (Fla.) Herald—George Vernon Harper.

Meriden (Ct.) Daily Journal—Thomas J. Moroney.

Moore Jaw (Sask.) Times—Robert Pegg.

New Orleans (La.) Times-Picayune—Allden H. Baker.

New York American—William P. Anderson.

New York Evening Mail—Thomas W. Clay.

New York Globe—S. P. Booth.

New York Times—Charles Flanagan.

North Adams (Mass.) Herald—Edwin F. Cunningham.

Norwalk (Ct.) Hour—Edward J. Thomas.

Norwalk Sentinel—Charles R. Baker.

Oakland (Cal.) Tribune—W. F. D. Brown.

Ogden (Utah) Standard—W. H. Brandon.

Oklahoma City Times—M. W. Hulme.

Petersburg (N. J.) Press-Guardian—W. B. Bryant.

Pensacola (Fla.) Journal—Joseph K. Hughes.

Pittsford (Mass.) News—Freeman M. Miller.

Prince Albert (Can.) Herald—F. W. Teas.

Providence (R. I.) Journal—J. P. Barry.

Punkataway (Pa.) Spirit—J. Boyd Hunter.

Raleigh (N. C.) News and Observer—Clarence J. Steed.

Raleigh (N. C.) Times—Miss Mattie Lancaster.

Reading (Pa.) Eagle—Daniel K. Hoek.

Salem (Ore.) Capital Journal—Russell E. Edmendes.

San Francisco Call—John E. Grey.

Santa Ana (Cal.) Evening Blade—R. L. Sharp.

Savannah (Ga.) Daily News—Edward D. Hood.

Sioux Falls (S. D.) Press—Walter E. Wickstrom.

St. Louis Times—W. R. Rauck.

St. Paul Daily News—Charles J. Kutill.

Tampa (Fla.) Times—John M. Mullen.

Terre Haute (Ind.) Tribune—J. F. Hanahan.

The Dallas (Ore.) Chronicle—Allen G. Thurman.

Trenton (N. J.) Times—Albert V. Ambrose.

Troy (N. Y.) Record—Edward G. Buck.

Tulsa (Okla.) Daily World—H. E. Bullock.

Vancouver (B. C.) World—P. R. Edwards.

Victoria (B. C.) Colonist—Robert M. Byrne.

Wilmington (N. C.) Dispatch—R. F. Stowell.

NEWS NOTES OF CIRCULATORS.

The Buffalo (N. Y.) News is giving free performances of "The News and the Spoilsman," a moving picture created by the News to show the public the many duties that enter into the daily work of getting out a paper. The movie shows all that goes on within the News plant as well as many incidents outside that have to do with the gathering of news and the distribution.

The retail price of the Buffalo (N. Y.) Sunday Times, outside of Buffalo, will be 6 cents a copy commencing with the issue of October 7. The price to agents will be 4½ cents per copy, with no returns, as at present.

On account of illness S. Blake Willsden, the Chicago premium specialist, will not be able to attend the I.C.M.A. convention.

Thomas P. Myers of the Myers Circulation Company, Waterloo, Ia., will renew many old acquaintances in Atlanta.

Business pressure will prevent George H. Reynolds, circulation manager of the New Bedford (Mass.) Standard and Mercury, from making the trip to Atlanta.

The recent report that the Philadelphia North American's service flag premiums were purchased from S. Blake Willsden of Chicago was an error. They were all bought from Detra & Co., Oakes, Pa.

There is much interest on the part of the public at the present time in the meaning of the various rank insignia of men in the Army and Navy. Explanations by newspapers would be well received by readers. They have been made by the New York Times, the Philadelphia North American and some other newspapers with satisfactory results.

The North American illustrated the insignia in a special colored supplement in its issue of September 30.

The Milwaukee Evening Wisconsin holds out hopes to the ambitious newsboys by unearthing the fact that the great Lloyd George was at one time a newspaper carrier in a small Welsh village.

The prompt delivery contest between the carriers of the Des Moines (Ia.) Register proved to be a pro-

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"Premier Promoter of the U. S. A."

Now conducting its *Sixth Contest* for The Meridian Star, Meridian, Miss.

MORE THAN A HUNDRED SUCCESSFUL CONTESTS

Temporary Address.

Meridian Star
Meridian, Miss.

Mr. Publisher!

If you want better results, send for the Curtright Company for your next contest.

Permanent Address.

P. O. Box 592
SHREVEPORT, LA.

nounced success. A contest on morning delivery will soon be held. S. K. Miller, city circulation manager of the Des Moines (Ia.) Register, has offered three cash prizes for the best route list handed in on October 10.

C. E. Story, who handled the circulation end of the Des Moines (Ia.) Register in a Des Moines downtown district for nearly two years, is in Camp Dodge with the draft cohort.

The Peterborough (Ont.) Daily Review and the Lindsay (Ont.) Daily Warbler are conducting voting contest circulation campaigns under the direction of the MacAlpine Circulation Company.

E. S. Dobson, for many years circulation manager of the Detroit News and later with the Milwaukee Sentinel, has just assumed the circulation management of the morning and Sunday editions of the Philadelphia Ledger.

The San Francisco Chronicle has an enlightening new feature which is designed as a "Love Letter Contest."

MORE IN NEW YORK ASSOCIATION.

MEMBERSHIP PROMISES TO BE DOUBLED AT THE NOVEMBER MEETING.

The New York State Circulation Managers Association, which was organized in August, is developing at a pace most satisfactory to its officers. The membership, which started with eighteen at the meeting in Schenectady, promises to be more than double when the next meeting opens in Syracuse on November 14.



J. M. ANNENBERG.

President J. M. Annenberg of the Schenectady Union-Star (who, by the way, is chairman of the program committee of the I.C.M.A.), tells THE FOURTH ESTATE:

"Letters from circulation men all over the state have been coming to me, stating that they will join and wanting to enlist as charter members.

The Crystal Water Set

With Genuine Sterling Silver Initials and Decorations

*The
Ideal Gift
for
Christmas
Birthdays
and
Weddings*

*Every Family
Should Possess
This
Superb Set*



ILLUSTRATION OF WATER SET GREATLY REDUCED IN SIZE

ORNAMENTAL—SUBSTANTIAL—USEFUL

This Water Set will delight every housewife. It will give the whole family everlasting satisfaction. It will get new readers when everything else fails. Its appeal is irresistible. Solicitors will take from fifteen to thirty orders daily. *Write for prices and terms.*



**A Winner for
Sunday
Circulation**

Crystal Sugar and Creamer Initialed and Decorated in Sterling Silver

ILLUSTRATION GREATLY REDUCED.

It is impossible to show the beauty of this Crystal Ware in an illustration. You must actually see it to appreciate its desirability and attractiveness.

Send for samples to-day, at quantity price, naming initial desired.

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9 and 11 East 37th Street

NEW YORK, N. Y.

We have just gotten up a prospectus that will be mailed to new prospects. This carries an application blank."

The program for the coming Syracuse meeting will be made up of timely subjects that every newspaper circulation manager in the state should take part in.

The officers of the New York State Circulation Managers Association are: President, J. M. Annenberg, Schenectady Union-Star; vice-president, James McKernan, New York World; secretary-treasurer, John O. Taft, Binghamton Republican-Herald;

Directors—William Henry, New York American; A. J. Gerber, Syracuse Journal; R. D. M. Decker, Albany Knickerbocker Press; and M. D. Treble, Buffalo Times.

Charter members of the association so far are:

Albany Knickerbocker Press—John W. O'Connor, R. D. M. Decker, Albany Times-Union—Frank McDuff, Binghamton Republican Herald—John O. Taft.

Buffalo Times—M. D. Treble, Buffalo News—George N. Therrien, New York American—W. H. Henry, New York Italian Evening Bulletin—F. L. Frugone, New York World—James McKernan, Poughkeepsie Eagle-News—Edgar C. Hanford.

Schenectady Union-Star—J. M. Annenberg, Schenectady Gazette—E. W. Van Deusen, Syracuse Post-Standard—W. Hixson, Syracuse Journal—A. J. Gerber, Syracuse Herald—E. F. McIntyre, Utica Observer—Martin A. Miner, Utica Press—Alfred Cockerill, Watertown Times—Charles H. Congdon.

One of the most enthusiastic workers for the new New York Association is James McKernan of the New York World, its vice-president and a director of the I.C.M.A. In the prospectus just issued Mr. McKernan presents this argument for membership to New Yorkers not yet enrolled:

"The circulation manager of the present day is usually so keen to take advantage of any opportunity to increase his knowledge of circulation methods that it seems almost like a waste of time to write an article showing the benefits that accrue to circulation managers who join the New York State Circulation Managers Association.

"Members of this association have an unlimited fund of information available and also the advantage of being able to ask questions at the meeting on any subject that may be puzzling them and have them answered from various view points by men of large experience in circulation methods; there is also a big advantage in being personally acquainted with the circulation managers of your own state who have many problems in common.

"If you contemplate working some promotion scheme or special features, you will be able to get the best advice possible and probably from some member who has worked a scheme of similar nature. Information and knowledge of great importance to all newspapers are always at the command of our members.

"If there are circulation managers who have doubts of the advantages of identifying themselves with this association, I would like to have them attend just one meeting; I feel sure they would not leave without making application for membership.

"The initiation fee is \$3. The dues \$2 annually. I do not know where any circulation would procure



Take Your Choice Both Are Good SERRULAR BREAD KNIFE

9-inch blade—Knife will cut any kind of war bread. Best of steel and handles are patented of shell aluminum, absolutely sanitary. Less than 40c. each in quantities. Sample post-paid in U. S. for 50c.

JACKSON SANITARY KNIFE (all glass)

9 in. long. Cuts all acid fruits and does not corrode. Always sharp.

Less than 20c. each in quantities. Samples post-paid in U. S. for 30c.

E. S. PEASE CO., Inc.
698-700 Main Street BUFFALO, N. Y.



so much for so little.

"I hope to see every circulation manager in the state of New York enrolled as a member of this organization.

"The privilege of becoming a charter member has been extended to all those who send in their application within two weeks from October 1.

"I trust that all circulation managers in New York State who are not members will send their application and check to our secretary-treasurer, John O. Taft of the Binghamton Republican-Herald.

"Let us make the New York State Circulation Managers Association the largest state organization. We have a large field to draw from and there is no reason why we should not be at the head.

"Do not delay, join now and get all the benefits."

NEW ENGLANDERS HAVE PROFITED

FROM THEIR ASSOCIATION—
—ORGANIZATION IN OTHER
STATES URGED.

By J. A. McNEIL,
Of the Bridgeport Post; President
of the N.E.A.C.M.

The New England Association of Circulation Managers is a success. We were sure it was going to be a success from the start.

The idea of the circulation managers association composed of New England circulators was first con-

ceived by our secretary-treasurer, H. M. Wheeler of the Hartford (Ct.)



PRESIDENT J. A. McNEIL.

Post, who, with the cooperation of other Hartford circulation managers, immediately got down to business and in less than a month a preliminary or organization meeting was held at Springfield, which was at-

tended by about twenty circulation managers from Maine to Connecticut.

We now have over forty members in the organization.

In the matter of dollars and cents I dare say that each member has reaped a two-fold harvest.

The cost of the membership and attending meetings is purposely kept as low as possible and the value of the information obtained at each meeting cannot be estimated by any one member, but it is safe to say that thousands of dollars have been saved by publications in New England whose circulation managers belong to the association.

Experimenting is expensive and any association that will help to eliminate experiments is bound to be a benefit to all of its members.

Unsuccessful ideas can be dropped after being tried on one paper and although conditions differ in each city schemes that prove successful in one place can be revised to conform to the conditions of another.

Naturally the social benefit of such an organization is important and not only tends to do away with the "hard feelings" that sometimes exist between circulation managers of publications in the same city, but enables them to get together in such a way as to be of distinct advantage in the case of newsboys' strikes or in handling unreasonable demands of newdealers or wholesalers.

An interesting and time saving feature of our meetings is the presence of salesmen handling circulation supplies, etc. The sales talks and explanations of their wares can be told all over New England in a very few minutes, saving both their time and that of the various circulators.

As a direct result of the New England Association of Circulation Managers probably ten or fifteen papers throughout New England have gone non-returnable, while the publishers of these same papers were doubtful or apprehensive of the results of such a step before it was discussed openly at one of our meetings and proven to be a success.

It is my opinion that publishers throughout the country should encourage the forming of such state or territorial organizations as a protection for their own bank accounts as well as for the efficiency of their circulation departments.

In the name of the New England Association of Circulation Managers I congratulate both the publishers and the circulation managers of the papers represented in the Texas, New York State, and Illinois Circulation Managers Associations for their far-

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System and Machinery for
**ADDRESSING
NEWSPAPERS
and
PERIODICALS
to
SUBSCRIBERS**

From Thin Aluminum Plates.

Saves considerable money in operating costs and facilitates obtaining renewals at practically no cost for the addressing.

Write for particulars.
513-515 East 34th St. NEW YORK

Service Flags

PUBLISHERS—Place your order now for **SERVICE FLAGS** and announce to the world the number of employees you have given to the Government service. This flag shows a star for every member of a family or firm in the service of Uncle Sam. Flags furnished with any number of stars without extra charge. Can supply cotton bunting, Samson bunting or Standard wool bunting at very low prices. Write today for samples and prices.

S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

sightedness in promoting this constructive work.

[The officers of the New England association are: President, J. A. McNeil, Bridgeport (Ct.) Post, vice-president, George H. Reynolds, New Bedford (Mass.) Standard; secretary-treasurer, H. M. Wheeler, Hartford Post.

Directors—H. A. Wenige, Bridgeport Standard-American; W. S. Mitchell, Portland (Me.) Express; James P. Barry, Providence Journal.]

TEXAS PROFITS BY ORGANIZATION.

SPIRIT OF COOPERATION IN CIRCULATION A THING TO BE PROUD OF.

By R. B. KINARD,
Of the Galveston News; President of the T.C.M.A.

The value of the Texas Circulation Managers Association to the Texas newspapers we believe has been incalculable. The organizers who met at Houston on September 18, 1913, and the former association of its kind had as their object "the annual enlightenment of its members and the furtherance of the best interests of the circulation department with which they are connected."

The motto of the Texas Circulation Managers Association is: "Sane Cooperation vs. Insane Competition."

At our annual meetings few long-drawn speeches are made and entertainment features are cut short. The seriousness of our task is realized and the members get down to work in a sort of round-table discussion of circulation matters from every angle imaginable.

In this manner the meat and the essence of results are obtained because a speaker can be questioned and each member can, through the presiding officer, give his views or make inquiries.

The spirit of cooperation manifested among Texas circulation managers is a thing to be proud of and the results in actual accomplishment are too numerous to mention in the space allowed.

Through cooperation, the dishon-

The True News

FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

ent newsdealer has been practically eliminated.

Return privileges have been reduced almost to nothing, through interchanging of plans and ideas among



R. B. KINARD.

members all manners of saving have been effected for the publisher as well as numerous plans for building circulation.

Over-prints were cut down, waste paper and strappings were utilized in the mailing rooms—several publishers not buying any wrapping paper at all.

We also believe our association by concerted action has brought about better express service. Most every Texas paper has increased its rates to dealers, carriers, news-dealers and subscribers, and the spirit of the circulation managers to assist each other was no small factor to this end.

Much good has resulted to the publisher through the Texas Circulation Managers Association by the complete eradication of the underhanded methods of competition. Instead of employing these costly, harmful "boom-erang" business methods, the intimate exchange of our very best knowledge and experience has greatly benefited us: made our relations more congenial, and made greater accomplishments possible.

The welfare of the newsboy has

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete. Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

National Electric Bulletin Corporation.
NEW LONDON, CONN.

Quality Pages

The kind that give universal satisfaction and are continued year after year. Sample mats with pleasure on request.

The International Syndicate

Established 1899. BALTIMORE, MD.

been given much attention by our association and the results have reflected in profits to the publisher.

As a result of the annual meetings each circulation manager seeks to inform himself thoroughly, so that he may be on an equal footing with the other members of our association. The advantages and disadvantages of the paper he represents are studied and he thereby becomes more efficient and desires to seek further until he becomes competent.

Another valuable feature made possible by the Texas Circulation Managers Association is that circulation problems are localized and by this means analyzed.

FIRMLY FOUNDED IN ILLINOIS.

ASSOCIATION IS BOUND TO
GROW RAPIDLY AND BE OF
GREAT BENEFIT.

By L. V. VANCELAVE,
Of the Rockford Republic; President of the C.M.A.I.

The Circulation Managers Association of Illinois, which was organized on June 12, 1917, at the La Salle Hotel, Chicago, with an initial membership of 17, has since grown to around 25 members.

While it is a little early to make predictions, the officers and members of this association feel that the organization is bound to grow rapidly and be of great benefit to the newspapers throughout the state of Illinois.

Already we are experiencing a better feeling of fellowship, which is leading to a free exchange of ideas even among newspapers in close competition.

It is for this purpose that the association was organized.

The founders felt that an association with membership limited to newspapers in the state alone would lead to great good for the reason that the problems confronting any one newspaper in the state would also confront others because many cities and newspapers are of nearly equal size. Consequently their problems could be threshed out to better

The only journal outside of the United States published in the interest of newspaper men.

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L. V. VANCELAVE.

The next convention of the Circulation Managers of Illinois will be held in Springfield, possibly the early part of December, and a rousing meeting is anticipated.

The officers of the association are: President, L. V. Vancleave, Rockford Republic; vice-president, Clarence Eyster, Peoria Star; secretary-treasurer, G. S. Galloway, Rockford Register-Gazette;

Directors—W. P. Lovell, Bloomington Pantagraph; E. R. Ragan, Springfield Register; E. F. Gardner, Elgin Courier.

See pages twenty-six and twenty-seven for other matters of interest to circulation managers; also page nineteen.

CO-OPERATIVE DELIVERY FOR NEWSPAPERS.

NEW PROHIBITIVE SECOND CLASS RATES WILL DRIVE CIRCULATORS TO FIND NEW MEANS OF DISTRIBUTING.

By WALDON FAWCETT.

Does cooperation in newspaper delivery offer a solution for some of the troubles with which publishers are now beset?

This is a question likely to be asked with anxious interest in view of the persistent effort in Congress to place a special tax upon the publishing industry in the form of an increase in second-class postage rates.

Cooperative deliveries would, of course, offer an escape from burdensome second-class rates only insofar as cooperation might be applicable to out-of-town deliveries such as are now made via mail channels.

However, it may well come to pass that while publishers are scrutinizing the whole proposition of joint delivery systems they may discover certain possibilities in it with respect to city deliveries as well.

That, indeed, would be right in line with the spirit of the times. For that matter, the National Council of Defense, through its Commercial Economy Board, has for some weeks past been strongly urging upon merchants in all parts of the country the adoption, as a measure of war economy, of "central" or "cooperative" delivery systems.

The fundamental feature of cooperative delivery consists of a pooling of issues by the various participants who share the expense—either pro rata or on a basis of flat payments. Instead of each concern sending a delivery vehicle to a given section of a city such duplication of effort is avoided and one wagon or motor truck makes the trip over that route at a given time carrying the assembled packages of the various establishments that have chipped in on the arrangement.

The idea is not a new one as regards newspaper circulation practice. It has been proposed at various times in various forms for city distribution, but it has usually been vetoed because of some such obstacle as difference in the hours of going to press of the various papers that might be parties to the arrangement.

Now, however, that the idea has emphatic Governmental endorsement and that the labor shortage is making itself felt in circulation departments, publishers may be minded to look more closely at the whole cooperative delivery proposition.

On the face of the thing it would appear that rival newspaper interests might get together on long-distance cooperative delivery more readily than they can make common cause on local distribution.

There have been repeated instances where competitive newspapers have, in the past, accepted the principle of cooperation by mutually contracting for special newspaper trains or for launch or steamer trips where the latter have been necessary in order to get newspapers to summer resorts and other places not readily reached by regular mail or transportation channels.

Obviously there are limitations to the circumstances under which newspapers can take out-of-town deliveries into their own hands on the cooperative plan. The scheme is likely to be feasible only in territory that is fairly thickly settled and where the bulk of the circulation takes the form of agents' bundles rather than single newspaper copies in individual wrappers.

Furthermore, if the direct delivery

is to be by means of motor cars, motorcycles or motor trucks reasonably good roads are essential, especially in the case of evening papers, which must, of course, be placed in the hands of the most remote subscribers by dark.

Doubtless many publishers would prefer to continue in their present circulation rut if the only war penalty was a straight increase of modest amount in the second-class rate. But it has turned out to be even worse than the most pessimistic dreamed.

Many a publisher is wont to solace himself with the thought that he cannot be hit very hard on the comparatively few individually wrapped papers that go by post, inasmuch as he prefers to use express service for all heavy shipments within a radius of several hundred miles: *express rates for newspaper bundles are only one-fourth to one-half the postal charges for the same service.*

EXPRESS DELIVERY MAY BE STOPPED.

That is all very well so long as

matters stand as at present. But no publisher can afford to overlook rumors that the Post Office Department is ambitious to put over a legislative "joker" that would prohibit the transmission on passenger trains of publications not carried in the United States mail.

If that comes to pass it will be a case of distribute by mail or else trust yourself to the mercies of freight trains and the infrequent trains made up solidly of express cars.

If postage charges are marked up as threatened with a stipulation that Uncle Sam must have all or none of a publisher's business, it may be found that there is not the difference that many a publisher has suspected between mailing expense and distributive expense via outside channels, especially if publishers can combine to share the distributive facilities and thereby keep down costs to the minimum.

Retail establishments and department stores in various cities that have lately adopted cooperative delivery systems have found that in many instances each participant has effected a saving of 25 to 50 per cent over the outlay necessitated for independent operations.

Another influence aside from threats of postage increase that has impelled some publishers to latterly turn with new interest to the ideal of self-sufficiency in distribution is found in less satisfactory conditions of train service.

In the effort to economize for war the railroads of the country have withdrawn from service hundreds of passenger trains. Not a few of the cancelled trains were relied upon by publishers to carry their papers and consequently plans have been upset.

A favorite economy on the part of the railroads has been to annul one train where it was found that two trains were scheduled for runs at about the same time between the same terminals. That elimination has been all very well insofar as restricting through traffic to one train is concerned, but in few instances do competing railroads traverse exactly

parallel routes and cutting the train that has been dispensed with has been rather rough on the newspapers that depended upon the cancelled train to get their papers to intermediate points.

Yet another influence favorable to readjustment of circulation practices is that passenger trains on almost all roads are almost invariably late these days, thanks to the extraordinary efforts to move freight. Passengers who look at it as all in the day's work may not grumble at being an hour or two late, in arriving at a destination, but delay of an hour or two day after day is an irritating circumstance in the distribution of newspapers, especially evening papers, at points more or less remote from the office of publication.

The storage committee of the Council of National Defense, which is urging the substitution of motor trucks for all short hauls of express and freight, is advocating motor transportation within a radius of 40 miles of the distributing point. Whether the 40 mile limit should be a "dead line" in the case of newspaper distribution by this means may be open to debate.

AGRICULTURE AS NEWS MATTER.

GIVEN ENDORSEMENT BY THE GOVERNMENT AFTER TEST IN NEW ORLEANS.

Over three years ago the New Orleans Times-Picayune elevated agriculture to the dignity of news.

The cotton boll weevil and other disastrous visitations had impoverished many of the farmers. Something had to be done to rehabilitate them, to teach them diversification, the science of farming, etc.

It was a new departure in the newspaper field. A column on the editorial page was devoted daily to a department styled "The Lay of the Land," and it was made the special assignment of Herman J. Seiferth, for twenty years city editor of the Picayune, before that paper's amalgamation with the Times-Democrat under the present title—the Times-Picayune.

The articles attempted to popularize science, to improve methods and conditions, to encourage cooperation, organization and stabilization, and to attract attention and interest to and from agriculture.

The project proved a success from the start, and it has won as many readers and endorsements in the cities as in the rural sections. It has had the effect of inducing other papers to give prominence to farming and stories of the soil. It has been praised by educators and complimented by conventions. It has moulded the minds of editors and correspondents to attach as much value and to give as much space to agricultural events as to crimes and scandals.

The large investment in agricultural enterprises and improvements in Louisiana, Mississippi, Alabama, Arkansas and other states where the Times-Picayune circulates is largely due to the influence of the innovation at first regarded as an experiment of problematical outcome.

The greatest tribute to the idea

Live advertisers, as evidenced by the Audit Bureau of Circulations and the Association of National Advertisers, consider quality of circulation as well as quantity in placing their orders.

Quality circulation, from the advertiser's standpoint, is the circulation that reaches responsible people who know what your paper contains, buy it for flat reason, and read it.

Such subscribers "stick" year after year, cost the least to renew, and make the advertising pay the advertiser.

During the past year we filled an order for 3,000,000 Winthrop Coin Cards from one publisher. This order was given because several years' use and carefully tabulated records of the returns clearly showed that they were more profitable, more economical, and more satisfactory than any other method used by them to secure subscriptions.

Winthrop Coin Cards will introduce your paper to selected, responsible people, some of whom, after reading a description of it, will pay for sample copies. If they subscribe after reading several copies, they do so because they want to read it, and such circulation is more valuable than circulation obtained by the personal eloquence of a solicitor, a hard luck letter, clubbing or any similar means.

The continually increasing use of Winthrop Coin Cards by the foremost publications, managed by the MOST EFFICIENT CIRCULATION MANAGERS and ADVERTISING MEN, is a sure proof of their value.

We will appreciate a chance to cooperate with you in making plans by which new subscribers may be secured and old ones renewed. We can supplement the coin card with other productive adjuncts and twenty years of experience on circulation plans.

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and its execution was bestowed a month ago when John M. Parker, Federal Food Administrator for Louisiana, insisted that the services of Mr. Seiferth were necessary for the success of his work for the state and nation. In drafting Mr. Seiferth to serve with the Food Administrator, Mr. Parker had this to say:

"The most important adjunct to the food administrator is his right-hand man. You have the man who can render most efficient service in that line. Working on the Picayune from his early boyhood, and then with the Times-Picayune—his daily article, 'The Lay of the Land,' has been interesting and valuable; he is known all over the state, his acquaintance with agriculturists and stock raisers is large, and by all he is looked to as an honest, capable man who wants to help and encourage agriculturists."

"He has the confidence of our community and of the people of the entire state, and I now need the services of H. J. Seiferth to help in the work of food administration, and ask the Times-Picayune to so detail him as a patriotic duty."

Mr. Parker considered it was important that the "Lay of the Land" should be continued, as it was vital to the food administration of Louisiana. The Times-Picayune agreed that the department must be maintained for its general benefit and influence, and consented to loan Mr. Seiferth to the Food Administration as a patriotic contribution to the vital war activity.

Mr. Seiferth is still writing "The Lay of the Land" in connection with his food administration work, and is performing his double duty to the satisfaction of all concerned.

THE CIRCULATOR IN ENGLAND.

THE POST RECENTLY CREATED, BUT ALREADY RECOGNIZED AS IMPORTANT ONE.

By EDGAR FIFORT, Manager, News of the World, Ltd., London.

There is no doubt that the position of circulation manager has progressively assumed more important dimensions during the past few years. The post, so far as the English papers are concerned, is one of comparatively recent recognition. Years ago there was no one on the English papers between the publisher and the manager. The publisher fulfilled the duties of superintending the actual issuing of the papers as well as exercising the functions of the modern circulation manager.

Now the circulation manager is a man of considerable standing, and one who commands a large salary, more particularly on the more important papers.

The one thing that insures success to newspapers is progressive circulation, all departments so far as the business end of the undertaking is concerned, being dependent upon this.

It is quite a usual thing in my experience for the circulation manager to have the reversion of the position of business or general manager.

By virtue of his duties he is, perhaps more than any other person in the establishment, the power (given, of course, a suitable article to sell) to make a commercial success of the

business in which he is engaged. If he can make circulation, the other essentials to a profitable business, such as advertising revenue, etc., follow automatically.

SPECIAL I. C. M. A. CAR FROM NEW YORK.

Persons attending the I. C. M. A. Atlanta convention and traveling via New York City will have a special Pullman sleeping car of twelve sections and one drawing room.

It will be E 17 on Train 37, leaving the Pennsylvania Station in New York (34th street and Seventh avenue) at 4.35 p. m. tomorrow—through to Atlanta.

So far the men who have reservations are:

Buffalo Times—M. D. Treble.
New York American William Henry.
New York Bolletino della Sera—Frank L. Frugone.
New York Globe—S. P. Booth.
New York Staats-Zeitung—William H. Hoffman.
New York World—James McKernan.
Philadelphia North American—A. E. MacKinnon.
Schenectady Union-Star—J. M. Annenberg.
Crownell Publishing Company—Ernest A. Scholz.
Pictorial Review—B. A. MacKinnon.
Today's Housewife—Henry von der Leith.
Audit Bureau of Circulations—J. F. Barry.
Providence Journal—J. P. Barry.
Harrisburg (Pa.) Telegraph—A. R. Michener.

COMMITTEE ON CAMP UPTON CIRCULATION.

At the meeting of the New York City Circulation Managers Association on October 3 a committee was appointed to devise ways and means of handling the newspapers at Camp Upton, the cantonment of the National Army for New York.

Chairman James McKernan of the New York World appointed William Henry of the American and Charles Flanagan of the Times to represent the morning and Sunday newspapers, and S. P. Booth of the Globe and M. J. Burke of the Brooklyn Eagle for the evening papers. Mr. Eisemann, representing a number of Jewish papers, was appointed on the committee in the interests of the foreign language publications.

The meeting was well attended and the Camp Upton problem was interestingly discussed.

KINARD IN GALVESTON.

Rolla B. Kinard has returned to the Galveston (Tex.) News and Semi-weekly Farm News as circulation manager. He was previously with those papers for several years in various capacities and recently had been circulation manager of the Beaumont Enterprise. Mr. Kinard is the president of the Texas Circulation Managers Association.

CRUM GOES TO LEXINGTON.

C. W. Crum, who has been circulation manager of the Grand Forks (N. D.) Herald and who previously handled the circulation for the Grand Rapids (Mich.) Press, is now on the Lexington (Ky.) Leader.

NO HALSTEAD SUCCESSOR.

Nobody has been appointed to succeed W. L. Halstead as general manager of the Minneapolis Tribune since his leaving on August 1.

CURBING THE FAKE "EXTRA" CRIERS.

THE POLICE LACK THE POWER—WHAT CAN CIRCULATION MANAGERS DO?

Circulation managers of newspapers in practically every large city are confronted with the problem of preventing newsboys from disturbing the peace by shouting sensational war news extras when there is nothing in their papers to justify their clamor.

This practice is unnerving people who have relatives in the service and to whom the war is of vital and personal concern.

In New York City the police department is trying to find a way to curb the fakers. Police Commissioner Woods said:

"We are doing our best to stop this nuisance, but it is one of those things that depends very much upon the mood and attitude of magistrates."

"If a policeman, on his own initiative, takes a boy to court for making a public nuisance of himself, sympathy is so much with the boy that unless the policeman has a strong complaint to back him up he is likely to be laughed out of court. It is difficult to get a citizen to prosecute a boy, no matter how much he may resent being disturbed by his noise."

"Excepting insofar as it tends to create a public nuisance, there is no law which could be utilized to suppress the practice, but in view of the annoyance that newsboys are causing, precinct captains have received special instructions to stop it so far as possible."

"They are eager to act upon complaints, provided the complainants will go to court. Without a citizen's complaint to back him up, a policeman bringing a boy into court will get very little support from the bench. On the contrary, he is more likely to be told to transfer his activities from the capture of newsboys to the capture of burglars."

"It is a human situation very difficult to control."

DINNER TO "BILL" HENRY.

Over 200 newspaper men with their wives and sweethearts assembled at Reisenweber's last Sunday evening to pay honor to William Henry, who has been connected with the circulation department of the New York American for more than twenty-two years. He is about to take a vacation trip of several weeks, which will take him to the I.C.M.A. convention at Atlanta and the coast. Sunday evening's affair was a farewell to Mr. Henry on the eve of his departure.

Following the elaborate menu, John J. McArdle of Mailers Union No. 6, who was toast-master, presented the guest, on behalf of those present, with a handsome diamond charm and told of the high qualities of Mr. Henry as a circulator and the esteem in which he is held by his friends in every branch of the craft.

Edward J. McCafferty of Mail and Deliverers Union No. 9483 also lauded Mr. Henry's efficiency.

There were classical vocal selections by Miss Edna Brink, daughter of Louis Brink, who was chairman of the dinner committee, and Wil-

liam Clunin rendered several comedy songs in good voice.

Mailers Union No. 6 was represented by John McArdle and Daniel McCullough; Mail and Deliverers Union No. 9483 was represented by its president, Joseph D. Bannon, and Secretary John R. Dunne.

The committee in charge of the dinner consisted of Louis Brink, chairman; Thomas Rigney, Timothy Overbough and John Geary.

JACKSON PRICES UP.

The Jackson (Mich.) Patriot has raised its city subscription rates to 3 cents on copies of the daily and 7 cents on copies of the Sunday edition. The paper attributes the necessity for this increase to the higher cost of news print and the new Government war tax on newspapers.

REGRETS.

E. S. Pease, premium specialist of Buffalo, N. Y., will be unable to be with the I.C.M.A. members at Atlanta on account of the pressure of business.

William L. Betts, newspaper contest promoter, is on a business trip at present and will be unable to get to Atlanta to meet his many friends in the I.C.M.A.

OFFICES AT CAMP.

The news and circulation staffs of the Louisville Courier-Journal and the Louisville Times at Camp Zachary Taylor will have a building of their own. It will be shared, however, by correspondents of other newspapers and magazines represented at the camp.

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THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company, Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 222 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 58c.; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions, 25 cents.)

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

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Broadway and 59th Street
222 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1232.

FOR THE WEEK ENDING OCTOBER 6, 1917

SECOND CLASS SECTIONS A BLOT ON REVENUE BILL.

Well, the Congressmen and Government officials who have been trying for years to "ret" the newspapers have finally succeeded in enacting into law provisions for increased second class postage rates that may give them the satisfaction they seek.

The confiscatory rates set by the War Revenue Bill will doubtless kill many newspapers that have aroused the displeasure of the legislators by their criticisms.

But are the fair-minded members of Congress going to let this War Revenue Bill "joker" stand?

Representative Cooper of Wisconsin just about sized up the situation correctly when he said in the conference report discussion:

"There is not a man here or anywhere else that in a fair debate can defend a proposal for a zone system and carry it through to Congress."

"It has been defeated when brought forward to stand or fall on its own merits. But now here it is in a bill to raise the revenues necessary to carry on the war and save the great Republic."

"We must vote for the system or vote against the entire conference report."

"This sort of coercion over the votes of the House is wrong absolutely, incalculably wrong."

"This provision, if it had merit, ought to have been brought in here upon a Post Office bill. Let them bring it in on such a bill."

"Then let the friends of the zone system give up two days of debate on this most important subject, and we will take Woodrow Wilson's statement, together with the indisputable facts, as our text, elaborate upon it, and defeat any attempt to reestablish in this country the discarded zone system for carrying the mails."

And that there are others in the House, too, who are going to do their level best to correct the error Congress has made is shown by what Representative Mondell said:

"The plan proposed is unfair to the newspapers and magazines. It is clumsy and unscientific in its details, will be cumbersome and vexatious in its operation; but it is infinitely more unfair to the people of many sections of the country, and would eventually, if it were continued, tend to make us a people sectional, local, and provincial in our views. I shall never cease to fight in favor of a system truly national in its scope and purpose."

While Representative Platt voiced his displeasure by saying:

"The zone system of raising second-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

class postage rates seems to me wholly bad."

In the Senate the conference report was adopted with the distinct understanding that at the session of Congress beginning December 1 the repeal of the provision increasing the postal rates on second-class matter and other objectionable features of the bill will be taken up.

Senator Smoot expressed the sentiment of many Senators when he said:

"I know there are not enough votes in the Senate to return this report to the conference. If I were convinced we had enough votes I would do everything in my power to see that it was returned, if for no other reason than to change the zone system on second-class mail matter."

"I do not believe the system proposed can successfully be defended. If it were possible to repeal this bill before it takes effect I would insist upon a vote in order that the second-class mail provision could be changed in conference. But the provision does not take effect until July 1, 1918. I think during the regular session we can get an expression of members as to whether or not they want this plan, which means absolute ruin for a great number of publications."

In short, these Congressmen allowed the second class mail provisions to go through unchallenged in order to get the machinery of taxation under way.

As second class rates do not become effective for nearly a year they considered that no harm could be done by letting the matter stand until Congress reconvenes in December.

In view of this situation it behooves every publisher of a newspaper to not let up one minute in urging the repeal of the second class provision of the Revenue Law.

We do not object to paying every cent of war tax any body else pays, but why make a "joke" of the War Revenue Bill by allowing it to be made the tool of aggrieved Congressmen to get even with the newspapers.

Is not the fact that the second class increase does not become operative for a whole year an open admission that it is not a revenue matter, but a revival of Post Office bill proposals that have been killed time and time again?

It is to be hoped that the newspapers make good use of the time between now and December to gather their forces together and repel the

intrusion on their rights.

And from an entirely impersonal standpoint, the nation cannot afford to become sectionalized because of the stoppage of opinion exchange and understandings.

It thus narrows down to a matter of national welfare.

And what American can make that an issue of question?

Beside the above objections to the second class rates, the method of charging different rates for advertising and reading matter is absolutely unpracticable—perfectly absurd.

The provisions show that the men who concocted the method know absolutely nothing about the industry they are taxing. With every one of the numerous editions issued by every city daily newspaper carrying various amounts of advertising, how is the figuring and special make-up to be done without entirely disrupting the necessary speed schedule of the daily newspaper.

It can't be done.

If the taxers insist on doing it, it will be a further aid to them in "killing" off the newspapers.

Are fair minded men going to stand aside and let this national calamity happen without their trying to stop it?

It doesn't seem possible.

FOR THOSE DOUBTFUL ON PRICE RAISING.

The current Government circulation statement of the Chicago Tribune (see its advertisement on page 40) is of especial interest to those newspapers whose retail daily price still remains at 1 cent and who may be contemplating the advisability of increasing their daily price to 2 cents and their Sunday price to something above 3 cents.

The Chicago Daily Tribune on May 14, 1917, returned to its former retail price of 2 cents per copy within the city of Chicago and its suburbs, the old price of 2 cents in the country never having been changed.

The Sunday Tribune on May 20, 1917, increased its retail price to 8 cents in the country, the old price of 5 cents in the city of Chicago and its suburbs remaining unchanged.

The Tribune's current statement to the Post Office Department, for the six months ending September 30, 1917, therefore covers a period of approximately one and a half months at the old retail prices and four and a half months at the new and increased retail prices.

The circulation figures given in this statement are 391,675 for the Daily Tribune and 614,418 for the Sunday Tribune. The figures in the Government statement for the six months ending September 30, 1916—the corresponding period of last year, during which the Daily Tribune sold at 1 cent in Chicago and suburbs and the Sunday Tribune sold at 5 cents everywhere—were 392,483 daily and 619,023 Sunday.

The decreases shown by the figures in the current statement, therefore, are but 7-10ths of 1 per cent Sunday, and 2 and 7-10ths per cent daily.

In this situation is much encouragement for such newspapers as may still be contemplating a similar increase in price.

Going back another year, the comparison is even more striking. For the six months ending September 30,

1915, the Chicago Tribune's Government statement was 354,520 daily and 558,396 Sunday. The current figures (with 4½ out of the 6 months at the increased prices) show actual increases of 27,155 daily and 56,022 Sunday.

As for advertising printed during the current six months period, the Chicago Tribune shows an increase over every corresponding period in its history.

MAKE PROPER USE OF THE "EYE OF BUSINESS."

The live, successful business man invariably subscribes for the trade paper or papers covering his field of endeavor.

It is the live man who studies his trade paper, that is usually the one in closest touch with the happenings in his business world. He subscribes for his trade paper to keep himself informed.

The aeroplane is considered the greatest aid to commanding generals, because it is the eye of the army. It furnishes the information that enables the commander to deliver telling blows.

The trade paper is the eye of business, and by the information furnished enables the managers of large organizations to plan campaigns accordingly.

The text of a trade paper is probably gathered by a large organization that but few business houses could support, and it is furnished at an absurdly low price.

The text of the paper is probably read more carefully than in any other form of publication; and, further, the advertising columns are more closely studied, and read as news, than in any other kind of publication.

These facts are generally acknowledged.

Such being the case, it seems strange that publishers, who are constantly advocating the use of advertising space in recognized publications as the logical and best form of publicity, should pile the mails with all kinds of circulars and printed matter that rarely gets to the person sought.

A peculiar turn, and inconsistency, is that those who send this stuff through the mails send it to the trade papers with a little note that: "You will no doubt be interested in the inclosed and may be able to make a news item out of it." (Laughter.)

In circularizing of this type there are two factors involved, so far as this form of publicity is concerned: How do advertising managers look upon it, and does it bring returns?

In the first instance we might quote R. L. Prather, well known in the advertising world as advertising manager of the Thomas G. Plant Company. Mr. Prather says:

"Advertising managers of some publications have deluged national advertisers with printed matter, broadsides, circulation statements, comparative showings of advertising space sold, circulars, and hundreds of pieces of miscellaneous printed matter. Ninety per cent of it goes into the waste basket."

Mr. Prather is an advertising man of high caliber, and his opinions carry weight.

As to the productiveness of this form of advertising:

The publisher of a newspaper told

THE FOURTH ESTATE that what little money was spent in advertising was used to send circulars to a list. What's the answer?

Another newspaper in the same field, which advertises itself in the trade publications, shows a tremendous lead in the volume of advertising gained.

As to trade papers, THE FOURTH ESTATE can only speak for itself, a publication that goes straight to those who are constantly feeling the pulse of advertising publications. A constituency that is vitally interested in the activities and accomplishments of the newspapers, one that receives THE FOURTH ESTATE at home and that notes the mistake of a letter in a name, must possess some value.

This, of course is general. Now for the concrete evidence.

One of the best known advertising managers in the country, one who probably has bought space in more newspapers for the most widely advertised household article in America, in a recent letter says:

"I read THE FOURTH ESTATE because it gives information relative to newspaper changes and newspaper people that I find nowhere else.

"I regularly correct the advertising directories from the news in your paper. Then, your editorials, comments and news in reference to many men I meet are both interesting and instructive."

H. B. Humphrey, the well known advertising agent of Boston, says: "THE FOURTH ESTATE has been a potent factor in the upbuilding of real newspapers in this country."

If THE FOURTH ESTATE can do this through the editorial columns, why not in the business columns?

Franklin P. Shumway, another Boston advertising agent, nationally known, says:

"Any man, even if slightly interested in the newspaper world, will certainly be enlightened and broadened by reading THE FOURTH ESTATE."

This is hardly the reception a printed circular receives.

John G. Ham, for many years in charge of the advertising of the Centaur Company, says:

"A proper recognition of the labors of THE FOURTH ESTATE would cut off—yes, kill—the solicitation of business through circulars."

J. Walter Thompson, the recognized dean of advertising agents, says:

"I have subscribed for and read THE FOURTH ESTATE for over twenty years."

Charles J. O'Malley, president of the O'Malley Advertising and Selling Company, says:

"THE FOURTH ESTATE is the only publication I take to my home and read at my leisure."

The above are simply extracts from fifty-four letters signed by leaders in the publishing and advertising world that would make interesting reading if the space were available.

BLOCK INCREASES NEWSPAPER HOLDINGS.

Paul Block, who since 1910 has had an interest in, and been one of the directors of, the New York Evening Mail, has substantially increased his holdings and has been elected vice-president of the company.

The Prior Lake (Minn.) Enterprise has been suspended.

PURELY PERSONAL.

Henry M. Pindell, publisher of the Peoria (Ill.) Journal, was a visitor in New York this week.

Louis Wiley, business manager of the New York Times, was a speaker at the dedication of the new Rochester (N. Y.) Chamber of Commerce Building on October 4.

Charles W. Corbett, New England manager of the Woman's World, is in an hospital at Mount Vernon, N. Y., recovering from the effects of an operation for appendicitis.

John Lynott, Jr., son of E. J. Lynott, editor and publisher of the Scranton (Pa.) Times has entered Georgetown University. During the summer months Mr. Lynott was a member of the news staff of the Scranton Times.

William E. Hayes, of the news staff of the Wilmington (Del.) Evening Journal, has spent a week's vacation at Newark, Del.

T. C. Tilley, Associated Press operator on the Salem (Ore.) Statesman, is spending a vacation of two weeks in Portland.

Miss Anna Turnage of the Princeton (Ind.) Daily Democrat last week celebrated the completion of her twenty-second consecutive year of service with the Democrat. Miss Turnage began as a society reporter and is now business manager.

Ralph Cronise of the Albany (Ore.) Democrat has been doing the publicity for the Linn County fair.

William O'Brien, editor of the Eden Valley (Minn.) Journal, is a special representative of the Minnesota State Commission of Public Safety.

H. A. Thompson, editor of the Williamston (Mich.) Enterprise, fell from the roof of his house recently and fractured his left leg.

C. E. Ditmar, editor of the Columbus (Ohio) City Bulletin, has been given a leave of absence to handle the publicity campaign for the new Liberty Loan in that city.

Bernard Murphy, for the last fifty years editor of the Vinton (Ia.) Eagle, celebrated his seventieth birthday with a noon-time dinner. He received letters and telegrams of congratulation from prominent men in every part of Iowa.

W. B. Jackson, former financial editor of the Columbus (Ohio) State Journal, later with the Wall Street Journal and now connected with the New York office of Claude Meeker, is in Columbus for a two weeks' stay.

W. B. Burgoyne, publisher of the St. Catharines (Ont.) Standard, and his son, Captain Burgoyne of the Canadian Artillery, were visitors in New York this week.

C. E. Colling, advertising manager of the Winnipeg Free Press, returned home on Tuesday after a trip of over a month through Canada and the United States.

Miss Mary Fay, social writer for the Scranton (Pa.) Times, has been nominated for school director on the Democratic ticket in Scranton.

Edwin Baird of the Chicago Journal reporting staff is on his vacation.

G. Logan Payne, the newspaper representative who makes his headquarters in Chicago, spent a few days this week in New York.

STAFF CHANGES.

Edwin Powell, who has been attached to the sporting staff of the Philadelphia Press, has resigned to become sporting editor of the Syracuse (N. Y.) Post Standard. Mr. Powell was with the Scranton (Pa.) Daily News before going to the Press.

W. B. Hager is temporarily acting as managing editor of the Owensboro (Ky.) Inquirer in place of his brother, Lawrence W. Hager.

Charles Rundell has resigned from the Chatham (N. Y.) Republican to become suburban editor of the Albany (N. Y.) Times-Union.

Leslie L. Rood, formerly of the advertising department of the Cleveland (Ohio) Leader-News, is now associated with the Cleveland Press.

Arthur Lineham has left the Vancouver (B. C.) News-Advertiser, which is being consolidated with the Sun.

Ruth Russell, sister of James Russell and daughter of Martin T. Russell, both well known newspaper men, has decided to enter the family field. She is covering a beat for the Chicago Daily News.

Miss Esther Kohen, formerly on various Minneapolis papers, is now on the staff of the Chicago Daily News.

William R. Scott, formerly of the Louisville Times, is now on the Chicago Evening Post.

Harry R. Zander, formerly city hall man for the Chicago Post, has joined the Chicago Daily News.

Dr. Charles C. Woods, editor of the Christian Advocate, St. Louis, has resigned.

Jesse D. Coast has left the Richmond (Va.) Evening Journal to join the News-Leader of the same city.

L. H. Merrick, managing and news editor of the Zanesville (Ohio) Times-Recorder, has resigned and is succeeded by Clarence Granger, formerly city editor.

WEDDING BELLS.

Roy P. Tyler, of the Laurel (Mont.) Outlook, and Miss Violet E. Oliver, of Laurel, were married in Billings, Mont., on September 22.

Ralph R. Cronise, city editor of the Albany (Ore.) Daily Democrat, was married to Miss Greta Fortmiller on September 18. Mr. and Mrs. Cronise are spending their honeymoon in San Francisco.

Percival Cuthbert Smith, a Philadelphia magazine writer, and Miss Helen Rowe, also of that city, are to be married.

Walter Kiehn, managing editor of the Chicago Musical Times, was married to Miss Edna Clara Frey on October 2. Mr. and Mrs. Kiehn are taking a short honeymoon trip to Niagara Falls.

OHIO DAILY QUILTS.

The Washington C. H. (Ohio) Daily News suspended publication on October 2.

Forrest Tipton, former secretary to Governor Willis, and Professor C. C. Martin will continue publication of the Semi-Weekly Republican.

HODGES IS REWARDED.

Gilbert T. Hodges, who has been advertising manager of the New York Sun since the first of the year, has been appointed to take charge of the advertising of the Munsey magazines.

Frank A. Munsey, who owns the Sun, has big new plans for his other publications and Mr. Hodges' splendid success with the Sun commended him to the publisher as the man best suited to build up an organization of high class magazine men, especially with the aid of his newspaper experience.

Since the first of the year the Sun has made fine progress in advertising and Mr. Hodges' department is now working so smoothly that Mr. Munsey felt able to transfer its di-



"GIL" HODGES.

rector to this more important position without prejudice to the interests of the Sun. Mr. Hodges will continue to keep in touch with the Sun and when necessary lend his assistance to L. De Lissner, who will superintend and have charge of the duties of advertising manager.

Mr. Hodges came from Chicago, where he had been Western advertising manager of Mr. Munsey's publications for many years. He is a strong believer in advertising and since coming to New York his promotion work in newspapers and the trade papers has been an impressive and an important factor in the sudden success.

NEW SPECIAL AGENCY APPOINTMENT.

The G. Logan Payne Company, New York and Chicago, has been appointed Eastern and Western representative of the Newark (N. J.) Ledger.

BON VOYAGE.

Business Manager Lodge of the Melbourne Age has started on his return trip to Australia after a pleasant visit to the United States.

AD FOLKS' NEWS.

Freling Foster has become connected with the advertising staff of the Society for Electrical Development, New York. He was formerly advertising manager for the Hughes Electric Heating Company, Chicago.

The Chicago Junior Advertising Association will use motion pictures as an aid in its advertising and selling courses of instruction just now opening for the winter. At the conclusion of the term in June, students whose average has exceeded 85 per cent will receive the degree of Apprentice of Advertising by the Chicago Advertising Association. A. E. Gundlach is president of the Junior organization.

The meeting of the Advertising Affiliation to be held in Rochester, N. Y., October 26-27-28 will be featured by an inviting program. Among the scheduled speakers are Douglas Malloch of Chicago of the American Lumberman; Ivy L. Lee of the Rockefeller Foundation and former President William H. Taft.

Clinton G. Fish and Edwin P. Croker of Rochester have charge of local arrangements. The Advertising Affiliation is composed of the Cleveland, Canton, Buffalo, Syracuse and Rochester Advertising Clubs.

H. W. Beals has assumed the duties of advertising manager of the Methodist Book Concern, New York, following his resignation from the Broadway Subway & Home Borough Car Advertising Company.

"The dishonest advertiser is committing a worse crime than killing the goose that lays the golden egg; he's teaching the goose to lay gold bricks," said Louis A. Feibel, vice-president of the Advertising Club of the Columbus (Ohio) Chamber of Commerce, at last week's meeting of that organization.

"The dishonest advertiser, whether he baits his hook with stocks, clothes, or medicine, puts the advertisement in bad; all advertisements in bad, in fact. If every honest advertiser would insist that his advertisement be placed only in the company of other reputable advertisements, the battle for clean advertising would be practically won."

At the weekly luncheon of the Baltimore Advertising Club Nat C. Wildman, chairman of the good fellowship committee, discussed possibilities of a "mammoth advertising masque" to be given during the coming winter. The plan is to have a ball at which all the guests will be costumed to represent some nationally or locally known advertising figure. Before the ball will come the annual banquet, to be held on December 6, at which Arthur Brisbane has promised to be the chief speaker.

The Lincoln (Neb) Ad Club held its first meeting this season on September 24. The officers are laying plans for a year of activity, interest and profit to the members.

The speakers' division of the Cleveland Advertising Club will resume sessions on October 18. This division was organized to give business men the kind of training needed to enable them to stand with confi-

dence before a group of men and present arguments logically and forcibly.

Last night was stunt night at the club. The program consisted of a mixture of music and stunts of all kinds, serious and otherwise.

C. A. Brownell, advertising manager of the Ford Motor Company, Detroit, will talk to the members of the Cincinnati Advertising Club on October 24 on "Just Advertising," drawn from what he has learned in his experience in the advertising world during the past thirty years.

William J. Thompson, advertising solicitor of 156 Fifth avenue, New York, has filed a petition in bankruptcy, with liabilities of \$7,351 and assets of \$170 in office furniture. The liabilities are mainly due religious papers.

The annual meeting of the Poor Richard Club of Philadelphia was held on October 1, when the following ticket was elected:

President, Rowe Stewart of the Philadelphia Record; vice-presidents, Cyrus H. K. Curtis, Jarvis A. Wood, Louis J. Kolb, R. H. Durbin; secretary, W. F. Therkildson; treasurer, T. R. Elcock, Jr.;

Directors—G. Arthur Cole; Howard C. Story, Irvin E. Paschal, John H. Sinberg, W. J. Eldredge, H. A. Gatchel, P. C. Staples, H. T. Jordan, P. J. Walsh.

J. W. Cambridge, formerly with the Smith, Denne & Moore Advertising Agency, Toronto, is now advertising manager of the Canadian Film Company, Toronto.

The installation of the Chicago Advertising Association's new officers will take place on the evening of October 8.

The St. Louis Ad Club has a special committee of "Know St. Louis," of which John Ring, Jr., is chairman. Tours of various industries of the city will be one of the means of acquainting members of the advertising club with the industrial resources of the city.

George A. Murphy of the advertising department of the Domestic Engineering Company, Dayton, Ohio, has resigned to take up his art studies in New York.

Mrs. Sarah Boroff of Dayton has joined the advertising staff of the Atlas Bread Company, Milwaukee.

The Women's Publicity Club of Dayton, Ohio, has opened activities for the winter. The first address on the fall program was delivered by F. W. Atkin on "Modern Methods of Business Thinking."

"Bill" Long, for many years a member of the advertising staff of the Atlanta (Ga.) Journal, has gone into the automobile business with the Mark Nabors Motor Company of Atlanta.

The St. Paul Advertising Club has just begun a very active campaign for fall and winter. The program of activities was outlined at a meeting last week.

E. D. Wood, formerly in the advertising department of the Willys-Overland Company of Toledo, has re-

signed to become connected with Nordyke & Marmion of Indianapolis.

Roy S. Davey, who has been appointed assistant sales manager of the Bethlehem Motors Corporation, Allentown, Pa., was formerly advertising manager of the Chalmers Motor Corporation, Detroit.

Stanley Twist, formerly advertising manager of the Smith Form-truck Company, is now advertising manager of the Redden Motor Truck Company, Inc., of Chicago.

B. J. Weldman has resigned as advertising manager of the Standard Motor Truck Company, Detroit.

Members of the Western Advertising Golfers Association will hold their final tournament at the links of the Exmon County Club, Chicago, on October 9, when officers of the club will be elected. The following men have been nominated: G. R. Wilson,

HEARST TO START MANY SUITS.

AROUSING BY STATEMENTS ASSOCIATING HIM WITH ALLEGED TRAITOR.

William Randolph Hearst, commenting on information made public in New York by Merton E. Lewis, Attorney-General of New York, concerning Mr. Hearst's social relations with Bolo Pasha, alleged German spy, defied Mr. Lewis to "substantiate any one of his own unwarranted implications," under threat of proceedings for slander.

Mr. Lewis had stated that Mr. Hearst had been present at a dinner given at Sherry's in March, 1916, by Bolo Pasha.

In a written statement, Mr. Hearst said:

"The statements and innuendoes of the Attorney-General of New York in regard to myself and Bolo Pasha are not true. I challenge him to substantiate his utterances, which are distinctly discreditable to him as a political partisan.

"I met Bolo Pasha merely as a French newspaper man, the reputed representative of the Paris Journal.

"He came to me and said: 'You use more print paper than any other man in the United States. Will you tell me where to get it best and cheapest? Print paper is almost unobtainable in Paris.'

"I told him where we got our print paper and what we paid for it, and gave him all the information about the paper market that I could, and that any newspaper man with any courtesy would naturally give to a visiting French journalist.

"Bolo Pasha seemed wholly loyal to his own land and I had no reason to suppose that he was not.

"He was very polite and appreciative, like all well-mannered Frenchmen, and invited me to a dinner which he gave to a number of ladies as well as gentlemen, in the public dining room at Sherry's.

"The conversation was general and trivial as it is at all such social dinners. 'That is all that I have ever known or seen or heard of Bolo Pasha.'

"I have never met von Papen or Captain Boy-Ed in my life, and Attorney Lewis' implications to that effect are unfounded in fact.

"I defy the Attorney-General to disprove any word in this statement of mine, or to substantiate any one of his own unwarranted implications, except his one truthful statement, that my acquaintance with Bolo Pasha was 'purely social.'

"Should he fail to do so, I shall proceed against the small Attorney-General of the great State of New York for petty and premeditated slander made in conspiracy with rival newspapers in the in-

terest of his already defeated candidate for mayor.

"The circulation of the wholly false and fabricated reports of alleged association between Bolo Pasha and myself is a conspiracy to defame.

"I intend to hold Attorney-General Lewis fully responsible for his false and libelous insinuations.

"I intend to sue the Associated Press for carrying Attorney-General Lewis' statement, which I warned them was false and libelous.

"I intend to sue every newspaper which printed this malicious utterance, and particularly do I intend to prosecute the newspaper publishers who conspired with Attorney-General Lewis to concoct and issue this tissue of falsehoods with intent to injure and defame.

"I have had more than enough of this kind of blackguardly attack from the political and journalistic scoundrels of the public plunderers whom I have antagonized in defending the rights of the people of New York."

The New York American on October 5 said:

"Taking as a basis a statement made by Attorney-General Lewis, several New York newspapers made malicious and unwarranted attacks upon William Randolph Hearst.

"There were present at the Sherry dinner:

"Julius Bois, Mr. and Mrs. William Randolph Hearst, Carl Van Anda, managing editor of the New York Times, Mrs. Van Anda, Mr. and Mrs. Julian Gerard, Bolo Pasha, Mrs. Owen Johnson, Miss Helen Smith, C. F. Bertelli and Adolph Paventz.

"As an evidence of the utter disregard of truth in the publication of the account of the dinner, the New York Tribune stated that Mr. Lewis had a record showing the presence at the dinner of Captain Boy-Ed and von Papen.

"The date of the dinner was the middle of March, 1916. The records show Captain Boy-Ed sailed from this country on the steamship Rotterdam on December 25, 1916, and that Von Papen sailed on the Noordam on December 23, 1916. Neither has ever returned to this country."

Up to the time of going to press Mr. Van Anda could not be reached for a statement regarding Mr. Hearst's mention of him as being among those present at the Pasha dinner. His secretary said it would be impossible to get into communication with him at his office until 4 p. m. and he could not be disturbed at his home before that.

The hour at which THE FOURTH ESTATE went to press was also too early for Gareth Garrett, managing editor of the Tribune, to check up on the discrepancy pointed out by the American. He said it would be done as soon as he could get to the office.

A.A.A.A. TO HAVE CENTRAL OFFICE IN NEW YORK.

EXECUTIVE SECRETARY O'SHAUGHNESSY TO COME HERE NEXT WEEK—BIG PLANS READY FOR OPERATION.

James O'Shaughnessy of Chicago, whose election as executive secretary of the American Association of Advertising Agents was announced in THE FOURTH ESTATE last week, expects to open his central A.A.A.A. office in New York City within the next week.

Speaking to THE FOURTH ESTATE on the work of the A.A.A.A., Mr. O'Shaughnessy said:

"An exact outline of the work to be done by the association cannot, of course, be made at this time. We all have in mind, however, what should be done and what we purpose to do, but there is a great deal of preliminary work to be done first.

"I might say that the reason for creating this office was in the fact that everybody who runs an advertising agency is a busy man. He is devoted to the service of his clients and all of his time is dedicated to that labor. If he has any time to spare he gives it to the further betterments of the service he is rendering to his clients. It was necessary, therefore, that an association should be formed to do those things which serve all agencies in common.

"There are many things in the scope of agency service, which to be properly developed and made available to the betterment of advertising in general, must have the combined help of all the agencies. This need is what called the association into existence.

"When the association was formed it laid out for itself the broad tasks of construction and up building.

"The execution of these tasks has not been detailed. The exact number of bureaus to be established has not yet been announced. A bureau will be provided for each of the import-

ant departments of the work.

"Committees have already been created for the subdivisions of the association activity. Big strong men of national breadth of outlook have been placed at the heads of these committees and everybody concerned with any of the relationships of the advertising agencies may be assured that the constructive work of the advertising in its widest and best sense will be served in the highest degree.

"The ultimate purpose of all our plans is to make advertising more useful to the public, to the advertiser, to the publisher, and to the agency."

by Hyman Schnitzer, Annette Schnitzer and Ida Schnitzer.

The Shaw-Pierce Advertising new agency composed of D. Minard Agency, Book Building, Detroit, is a Shaw and A. D. Pierce. Mr. Shaw was formerly connected with the Lee-Jones Agency, Chicago, as Detroit representative.

The Jones Advertising Company, Jackson, Mich., has moved to Buffalo, N. Y.

E. H. Morrissey of the copy department of the William H. Rankin Company, Chicago, has enrolled for service at the Naval Training Station in Chicago.

A. R. Hobart, formerly of the copy department of the Dooley-Brennan Company, is now in the copy department of the William H. Rankin Company, Chicago.

F. E. Duggan of the Gundlach Advertising Company, Chicago, spoke recently before the Kansas City Advertising Club on "The Selection of the Best Medium for Your Product." Mr. Duggan had a good word to say for the rural weeklies.

The H. E. James Advertising Agency, formerly of Philadelphia, was chartered on October 3 as a New York corporation by C. C.

Green, N. O. Pickett and E. B. Benson. The stated capital stock is \$10,000. The offices of the Janes agency are at 110 West 19th street.

NEWSPAPER MEN WANTED TO HONOR PREMIER HOLMAN.

When Premier Holman of New South Wales was in New York last week representative newspaper men of the United States and Canada did their best to arrange a dinner in his honor, but owing to the fact that he was constantly on the move on the call of the British Commission in the United States it was impossible to carry out the plan before he left for home.

Walter Williams, president of the World's Press Congress, had arranged to come all the way from the University of Missouri, in Columbia.

In view of the fact that the members of the World's Press Congress are to be the guests of Premier Holman when they meet in Sydney in 1919, the North American newspaper men were particularly anxious to pay their respects to him, and sincere regrets were expressed when their plans failed to come through.

GEORGE BOOTH HONORED.

Employees of the Detroit News, numbering close to four hundred, have presented George G. Booth president of the Evening News Association, with a bronze, gold and marble mantel clock, as a mark of their appreciation of the new building into which they will move Sunday, October 14.

Mr. Booth is chiefly responsible for the perfection to the building and for the completeness of the equipment for the comfort and convenience of the employees. The presentation took place in the conference room of the new building, a room that is to serve as a lounge and meeting place for the employees, a lecture and music room, around which will center much of the intellectual and social life of the building.

Mr. Booth received the gift from Albert L. Weeks, dramatic critic, who addressed him on behalf of his co-workers.

In Mr. Booth's quarter of a century with the paper he has three times completed plans for a new building, only to have to put them aside because the publication had outgrown expectations. His pleasure at having finally succeeded in completing a home for the News was expressed in his response to the presentation address.

Discussing the completeness of the equipment, Mr. Booth asserted that there was no reason why the staff should look to another corner of the world for building of milestones in the history of journalism. "A great and original idea," he reminded his staff, "may originate as well in Detroit as in New York or London or Paris; and it could hardly find a more fit birthplace."

Samuel S. Chamberlain, editor of the Boston American, who died in Boston on January 25, 1916, left a net taxable New York estate of \$69,273 "to Ada I. Fraser in consideration of her once having saved my life."

His widow, Mary T. Chamberlain, receives residuary estate of \$58,438.

THE A.N.A. TO MEET IN NEW YORK.

DECEMBER 5 TO 7 ARE DATES—THE BANQUET WILL BE A GENERAL GET-TOGETHER.

The annual meeting of the Association of National Advertisers will be held in New York City, at the Hotel Biltmore, on December 5, 6 and 7.

The annual dinner will take place on the evening of December 5, and will, like the last two annual dinners, be a get-together of national advertisers, advertising agents, publishers and sellers of material and service.

"SATURDAY TO MONDAY" NOT FROM MAGAZINE.

Townsend Walsh, publicity representative for "Saturday to Monday," playing at the Bijou Theatre, New York, New York, declares untrue a public impression that the stimulus for the play was one of Jessie Leach Rector's stories in the Saturday Evening Post. Instead, the author, William Hurlbut, based his play on a Rector story that never appeared in the Post.

BAKER MAKES A CHANGE.

F. Tarkington Baker, for the past seven years dramatic critic and editorial writer on the Indianapolis News, has been appointed dramatic editor of the Star. He succeeds Hector Fuller who is now connected with the Liberty War Council in Washington.

Before going with the News, Mr. Baker was general press representative for William A. Brady and Arthur Hopkins in New York.

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
456 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
20 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Nurell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



NEWS OF THE AD AGENCIES.

John C. Cuddy, formerly of the Royal Typewriter Company, Inc., is at present account executive in the San Francisco office of the H. K. McCann Company.

Mark Russell, a Columbus (Ohio) artist, has become manager of the Paul Hahn studios operated in connection with the Arthur M. Crumrine Advertising Agency, Columbus Savings and Trust Building, Columbus.

Fritz Kuhn, of the Montreal office of A. McKim, Ltd., has been appointed manager of the Winnipeg branch. Before leaving Montreal, Mr. Kuhn was tendered a farewell dinner at the Windsor Hotel by a group of local advertising men.

George A. Wayne has resigned as manager of Crofts & Reed, Chicago, to join the Wade Advertising Agency's staff in Chicago.

A. D. Lasker of Lord & Thomas, Chicago, has been appointed chairman of the Chicago Liberty Bond advertising committee.

The L. & S. Advertising Company of New York was incorporated on October 3 with \$1,000 capital stock

BUSINESS OPPORTUNITIES.

NEW ENGLAND
WEEKLY

newspaper property with average annual business of \$7,263.70 and average annual return to owner for personal effort and investment of \$3,991.01 in years 1912 to 1916, inclusive, can be bought for \$6,000. \$3,500 cash necessary. Proposition P. Q.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Easy Money

Only paper in modern Central West city of nearly 20,000, splendidly equipped and showing annual profit to owners of about \$30,000. Three-fifths interest offered for \$75,000. Ask for Proposition 683x and give financial references.

Who wants to take advantage of a real newspaper opportunity in North Carolina, valued at \$20,000? Proposition 683x.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

PAPER REPORTS BY
PUBLISHERS.

(Continued from Sixteenth Page.)
keep faith, they will have excellent ground for a suit for breach of contract and for an action to recover damages if they can muster evidence to prove that they have sustained monetary or other losses due to the failure of the paper producers to meet their obligations in the premises.

That publishers, whether moved merely by curiosity or by a desire for legal evidence, are keenly interested is attested by the very considerable number of them and accredited representatives of publishers who have applied for permission to inspect the trade commission records.

This privilege, it may be added, is being restricted rigidly.

Newspaper correspondents are allowed nary a peep, nor is any newspaper publisher, unless he be one of the elect who filed his consent to that historic agreement which contemplated a price of \$2.50 per 100 pounds on roll news in car lots.

No time limit has been set by the trade commission on this privilege for the inspection of the records on file at Washington, and should any publisher bring suit based on this evidence it is anticipated that there will be a further scramble on the part of other similarly placed publishers to make copies of the correspondence, etc., affecting their respective cases.

As for the actual present-day conditions in the print paper field, all information reaching the trade commission and other Governmental agencies in Washington is to the effect that the market is appreciably easier than it was at this time last year.

There is a feeling, though, that the newspapers have perhaps pretty nearly gone their limit in paper economies and that current require-

BUSINESS OPPORTUNITIES.

Daily
Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

AUDRY HARWELL. HENRY F. CANNON

Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

150 IDEAS for SIDE LINES.
(Many Absolutely New and Original.)

REMARKABLE MONEY-GETTERS
FOR ALL SMALL CITY PAPERS
AND COMMERCIAL PRINTERS.
(Copyright by L. E. Parsons, 1917)

Author's experience 30 years newspapers, job shops, novelty printing and mail order advertising business, in various cities and towns throughout country. Recently publicity manager Western Efficiency Society, Chicago.

"150 Ideas" supplies sufficient good suggestions to aid you in transforming your plant into a big mail order enterprise—all can be handled in your own plant, with little or no added expense.

Included are not a few splendid side lines to be operated directly in connection with your newspaper business, at no extra cost.

"150 Ideas" just off press. Get yours now. Worth many times price—only \$1, postpaid. (Dept. B) EUREKA SERVICE, P. O. Box 318, Chicago, Ill.

ments may be said to constitute the permanent gauge of supply and demand.

PAPER MAKING CONDITIONS.

Neither labor conditions, coal conditions nor transportation conditions have as yet operated, seemingly, to curtail news print production to any appreciable extent, but this has occasioned no surprise. The officials who have been wont to sound warnings of a "hard winter" on the score of complications through such conditions, never figured that the pinch would come thus early. They declare that it will require dead-of-winter conditions to disclose whether car shortage and the limited supply of coal will restrict paper production.

Recalling the conditions that prevailed last winter, it is feared that in the case of some of the Canadian mills trouble may be encountered not only in securing fuel, wood pulp, etc., but likewise in obtaining cars in which to ship out the finished product.

Last season Canadian mills were compelled to shut down because they did not have storage capacity to take care of the accumulated output when no cars were obtainable. One mill in an effort to continue in operation went so far as to move rolls of paper out on the snow, protected by tarpaulins, but it cannot be said that this plan was so successful as to encourage repetition.

Publishers will find occasion to watch with close interest the subtle diplomatic game that is now being played by the United States and the Allies on the one side and certain European neutrals on the other, and the latest move which will tend to almost completely shut off trade with Sweden and Norway, hereto-

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour. \$2, 24, 26, 28, 30 and 32 page papers at \$6,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

\$250.00

will buy practically new Colt's Army press, size 14x22. Also offering 44-inch Childs power cutter for \$250. Part cash accepted. Plants to consolidate reason for sacrifice. Address The Post, Frederick, Md.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 2, Serial No. 10100; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

STEREOTYPE FLAT SHAVER.

For Sale—A stereotype flat shaver in good condition. Address for price and description, The Wichita Eagle, Wichita, Kan.

fore a source of paper and paper-making materials.

There is a chance that an interruption to the flow of trade in this quarter will not only affect appreciably actual available supplies of paper, but will in even greater measure affect price through indirect influence.

The United States continues to export some news print, particularly to South American countries where there has been a quickened demand for our news print owing to the discovery that it affords a satisfactory substitute for wrapping paper.

However, for the reassurance of those persons who feel that all exports of American news print should be stopped for the period of the war it may be noted that the feeling of the officials at Washington is that the news print coming to his country from the Harmsworth mills in Newfoundland can be figured to counterbalance such exports as are going out through ordinary commercial channels.

The expectation is that the whole situation, export as well as domestic, can be better sensed at Washington from day to day when the Federal Trade Commission has in service its four-play reporting fabric for covering paper production, consumption, shipments and stocks on hand.

A fine in an amount from \$1,000 up, or imprisonment for a term up to three years, is threatened any maker, handler or consumer of paper who wilfully makes any false entry or statement in reporting his performances with respect to paper and the anticipation is that the trade commission, once it has the statistics coming in from all quarters, will be in possession of "brass tacks" information.

HELP WANTED.

ADVERTISING
MANAGER
WANTED.

Important New York City daily wants a live advertising manager who can do things. Send full particulars to Advertising Manager, Box 898, care The Fourth Estate.

Managing Editor
Wanted.

A leading New York City daily has a vacancy for a managing editor that can hold his own with the best in the country. Address in confidence, Managing Editor, Box 897, care The Fourth Estate.

Promotion and Service
Department Manager

wanted by a New York City daily. A man who can write and attractively arrange good copy for trade papers and general publicity. Address Promotion, Box 896, care The Fourth Estate.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Agency, Youngstown, Ohio.

Two A No. 1 men for contest work with large company. Would consider experienced circulation and advertising men or reporters. State full particulars and salary in reply. Address Box 885, care The Fourth Estate.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING
AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is \$0,000 of them in a year for ten dollars. Send for samples and display rates. 710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices,
373 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
184 W. Washington Street, CHICAGO

TWO NEW MACHINES FOR
NEW PRINT.

The Bagley & Sewall Company, manufacturer of paper making machinery, is completing a contract for two 204-inch news print paper machines to run between 700 and 800 feet per minute for the Pacific Paper Mills, Ltd., of Ocean Falls, B. C.

It is interesting to note that it requires 100 freight cars to transport these two paper machines.

NEW AD MANAGER.

William F. Reynolds, formerly connected with the advertising department of the Brooklyn (N.Y.) Standard Union, has been appointed advertising manager of that paper.

HELP WANTED

Strong evening newspaper, in medium sized middle Western city, has opening for

Experienced Make-Up Editor

One who has worked in both small and large cities of Middle West preferred. Good opportunity for steady, mature man who values good treatment, fair pay and a chance for advancement. Address Opportunity, care The Fourth Estate, stating full personal details, experience, salary expectations, etc.

SUBSCRIPTION MANAGER WANTED

If you would like the job of systematically working to enlarge the subscription list of a well-known New York trade paper, you're the man we would like to get in touch with. Address Trade Paper, care The Fourth Estate, New York.

COPY WRITER WANTED

Leading daily newspaper has an opening for an experienced man capable of preparing copy for trade papers, etc. Address, Copy Writer, care The Fourth Estate.

WANTED on afternoon daily—An aggressive advertising solicitor of pleasing personality in a city of over 100,000. One who is capable of writing convincing copy which can put things over. Address with all particulars, Box 891, care The Fourth Estate.

A quarterly devoted to golf and hotels has a fine opening for an advertising man to take charge on a liberal basis. All income over cost to produce will be the return. Address Magazine, Box 893, care The Fourth Estate.

A weekly that thoroughly covers Latin-America offers an exceptional opportunity to either a special representative or advertising manager to take hold of a rich field and cultivate it for the benefit of all concerned. Address Spanish Weekly, Box 892, care The Fourth Estate.

ADVERTISING SALESMAN WANTED

We need a first class advertising salesman in St. Louis, Des Moines, Minneapolis, Cleveland, Omaha, Louisville, Cincinnati, Columbus, Cleveland, Baltimore, Kansas City, Racine, Grand Rapids, Akron, Dayton, Indianapolis and Milwaukee. We want men who are experienced and successful spare sellers, and well acquainted with advertisers and agents in their cities. Preference will be given those applicants now engaged in selling advertising, but holding positions that will enable them to devote part time to our work. For such men we have openings that will not only enable them to increase their present incomes, but offer unlimited chances for advancement. You can write us in confidence. We also need two or three full time men.

Washington Newspaper Association
1820 Advertising Bldg., Chicago.

For Selling Building Materials

or equipment to contractors, architects, dealers and manufacturers, the advertising service of THE

IMPROVEMENT BULLETIN

Minneapolis, Minn.

is very helpful. It includes:

1. Advertising space.
2. Listing in Buyers' Directory.
3. Daily Construction Reports.

An attractive, well arranged construction news weekly; 25 years old.

Ask for rates and details.

REDUCES CAPITAL STOCK.

The Richmond (Ky.) Climax Printing Company has decreased its capital from \$15,000 to \$10,000.

SITUATIONS WANTED.

Newspaper Advertising Manager of wide experience, strong personality and executive ability, at present employed as Business and Advertising Manager, desires position on evening newspaper, preferably where publisher will offer permanent position and salary of \$100 a week with further advancement as it is merited.

Present employer will testify to my capability and integrity, and that I have good reasons for wishing to make a change.

Am 40 years old, married, and will go anywhere in the United States. Address Box 884, care The Fourth Estate.

Mr. Publisher—Has the war hit your advertising department and do you want an experienced solicitor at once? Am unexpectedly at liberty. Have had over 20 years' experience selling advertising, not copy chasing. Full of ideas and know how to put them over. References cannot be beaten. Name what salary you will pay; it must be good, but I will earn it. For quick action, write Experienced Solicitor, care The Fourth Estate.

I am seeking a connection as business manager of a daily publication with a circulation of from 25,000 to 75,000. At present employed. Would furnish highest references and if mutually agreeable would make financial investment. Have had twelve years' practical experience with small and large dailies. Reply in first instance to Box 886, care The Fourth Estate.

WANTED—A JOB

as reporter or in editorial work somewhere in America. Twenty years on two papers. Eleven years reporter, city and managing editor Juliet (Ill.) Daily News. Nine years reporter on Anaconda Standard at its Butte office. Covered every run on paper and last four years handled politics, mining and financial page and big assignments. If you need man, write. I will furnish references and further information. Charles L. Stevens, 624 W. Quartz street, Butte, Mont.

Has the war crippled your news staff? I am married and want to settle down in a good city and on an afternoon paper which will pay a managing editor a decent living salary. I'll guarantee to give you the best paper you have ever had. I am thirty. Have worked in cities large and small and filled every position from cub reporter up. Address Box 881, care The Fourth Estate.

ARTIST

wishes position with advertising agency. Lettering, retouching, layout. Address Box 880, care The Fourth Estate.

Manager now successfully handling small daily desires change; understand advertising, business end, job printing, handling help; have worked on news side; beyond draft age; married; desire clean town having good educational advantages. Address Box 879, care The Fourth Estate.

If your newspaper property does not pay as it should consult a specialist who can put something over to your advantage. Address Box U, care The Fourth Estate.

Editing copy; statistical or index work; weekly or monthly; at his home (New York) by experienced man. Address Box 876, care The Fourth Estate.

Mailers wants position; understands R. P. O. Routing; exempt from army; formerly foreman; will go anywhere. Address Box 895, care The Fourth Estate.

SERVICE CORNER

604—"In your issue of June 30 you had a page of good looking advertising men. Will you kindly give me their names and the names of the firms with which they are connected?"

SITUATIONS WANTED.

Wanted Situation as managing or city editor. Now managing editor of Eastern daily of 30,000 circulation. Experience in East, middle West and Pacific coast. In early thirties, married, reliable, healthy, progressive but sane. Not a job hunter but an opportunity seeker. Salary required depends on relative local cost of living, but nothing less than \$50 a week at start considered. Address Box 882, care The Fourth Estate.

Circulation Manager formerly connected with Eastern Daily and for the last 8 years Promotion Manager with the largest daily in the West, desires position in Eastern field. Pay me a living salary until I can show results; I am no rolling stone; want to get back in God's country. Box 890, care The Fourth Estate.

Want a man on your paper who is capable of making your news organization the peer in its field? Will accept a managing editorship, or its equivalent, in a good city to live in and for a paper which is willing to pay what I am worth. I am thirty, married and want to settle down and establish a permanent home. Address Box 887, care The Fourth Estate.

Practical, experienced newspaper man, now employed, desires change. Two years present place. Absolutely sober, always on job. Best references if required. Desk or reporting. Twenty-five years in harness. Consider nothing under \$3. C. E. Drake, editor Daily Telegraph, Sharon, Pa., No. 26 Columbia ave.

Wanted—Position as Advertising Manager on a first-class paper. Know the mechanical end from galley boy to foreman. Best of references. Address Box 891, care The Fourth Estate.

MR. PUBLISHER

OR

BUSINESS MANAGER

Do you want an experienced advertising man to take charge of your advertising department? Over 10 years of age, well known by publishers and thoroughly understands how to get contracts, pages, stunts, classified ads; know how to handle men and get the business. Must have a good salary, but will earn it and then some. For quick action write H. V. W., care The Fourth Estate.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

Resourceful, original and thoroughly trained all-around Editor and Business Getter desires position with magazine, newspaper or advertising agency; experienced publicity man, newspaper writer and business producer competent to prepare any kind of copy. Would be valuable to firm, corporation or publisher requiring initiative and versatility. University graduate, married, temperate and can originate business. At present editing a magazine in the South, but desire opportunity where writing and business ability can be given full play. Can qualify in every respect. Bank and corporation references furnished. Address Box 883, care The Fourth Estate.

A master newspaper man, married, 26, draft exempt, desires position at head of daily in middle West city of 25,000 up. Now employed. Ten year record of success. Exceptionally broad experience. Least starting salary \$40 per week. Can report November 10. Address Roche, care The Fourth Estate.

NEWSPAPER MAN: Having disposed of my newspaper plant a year ago, I desire to engage as manager or superintendent of daily or large weekly newspaper. Thoroughly capable of handling any or all departments. Age 35 and married. Arthur J. Towner, Avoca, N.Y.

Wide awake Advertising or Business Manager on daily desires change; now employed; All references. For details or interview, address Box 889, care The Fourth Estate.

HEMSTREET PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

We can Increase Your Business. You want it Increased, don't you?

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

THE PITTSBURG PRESS

HAS
THE
Largest
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

MAGAZINE NOTES.

Randall Anderson, formerly connected with Mothers' Magazine and the Western office of Good Housekeeping and later with the Kennedy Manufacturing Company of Van Wert, Ohio, as sales manager, has resigned to join the Philadelphia office of the Curtis Publishing Company.

The new president of the Pearson's Magazine corporation is A. W. Ricker, former advertising and business manager. He was previously editor of the Girard (Kan.) Appeal-to-Reason, a Socialistic daily, and was connected with the National and other Socialistic publications.

Charles C. Nixon has become superintending editor of Everywoman's World. His place as advertising director of the Continental Publishing Company has been succeeded by Robertson Y. MacLean, formerly manager of sales for the advertising department of Everywoman's World.

Walter Drey, formerly advertising manager of the Magazine of Wall Street, has been appointed manager of financial advertising for Forbes Magazine, New York.

Rodney B. Stuart, for three and one-half years on the advertising staff of Woman's World, Chicago, has been appointed Eastern advertising manager with headquarters in New York.

E. B. Johns has become associate editor of American Khakiland, Seattle, Wash. His headquarters will be in Washington, D. C. He was formerly corresponding secretary of the Army League of the United States.

W. H. Osgood has been appointed business manager of Puck, New York. He was formerly with Vogue, Vanity Fair and the Saturday Even-

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Open Door to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending April 1, 1917.
showing net paid circulation.

34,567

Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN.

ing Post. Foster Gilroy goes into the editorial department.

MUSKOGEE DAILY SOLD.

The Muskogee (Okla.) Times-Democrat has been sold by Eugene M. Kerr to Charles A. Looney, J. C. Stone, E. W. Watts, W. T. Wisdom, C. A. Armbrister, W. B. Cole, John L. Wisener, G. G. Hendrix (commissioner), W. J. Crump, J. E. Wyand and others.

Mr. Kerr, who has been publisher of the Times-Democrat for thirty-five years, will for the present devote his entire time to the work of the National Army district exemption board, of which he is secretary. He informs THE FOURTH ESTATE that the Times-Democrat sale was based upon the valuation of \$100,000.

CHANGES ON CINCINNATI COMMERCIAL-TRIBUNE.

Several important changes have been made in the staff of the Cincinnati Commercial-Tribune this week. Isaac Pichel, who has been managing editor for the past year, has become city editor.

Eli Moffett Millen, former Sunday editor of the Enquirer, has been made managing editor.

Alex Schamp, for many years connected with the New York newspapers before coming to Cincinnati, who was telegraph editor for the Commercial-Tribune, has resigned to come East.

ADVERTISING THE LOAN.

The first donation of page advertising space in New York newspapers for the Liberty Loan's new campaign was given by the Standard Oil Company in the papers of October 1.

Many banking houses and department stores invited Loan subscriptions in connection with their advertising.

INDIAN EDITOR IN ARMY.

Among those reporting recently for army service from southern Oklahoma was Cecil C. Colbert of Lindsay, who until recently was editor of a monthly magazine known as the Oklahoma Indian. Colbert is of Indian extraction and was reared in the vicinity of Lindsay.

BOSTON POST

CIRCULATION SEPTEMBER, 1917
"NO RETURNS"

The Daily Post 516,346

The Sunday Post 345,997

KELLY SMITH CO., Representatives
220 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid For Every
Guaranteed Issue



GEORGE A. McLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

A. P. AIDS LIBERTY LOAN.

The directors of the Associated Press, in session in New York on October 3, unanimously resolved to transfer the sum of \$200,000, which the association has in its emergency reserve fund, to an investment in Liberty Loan registered bonds, as was done in the case of the first issue.

In addition it was unanimously resolved that the executive officers be authorized to encourage the subscription for Liberty Loan bonds by employees on a partial payment plan the association to carry the bonds and deferred payments until fully paid for by employees.

The meeting extended through Thursday. Those present were Frank B. Noyes, Ralph H. Booth, E. P. Adles, Melville E. Stone, Frederick R. Martin, James R. Youatt, W. H. Cowles, D. E. Town, R. M. Johnston, C. A. Rook, Charles Hopkins Clark, Clark Howell, V. S. McClatchy, W. L. McLean, Adolph S. Ochs, A. C. Weiss and John R. Rathom.

BANK AD COOPERATION.

Cooperation in bank advertising was suggested as an economic measure by W. D. Vincent of Spokane, Wash., in the meeting of the clearing house section of the Bankers' Convention, held in Atlantic City this week.

He said \$5,000,000 can be saved in the advertising expense of the clearing house banks of this country if a committee is appointed in each association made up of men who attend to the advertising of each bank.

Experience has taught advertising men that newspapers and financial journals are the best mediums of advertising, he added.

MOVIE STAR WRITES.

Olive Thomas, a Triangle motion picture star, tried her hand at journalism the other day when she covered a "Billy" Sunday meeting in the Tabernacle at Los Angeles for one of the local papers.

GAGNON A DIRECTOR.

Henri Gagnon, general manager of the Quebec Soleil, has recently been made a director of the Soleil Publishing Company.

1916 Broke All Records of the Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Krease Building, DETROIT

YOU MUST USE THE LOS ANGELES EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than 150,000

TORONTO RUMORS "SPIKED."

Reports that old-line Liberals may start a new daily newspaper in Toronto are not taken seriously by the men high up in newspaper councils of that city. One representative told THE FOURTH ESTATE:

"I don't believe the old-line Liberals would be silly enough to attempt establishing a new Liberal daily in opposition to the Globe and Star. Most Toronto and Ontario Liberals approve the conscription policy of both papers and only a few without influence differ."

Rumors have also been in the air that J. E. Atkinson, president of the Toronto Star, was trying to obtain control of the Globe.

When Mr. Atkinson was asked by THE FOURTH ESTATE whether there was any truth to either the new paper rumor or that of his wanting the Globe, he said:

"There is not the slightest foundation for either report."

NEW MONOTYPE FACES.

The Lanston Monotype Company, Philadelphia, has just issued a book of specimens of new Monotype faces including types, borders and rules. The following is an extract from the announcement of the new faces:

"Much of your business success depends on your matrix equipment, for type is the vehicle that carries the message and leads the way to business success. Whether in a commercial printing office or a newspaper office, the lack of adequate matrix facilities must of necessity mean the lack of type equipment. If you have the facilities to furnish an abundance of type of the latest and best faces, you are first in line to get a share of the big business boom."

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

PUBLICATION MAKES TEST OF LOYALTY.

Selecting from Who's Who and the Social Register the names of persons of German birth or descent, the Chronicle Magazine of New York sent them a letter asking for an affirmation of their loyalty to America. In its current issue the Chronicle prints a large number of the replies, a majority of which satisfied the editors of the magazine that the writers were good Americans.

Some of the replies were disloyal and were turned over to the Department of Justice.

Some others replied that their ideas were none of the Chronicle's business.

Among the replies quoted by the Chronicle is one from Oswald Garrison Villard, editor of the New York Evening Post, who says:

"While I am proud of my German blood and my German grandfather and the fact that my relatives were revolutionists against the sort of thing that is now going on in Germany, (had they had their way there would have been a republic in Germany in 1848), there has never been one moment in my life when I have been divided in my allegiance to the United States."

STRIKE PAPER IN BUTTE.

Articles of incorporation have been filed for the Butte (Mont.) Daily Bulletin, a newspaper to be directed by the striking miners, labor leaders and Socialists. Among those associated with the new publications are: W. G. Sullivan, Socialist lawyer who has been writing daily bulletin sheets for the striking miners; Alex Mackel, former Socialist district attorney; and Thomas Campbell, head of the Metal Mine Workers. The capitalization of the Bulletin is given at \$50,000.

GETS NEW LINOTYPE.

The Jackson (Minn.) Pilot is installing a new Linotype.

Member A.B.C.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

LARGEST Morning Circulation in the Nation's Capital.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.
220 5th Av., N. Y.; Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 88,775
September, 1917,
Gain over 12,902
September, 1916.

Special Representatives
DAN A. CARROLL J. E. LUTZ
New York Chicago

LINOTYPE PURCHASERS.

The following are among the recent purchasers of multiple magazine Linotypes from the Mergenthaler Linotype Company:

Great Barrington (Mass.) Courier, Champaign (Ill.) Daily Gazette, Marion (Ind.) Chronicle, Milwaukee (Wis.) Journal, Passaic (N. J.) Daily Herald, Plainfield (N. J.) Daily Herald, Plainfield (N. J.) Phoenix Printing Company, Philadelphia Legal Intelligencer, Johnson City (N. Y.) Record, Paducah (Ky.) News-Democrat, Erie (Pa.) Times, New York Bronx Home News, Hillsdale (Mich.) Daily News, Davenport (Ia.) Democrat and Leader, Lawrence (Mass.) Evening Tribune, St. Joseph (Mo.) News-Press, Salt Lake City (Utah) Telegram, Butler (Pa.) Eagle, Norristown (Pa.) Times, Lincoln (Ill.) Evening Star.

HOLDS DOWN TWO JOBS.

Bruce Dennis, who sold the La Grande (Ore.) Evening Observer about a year ago and retired from newspaper work, is one of the new owners of the Baker (Ore.) Herald, retaining at the same time his position as manager for the Oregon State Council of Defense. Prior to the June election in Oregon Mr. Dennis was campaign manager for the \$6,000,000 road bond cause.

EDITOR WINS SUIT.

A jury at Ebensburg, Pa., has returned a verdict of not guilty in the suit for libel brought by ex-Sheriff William S. Stutzman of Cambria County against the Johnstown (Pa.) Tribune and Anderson H. Walters, its editor.

The suit was brought because the editor charged Stutzman, while sheriff, with being present at a spectacle of questionable nature.

TO BECOME A SECRETARY.

Harry Hansen, state capital correspondent for the Portland (Ore.) Telegram, is taking care of the publicity for the Oregon State Fair Association as a side issue, but expects to leave Salem soon for Washington, D. C., to become private secretary for United States Senator McNary.

St. Louis Globe-Democrat

DAILY—SUNDAY—WEEKLY.

To reach Farmers in Mississippi Valley and Southwest use

Weekly
Globe-Democrat

CIRCULATION INCREASING.
Now 115,000 each issue, 230,000 per week. Rate 50c per line per week.

PATERSON New Jersey's Famous Manufacturing City PRESS GUARDIAN

Its BIG Independent Newspaper
G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

ON THE CHARLESTON MAIL.

B. H. Anderson, business manager of the Charleston (W. Va.) Mail, has returned from his vacation trip to Ohio.

C. V. Talbot, formerly of the East Liverpool (Ohio) Tribune, is now news editor of the Mail.

Walter D. Sullivan, who has been acting news editor, is covering the state house again.

Charles J. Boling, Federal court man for the Mail, was one of the second contingent of drafted men that went to Camp Lee, Va.

C. E. Anderson, advertising manager, is well again after an attack of typhoid fever.

INDIANA TIMES CHANGES.

J. Harry Jenkins, formerly of the Louisville Courier-Journal and Associated Press, has taken over the telegraph desk on the Indianapolis Daily Times, succeeding S. G. Damron.

William K. Hutchinson of Washington, D. C., formerly on Eastern papers, is the new state editor on the Times, taking the place of William Murray, who has joined the International News Service bureau in Indianapolis.

John Carson, who was a Times re-write man, is now city editor.

A GALA OUTING.

This year the annual outing of the Pen and Pencil Club of Philadelphia was held in conjunction with the Sporting Writers Association at the grounds of the Philadelphia Motor Speedway Association.

The writers and artists arrived at the speedway in automobiles just in time for a welcome corn and watermelon dinner, after which they witnessed or participated in a game of baseball and various other athletic events.

OFF TO PHILIPPINES.

George L. Magee of the editorial department of the Janesville (Wis.) Gazette, has left for the Philippines to become city editor of the Manila Bulletin.

C. R. Zeininger, who was business manager of the Janesville Bulletin, will be associated with Mr. Magee in his new work.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERRE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest. The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

W. M. J. MORTON CO. Eastern Reps.
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

A PERSISTENT EDITOR.

Isaac Bainbridge, editor of a Toronto Socialist organ, has been again arrested on a charge of violating the Defense of the Realm Act. He was not granted bail. Having been released during his trial, he persisted in writing and distributing matter objectionable to the authorities.

NEW FLORIDA EDITOR.

H. F. Battle, for several months a Linotype operator and make-up man in the state printery at Tallahassee, Fla., has taken over the Monticello (Fla.) News. Colonel J. B. Horne, owner of the News for several years, is now tax collector for Jefferson County.

CANDIDATE FOR PRINTER.

Imri Zumwalt, newspaper man and writer of Bonner Springs, Kan., is to be the Republican candidate for state printer at the fall elections.

NEWSPAPER MAN HURT.

William Locker of the Philadelphia Inquirer was recently seriously injured by the bursting of a motor car tire which he was pumping.

LA LIBERTE SUSPENDS.

La Liberte of Toronto, published by Le Reveil, Ltd., has suspended publication because of financial difficulties.

The Escanaba (Mich.) Medborgaren, a Swedish paper published by O. V. Linden, has suspended publication.

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburgh



CONB. LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

Member A. B. C.
EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
220 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

LEES, Cleveland Trust Bg., Cleveland—Placing account of Hollenden Hotel, Cleveland, Ohio, in newspapers.

VOLKMAN, 5 Beekman st., N. Y.—Placing advertising of V. Vivado, Inc., Times Building, N. Y., manufacturers and importers of "Mavis" face powder in newspapers.

KLAU-VAN PETERSON-DUNLAP, 131 2d st., N. Y.—Placing accounts of the Everwear Hosiery Company, Milwaukee.

Placing an extensive newspaper campaign for the Cutler-Hammer Manufacturing Company, Milwaukee, maker of electrical appliances, to popularize electrical household specialties. The names of large distributors are listed in the copy and in the selling plan a special effort will be made to cultivate department-store interest.

Using newspapers and magazines for the coming campaign of the Northwestern Chemical Co., Marietta, Ohio, manufacturers of "Se-Ment-O" Radiator Cement" and general line of chemical auto specialties.

FROWERT, 151 W. 42d st., N. Y.—Handling account of Dreadnaught Tire & Rubber Co., Baltimore, Md.

DOREMI'S & MORSE, 31 Nassau st., N. Y.—Making contracts with newspapers for Eimer & Amend on a rheumatism remedy, 211 3d av., N. Y.

GORING - FIRESTONE, Merchants' Nat'l Bank Bldg., St. Paul, Minn.—Placing orders with newspapers for the McKibbin, Driscoll & Dorsey, "McKibbin" Ba-Ba Sheep-lined coats, St. Paul, Minn.

TUNNEL, 30 Church st., N. Y.—Placing advertising of Scotmints Co.,

DETROIT SATURDAY NIGHT

Holds a commanding position in the progressive and prosperous homes of Detroit and Michigan.

One reason why it gained 35% in circulation and advertising during 1916.

Represented by
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
201 Devonshire Street, BOSTON.
Kreage Building, DETROIT.

THE
Philadelphia Bulletin
HAS THE
Largest TWO-Cent
Circulation in the East.

Net Daily Paid Average for August
351,976 Copies
WILLIAM L. McLEAN, Publisher.

Inc., 30 Church st., N. Y., maker of "Scotmints" confections.

KELLEY, 2d Nat'l Bk Bg., Toledo, Ohio—Placing an introductory campaign in trade papers for "Stewart-Lens" headlights, the latest specialty in automobile accessories marketed by the Stewart-Warner Co., Chicago.

DYER, 42 Broadway, N. Y.—Again placing some copy with newspapers for Corn Products Refining Co., "Mazola" cooking and salad oil, 17 Battery pl., N. Y.

FOLEY, Bulletin Bldg., Philadelphia—Placing tryout orders with newspapers for Wintermints Co., "Wintermints," Philadelphia.

GUENTHER, 25 Broad st., N. Y.—Again placing copy with mail order newspapers for Dr. R. Newman, medical, 36 E. 3d st., N. Y.

HILL, People's Bank Bldg., Pittsburgh—Placing 28-line 13-time orders with newspapers for C. L. Glass & Co., books, Pittsburgh.

KIERNAN, 135 Broadway, N. Y.—Placing orders with newspapers for J. I. Robin, manufacturing "Usalyte" inverted gas mantles, 130th st. and Park av., N. Y.

MCCANN, 61 Broadway, N. Y.—Reported will shortly place orders with newspapers for Royal Typewriter Co., 364 Broadway, N. Y.

MORSE, 4th av. and 30th st., N. Y.—Again renewing newspaper contracts with B. F. Allen & Co. on "Reecham's" pills, 417 Canal st., N. Y.

SNITZLER, Garland Bldg., Chicago—Placing orders with newspapers in selected sections for Foulds Milling Co., "Foulds" macaroni, etc., 326 West Madison av. Chicago.

SEHL, 130 N. Clark st., Chicago—Placing 20-inch 6-time orders with newspapers on contracts for Calumet Baking Powder Co., 4100 Filmore st., Chicago.

VANDERHOOF, Marquette Bldg., Chicago—Placing contracts for Dean's Cough Drops, Milwaukee, in magazines and newspapers.

Placing advertising accounts in newspapers for the Sunbeam Chemical Co., Inc., Chicago, manufacturer

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,244 lines more local business than its only competitor.
With the Springfield News (the two at .065 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

of "Rit," a combination of dye-soap.

HUNTINGTON, 143 W. 127th st., N. Y.—Placing the advertising for United Glove Co., 29 Broadway, N. Y.

Also placing advertising for H. Cook, war novelties, Tuckahoe, N. Y.

CONNER, 309 Temple Court, Denver, Colo.—Extending campaign eastward for Coors Malted Milk, Denver; now in metropolitan papers of Omaha, St. Joseph and Kansas City.

WITMER, 220 W. 12th st., Kansas City, Mo.—Placing orders in small daily papers for the advertising of Dr. James P. Henderson's rupture cure, Kansas City.

LORD & THOMAS, Mallers Bldg., Chicago—Making contracts with newspapers in Central West for the Union Pacific R. R., Chicago.

NELSON, CHESMAN & CO., 127 Pine st., St. Louis—Sending out orders to agricultural publications for the St. Louis Spectacle Co.

FULLER, Studebaker Bldg., Chicago—Placing orders in mail order and farm papers for Consumers Wholesale Grocery Co., Chicago.

Also placing page orders in newspapers for Eagle Lye Works, "Eagle Lye," Milwaukee.

DARLOW, Omaha, Neb.—Handling advertising of Uncle Sam Breakfast Food Co., Omaha, Neb.

GUENTHER-BRADFORD, Schiller Bldg., Chicago—Placing orders for Moving Picture Sales Co., Chicago, Ill., in Canadian papers.

NICHOLS - FINN, Consumers Bldg., Chicago—Placing page-orders with agricultural papers for William Galloway Co., Waterloo, Ia.

GARDNER, 315 N. 10th st., St. Louis—Making contracts with farm papers for the advertising of Appleton Manufacturing Co., Batavia, Ill.

DAKE, 121 2d st., San Francisco—Will place advertising in newspapers in the near future for Santa Monica-Ocean Park Chamber of Commerce, Santa Monica, Cal.

SHAW-PIERCE, Book Bldg., Detroit, Mich.—Placing accounts of

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

Daily (Net Paid)
CIRCULATION 55,498

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, Chicago.
201 Devonshire St., BOSTON.
Kreage Building, DETROIT

THE JOURNAL

IS THE ONLY MORNING AND
SUNDAY PAPER PUBLISHED IN
DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA
People's Gas Building, CHICAGO.

King Trailer Co., Ann Arbor, Mich.; Detroit Weatherproof Body Co., Pontiac, Mich., and I. Hubert Co., "Malvino Cream," Toledo, Ohio.

KOCH, University Bldg., Milwaukee, Wis.—Contemplating an advertising campaign for McConnon & Co., household supplies, Winona, Minn.

CHAPPELOW, International Life Bldg., St. Louis, Mo.—Will make up a list of newspapers for Johansen Brothers Shoe Co., St. Louis.

McJUNKIN, Mallers Bldg., Chicago—Placing trade paper campaign for the Wallace Company, Decatur, Ill., on Wallace's Soda Fountain.

GUNDLACH, People's Gas Bldg., Chicago—Planning publicity campaign for Metal Bed League, New York, newspapers and magazines.

MULLER, 220 West 42d st., N. Y.—Placing advertising of Times Square Auto Supply Co., Broadway and 56th st., N. Y., distributor of "Timenco" tires and auto sundries in newspapers.

ROSE, 116 W. 32d st., N. Y.—Reported will place the advertising for the Englander Spring Bed Co., 88 35th st., Brooklyn, N. Y., manufacturer of "Englander" couch beds, Wit-Edge Springs, Couch Hammocks and Foldway Beds.

HANFF-METZGER, 95 Madison av., N. Y.—Reported will use newspapers and magazines in advertising

USE The BILLBOARD

(Member A.B.C.)

To reach
Actors
Actresses
Performers
Musicians
Vocalists
Advance Agents
Moving Picture People
Chorus Girls
Acrobats
Aviators
Circus Folk
Address

The Billboard Publishing Co
Broadway at 42d. NEW YORK

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)
Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000
Member Audit Bureau of Circulations.

for the Pathe Freres Phonograph Co.,
20 Grand av., Brooklyn, N. Y.

SANDLASS, 7 Clay st., Baltimore,
Md.—Placing account of Resinol
Chemical Co., Baltimore, Md., man-
ufacturer of "Resinol" soap and oint-
ment.

FREEMAN, Mutual Bldg., Rich-
mond, Va.—Placing account of S. F.
Sauer & Co., Richmond, Va., manu-
facturer of flavoring extracts, in
newspapers.

FRESBURY, 456 4th av., New
York.—Placing advertising in news-
papers and magazines for A. L. Gos-
selyn Corporation, 233 Broadway, N.
Y., on "Goslin" cleanser and scouring
soap.

WOODWARDS, 900 S. Michigan
av., Chicago.—Planning a newspaper
campaign in Cleveland, Detroit and
Indianapolis newspapers for the Tex-
as Company of New York and "Tex-
aco" products.

MALLORY, MITCHELL, &
FAUST, Security Bldg., Chicago.—
Placing advertising of Ruckheim
Brothers & Eckstein, Chicago, man-
ufacturers of "Crackerjack" and
other confections.

GRAY & BENJAMIN, 608 S. Dear-
born st., Chicago.—Placing advertis-
ing for Earnshaw Knitting Co., Chi-
cago, manufacturer of "Vanta" gar-
ments for infants.

DIRECT—A company called
the China Tea Company, Ltd., has
been organized in Shanghai to deal
direct with American tea consumers.
The company has five registered
brands of tea to offer in quarter, one-
half and one-pound packages, packed
in China and distributed from there
in the original packages only. An
advertising campaign featuring the
small package is being inaugurated.
Austin Alarm Co., "Advance Burg-
lar Alarm," 929 North Waller av.,
Chicago, is placed direct.
Humphrey's Homeopathic Medi-
cine Co., Humphrey's "77" medical
remedy, 156 William st., N. Y., ar-

St. Paul and the Northwest
best can be reached by advertising your
wares in the columns of the

ST. PAUL DISPATCH
and ST. PAUL PIONEER PRESS
In St. Paul, the St. Paul Dispatch has
an average total daily circulation of 63,
678; the St. Paul Pioneer Press, an av-
erage total daily circulation of 45,622; the
St. Paul Sunday Pioneer Press an av-
erage total Sunday circulation of 47,802.

They also enter thousands of homes,
located in cities, towns and rich farm-
ing districts of the Northwest.

TOTAL CIRCULATION
St. Paul Dispatch (daily), Over 81,000.
St. Paul Pioneer Press (daily), Over
64,000.
Sunday Pioneer Press, Over 77,000.
They Cover the Field.

BRIDGEPORT
CONNECTICUT
(The Eden of America)
The Prosperity Center of the United
States and the Industrial Center of New
England.
THE
Post & Telegram
(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING
JOURNAL A. H. Belo & Co.
Published by
Covers the afternoon field as completely
as does the Dallas News in the morning
37,659 NET PAID average during 6
months period ending April 1,
1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
738 Tribune Building, NEW YORK

ranging with newspapers for full ad-
vertising.

ALL ABOUT ALBANY.
To emphasize before national ad-
vertisers and advertising agents the
importance of Albany as a trading
center, the Albany Knickerbocker-
Press has issued a special report
from its merchandising service de-
partment covering in general the
commercial, industrial and financial
activities of New York's capital city.

The survey tells of the commercial
possibilities of Albany as shown by
the number and extent of wholesale
and retail business interests and
manufactures, shows the class of la-
bor and the average of wages paid,
housing conditions, bank clearances,
savings bank deposits, etc., etc.

In short it gives a resume which
makes a better understanding of con-
ditions in Albany to an advertiser
wishing to reach after business in
that field.

MORE GERMAN INTRIGUE.
Spanish officials are hastening to
intercept Gaston Routier, a French
subject who founded La Paix of Ma-
drid, a pacifist newspaper alleged to
have been supported by funds fur-
nished by Bolo Pasha, an agent of
the Central powers. The publication
had aroused the indignation of the
French residents at Madrid, and Rout-
tier had promised that he would
cease publication, return to France
and enlist in the army.

Senator Charles Humbert, owner
of the Paris Journal, has announced
that he has canceled his contract
with Bolo Pasha and has refunded
the 5,500,000 francs paid by him for
an interest in the newspaper.

Pasha is the central figure in a
new U. S. Government exposure of
German intrigue in America, while
it was neutral, made public during
the past week.

MARTIN A PURCHASER.
H. L. Balser has sold the Allen
(Neb.) News to Millard Martin.

FATHER SUCCEEDS SON.
C. E. Fitzgerald has transferred
the Alvord (La.) Register to his
father, C. F. Fitzgerald.

THE
DETROIT
JOURNAL
with over 100,000 net paid
Circulation daily is in-
dispensable in covering
Detroit and surrounding
territory.
Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle
NEW JERSEY'S
LARGEST PENNY PAPER
Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

AUSTRALIAN WAGE SCHEME
IS VERY INTERESTING.

Charles G. Ross, professor of jour-
nalism in the University of Missouri,
has returned from a year in Mel-
bourne, Australia, where he was on
the staff of the Evening Herald.
Mr. Ross says that newspaper men
who attend the 1918 Press Congress
of the World in Sydney will be es-
pecially interested in the working of
the minimum wage as applied to the
editorial departments of newspapers.

In a recent case in the Common-
wealth Court of Conciliation and Ar-
bitration, higher wages and improved
working conditions were sought by
newspaper men, organized as the
Australian Journalists' Association,
in a plaint directed against the
metropolitan newspaper proprietors.
The association won its case, with
the result that salaries of reporters
and sub-editors were substantially in-
creased in many cases.

Proprietors are legally bound, by
the court's award, to classify their
editorial staffs according to a definite
plan ("senior," "general," "junior")
and pay not less than the prescribed
wage to each class. The whole pro-
ceedings were unique in Australia
and in the world.

With its radical labor laws, de-
signed to improve the lot of the
average man, Australia presents a
fertile field for economic investiga-
tion. In the enactment of minimum
wage and compulsory arbitration
laws, it has gone further than any
other country. Whatever one's opin-
ion of the working of these laws, they
are notable as an important experi-
ment in radical democracy.

Government ownership, extending
to railways, tram lines, fisheries,
brick works, bakeries and many
other enterprises, has been carried
to a degree that approximates the
socialistic ideal.

Old age and invalid pensions,
workmen's compensation and a ma-
ternity bonus represent the trend in
social legislation. The leavening ef-
fect of such laws upon a conserva-
tive set of inherited institutions is
one of the most interesting phe-
nomena of Australian life.

The Dallas (Wis.) Index has sus-
pended publication.

The Plain Dealer
First Newspaper of Cleveland, Sixth City
prints a far greater total
of paid advertising and
paid advertisements than
any other newspaper in
CLEVELAND
Over 150,000 Daily. || Over 200,000 Sunday.
JOHN B. WOODWARD, Eastern Adver-
sing Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Rep-
resentative, Peoples Gas Bg., Chicago.

BALTIMORE CITY OF
HOMES
and noted for its great industries and
thrifty working classes, affords National
Advertisers one of the best fields. Use the
AMERICAN and STAR
Morning—Sunday Evening
Baltimore's greatest newspapers, to thor-
oughly cover city and state. Member A.B.C.
C. GEORGE KROGNES, CHICAGO.
VERRE & CONKLIN, Inc., New York

FREEDOM OF PRESS !!
"Freedom of Speech, Press and
Conscience," was the subject of the
meeting of the autumn conference of
the Intercollegiate Socialist Society,
held at Bellport, N. Y., but represen-
tatives of the press were not granted
the freedom of the meeting, being
permitted to enter only on condition
that they make no use of anything
they hear, except such excerpts of
speeches as were issued by the com-
mittee.

One reporter out of the lot ac-
cepted the conditions.

OWNS PAPER AGAIN.
E. W. Nobbs, editor of the Hector
(Minn.) Mirror, has sold his paper
to C. V. Corson, one of the founders
of the Mirror and for the past seven
years in the newspaper business at
Northome, Minn. Mr. Nobbs will
relinquish the management on No-
vember 1.

HONORED BY MASONS.
C. H. Spillman, editor and pub-
lisher of the Edwardsville (Mo.)
Intelligencer, was honored recently
by being invested with the thirty third
degree in the Masonic order. The in-
vesting ceremonies were held in
New York.

FIRE IN TEXAS.
Fire of an undetermined origin
caused damage in the stock room of
the Fort Worth (Tex.) Record re-
cently. A small amount of print
paper stock was damaged.

Washington Newspapers
Sworn statements of the news-
papers at the National Capitol to
the Post Office Department for
the six months ending March 31,
1917:

<i>Evening Star</i>	83,194
<i>Evening Times</i>	35,569
<i>Washington Post</i>	34,293
<i>Washington Herald</i>	30,454

Since this statement the circula-
tion of the Star, Times and Post
has materially increased.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERRE & CONKLIN, Inc.
Special Advertising Representatives
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING
EXCEPT
SUNDAY.
AUDITED
CIRCULATION 20,643
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

NEW MAIL RATES ARE PROHIBITORY.

(Continued from Second Page.)

pliable to fourth class matter shall be as follows (but where the space devoted to advertisements does not exceed 5 per centum of the total space, the rate of postage shall be the same as if the whole of such publication was devoted to matter other than advertisements):

(c) With the first mailing of each issue of each such publication the publishers shall file with the Postmaster a copy of such publication, together with a statement containing such information as the Postmaster General may prescribe for determining the postage chargeable thereon.

(1) On and after July first, nineteen hundred and eighteen, and until July first, nineteen hundred and nineteen, for the first and second zones, 1½ cents; for the third zone, 1½ cents; for the fourth zone, 2 cents; for the fifth zone, 2½ cents; for the sixth zone, 2½ cents; for the seventh zone, 3 cents; for the eighth zone, 3½ cents.

(2) On and after July first, nineteen hundred and nineteen, and until July first, nineteen hundred and twenty, for the first and second zones, 1½ cents; for the third zone, 2 cents; for the fourth zone, 2½ cents; for the fifth zone, 3 cents; for the sixth zone, 3½ cents; for the seventh zone, 4 cents; for the eighth zone, 5½ cents.

(3) On and after July first, nineteen hundred and twenty, and until July first, nineteen hundred and twenty-one, for the first and second zones, 1½ cents; for the third zone, 2½ cents; for the fourth zone, 4 cents; for the fifth zone, 4½ cents; for the sixth zone, 5½ cents; for the seventh zone, 7 cents; for the eighth zone, 7½ cents.

(4) On and after July first, nineteen hundred and twenty-two, for the first and second zones, 2 cents; for the third zone, 3 cents; for the fourth zone, 5 cents; for the fifth zone, 6 cents; for the sixth mail matter of the second-class when cents; for the eighth zone, 10 cents.

If this territory presents a sales problem to you, the Merchandising Service Department.

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

W. D. BOYCE CO.
800-514 North Dearborn St., CHICAGO
905 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL
Only evening paper in Peoria with As-
sociated Press franchise. Leads in cir-
culation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate

HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

Sec. 1103. That the rate of postage on daily newspapers, when the same are deposited in a letter carrier office for delivery by its carriers, shall be the same as now provided by law, and nothing in this title shall affect existing law as to free circulation and existing rates on second-class mail matter within the country of publication; provided, that the Postmaster General may hereafter require publishers to separate or make up to zones in such a manner as he may direct all or fraction thereof, on and after July 1 offered for mailing.

Sec. 1103. That in the case of newspapers and periodicals entitled to be entered as second-class matter and maintained by and in the interest of religious, educational, scientific, philanthropic, agricultural, labor, or fraternal organizations or associations, not organized for profit and none of the net income of which inures to the benefit of any private stockholder or individual, the second-class postage rates shall be, irrespective of the zone in which delivered (except when the same are deposited in a letter carrier office for delivery by its carriers, in which case the rates shall be the same as now provided by law), 1½ cents a pound or fraction thereof, on and after July 1, 1918, and until July 1, 1919, and on and after July 1, 1919, 3¼ cents a pound or fraction thereof. The publishers of such newspapers or periodicals before being entitled to the foregoing rates shall furnish to the Postmaster General, at such times and under such conditions as he may prescribe, satisfactory evidence that none of the net income of such organization inures to the benefit of any private stockholder or individual.

Sec. 1104. That where the total weight of any one edition or issue of any publication mailed to any one zone does not exceed one pound, the rate of postage shall be 1 cent.

Sec. 1105. The zone rates provided by this title shall relate to the entire bulk mailed to any one zone and not to individually addressed packages.

Sec. 1106. That where a newspaper or periodical is mailed by other than the publisher or his agent, or a news agent or dealer, the rate shall be the same as now provided by law.

Sec. 1107. That the Postmaster General, on or before the tenth day of each month, shall pay into the general fund of the treasury an amount equal to the difference between the estimated amount received during the preceding month for the transportation of first-class matter through the mails and the estimated amount which would have been received under the provisions of the law in force at the time of the passage of this act.

Section 1100 provides that:
The rate of postage on all mail matter of the first class, except postal cards, shall, 30 days after the passage of this act, be, in addition to the existing rate, 1 cent for each ounce or fraction thereof; provided, that the rate of postage on drop letters of the first class shall be 2 cents an ounce or fraction thereof. Postal cards and private mailing or post cards, when complying with the requirements of existing law, shall be transmitted through the mails at 1 cent each, in addition to the existing rate. That letters

The BEST Advertising BUY in
CLEVELAND
THE NEWS
Quality Evening Newspaper
With Quantity Circulation

THE LEADER

Sunday
Represented by PAUL BLOCK, Inc.,
350 Fifth Ave., NEW YORK
Mallory Building, CHICAGO
801 Devonshire St., BOSTON
Krege Building, DETROIT

THE NEW ORLEANS ITEM

Largest Afternoon Circulation in the
entire South.
(April A.B.C. Not Paid Statement)
Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

written and mailed by soldiers, sailors, and marines assigned to duty in a foreign country engaged in the present war may be mailed free of postage, subject to such rules and regulations as may be prescribed by the Postmaster General.

OPPOSERS OF ZONES.

Both the House and the Senate passed the conference report without a dissenting vote. During the House debate Representative Cooper of Wisconsin roundly criticised the increase in second-class mail rates. President Wilson was quoted by him as an authority against the zone system prescribed for second-class mail matter. Mr. Cooper also asked why members placed a greater burden on the newspapers and magazines and still held on to their rural free delivery systems.

He assailed it as the most reactionary legislation by Congress in fifty years. He read a long statement by Woodrow Wilson, when Governor of New Jersey, holding that a zone system for mail then under consideration was reactionary, as tending to denationalize the country.

Mr. Cooper said that nothing had made the United States a great nation so much as the low flat rate on magazine and newspapers that the free interchange of thought and expression should not be taxed, and that the zone system would tend to sectionalize the country. He declared:

"There is no more reason for applying the zone system to magazines than to letters. The Post Office Department is self-sustaining, except for rural free delivery. If you want to save money, why don't you knock out the free delivery in the rural districts? Why do you subsidize the farmer? Of course, I wouldn't say there were too many votes concerned. I would say it was wise statesmanship."

"There is not a man here or anywhere else that in a fair debate can defend a proposal for a zone system and carry it through to Congress."

"It has been defeated when brought forward to stand or fall on its own merits. But now here it is in a bill to raise the revenues necessary to carry on the war and save the great Republic."

"We must vote for the system or vote against the entire conference report."

"This sort of coercion over the votes of the House is wrong—absolutely, incalculably wrong."

"This provision, if it had merit, ought to have been brought in here upon a Post Office bill. Let them bring it in on such a bill."

THE PITTSBURG DISPATCH

has always been a big factor
in the successful exploit-
ing of good merchandise.

H. C. Rook, Real Est. Trust Bdg., Phila.
W. G. Brooks, 235 Fifth Ave., New York
Ford-Persons Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond qualified
VIRGINIA, has 15,309 voters
THE TIMES-DISPATCH
RICHMOND.

is delivered 12,000 of the city's
daily into best homes.
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

with the indisputable facts, as our text, elaborate upon it, and defeat any attempt to reestablish in this country the discarded zone system for carrying the mails."

Representative Mondell also vigorously objected to the zone system, saying:

"The plan proposed is unfair to the newspapers and magazines. It is clumsy and unscientific in its details, will be cumbersome and vexatious in its operation; but it is infinitely more unfair to the people of many sections of the country, and would eventually, if it were continued, tend to make us a people sectional, local, and provincial in our views. I shall never cease to fight in favor of a system truly national in its scope and purpose."

Representative Platt said:
"The zone system of raising second-class postage rates seems to me wholly bad, but not so bad as in the bill originally passed in the House. On the whole the bill may be 55 or 60 per cent good, and with considerable doubt I shall vote for it."

KITCHIN SHOWS HOW "EASY."

In explaining the zone rates on second-class postage, Mr. Kitchin said it would be easy for the newspapers and magazines in four years, as allowed by the bill, to "adjust their business so the newspapers will not be required to pay any of this increased burden." He took a fling at the members of the conference committee who let slip information on the progress of the bill by saying he had not read as much as one inch of such newspaper accounts which had contained correct information.

SENATE PASSAGE MADE PROVISIONAL.

When the conference report reached the Senate Senator Simmons

The Circulation of the NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish Daily.

Reaches the cream of purchasing power
of the Jewish element in America.
CIRCULATION OVER 70,000
Despite advance in price
from one to two cents.

THE DAY

The National
Jewish Daily.

Member A. B. C.

Main Publication Office:
188 East Broadway, NEW YORK

had great difficulty in explaining why the Senate conferees acceded to the House demand to restore a zone system of postage rates on second-class mail matter.

The House system of zone postage rates on publication was stricken out of the bill by the Senate finance committee. A compromise provision was inserted in the bill on the floor of the Senate only to be stricken out before the Senate passed the bill.

Notwithstanding the insistence of the Post Office Department regarding an increase in the charges of transporting newspapers and periodicals through the mails, the Senate conferees finally acceded to the Department's demand and adopted a compromise provision with the House.

The only concession obtained by the Senate conferees was to postpone the day for putting the increased postal charges in effect.

The change from the flat postal charge to the zone system will be inaugurated July 1 next, according to the conference report. Each year thereafter the zone charges will be increased for four years, after which the zone charges are intended to remain permanent.

HITCHCOCK'S OBJECTION.

Senators Smoot and Hitchcock opposed the newspaper tax. The latter said the proposed increase would tend to decrease rather than increase advertising rates because the added postal burden would tend to reduce the advertising value of hundreds of publications.

He declared that the increased rate must be passed on to the subscriber or thousands of publications would go out of business.

"The delusion that the publisher can charge what he wishes for advertising is one of the greatest delusions of those who know nothing about the business," said Mr. Hitchcock. "Put this into effect and you will leave a path of wreck and ruin."

Senator Simmons did not undertake to defend the new postal charges to any extent, but had read into the record a letter written by the Postmaster General to some publisher, name withheld, defending the proposed increased charges.

Senator Simmons, however, did point out that the Post Office Department claims that the present revenue from second-class postage matter is a little over \$11,000,000.

During the first year of the zone charges it is expected the revenue will increase by nearly \$5,000,000.

During the second year the increase was estimated as \$9,000,000, with \$13,000,000 for the third year and \$18,000,000 for the fourth and suc-

THE
ST. LOUIS
WESTLICHE
POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY
IN NEW ENGLAND

Kuryer Bostonski

27 Beverly st., BOSTON, MASS
reaches 600,000 Poles in New Eng-
land. They want to buy your goods

Use Kuryer Bostonski

ceeding years. The total revenues during the fourth year, estimated upon present business, would amount to approximately \$28,000,000, and even at that, it was claimed, the Post Office Department will be suffering a loss on transporting second-class mail of about \$40,000,000 annually.

The letter submitted by Senator Simmons, written by the Postmaster-General, claimed that the Post Office is now realizing a profit of about \$60,000,000 annually from first-class mail. This profit, it was said, is being used to meet the deficit now realized from the transportation of second-class mail.

P. O. DIDN'T WANT LETTER INCREASE.

It was made to appear from this letter that the Post Office was not willing to advance the first-class postage rates, but advocated only the increase in the second-class rates.

Nevertheless, under the present bill the first-class letter rate is to be increased from 2 to 3 cents, and the charge for postal cards would be increased from 1 to 2 cents each. The burden, therefore, of the increased postal charges not only falls upon the publisher of periodicals but also upon the general public and, to a large extent, upon business houses whose daily mail is a very important item.

The Senate's so-called "redeeming" feature of the proposal to employ the zone system for assessing charges on periodicals is that it will not go into effect until next summer. Even then the cumbersome system of zone charges will vary, different charges to be assessed on that part devoted to advertisements.

By postponing the inauguration of the system until next summer, Congress believes that it gives the publishers of the country and the public generally an opportunity to express their approval or disapproval of this proposed law.

In the meantime, the regular session of Congress will convene and if the proposal to change the postage rates in such a radical manner is not popular, Congress will undoubtedly be called upon to repeal this provision of the act.

The Hewitt (Minn.) Banner, managed by H. L. McChesney, has suspended publication.

MONTREAL

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

LA PRESSE

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars

W. M. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, F.N.G., 19, St. Paul Avenue.
Southampton Row.
PARIS, 6 rue du Rocher.

NARODNI List

Briscoe Motor Corp. of Jackson, Mich., has just placed 10,850 agate lines of Briscoe advertising in the Narodni List. This is the best proof that the Narodni List is one of the best advertising mediums in the foreign languages for National advertisers.

Ideal Newspaper for National Advertisers
Phone 3929 Beckman
61 Park Row, NEW YORK

IOWANS IN MEETING.

A joint meeting of the Western Iowa and Upper Des Moines Editorial associations was held last week in Council Bluffs, with L. C. Hatch of Woodbine presiding. The sessions were held in the rooms of the Commercial Club. After an address of welcome from President J. B. Lyon, the business began with a talk by V. H. Lovejoy of the Jefferson Bee, on advertising the Liberty Loan. He felt that every editor would, with pleasure be so patriotic as to help his country in this way willingly.

The veteran, A. H. Sniff, of Missouri Valley, followed in a similar strain as to helping the Red Cross and Y. M. C. A. He glorified the place of the editor in the community, and cited what had been done in the uplifting of the state and nation through the power of the press.

J. R. Graham of the Glenwood Tribune believed that the Government had been too liberal in permitting papers in foreign languages to go uncensored and advocated that in future a strict oversight be maintained.

Mr. Finern of the Denison Herald, (German), made reply, insisting that the German papers of Iowa were loyal to the core.

At the banquet, given at the Hotel Denison, Judge J. P. Conner presided and witty speeches were made by George McHenry of the First National Bank and Mr. Graham.

George Neave told of the booster spirit of Denison and Mr. Henry of Coon Rapids called to mind the trials of the newspaper men in the early days.

A WAR RECORD?

Every unmarried man on the staff of the Topeka (Kan.) Daily Capital has entered some branch of military service.

Up to the present time D. O. McGary, A. C. Runyan, Angelus Burch, Norman Clark, Glen Taylor and Marvin McCroskie have been appointed to fill war vacancies.

AN ILLINOIS MEETING.

The annual meeting of the Illinois Daily Newspaper Association will be held in Chicago, October 16.

TELEGRAM CODZIENNY

A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium

Phone Stuyvesant 2004

90 East 10th St., NEW YORK

The Only ITALIAN Daily Newspaper in New England.

Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON

consolidated with La Tribuna del Popolo and Il Messaggero di Worcester.

100,000 Italians in Boston.

300,000 Italians in Massachusetts.

1,000,000 Italians in New England.

THE JEWISH
MORNING JOURNAL
NEW YORK CITY

carries more advertising than any other Jewish newspaper. Circulation in New York City largest of all foreign language newspapers.

Member A. B. C.

"ROMANUL"

The largest and oldest ROUMANIAN daily newspaper in the United States and Canada.

The only real guide of 250,000 thrifty readers and positive success to its advertisers.

Full leased wire reports of United Press Association.
634-638 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.

PAGE POLITICAL ADS IN NEW
YORK CAMPAIGN.

New York at present is being introduced to political advertising that is entirely new to it in local campaigns. The Fusion committee has started off Mayor Mitchel's campaign for re-election with full page advertisements, even in the papers opposing him, appealing to voters to "Keep Mayor Mitchel and Fusion on the Job."

The page advertisements carry the following appeal for contributions:

"The expense of this campaign is being met by voluntary contributions. Advertising is the most economical way of getting the facts before the voters. For example, \$1 will pay for an advertisement like this in approximately three hundred copies of a newspaper; \$10 will pay for three thousand, \$100 for thirty thousand, and so on. If you want to keep Mitchel and Fusion on the job send a contribution."

Later in the week the ads were reduced to quarter pages, and were supplemented by card space on Fusion meetings.

SAN FRANCISCO CHRONICLE.

Robert Berg, formerly of the Marysville (Cal.) Appeal, has been appointed successor to Richard Jones as night police reporter on the San Francisco Chronicle.

Harry Rogers, who was detailed on the superior courts, has been succeeded by Ashley Turner, formerly on the Sacramento (Cal.) Bee, Marysville Appeal and Stockton Mail.

PRESS DAY AT FAIR.

Press Day was celebrated at the Oklahoma City Fair on September 28. The editors of Oklahoma attended the councils of the war organizations, which were held on that day.

Government Statement

<i>Period covered</i>	<i>Daily (Exclusive of Sunday)</i>	<i>Sunday (Only)</i>
Six months ending Sept. 30, 1917, . .	381,675	614,418

On May 14, 1917, the Chicago Daily Tribune returned to its former retail price of 2c per copy within the city of Chicago and its suburbs, the old price of 2c in the country never having been changed.

On May 20, 1917, the Chicago Sunday Tribune increased its retail price to 8c in the country, the old price of 5c in the city of Chicago and its suburbs remaining unchanged.

The current statement to the Post Office Department therefore covers a period of approximately one and a half months at the old retail prices and four and a half months at the new and increased retail prices.

The decreases in circulation under the figures reported to the Post Office Department by the Chicago Tribune for the corresponding six months period last year are, however, only seven-tenths of one per cent for the Sunday Tribune and two and seven-tenths per cent for the Daily Tribune.

Compared with the Government figures for the corresponding period two years ago, the Chicago Daily Tribune now shows an actual *increase* of 27,155 and the Chicago Sunday Tribune an *increase* of 56,022.

The Chicago Daily Tribune now enjoys the largest 2c circulation in America, morning or evening, and the Chicago Sunday Tribune's circulation is far greater than that of any other Sunday newspaper outside of New York City.

For the period from January 1, 1917, to and including September 30, 1917, the Chicago Tribune has printed more advertising than in any similar period in its history.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

*Published Weekly at 380 West
69th Street (Near Broadway)*

NEW YORK CITY

SATURDAY, OCT. 13, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1233

An Advertiser Doing His Duty

to-day is the man who eliminates all chance of risk;
who spends his advertising money in proven channels.

He judges circulation with more care than usual
—he considers the "grip" of the publication. In his
advertising he talks to the most people possible, in
concentrated markets of quick response where his
distribution is amply provided for.

Furthermore, just at this time he uses more
space than usual in the few great daily newspapers
that eliminate risk—that have the "grip." There
never was a time when such newspapers so consistently
held public attention as right now.

*In Chicago The Daily News is the newspaper
for thinking advertisers who would eliminate waste.*

The Daily News sells more papers in Chicago
and suburbs than any other newspaper, daily or
Sunday; 94 per cent. of its circulation is in Chicago
and its suburbs.

The Chicago Daily News

"It Covers Chicago"

GOVERNMENT MAY SEIZE NEWS PRINT MILLS.

SENATE PRINTING COMMITTEE MAKES RECOMMENDATION AS A WAR NECESSITY MEASURE.

The biggest development in the year and a half work of the Federal Government to settle the news print paper situation and protect many newspapers of the nation from extermination, because of the high prices charged by manufacturers, came on October 6 in the form of a recommendation by the Senate Committee on Printing that the Government seize and operate the print paper and pulp interests during the period of the war.

The committee states:

"The committee has been moved to report the resolution for the consideration of the Senate at this time in the hope that some relief may be speedily accorded the many publications that are in grave danger of destruction by the unbearable prices now exacted for print paper.

"To jeopardize the existence of the press is to imperil the life of the Government itself, so dependent is a democracy upon the prompt and widespread information of the people.

"Therefore, whatever affects the publication of its newspapers and periodicals likewise affects the welfare of the Government and the necessities of such publications become in fact public necessities.

"If print paper cannot be obtained in adequate quantities, the information of the public will be restricted in the same measure as the output of the paper mills is limited; or if the price of paper is held so high that many newspapers cannot afford to continue publication, the information of the public will likewise be curtailed and the interest of the Government suffer thereby.

"It seems imperative, therefore, that the Government should do everything in its power to insure the preservation of the press, especially in a time like the present, when the newspapers and periodicals are such a vital force in helping the cause of humanity against military madness."

The defiant attitude of print paper producers is arraigned. The report says of the Federal Trade Commission's findings:

"They show beyond any question that the print paper industry, in its greed for excessive profits, has imposed a most unjust burden on the American press, which faces a serious disaster if relief cannot speedily be had from the oppressive prices now exacted for print paper."

It adds that the commission, in its recent investigation, exhausted every resource at its command to obtain relief for the publishers.

Under a resolution introduced by Senator Smith of Arizona and reported by the committee for passage, the Trade Commission would be empowered to control the production and distribution of print paper and mechanical and chemical pulp in the United States.

All print paper and pulp mills and agencies would be operated on Government account. Their products would be pooled in the commission's hands during the war emergency and equitably distributed at a price based on production and distribution cost plus a fair profit per ton, to be determined by the commission.

Provision is made in the resolution for cooperation with the Canadian Government and for limiting imports to shipments for Government account.

Developments in the move to bring the news print manufacturers under Government control are not expected to assume shape until Congress meets again in December. The resolution from the Senate committee on printing will then have a place on the Senate calendar, and the alignment on the proposition of Government control of an important industry will

be detailed plans for taking over print plants have not yet been worked out by Government officials.

The aim, it is said, is to deal with paper as with fuel, wheat, and other commodities regarded as war materials. Paper on which newspapers are printed, officials hold, is indispensable to the prosecution of the war against Germany.

The resolution and report of the printing committee follows:

"The committee on printing, to which was referred the resolution (S. J. Res. 101) to provide for the national security and defense by insuring to the Government of the United States an adequate supply of print paper at a fair price and by insuring a supply and equitable distribution at fair prices to the industries of the United States, having had the same under consideration, reports the resolution back with the recommendation that it do pass.

"The resolution (S. J. Res. 101) is as follows:

"Whereas by reason of a state of war now existing it is essential to the national security and defense for the successful prosecution of the war to assure a supply of print paper and its equitable distribution at a fair price in order that the Government of the United States may be assured an adequate supply of paper products and that all proper news may be generally and efficiently disseminated: Now, therefore, be it

"Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the Federal Trade Commission is hereby authorized and empowered to supervise, control, and regulate the production and distribution of print paper and mechanical and chemical pulp in the United States, and that all mills producing and all agencies distributing print paper and mechanical and chemical pulp in the United States shall be operated on Government account; that these products be pooled in the hands of the Federal Trade Commission for the term of the war and the emergency occasioned thereby and equitably distributed at a price based upon cost of production and distribution plus a fair profit per ton, as determined by the Federal Trade Commission: Provided, That if the compensation so determined be not satisfactory to the

(Continued on Twelfth Page.)

BOSTON JOURNAL ABSORBED.

HERALD PUBLISHERS BUY ASSETS AND WILL ISSUE HERALD-JOURNAL.

The Boston Journal, which began its career in 1833, was issued for the last time on October 6.

The plant, good will and everything pertaining to it was purchased by the Boston Herald Company. The Herald for a while will appear as the Herald-Journal.

Frank Munsey purchased the Journal from Stephen O'Meara, the present police commissioner of Boston, and after several years sold it in 1915 to Charles Sumner Bird and Matthew Hale, who sold in turn to Walton A. Green and associates some time ago. Mr. Green retired from the Journal and left it in the hands of Charles Eliot Ware.

Lately there had been negotiations for the purchase of the Journal by the publishers of the Record and Advertiser.

The Journal's chief prominence was during the civil war, when it was the leading New England chronicler of news from the front.

The merger took effect on October 8, with the following statement by J. H. Higgins, treasurer and general manager of the Boston Publishing Company:

"To the features that have made the Boston Herald a distinctive newspaper will be added the best of those to which Journal readers have become accustomed.

"This amalgamation of the Journal with the Herald is the most important event that has occurred in the New England newspaper field since the consolidation of the Traveler with the Herald on July 1, 1912—an event that laid the foundation for the Herald's rapid growth and present prosperity.

"The history of the Journal is one of earnest endeavor and of many great achievements, and in seeking new affiliations whereby its best traditions would be perpetuated, and its readers best served and pleased, the Journal naturally turned to the Herald as its nearest prototype.

"The Herald's complete organization and splendid mechanical equipment it will be possible to render even larger service to Journal readers than they have had before.

"The Journal circulation is among people of more than average intelligence, whom the Herald warmly welcomes to its equally intelligent family of readers, firm in the conviction that the combined Herald and Journal will fulfill their requirements as a complete newspaper of the better class."

To THE FOURTH ESTATE, Mr. Higgins added:

"As recited in the statement, the Boston Herald has made more rapid progress than any other newspaper in Boston since the Herald and Traveler were consolidated in 1912, and from an exceedingly heavy annual loss has come to the point of a profitable institution. We have shown greater gains in advertising than any other paper in Boston this year.

"The Journal has a net paid circulation of about 68,000. Naturally we expect to retain a large percentage of this circulation, making a distinct addition to the circulation of the Boston Morning Herald.

"The elimination of the Boston Journal leaves only four morning papers in the field—the Globe, Post, Advertiser and Herald, and places the Herald and Traveler, as a all-day morning and evening newspaper in a strong position."

The management and officers of the Boston Company are: Robert Lincoln O'Brien, publisher and editor; James H. Higgins, treasurer and general manager; and Thomas W. Streeter, secretary.

The Herald and Journal is the morning and Sunday paper and the

Evening Traveler is issued every day except Sunday.

The combined Herald and Journal and the Evening Traveler are represented in the national advertising field by the S. C. Beckwith Special Agency, New York, and G. Logan Payne, Chicago.

BOOK AND PAPER MEN GIVE UP.

ABOLISH THE BUREAU OF STATISTICS—WANT TRUST ACT DROPPED.

Following the filing of the Senate printing committee's recommendation that the Government seize all paper mills, twenty-three book paper manufacturers, answering the Federal Trade Commission's complaint on October 10 that through their bureau of statistics they had enhanced paper prices unduly, announced that the bureau had been discontinued and asked for a dismissal of charges against them. The commission will render a decision October 29.

The defendants were cited to appear to show cause why they should not cease alleged unfair practices.

They made no admission of charges of concerted action to raise prices and asked dismissal of the complaint solely on the ground that the instrumentality through which the unfair practices were alleged to have been carried out had gone out of existence.

MUNSEY PUBLICATIONS TO HAVE NEW HOME.

Frank A. Munsey has purchased the historic Stewart Building and property in New York, on the northeast corner of Broadway and Chambers street, and will erect upon the site a modern office building in which the New York Sun and the Evening Sun will have a new home. It will furnish a fitting headquarters for Munsey's Magazine and the other publications owned by Mr. Munsey.

The transaction involves one of the largest and most interesting real estate deals in New York in many a day. It is Mr. Munsey's intention to improve the historic site with a monumental structure which will stand favorably comparison with the finest of the city's office buildings.

The property is valued at approximately \$4,000,000.

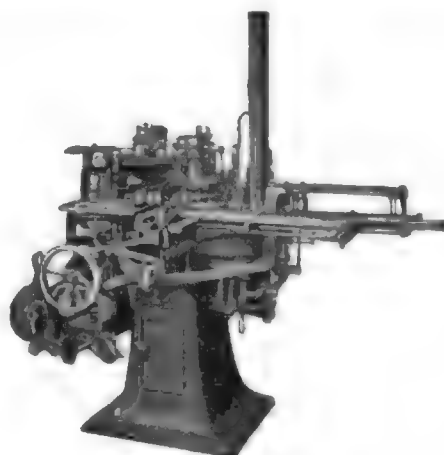
NEW HOME AND SUNDAY NAME IN DETROIT.

The issue of October 14 of the Detroit Sunday News-Tribune will be called the Detroit Sunday News, and the old name Tribune will be dropped.

The entire staff of the News will be moved by October 15 to the new building and the business of the News will be conducted in the new building from that date. Everything will be entirely new, as the furnishings of the old building will be disposed of immediately after removal.

DIEMEL AGENCY RESUMES.

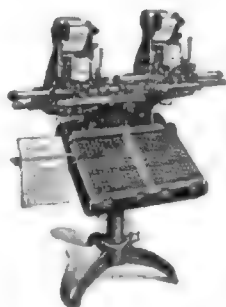
Adolph Diemel has resumed his newspaper advertising agency business at 5 Beekman street, New York. Three years ago Mr. Diemel was compelled by illness to retire.



The Monotype is the most effective composing machine ever built and has so many exclusive advantages that it is impossible to conduct a composing room with the highest efficiency and economy without it. The newspapers that use the Monotype for Ad Composition as well as to produce non-distribution material (and there are many) are in a position to secure much lower cost of production than is possible with any other equipment. Ask any of them.

These Newspapers Use Monotypes for Ad Composition

New York (N. Y.) Times
 New York (N. Y.) World
 New York (N. Y.) Globe
 Boston (Mass.) Post
 Boston (Mass.) American
 Hartford (Conn.) Times
 Cincinnati (Ohio) Enquirer
 Buffalo (N. Y.) Evening News
 Baltimore (Md.) Sun
 Lancaster (Pa.) Intelligencer
 Denver (Col.) News and Times
 Montreal (Que.) Star
 Hoboken (N. J.) Observer
 Toledo (Ohio) Blade
 Philadelphia (Pa.) Record
 Jersey City (N. J.) Journal



Hamilton (Ont.) Times
 Montreal (Que.) La Patrie
 Louisville (Ky.) Herald
 Wilmington (Del.) Every Evening
 Boston (Mass.) News Bureau
 Quincy (Mass.) Spargo Telegram
 Dover (N. H.) Democrat
 Lawrence (Kan.) Jeffersonian-Gazette
 St. Charles (Mo.) Banner News
 Kitchener (Ont.) News Record
 Quebec (Que.) Le Soleil
 Quebec (Que.) Telegraph
 Sydney (N. S.) Post
 Woodstock (Ont.) Sentinel-Review
 Exeter (N. H.) News-Letter
 New Haven (Ct.) Union

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA, PA.

NEW YORK, World Building
 CHICAGO, Plymouth Building

Wentworth Building, BOSTON
 Lumsden Building, TORONTO

Monotype Company of California, SAN FRANCISCO, Rialto Building

CIRCULATION MEN ARE BIG ECONOMY FACTORS.

WHAT THEY DID LAST YEAR AND WHAT THEY ARE PLANNING FOR FUTURE TOLD AT I. C. M. A. MEETING.

That the circulation managers played a most important part in bringing their newspapers through the cost-of-production crisis of the past year was well illustrated in the reports of officers and members of the International Circulation Managers Association at their annual convention in Atlanta during the past week.

Many economical things were done in the circulation department in order to counteract in a measure the ever increasing expenses. Reports showed that:

Wrapping paper and twine has been dispensed with wherever practical, canvas bags and patented straps or ties taking their place.

Returns have been almost wholly eliminated.

Exchanges and "deadheads" have been cut off.

Advertisers' copies have been reduced to a minimum, clippings of advertisements have been substituted for complete copies.

Free copies to employees have been cut off; many of whom have become regular subscribers.

Pressroom and mailroom waste and "overruns" have been largely reduced.

Special trains have been consolidated or entirely dispensed with.

Much mail matter is now being forwarded by express in order to reduce transportation charges.

Agents have been appointed in communities where individual subscribers by mail were formerly the only means of distribution, this brought a saving in wrappers, time in the mailing department and transportation costs.

Mechanical mailing devices have been installed to replace human labor, thereby cutting down the payroll.

Office systems have been simplified in order to reduce expenses.

Promotion work has been scientifically organized to reduce number of employees and to prevent lost motion.

Educational campaigns have been inaugurated to induce subscribers to renew subscriptions of their own accord and not to depend upon personal call of publisher's representative, thereby cutting off a big item of expense.

Subscription rates have been increased.

Clubbing offers have been discontinued.

Premiums and other inducements have been abandoned by many publishers, bringing about a big saving of money, and at the same time educating the subscriber to consider the merit of the newspaper, instead of the bait that has been offered with it.

Cooperation between circulation departments of newspapers in various cities has eliminated waste of money through old methods in practice, such as paying of newsboys and dealers for representation, boosting and so-called personal service. This makes it necessary for newsboys and dealers to hustle more for themselves, in order to make money, and the result is an increased sale of papers, and the public gets what it wants and not what is thrust upon it.

In commenting on these economies President Schmid said:

"There are undoubtedly other things possible in our departments to further cut down expenses, but those mentioned above are the important ones and the circulation manager's duties have become more of a pleasure during the last year than a worry, because it is always a pleasant task to figure out effective ways and means of retrenchment.

"We may well consider our association one of the potent influences in the newspaper business, ever increasing in value and efficiency and overcoming the most extraordinary obstacles that constantly beset the paths of our publishers. A reiteration of this fact is all that is necessary to the welfare and happiness of our individual members, and to the progress and growth of our association.

For the future, President Schmid said:

"The problems of today are not

the only ones we must solve, but the tremendous dislocation of conditions which will face us when the war ends must be met. Are we preparing ourselves for this crucial time?

"Economy has been the watchword for a long time; have we defined it in the highest degree and practiced the lessons that experience has taught us?

"Now that international strife has reached the American shores, the question of our salvation in business, as well as in social life, assumes a new phase. We are willingly facing the situation and are conscripting our men and our money in a most righteous cause. The International Circulation Managers Association, like all others in the newspaper publishing business, is in the battleline for democracy.

"One of the material things which has worried our publishers is the constant increase in the cost of labor and materials. The big burden which our publishers are carrying is the print paper. The situation has been alarming for a long time. It is necessary for us to continue to exert our influence in whatever way may seem prudent and necessary to save our business from the clutches of unscrupulous manipulators.

"During the last few months a new menace presented itself in the proposal to increase the second class postal rates. For a long time this proposed legislation has been the source of great worry to our publishers. Besides second class mail increases, the war revenue measure as passed presents still another grave danger. House bill 4280 proposes a 1-cent tax on all parcel post packages. In itself this tax would not be objectionable, but unfortunately the postal authorities in Washington have the power of determining the several classifications of mail, and under this authorization the postmaster-general has ruled that all cat-

alogs, booklets, pamphlets and circulars weighing up to eight ounces shall be classed as parcel post. This bill may mean the discontinuance of much of our printed matter, so necessary to the promotion of circulation.

"With the enactment and enforcement of the conscription law, new difficulties have arisen. Unquestionably a large percentage of members of our departments will enter the military service. I recommend that all members in good standing, who shall go to war in any capacity, be relieved of the payment of dues and still remain in good standing during such absence. It is gratifying to know that some publishers have already made arrangements in this respect.

ASSOCIATION MUST EXPAND.

"I am thoroughly convinced that this association must eventually take action toward extending its scope of activity. The gradual increase in number of state and sectional organizations of circulation managers makes it apparent that there is a desire on the part of these men to get together oftener than once a year to discuss the problems which face them in their immediate field, and which, as a rule, apply only to their particular locality.

"The I. C. M. A. cannot afford to have these smaller organizations grow in number so that interest in the parent organization will wane; your president therefore recommends that some plan be discussed by this convention and action taken whereby the various state and sectional bodies may become units of this organization, to be governed by a chairman to be elected by the members of each state or section, providing, however, that said chairman be subject to the constitution and by-laws of this body and subordinate to its president.

"The chairmen of the various sections might also constitute the board of directors of the I. C. M. A., instead of a board elected as heretofore.

"A reorganization of this association along these lines would have many advantages and would stimulate greater interest in our affairs. Sectional meetings could be held quarterly, semi-annually or as frequently as the members of such sections may elect.

"The question of admitting to membership circulation managers of magazines, farm papers, trade papers, etc., is also one that may need attention, if our constitution and by-laws are changed to make this possible.

"I would be in favor of holding divisional meetings during our conventions, so that the various classes of publications represented could thresh out their problems in advance of final action by the association as a whole.

"This latter plan of increasing our membership and the scope of the I. C. M. A. requires most careful consideration. Our finances are in very good shape."

President Schmid paid tribute to the memories of C. F. Brann of Des Moines and H. McCoy Winters of Augusta, Ark., members of the I. C. M. A., and to Mrs. F. H. Whittaker of Jackson, Mich., "a very dear friend" of the I. C. M. A., who died since the last meeting.

The subscribing of \$500 each to the Liberty Loan of the United States and the War Loan of Canada; the sending of a message to President Wilson and the Canadian Premier pledging the support and loyalty of the I. C. M. A.; and the establishing of a roll of honor for members who have enlisted in the Army and Navy of the United States and Canada—featured the opening session of the nineteenth annual I. C. M. A. meeting on Tuesday morning.

Nearly a hundred delegates, representing all parts of the United States and several Canadian cities, attended the opening. In addition they brought about forty ladies as guests of the association.

The decision to purchase the bonds of the United States and Canada came at a meeting of the board of directors held on Monday night. The association already held \$500 of the Liberty Bonds.

All the officers, with the exception of Second Vice-President Joseph R. Taylor of the Grand Rapids Press,

were present at the opening. An address of welcome was made by J. R. Smith of Atlanta, acting for Governor Hugh M. Dorsey of Georgia, who was unable to attend.

President John M. Schmid followed with his annual report, as already noted.

R. B. Metlean of the New York Evening Post introduced the resolution creating the "Honor Roll." It provides that members of the association joining the armed forces of the United States and Canada be given a life membership in the association and their names placed on the permanent "Roll of Honor," which will be printed in each number of the Official Bulletin. The members first going on this "Honor Roll" are: L. L. Ricketts of the Des Moines Capital; J. H. Zerby of the Pottsville (Pa.) Republican; F. G. McKinley of the Saginaw (Mich.) News; H. E. Munford of the Minot (N. D.) News; and J. V. McClatchy of the Sacramento (Cal.) Bee.

GLAD TO BE IN ATLANTA.

D. B. G. Rose of the Louisville (Ky.) Post, speaking on "Why are we in Atlanta?" said:

"I feel that we are all glad to be in Atlanta. We are glad to meet in the home town of our friend Simmons and Toler, Chandler and Moye; and while I know that our meeting here will be most pleasant, I trust it will be equally profitable to ourselves and to our publishers.

A paper by W. H. Harrington of the St. Louis Globe-Democrat discussed: "Can one or more daily newspapers in any city successfully increase their selling price without concerted action from all dailies in the same field?"

PRICE RAISING PSYCHOLOGY.

Joseph Horner, Jr., of the Green Bay (Wis.) Press-Gazette, in speaking on "The psychology of price-raising," said:

"An individual is less likely to raise any question as to the propriety of reading the same paper at an additional cost if he finds his fellows faithfully observing the new regulations. This fact is convincing.

"A peculiarity of the present time is that prices in general have been going up. This circumstance has served as an aid to publishers who have undertaken to effect an increase in the price of their product. People are in a state of mind where they expect to pay more for everything. Disloyal money-grabbing manufacturers, wholesalers and retailers have used this principle of social psychology as a tool, but I dare say that publishers are 'not guilty.'

"Talk changes opinion, publicity starts conversation, but the spirit of conversation, may be either for or against the cause which is made public. If a newspaper were to start a 'take it or leave it' at the new price' campaign the effect would be disastrous to its circulation.

"Justifiable reasons (I'm sure we have had these) should be set forth in such a way that the less intelligent readers can grasp them without an effort. This will serve as a groundwork for the right kind of talk among agents, solicitors and readers in general and will hasten the successful establishment of a new price habit."

HOW NEW YORK RAISED SUNDAY PRICES.

James McKernan of the New York World told "How the increase of 1 cent on the wholesale rate to newsdealers affected the sales of the New York City Sunday papers; how this increase can be made by other Sunday papers." He said:

"We were compelled, beginning with the first Sunday in March of this year to make advance of 1 cent per copy on all New York Sunday papers sold outside of Greater New York. No increase was made on papers sold in the home town.

"The cost of handling the papers in (Continued on Eighth Page.)

Philadelphia

The Third Largest Market in the United States

DOMINATE Philadelphia, create maximum impression on both dealers and customers at one cost by concentrating in the Dominant Newspaper, the

PHILADELPHIA BULLETIN

The newspaper situation in Philadelphia is different from almost any other market in the country—because one newspaper (The Bulletin) goes into nearly every home in and near Philadelphia, making it possible for advertisers to send their selling appeals to practically every possible buyer in one medium at one cost.

**“In Philadelphia Nearly Everybody Reads
The Bulletin”**

Practically 100% of the entire potential market.

Net paid average two-cent circulation for six months from April 1 to September 30, 1917, (as per report to U. S. Post Office Department).

363,115 Copies
a Day

The Largest Two-Cent Circulation in the East

WILLIAM L. McLEAN, Publisher

NEW YORK
Dan A. Carroll
Tribune Building

CHICAGO
J. E. Verree
Steger Building

KANSAS CITY POST ON "GERARD".

ATTORNEY REPLIES TO THE
PUBLIC LEDGER COMMENT
ON RELEASE SUIT.

EDITOR THE FOURTH ESTATE:

SIR: In your issue of September 29, T. R. White of Philadelphia said some very uncomplimentary things regarding a statement which appeared in your paper some weeks ago from W. M. Barton, manager of the Kansas City Post.

Mr. White is one of the attorneys representing the plaintiff in the case of the Public Ledger vs. the Post Printing & Publishing Company, a suit pending in the United States District Court, for the Western District of Missouri, at Kansas City.

In the suit brought against the Post, the Public Ledger prayed for an injunction to restrain the Post from printing the Gerard articles, which the Public Ledger claimed were protected under a copyright obtained by it.

Ordinarily in the West, the courts determine the issues involved in law suits, and we know of no reason why any different rule will prevail in the Public Ledger law suit.

While this is true, yet the Post does not want to rest under the serious accusations contained in Mr.

White's address, and it therefore has suggested that this final word be submitted to you for publication.

Courts hold parties to the positions assumed by them in their pleadings, and it would seem that the public should adopt the same rule.

The Public Ledger in its bill of complaint, as the foundation of its cause of action, stated:

"Plaintiff sold the right to re-publish said book in serial form to certain newspapers in the United States, simultaneously with the publication in the Public Ledger. In doing so, however, it was careful to limit the territory within which such publication could be made to territory where the Public Ledger does not, and in all probability will not, circulate."

And in paragraph 8 of said Bill of Complaint, plaintiff states:

"And defendant entered into a contract on or about August 13, 1917, where by the defendant was given the privilege and license to publish the said book in serial form commencing with September 16, 1917, in the Kansas City Post, a newspaper published in Kansas City, Mo."

Let us give attention to the first quoted portion of the bill of complaint.

The Gerard articles were sold to certain newspapers to be printed as the Ledger printed them, and in territory where the Ledger would not circulate, and yet the facts are that the articles were sold to the St. Louis Post Dispatch, a newspaper with the largest circulation of any newspaper west of Chicago, and in the fifth largest city in America, and this in the face of the fact that the Ledger was not releasing the story in any place where it might possibly circulate.

When the Post wired the Ledger on August 13, that it would pay the same price as the Denver Post for the Gerard articles, and the reply came back:

"Accept your offer for Gerard serial of same price paid by Denver Post or \$300 dollars."

Is it any wonder that the Kansas City Post believed that it had the right to use the articles, when the St. Louis Post Dispatch, with its 300,000 subscribers, thousands of whom were buying the paper in Kansas City, had obtained the privilege of immediate publication?

Would any prudent publisher buy the release of the Gerard articles for Kansas City after they had been printed in the Post-Dispatch and other Western newspapers?

The only telegram regarding the purchase of the right to print, was the telegram of August 13, and the only reply ever sent to the Kansas City Post upon that particular subject, was the one just quoted, and in neither of these telegrams was there any intimation that they were connected with or had relation to any other proposition.

If the Public Ledger had intended to limit the Post, it would have been so easy for it to have said:

"Accept your offer for Gerard serial beginning September 16, same price paid by Denver Post, or \$300; instead of sending as it did:

"Accept your offer for Gerard serial of same price paid by Denver Post or \$300."

We submit that any fair-minded publisher in America will say that the Post, in printing the articles as it did, pursued the same course that any other enterprising publisher would have pursued.

The Ledger says that it made a contract with the Post, and that it

was not to begin until September 16.

As to whether or not the contract was to begin then, is a matter for a court and jury to determine, and it is not for Mr. White nor the writer of this article to undertake to determine that issue.

Mr. White says that the court, at the request of his client, required the Post to give bond. An affidavit was filed by the Post before the hearing before Judge Stone, and in that affidavit the closing paragraph contains this language:

"This affiant states that in publishing the articles in question, that it did so in good faith, as shown by its announcement and telegram of August 14, and that the defendant, the Post Printing & Publishing Company, is willing to enter into a bond to secure to the plaintiff any damages it may sustain over and above the contract price of \$300, such damages to be determined by trial in this court."

To comment on a fact established by a court paper, even though the contender is a Philadelphia lawyer, is unnecessary.

The Kansas City Post believed, when the newsboys on every street corner were selling newspapers other than the Public Ledger (and we will be able to show that no copies of the Public Ledger were sold here) containing the Gerard articles and its proposition of \$300 for the right to the story was accepted without any condition that it had the right to publish the story.

And we are perfectly willing to let a court and jury in Missouri determine that issue.

Should it be decided that Mr. Gerard as Ambassador to the German court had the right at the expense of this Government to obtain, by observation and by virtue of his position, facts belonging to his Government and to sell such information, not a line of which by any sort of imagination is original in conception, and that the Post must pay damages for printing the same after the Ledger had sold it the right, then and in that case, we are able to pay the bill.

FRANK M. LOWE,
Attorney for the Kansas City Post.

A MITCHEL MAGAZINE.

The Fusion Flashlight, a weekly magazine established to aid in bringing about the reelection of Mayor Mitchel of New York, made its first appearance this week. Among the writers and artists who are contributing are James Montgomery Flagg, W. J. Enright, W. C. Morris, Cranford Young, Reginald Birch, Fontaine Fox, W. H. Starritt, Oliver Herford, C. B. Falls and H. T. Webster.

A PROSPERING PAPER.

A. W. Barnes, formerly financial editor of the Philadelphia Public Ledger, who is now in charge of the Loveland (Colo.) Reporter, reports that in the two years since his purchase of the paper the gross business of the Reporter has shown an increase of 54 per cent and that the present year is averaging from 25 to 35 per cent more than last year.

SENATOR BUYS PAPER.

F. Kahle has sold his controlling interest in the Ottawa (Ohio) Putnam County Sentinel, the oldest paper in the county, to Senator Thomas of Bowling Green. A. P. Sandles is the editor of the Sentinel.

MAC DONALD BACK IN UNITED STATES.

NOW THE GENERAL MANAGER
OF WASHINGTON HERALD—
HE IS WELL KNOWN.

Following the retirement of E. C. Rogers to become business manager of the Washington Times, Alonzo T. MacDonald was appointed general manager of the Washington Herald



A. T. MACDONALD.

by Clinton T. Brainerd, publisher. Mr. MacDonald for several years past has been associated with the management of the Toronto News and the Toronto Globe.

Although Mr. MacDonald is a Canadian by birth, he has been engaged in newspaper work principally in Chicago, Denver, New York and Louisville, Ky. He was managing editor of the New York Daily News during Frank A. Munsey's ownership and later was managing editor of the Louisville Herald. He was one of the first men in the United States to write a "feature column" for a newspaper.

At other times Mr. MacDonald was with the Chicago Daily News and the Denver News. In 1915 he was made assistant general manager of the Toronto News and he later became general manager, resigning in June of this year. Since then he has been with the Toronto Globe as day managing editor.

NEW PARTY ORGAN.

J. L. Neville, recently with the Winnipeg Free Press, will be editor of a new St. Stephen (Ont.) paper, which is to be the organ of the Liberal party in Charlottetown, P. E. I.

ON OHIO COMMISSION.

Herbert R. Mengert, a Columbus (Ohio) newspaper writer, has been named secretary of the Ohio commission to investigate workmen's old age and sickness insurance.

C. O. Ryan has purchased the interest of Dr. H. W. Emeny in the Eldora (Ia.) Ledger.

*Finest
Quality*

FELT PRESS and MOULDING BLANKETS

DIRECT
from Factory
to Newspaper
at

ONE PROFIT

*Write for prices to
Newspaper Dept.*

Chas. W. HOUSE
& Sons
UNIONVILLE. CONN.

To NEWSPAPER ACCOUNTANTS:

Do you want to merely hold down your jobs or do you want to make your department a dynamic part of the business organization?

Many progressive newspaper accountants have asked me to start a correspondence course dealing with the accounting and costing systems which I am installing in newspaper offices.

Here is an opportunity for you to see all that I see in travelling from one paper to another—to learn all that I know about this work—to produce better results for your company and to show your executives that you are really competent and productive.

The cost of such a course will depend on the number joining, for it is not my intention to make any profit, because I am earning salaries and fees.

If you wish to avail yourself of this opportunity, write to me to-day in care of THE FOURTH ESTATE, stating you desire to enter this proposed course.

I will then calculate the cost to each member, merely covering actual expenses—postage, stationery and stenographic work—and advise you what that cost will be if you join. The articles written by me appearing in THE FOURTH ESTATE will be discussed, test questions will be sent you and any questions you like to ask will be carefully answered.

Your replies will be carefully criticized and, in short, I will try and teach you everything I know about newspaper accounting and costing. If genuinely interested write me.

My clients are always asking me for good men to carry on my work—those are the men I want to help and to know.

When replying tell me all about your training and experience, what your duties are, what your weakest and strongest points are, what sort of information your executives want and what you give them. Then I will know how to help you and where to start you in with the course now proposed.

Address: EDMUND WALKER, *care of* The Fourth Estate, 232 West 59th Street, New York City.

Publishers: Why not talk with your accountants about this?

CIRCULATORS ARE ECONOMISTS

(Continued from Fourth Page)

Greater New York is less than handling circulation outside of the city. The large wholesale news companies furnish men, rolling stock and rope to draw the papers in large quantities direct from the delivery rooms of the various newspapers. Hence the increase price was placed only upon that part of the circulation of the New York Sunday Papers, which is the most expensive to handle.

"It has had no particularly bad effect on the circulation of any of the New York papers. The dealers without exception passed this extra charge on to the public—that is, they increased their selling price correspondingly. There were a few readers who complained, but the majority of the people seemed to appreciate the fact that there was no alternative, and that the newspapers did not take this step until they were compelled to do so.

"I think, that the following suggestions might be of help to other circulation managers:

"1st.—Be sure that your product is worth the price that you ask for it.
"2nd.—Be sure that a uniform price is charged to dealers.

"3rd.—Treat each dealer or dealers in their respective class in the same manner. One wholesale rate. One retail rate only. Make no special rebates or concessions.

"4th.—Secure the cooperation of competitive newspapers in your field. By this I mean get your competitors to agree to not take advantage of your conditions by special activity during the first few weeks of the new price. If a

newspaper should announce an increased price and its competitor immediately started a scheme or some special promotion it would of course have a tendency to upset the plans, hence sincere cooperation must be assured before attempting a change of this kind.

"If your newspaper is worth the advanced price, the public realizing the increased cost of production, will generally stick to its favorite paper.

"I would not advise any one to take this step until he has eliminated all extra and unnecessary expense, such as on sold free copies etc."

The morning session closed with a general discussion of questions raised by speakers, and the members still allowing credit for unsold copies were asked to tell how they justified the continuance of the policy.

Tuesday afternoon the members and their ladies made a trip to the Federal Prison, Cyclorama, scene of the battle of Atlanta in Grant Park and enjoyed a trolley ride.

To make up for this short period of pleasure, however, a night session was held Tuesday.

TUESDAY EVENING.

A. E. MacKinnon said that circulation ethics are much improved over the past and that they will continue to improve in the future. He announced plans for starting the Tri-State Circulation Managers Association for Pennsylvania, New Jersey and Delaware.

WARNING AGAINST OVER-ECONOMY.

Joseph P. Barry of the Providence (R. I.) Journal and the Evening Bulletin, gave a talk on "Schemes for reducing circulation expense and new efficiency methods in circulation management," saying:

"Three years ago efficiency was a subject which nearly all publishers refused to discuss. Most of them considered it red tape that did not help them to get anywhere, and in consequence the amount wasted in the publishing business would have financed a fair sized Liberty Loan."

"But when the cost of production jumped over 100 per cent and even the most prosperous publishers saw the imperative necessity of reducing their cost without cheapening their product, they overcame their antipathies and set themselves to the task of eliminating every kind of waste.

"Today the publishing business can be classed with the most efficiently conducted businesses of the country, and when the world becomes tranquil again the present high cost of production may well turn out to have been blessing in disguise.

"I think everyone will admit that the circulation managers have 'done their bit' in this war on waste—returns have been eliminated, press room and mailing room waste cut to a minimum, free copies reduced or cut out entirely, and in many cases the prices have been increased.

"However, there has been a tendency on the part of some to over-economize and to reduce their costs at the expense of efficiency.

"In my opinion that is a fatal mistake, as, in order to retain its reader-confidence, a newspaper or magazine can never relax for a moment in its endeavor to give the public the best service possible and like everything else, such service must improve all the time.

"Remaining stationary is equivalent to falling behind in every line of endeavor today."

SELLING PRICE MUST GIVE PROFIT.

O. O. Scattergood, manager of country circulation of the Chicago American, presented a paper, which was read by Secretary Mathews, on "Should newspapers predicate profit on the sale of their by-product—advertising space?"

In spite of the fact that experience has proven this cannot be done successfully, Mr. Scattergood said that "there are hundreds of newspapers in this country today engaged in trying

to upset and disprove this truism. "These efforts remind one of a mad bull butting his head against a stone wall." He further said:

"The sale of the main product of the newspaper of today must be maintained at a price sufficient to cover cost of production, plus a reasonable profit or the newspaper will lose its individuality and integrity and by force of necessity become dominated by, and a mouthpiece of special interests. The alternative is bankruptcy."

A paper by John D. Walker of the Johnstown (Pa.) Tribune discussed: "The value of training boys in 'news-crying,' selling points, behavior, etc., and 'gingering' the enthusiasm of the American boy in circulation building."

WHEN CLUBBING PAYS.

Ernest A. Scholz of the Crowell Publishing Company, in giving a talk on "The use of magazine clubbing offers by daily newspapers in circulation building," said:

"The cooperative selling of periodicals (daily, weekly and monthly) is based upon a fundamental and solid-rock principle of marketing. And when each, in combination, is presented on its merits and merits only—when each is sold for its intrinsic value when each shares alike in the investment and profit—the principle is being employed in a way that is of value and service to advertisers, to contributors and to the public—and in a way that means bigger business and better business."

R. F. D. AND SMALL TOWN CIRCULATION.

Joseph H. Lackey of the Memphis (Tenn.) News-Scimitar, in speaking on the "Best plan for stimulating R.F.D. and small town circulation on an evening newspaper," said:

"It would not be wise in building up a mail circulation to depend altogether upon one method—every method that has proved its usefulness in getting results economically should be used. After your mail circulation has been built up to the desired proportions, then the least effective and most expensive methods may be discarded.

"Mail circulation should be handled strictly on a paid-in-advance basis. It is unprofitable when handled in any other way. Where all subscriptions are paid-in-advance and are killed at expiration a very low rural subscription price—comparatively speaking—may be made without loss. Although our rural subscription rate is much cheaper than our rate through carriers or agents, yet we find at the end of the year that our net receipts, compared to cost, are just about the same.

"Mail business, when once developed, if built on a solid foundation, is about as stable and reliable as any other class and under the paid-in-advance system the collections are 100 per cent."

Harold Hough of the Fort Worth (Tex.) Star-Telegram presented "Suggestions from the A.B.C. for simplification and standardization of records in circulation departments; how the A.B.C. has helped the circulation manager."

DISCUSSIONS.

The program committee put forward as a topic for general discussion:

"As a result of the liquor clauses attached to the Post Office Bill by Congress, how many newspapers discontinued liquor ads? How many continued to run liquor ads, but cut off the circulation in the states affected by the law? How many publish two editions, one for wet, and one for dry territory?"

The president called on members promiscuously for short talks on the following topics:

"Should newspapers in any large city have exclusive carriers or should they be permitted to handle other papers?"
"Is there too much space devoted to baseball and other sports in newspapers?"

"Are special editions and pages featuring small towns materially helpful in

circulation building?"

"Are Sunday comics in colors passing, and if so why?"

"Does circulation secured through scare-heads pay?"

"Circulation at any price—does it ever pay?"

The circulation managers on Wednesday morning passed the following resolution:

"Resolved, That the International Circulation Managers Association enter formal protest against the new second class zone rates because of the belief that the new rate is oppressive, unjust and injurious to the publishing business.

"That while willing and glad to pay increased taxes for the support of the American Army and Navy, we see in any postal rate adopted by Congress only a service charge for service rendered."

The committee named to appeal to Congress at its next session consists of: A. E. MacKinnon, chairman; R. B. McClean, E. R. Hutton, Frank L. Frugone and John M. Schmid.

Each member of the association is to make appeal to the Congressmen from his state for support in repealing the measure.

James L. Farley of the Philadelphia North American read the paper assigned to Robert McClean of the Philadelphia Bulletin on "Effects of raising the price of papers to 2 cents—methods of holding circulation in such cases."

Sidney D. Long of the Wichita (Kan.) Eagle on "Circulation salesmanship."

CHECKING UP OUTPUT.

Hugh A. Aiken of the Columbus (Ohio) Citizen, spoke on "What system should be employed to reduce the difference between the press run and circulation output." He said:

"In our plant the boys who man the lifts have a sheet conveniently at hand separated into these five departments, and as they take from the lifts bundles of 400 papers they are checked out to the department to which they are delivered. For example, if a bundle of 200 papers is delivered to the man at the newsboy's window, under the column of 'newsboys' is marked with a single stroke the fact that 200 papers have been delivered to this department and likewise to the others when delivered to them."

"Then at the end of each edition run, these sheets are turned in to the chief mailing clerk, who at the end of the day compares them with the pressman's report of total perfect print."

"Our average net daily press run for the year of 1916 was 74,526, with an average of papers not accounted for of 22. With the many changes for miscount, I think you will all agree with me that the average of 22 is practically the minimum."

"Regarding my experience as to the best method of checking spoils, our pressman had adopted the following plan, tion to another.

"These papers as they come through are laid aside, first counted, and then

HOLLISTER'S CIRCULATION ORGANIZATION

ON THE

St. Louis Republic

AGAIN

"Results Mean Repeat"

If you want more circulation, write or wire C. B. Hollister, care of ST. LOUIS REPUBLIC

The Northeastern Circulation Co.
Home Office
DAVENPORT IOWA

LIBERTY BONDS

are the best investment you can possibly make.

The next best investment is a standardized and interchangeable

INTERTYPE

The BETTER Machine

INTERTYPE CORPORATION

General Offices
50 Court Street BROOKLYN, N. Y.

at the close of the edition, with whatever spoils may arise, are weighed each edition, but instead of starting at zero we start at all 9's excepting the last number which is set at 5. This gives him an opportunity to turn the pressive revolutions or the equivalent of ten papers, which takes care of all spoils papers in changing the plates or increasing the size of the paper from one ed. which in a small office like ours, has proven very satisfactory.

"The press counters are changed on each edition, or rather, set back for weighed and counted for each edition, and wherever this is tried you will be surprised that notwithstanding not all full papers come out of the press, yet how close weight and count come.

"These papers also give an opportunity to the fly boy to make up quite a number of perfect print papers, as certain pages on one press will be perfect where those on the other are not, and by looking them over at the end of the run several perfect print papers can be secured."

HABITS THAT MAKE A GOOD BOSS.

Robert B. McClean, business manager of the New York Evening Post, answered the question: "Is there enough attention given to the organization of the circulation department?" He said:

"Few newspapers now consider the circulation department as a necessary evil, but rather regard it as a *sales* organization on which depends much of the success of the newspaper business.

"The circulation manager will make progress faster if he clears out of his head all foolish notions; if he clears out of his department all the facts and fancies, adopting new systems with an eye only to maximum results and minimum costs; if he stops gambling in schemes and wasteful methods; he will get there.

"Concentration, determination and persistence are personal habits that make a good boss for any job. That kind of a boss has a producing circulation department because he has concentrated on the study of human nature in the hiring and firing of help and his determination makes every man and girl and boy in his department produce or go.

"Be proud of your paper and sell it on its merits. Get that spirit yourself and your belief in your paper will bulge out of you all the time and inspire your organization with the enthusiasm that cuts through mountains to success."

PSYCHOLOGY IN SOLICITING.

M. Levy of the Cincinnati Post spoke on "Applying psychology to the soliciting of subscriptions." He said:

"I think psychology can be best applied to soliciting subscriptions by the use of the various following instincts:

"*Instinct of companionship.* Draw picture of companionship, pleasure and education to be derived by having newspaper in the home.

"*Instinct of vanity.* Here the woman's page, with its fashions, etc., can be brought into play.

"*Instinct of bargain hunting.* Here the advertisements of the merchants, with their special sales, bargains, etc., can be made a part. People, especially women, like to look through collections of merchandise, special sale tables, etc.

"*Instinct of education.* Develops an opportunity to go into the world war, the economic side, etc.

"*Instinct of athletics.* One can discuss the sport page with its column devoted to baseball, tennis, golf, bowling, boxing, etc.

"*Instinct of domesticity.* Here again the woman's page comes into play, with its war time household recipes, short cuts on the best way of doing things about the house, etc.

"*Instinct of adventure.* The novel, week or serial story with its romance and adventure can play a part here.

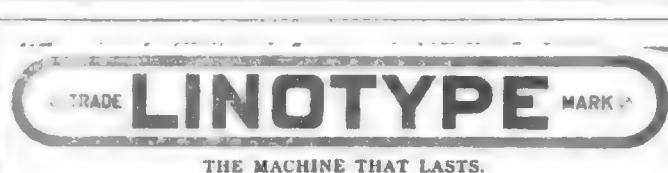
"*Instinct of student academic type.* War, editorials and general news should be the appeal.

"*Instinct parental.* The bedtime story and comics for the 'kiddies.'

"*Instinct of being well informed.* Here the general news, editorials, war, special feature articles can be applied.

"*Instinct of lighter type.* Comics, novel-a-week or special story will work nicely.

"The game of selling is a game of psychology, and psychology is mind force. The solicitor who succeeds must resort to the kind of strategy that would take the ordinary man 'out of the crowd,' putting him into the larger sphere of things, and to my mind it would take



THE MACHINE THAT LASTS.

"I am greatly pleased to learn that my judgment in favor of the Linotype was good. In all of my transactions for a quarter century I have found it wise to stand by the old tried and true."

M. J. Peters General Manager

WATERLOO (IOWA) COURIER

THAT hundreds of other publishers displayed judgment equally good is proven by the fact that they likewise recently installed time and labor-saving multiple-magazine Linotypes.

LIBERTY LOAN.

The Mergenthaler Linotype Company offers to receive from its customers up to and including November 15, 1917, Liberty Loan Bonds in payment of either their open or note accounts (due or to become due) or any part thereof, or as payment on new Linotypes ordered. Accrued interest on the Liberty Loan Bonds will be allowed in the settlements.

Mergenthaler Linotype Co.
Tribune Building, New York

CHICAGO SAN FRANCISCO NEW ORLEANS
TORONTO, Canadian Linotype, Ltd.

more than the average newspaper solicitor to apply psychology to the soliciting of subscriptions."

EFFECT OF POSTAL INCREASES.

Robert J. Corrigan of the Denver Rocky Mountain News and Denver Times, discussing "The best method to use in meeting the expense caused by the proposed increase in postage," said:

"In the matter of increasing the rate to distant readers we must bear in mind the fact that the desirability of a paper varies with the inverse ratio of the distance from the city of publication. The reader in the town close by does not need much coaxing to give his subscription to the metropolitan paper, but the fellow several hundred miles away is difficult to hold, as a rule, even with a nominal subscription rate.

"Will not a raise in price to the distant readers mean that a big percentage of them will discontinue? I am inclined to believe they will, and that we circulation chaps will have to do some more intensive farming near home to take up the slack, if we have to put another increase across. The only consolation is that we will be given three-quarters of a year to make ready to meet the postage increase before it becomes operative.

"There is a possibility that arrangements might be made to bill out the bulk of local display advertising, together with 'legals' and want ads, from the editions going to distant points. The purpose of this would be to carry beyond the first zone just as small a volume of advertising matter as possible and thus sidestep the zone tax as applied to advertising portions of a newspaper.

"Some of the foreign or national advertisers will insist upon their copy being carried in all editions, but many of them will be open to reason. In these days of big automobile and tobacco exploiting there seems to be little chance to keep anyways near the stipulated 5 per cent allowance without taxation. The local advertiser will expect his copy to be carried in the first zone, and probably in the second, therefore will have an added postal charge, based on the volume of advertising in excess of 5 per cent to pay for on papers distributed relatively close to home.

"There unfolds before me a vision of 'this' or 'make-over' gables, with the want ad sections, legals, and local advertisements, so as to get as close as possible to the untaxed 5 per cent advertising limit for the far away zones. The only ray of sunshine in this will be heading off the 'make-up' from his favorite pastime of using an aged office, as to bill up a quarter-page hole in the 'East Mail' or the 'Bull Dog' editions.

"The remedy may eventually come from another direction, for instance, making the rate in the county of publication a half cent a pound, and applying the zone rate exclusively to the magazines and other periodicals. This would privilege the smaller town daily and its more infrequent brother at the county seat to share the second class mail expense with the metropolitan publisher, and I think it would be an equitable distribution of the cost."

Roy Hatton of the Detroit Free Press on "Cooperation among competitors in a given field; establishing fixed selling conditions; how to minimize losses through the 'dead beat' country and city dealers, etc."

Charles Payne of the Indianapolis Star on "Eliminating the middle man—district commission agents vs. salaried representatives in charge of branch offices."

The president called on members at random to discuss the following topics:

"Is the Cox or any other similar mailing machine a success? Do they eliminate complaints? Would a newspaper with a small circulation of five, or twenty thousands (circulation, speed and money invested considered) be justified in purchasing a machine of this kind?"

"Economies in news print consumption."

"Does bill-board, street-car and advertising in the columns of competitors pay in exploiting news features, like serials, etc."

"Methods of handling weekly collections with carrier boys."

"The bulletin service—is it of any value to the circulation department, and,

it so, what is the best system?"

"Best method of organizing and directing city collectors and what is a fair compensation allowed for them?"

"Experiences of circulation managers taking care of circulation at army camps."

The rest of the afternoon was devoted to an open meeting for questions and answers by the members. The president called on members in rotation and asked if they had any questions to bring before the convention on circulation matters. This brought up from members many questions and explanations of the schemes they had successfully worked during the past year.

The annual dinner was held at the Piedmont Hotel on Wednesday evening, followed by an entertainment. HOW TO KEEP SUBSCRIPTION RECORDS.

About 150 persons were present at the banquet. Ivan E. Allen, president of the Atlanta Chamber of Commerce, was toastmaster. The speakers were Major John S. Cohen, editor and general manager of the Atlanta Journal; W. G. Bryan, publisher of the Atlanta Georgian and American; John M. Schmid, I. U. Sears and J. A. Mathews.

There were music and special numbers of entertainment by Miss Lilla Lyman, Mr. and Mrs. Green B. Adair, Fred Houser and Atlanta's famous colored orchestra.

THURSDAY MORNING.

J. T. Toler of the Atlanta Constitution spoke on "Discontinuance of premiums. Is it not better generally to apply the money expended on them to increasing the quality of the newspaper, as, for example, with more local news?" He said:

"As I see it, the whole thing should be summed up in these few words:

"Avoid premiums whenever possible. If used, let the subscriber pay the cost of the premium, the publisher the cost of the carrier, and use only as a measure of defense of a special circulation campaign, and not as a regular part of the institution."

"While this campaign is going on, however, the ideal condition of the editorial department should be approached by getting out the very best newspaper that local and general conditions will permit. In order to hold a large percent of the new business obtained by the use of premiums it will be necessary for the editorial department to do its part."

"In other words, premiums can be used to secure the circulation, but the quantity and quality of news must do the holding."

A paper prepared by Roy C. Webster of the Hartford Courant explained "The value of the New England Circulation Managers Association to the I.C.M.A. and the advantages of other state and other circulation managers' associations."

A number of papers on the program were not read, but will be printed in the Official Bulletin. Among them were:

Other papers programmed were by: T. V. Armstrong of the Ottawa (Ont.) Journal-Press on "Cooperation vs. competition in country circulation."

P. C. Treviranus of the Milwaukee Journal on "Introducing 'Scop,' the Journal's house organ for carriers and newshoys," and

H. A. Wenige, Bridgeport (Ct.) Standard American, on "In what other ways than by circulation figures can the circulation department be of the greatest service to increase and hold advertising patronage?"

Joe Levy of the New Orleans Item on "Newshoys" and newshoys' unions—are they practical? The

best method to contend with them, if found to be undesirable."

E. F. McIntyre of the Syracuse (N. Y.) Herald on "The elimination of service copies. Can better service be had when free copies are used and charged as service copies? Do service copies really cut down circulation distribution expense?"

J. M. Regan of the Cleveland Leader on "Control of newsboys and getting permanent increases on street sales."

W. J. Harrison of the Los Angeles Herald on "The child labor law and the newsboy."

Robert A. McCleary of the Toronto (Ont.) Globe on "A simple and convenient way to file back copies of a newspaper—what should be the charge for back copies of one week, one month, one year, etc.?"

F. M. Hatch of the South Bend (Ind.) Tribune on "How to secure carriers to handle papers exclusively and how to constantly increase lists."

A. G. Lincoln of the St. Louis (Mo.) Post-Dispatch on "How to measure the efficiency of a circulation manager."

E. C. White of the Houston (Tex.) Chronicle on "Getting classified ads through carrier boys. How can the circulation department best cooperate to increase this kind of advertising? The relative value of want ads to circulation building."

H. S. Blake of the St. Paul (Minn.) Dispatch on "The best way to handle city circulation of a morning paper where papers are sold by carrier."

George Fries of the Cincinnati Times-Star, on what he believes is the simplest and cheapest system for keeping R.F.D. and other mail subscription records and how he handles a subscription remittance from the time it reaches the office until the entire transaction is completed."

C. B. Julian of the Peoria (Ill.) Journal & Transcript on "The relative value of circularizing as compared with personal solicitation in efficiency, economy, and thoroughly covering the field."

Thirty minutes' discussion each was allowed on the following topics:

"Shall the I.C.M.A. invite circulation managers and magazines and trade journals and divide the association into divisions with a chairman at the head of each, all to come under the general control of the president of the I.C.M.A.?"

"Would it be wise to divide the United States and Canada into divisions so that circulation managers of each division may hold state or sectional meetings at least twice each year, such meetings to be in charge of a chairman, all to be under the supervision of the I.C.M.A.?"

Officers were elected as follows:

President, Ike U. Sears, Davenport (Ia.) Times; first vice-president, Joseph R. Taylor, Grand Rapids (Mich.) Press; second vice-president, James McKernan, New York World; secretary-treasurer, James A. Mathews, Oklahoma City Oklahoman.

Directors—A. G. Lincoln, St. Louis Post-Dispatch; D. B. G. Rose, Louisville (Ky.) Post; E. S. Dobson, Philadelphia Public Ledger; James R. Henderson, Montreal Gazette; J. M. Annenberg, Schenectady (N. Y.) Union-Star; James L. Farley, Philadelphia North American; John T. Toler, Atlanta Constitution; H. H. Fries, El Paso (Tex.) Herald.

Washington, D. C., won the 1918 convention.

John M. Schmid, the retiring president, was presented with an imported

Oriental rug by the members in appreciation of his fine service in office.

On the conclusion of the meeting, many of the members left for a visit to Birmingham, Ala., Washington, D. C., and other cities en route home.

ENTERTAINMENT IN ATLANTA.

LADIES GIVEN A GOOD TIME WHILE THE MEN HELD THEIR SESSIONS.

The I.C.M.A. entertainment in Atlanta was arranged by a committee composed of John D. Simmons of the Journal; John T. Toler and J. H. Moye of the Constitution, and Charles Chandler of the Georgian and American.

The ladies' entertaining committee was composed of Mrs. Toler, Mrs. Chandler, Mrs. Moye and Mrs. Simmons.

On Tuesday, the visiting ladies visited the North Side, Ansley Park, Druid Hills and the residential sections; and after luncheon at the East Lake Clubhouse they joined the men for the afternoon trip to the Federal Prison, Cyclorama, scene of the Battle of Atlanta in Grant Park and trolley ride.

While the men were meeting Tuesday evening the ladies attended a vaudeville show at Keith's Forsyth Theater.

Wednesday the ladies went shopping in the morning, and in the afternoon enjoyed an automobile trip to Burns Club, Wrens Nest and other points of interest. They attended the association banquet and entertainment in the evening.

The official convention photograph was taken while the members and ladies were at the Federal Penitentiary.

A photograph of members only was taken at the adjournment of Wednesday's session.

The ladies were photographed on their automobile-luncheon trip.

Each member present received a copy of the official picture.

NO PRO-GERMAN MEDIA FOR ADVERTISING.

EDITOR THE FOURTH ESTATE:

SIX: In the belief that every American should contribute his share to suppress disloyalty, we have sent the following letter to each one of our clients:

"Don't feed the snake that it may bite you."

"We have in this country a large number of snakes—pacifists, La Follette, pro-Germans and German publications. Almost all of these have been receiving money from the German Government, and, for my part, I do not propose to feed them any American money."

"In pursuance of this, we have adopted a policy whereby we shall absolutely refuse to send any advertising orders or contracts to papers published in the German language, and venture to recommend this policy to you."

We believe that if every advertising agency would do likewise, the German Government would be put to considerable more expense in financing traitorous German publications than at present, and it seems to us an absolute disgrace that any red-blooded American advertiser will, by his patronage, support these snakes in the grass.

We suggest that you pass this idea along the line.

T. O. WARFIELD,
Warfield Advertising Company, Inc.,
Omaha, Neb.

NEW YORK TIMES' VIEW OF RECOMMENDATION.

Commenting on the paper mill seizure recommendation of the Senate committee, the New York Times says:

"There is but one way to keep the Government out of the papermaking business. It is for the manufacturers of news print to come to their senses, abandon their excessive demands, and their most unwise defiance of the Government, make reasonable prices to publishers for the coming year, and put themselves in line with the men in control of other great industries who have very sensibly made agreements with the Government for the regulation of prices."

"The manufacturers are not asked to surrender their profits, they are asked merely to accept reasonable profits, like other manufacturers."

"Their present prices are extortionate."

"The Trade Commission has established a case against them."

"Since it is impossible for them to make a good defense of their present position, and since, in resisting all attempts to dislodge them from it, they incur visible and serious dangers, we should think they would have the wisdom to seek shelter while there is yet time."

"If the manufacturers of print paper, as the Government charges, have illegally combined to raise prices, they know how to combine to lower prices."

"Of that the Government would make no complaint. Every consideration of prudence and self-interest should prompt them, without delay, to take the only course that will avert the very serious consequences involved in the adoption of the Senate resolution."

REFUSES LOAN AD.

The Government may inquire into why the New Yorker Volks-Zeitung, the official organ of the German speaking Socialists of New York, has refused to aid the Liberty Loan campaign by taking paid advertising from the Liberty Loan committee. This refusal has been announced by Guy Emerson, director of publicity for the Second Reserve District.

This paper is the only publication in the entire district which has thus far declined point blank to aid the committee.

The refusal took place three weeks ago, when the principal banks of the city "pooled" together and inserted an advertisement in the daily papers urging thrift in connection with the distribution of the second Liberty Loan.

Offer of the advertisement was made to the Volks-Zeitung by the H. K. McCann Company on behalf of the Liberty Loan Committee. The McCann agency was told that the board of directors had decided, in a resolution passed about the time the German and Austrian loans were attempted in this country, to reject all propaganda assisting in the accumulation of war loans.

The Nonpartisan League has purchased the Grand Forks (N. D.) Independent from the Page Printer.

NEW CENSORSHIP LAW EXPLAINED.

WHAT WILL CAUSE TROUBLE
—HOW FOREIGN PRESS MUST
BE LICENSED.

Postmaster-General Burleson announced on October 9 that the provision of the Trading with the Enemy Act authorizing the Post Office Department to license foreign language newspapers was in operation and that within ten days the department would begin to issue licenses. He said a number of papers already have filed applications and scores are expected within the next few days.

The Postmaster-General said that publications need not fear suppression under the Trading with the Enemy acts censorship provision, unless they transgressed the bounds of legitimate criticism of the President, the Administration, the Army, the Navy, or the conduct of the war. Mr. Burleson declared:

"We shall take great care not to let criticism which is personally or politically offensive to the Administration affect our action.

"But if newspapers go so far as to impugn the motives of the Government and thus encourage insubordination, they will be dealt with severely.

"For instance papers may not say that the Government is controlled by Wall Street or munition manufacturers, or any other special interests.

"Publications of any news calculated to urge the people to violate law would be considered grounds for drastic action.

"We will not tolerate campaigns against conscription, enlistments, sale of securities, or revenue collections.

"We will not permit the publication or circulation of anything hampering the war's prosecution or attacking improperly our allies.

"The policy of the foreign language newspapers will be judged by their past utterances, and not by newly announced intentions. We have files of these papers, and whether we license them or not depends on our inspection of the files.

"German language newspapers not licensed will be required to publish English translations.

Mr. Burleson said no Socialist paper would be barred from the mails unless it contained treasonable or seditious matter. "The trouble," he added, "is that most Socialist papers do contain this matter."

FORM OF LICENSE.

The section of the Trading with the Enemy Act, adopted by Congress, affecting foreign language newspapers is applicable to all foreign languages and not German alone.

The President is given authority to license foreign language papers to publish war news without a correct translation in parallel column.

Only those so licensed will be permitted to print such matter without first submitting a translation to the Post Office Department. This section goes into effect 10 days after the passage of the act and remains in force until the close of the war.

The matter prohibited is specifically set forth to be "any news item, editorial, or other printed matter respecting the Government of the United States, or any nation engaged

NOW SECOND IN PITTSBURGH

The sworn statements of Circulation made to the Post Office Department for the six months ending October 1st, 1917, show that the

PITTSBURGH POST

now Exceeds all other Pittsburgh Newspapers, except one, in Sunday Circulation, and that it is Second in Daily Morning Circulation.

Pittsburgh has Five Sunday Newspapers

The progress of the POST has been as follows:

Oct. 1, 1913, Sunday Post 5th Paper

Oct. 1, 1914, Sunday Post 4th Paper

Oct. 1, 1915, Sunday Post 4th Paper

Oct. 1, 1916, Sunday Post 3d Paper

Oct. 1, 1917, Sunday Post 2d Paper

Oct. 1, 1918, Sunday Post-?

in the present war, its policies, international relations, the state or conduct of the war, or any matter relating thereto," unless the publication deposits with the postmaster before distribution or publication an English translation of the article or the President licenses the publication to work without these restrictions.

In the one case a statement must be printed as follows:

"True translation filed with the postmaster at — on — as required by this act."

Where licenses have been issued the publications will print above their matter:

"Published and distributed under permit authorized by the act of — on file at the post office of —."

These licenses are revocable.

Publications violating the section are liable to be barred from the mails and from other means of transportation.

There also is prescribed a penalty of a fine of not to exceed \$500 or imprisonment for one year.

OTHER BRANCHES OF CENSORSHIP.

The censorship exercised by the Government over cable and telegraph lines is about to be extended and centralized in a new board, which will be established by a Presidential proclamation.

The new censorship board will be made up of representatives of the War, Navy and Post Office Departments and the Exports Council. While the Navy and the War departments will continue to have immediate charge of the censorship of cable and telegraph lines, respectively, this work will be done under the supervision of the new board, which in addition will exercise the new powers granted to the President under the Trading with the Enemy act. This act authorizes a censorship of mail matter addressed to foreign countries, the President to designate those countries as to which it should apply.

This question was discussed by the President on October 9 with the Cabinet members.

It is the understanding that a censorship will be applied soon to all mail destined for Spain and also to some of the South American countries. Evidence goes to prove that the German spy system has worked out a carefully devised plan for getting information via Spain into Germany. The new censorship will stop this.

The new board will have nothing to do with the press censorship now being exercised by the Post Office Department under the Trading with the Enemy Act.

PRESS CLUB HONORS WOOD.

The New York Press Club on October 6 gave a dinner in honor of George Wood, a well known New York newspaper man, upon his entering the United States service as a member of the hospital unit.

Edward Percy Howard, president of the Press Club, was toastmaster. Among the speakers were Arthur Curtis of the World; John A. Hennessy, formerly president of the Press Club, and Dan C. Nolan, editor of the Yonkers Daily News.

Keats Speed, managing editor of the Sun, presented the guest of honor with a wrist watch.

The Ingalls (Kan.) Eagle has just been started.

GOV'T MAY SEIZE PAPER MILLS.

(Continued from Second Page.)

person, company, or corporation entitled to receive the same, such person, company, or corporation shall be paid seventy-five per centum of the amount so determined by the Federal Trade Commission and shall be entitled to sue the United States to recover such further sum as, added to said seventy-five per centum, will make up such amount as will be just compensation for such paper, and jurisdiction is hereby conferred on the United States district courts to hear and determine all such controversies.

"Sec. 3 That the President is authorized and empowered to take all proper steps to secure the cooperation of the Government of the Dominion of Canada in the creation of a similar agency as herein provided, with like functions; and the Federal Trade Commission is authorized and empowered to act in conjunction with such Canadian agency, when appointed, to the end of fully effectuating the objects of this act.

"Sec. 2 That the President shall have power by proclamation to declare that imports into the United States during the present war emergency of print paper and mechanical and chemical pulp shall be made only on Government account, to or through the Federal Trade Commission, if and whenever he shall determine such step to be necessary in order to fully effectuate the objects of this act.

"Sec. 4 That compliance with all orders and regulations of the Federal Trade Commission made in accordance with this act shall be obligatory on any individual, firm, association, company, corporation, or organized manufacturing industry, or the responsible head or heads thereof, and shall take precedence over all other orders and contracts heretofore placed with such individual, firm, company, association, corporation, or organized manufacturing industry; and any individual, firm, company, association, corporation, or organized manufacturing industry, or the responsible head or heads thereof, failing to comply with the provisions of this act shall be deemed guilty of a felony and upon conviction shall be punished by imprisonment for not more than three years or by a fine of not exceeding \$50,000, or both.

INVESTIGATION ORDERED BY SENATE.

"By direction of the Senate, under resolutions adopted April 24 and September 7, 1916, the Federal Trade Commission has made thorough and exhaustive investigations of the news print and book paper industries with a view to determining whether the prices demanded for print paper are justified by present costs of production.

"Complete reports on these investigations have been submitted to the Senate by the Trade Commission. The findings of the Federal Trade Commission show, beyond any question, that the print paper industry, in its greed for excessive profits, has imposed a most unjust burden on the American press, which faces a serious disaster if relief cannot speedily be had from the oppressive prices now exacted for print paper.

"The Trade Commission, in the course of its investigation, exhausted every resource at its command to obtain relief for the publishers, but has been able to secure only a small measure of success owing to the defiant attitude assumed by the principal producers of print paper and the lack of authority on the part of the commission to enforce its findings as to a fair and reasonable price.

"Before submitting its report to the Senate, the Trade Commission undertook an arbitration between the manufacturers of print paper and the publishers, whereby immediate relief might be had on a basis that would prevent serious financial distress and injury to the publishers and at the same time assure a fair

compensation to the manufacturers of paper.

"In the course of this negotiation, the principal manufacturers of news print paper submitted a formal proposition to the commission requesting it to fix upon a fair and reasonable price for their product and agreeing to abide by such findings. The commission promptly fixed upon 2½ cents per pound, car lots, f. o. b. mill, as a fair and reasonable price for news print paper, but, subsequent to this finding, several of the largest manufacturers withdrew from the arbitration and no substantial or permanent relief has yet been obtained for the newspaper publishers.

"However, the Government itself has profited from the findings of the Trade Commission in that the President, at the suggestion of the joint committee on printing, has exercised his authority under the national-defense act to purchase news print paper required for certain war publications at the price fixed upon by the Trade Commission.

"Therefore, it seems all the more important that Congress should not delay longer in securing the same measure of justice for the newspaper publishers of the country.

"As a result of the Trade Commission's investigation of the news print situation, seven of the leading news print manufacturers have been indicted for violation of the Sherman Anti-Trust Law. In addition to which the Trade Commission, at the conclusion of its investigation of the book paper industry, entered a formal complaint against the bureau of statistics of the book paper manufacturers and 23 member companies of that bureau, charging them with using unfair methods of competition in interstate commerce.

"But neither the indictment nor the complaint has afforded any measure of protection up to this time to the publishers from whom the paper manufacturers are continuing to exact prices for paper that the Trade Commission has found to be utterly unfair and unreasonable.

PAPERS MUST SOON RENEW CONTRACTS.

"Most of the newspapers of the country are now up to the point where they will soon have to make contracts for paper for the coming year and, if any adequate relief is to be obtained for them, it must be had without waiting for the prosecution of the indictment in the Federal court or the formal complaint filed by the Trade Commission. On this point Trade Commissioner Colver said in his letter to the committee, under date of August 15, 1917:

"About January 1 the majority of publishers must make new contracts. There is every indication that they will be plundered. The bill prepared in your committee at the time Mr. Davies and myself appeared before you is respectfully recalled to your attention."

"Discussing the seriousness of the news print situation, not only to consumers of paper but to the public generally, the Trade Commission says in its report, 'the commission has reason to believe that this situation will be still more aggravated and serious in the ensuing months,' and adds that 'the consequences to thousands of smaller newspapers and to many of the larger ones, and through them to the reading public, will be most serious.'

"The resolution is intended to put into effect the following recommenda-

tions that the Trade Commission submitted to Congress in its reports on the news print and book paper industries, both of which were referred to the committee on printing:

"(1) That all mills producing and all agencies distributing print paper and mechanical and chemical pulp in the United States be operated on Government account; that these products be pooled in the hands of a Government agency and equitably distributed at a price based upon cost of production and distribution plus a fair profit per ton.

"(2) That pursuant thereto some Federal agency be empowered and directed to assume the supervision and control thereof during the pendency of the war.

"(3) That, by reason of the fact that approximately 75 per cent of the production of news print paper in Canada comes into the United States, proper action be taken to secure the cooperation of the Canadian Government in the creation of a similar governmental agency for the same function, which shall be clothed with power and authority to act jointly with the governmental agency of the United States for the protection of the consumers and manufacturers of print paper and the public of the United States and Canada.

"(4) That, in case the Canadian Government shall not join in such a cooperative enterprise, then the importation of paper and mechanical and chemical pulp into the United States shall be made only on Government account or through the Federal agency charged with such supervision and distribution."

"To make the resolution conform to the view of Congress as expressed in the food-control act, a provision has been inserted authorizing suit in the United States district courts if the price fixed by the Trade Commission is not satisfactory to the person entitled to receive the same, in which event only 75 per cent of the amount allowed by the commission shall be paid until the full compensation is determined by the court.

"To insure adequate authority to the Trade Commission to make the resolution effective a penalty provision has been added similar to that contained in the section for the purchase of military supplies of the national-defense act.

"The committee has been moved to report the resolution for the consideration of the Senate at this time in the hope that some relief may be speedily accorded the many publications that are in grave danger of destruction by the unbearable prices now exacted for print paper.

"To jeopardize the existence of the press is to imperil the life of the Government itself, so dependent is a democracy upon the prompt and widespread information of its people. Therefore, whatever affects the publication of its newspapers and periodicals likewise affects the welfare of the Government, and the necessities of such publications become in fact public necessities.

"If print paper cannot be obtained in adequate quantities, the information of the public will be restricted in the same measure as the output of the paper mills is limited; or, if the price of paper is held so high that many newspapers cannot afford to continue publication, the information of the public will likewise be curtailed and the interests of the Government suffer thereby.

"It seems imperative, therefore, that the Government should do everything in its power to insure the preservation of the press, especially in a time like the present when the newspapers and periodicals are such a vital force in helping the cause of humanity against military madness.

"The distress of the American publishers, particularly of the small-

er newspapers which are least able to bear the unjust burden, is thus related in the report of the Federal Trade Commission on the news print paper industry:

"Among publishers of minor dailies and weeklies, it is complained that they found great difficulty in getting paper at any price, and to a large number of such publishers in the country the increase in the price means the difference between a living margin and the complete ruin of their business and the suspension of their publications.

"The financial strength of great daily publications may enable them to survive; it is the smaller newspapers that will probably suffer the most seriously if these conditions continue. The small weekly and daily publications of the country, particularly, serve a great and useful purpose in the dissemination of facts and in the creation of an intelligent public opinion, and such disaster as impends by reason of this increase in the price of news print paper makes the question one of great public concern."

"In another report to the Senate on July 10, the Trade Commission likewise calls attention to the news print situation and the urgency for immediate action as follows:

"The commission again earnestly invites the Senate's attention to the serious condition which is confronting the public and the newspapers of the country if a situation continues where prices to be paid for paper are based not upon cost of production and fair margin of profit but upon conditions such as have obtained in the past and give promise of obtaining in the future where price is based upon panic demand.

"Some of the larger newspapers of the country may be powerful enough to weather the conditions which have obtained during the past year for an additional year or some of them may be powerful enough to secure advantageous positions in the purchase of supplies, but it is of paramount importance that the great body of newspaper publishers of the country shall procure their supply of print paper at a fair price based upon cost and a fair and reasonable profit. Such a price will enable them to continue in business and serve the public efficiently."

BOOK PAPER REPORT SUBMITTED.

"Again, in its more recent report on the book paper industry, the Trade Commission renews its recommendation to Congress as to the urgency for prompt legislative enactment to relieve the publishers. In the book paper report the Trade Commission says:

"In its preliminary report of this investigation the commission recommended as a war emergency measure that all print paper and distributing agencies operated on Government account during the continuation of the war and that the total product be pooled in the hands of a governmental agency so that it may be equitably distributed at a fair price based upon cost of production and a reasonable profit per ton.

"These recommendations the commission wishes to renew, since it believes that under existing abnormal conditions immediate relief to publishers can only be obtained by the adoption of some such legislation.

"The commission also desires to call the attention of the Congress to the necessity for the enactment of legislation regulating the activities of trade associations. The print paper and other investigations of the commission show that trade associations, although originally organized for legitimate purposes and often engaged in helpful activities which serve a useful purpose, nevertheless some of them indulge frequently in practices which tend to destroy competition and defeat the objects of the Sherman law.

"The commission's print paper investigations show that the activities of the trade associations connected with the news print and book paper industries have contributed to the rise in price of these commodities and that the effective regulation and supervision of such activities by some governmental agency would tend to restore healthy competition in these industries and thereby to reduce prices to a more normal basis."

"There are 2,000 small dailies and some 14,000 weekly newspapers in the United States that have to depend largely on the open market for

their supplies of news print. In the latter part of 1916 many of these smaller papers had extreme difficulty in obtaining a supply of paper except at prices which, if maintained, will drive them out of business, and yet the Federal Trade Commission, which spent more than a year investigating the news print situation, reports to Congress that—

"The efforts of the commission to restore competitive conditions in the news print industry expeditiously and to arbitrate and effectively project a fair price for news print paper have failed."

"The Federal Trade Commission in its report states that at prices now prevailing news print will cost the publishers in 1917 more than \$105,000,000, which is an increase of \$35,000,000, or 50 per cent."

"The commission further declares that one-half of this \$35,000,000 increase in paper cost, or \$17,500,000, alone represents additional profits to manufacturers."

VAST PROFITS OF PAPER COMPANIES

"The International Paper Company of New York, which produces nearly 40 per cent of the news print made in the United States, and thereby largely fixes its price, is reported to have added \$7,465,827 to its profits in 1916, an increase of \$4,344,146 over its profits for 1915."

"It is likewise interesting to note that the common stock of the International Paper Company jumped from 94½ to 75½ in 1916 and recently was quoted around 35, while its preferred stock ranged in 1916 from 42½ to 109½, the current quotations being about 65."

"Unless Congress takes some such action as here proposed, the International will likewise get the lion's share out of the \$17,500,000 of additional profits which the Federal Trade Commission reports are in sight this year for the news print manufacturers."

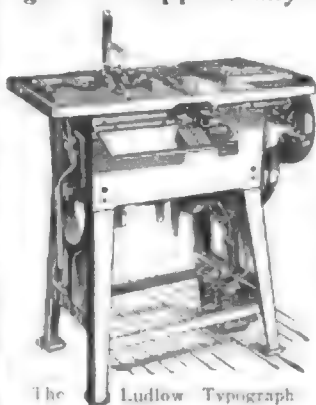
"The Lauretide Company of Montreal, another large manufacturer of news print paper, also shows the largest profits in its history, according to reports submitted at the recent annual meeting of that company. Its net earnings, including returns from investments, amounted to \$2,220,000 for the year ended June 30, 1917, as against its previous record of \$1,244,283. In other words, the gain amounted to \$975,717, or about 77 per cent, over the best previous profits of the Lauretide Company. After deducting the usual charges for interest, depreciation, etc., the Lauretide Company's reports show a balance of \$1,988,193, equal to a little less than 21 per cent. This represents earnings on common stock at

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CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

the rate of 17.8 per cent. The president of the Lauretide Company is one of the news print manufacturers indicted for violation of the Sherman Anti-Trust Law.

"In connection with the vast profits now being made by the manufacturers of news print paper, the report of the committee on paper of the American Newspaper Publishers Association states:

"There is not a single paper mill which has been built in the United States or Canada in the last 10 years which has not made 15 to 20 per cent on the money invested. The very fact that stock jobbers and watered stock promoters are able to get away with so much in the paper business is prima facie evidence that the margins are more than liberal. Many companies have millions of dollars of water stock, which was only promotion and organization bonus stock. Under the liberal profits being made, this stock is in many cases worth away above par."

"Of course it is very evident from these tremendous profits that the manufacturers of news print paper do not want any governmental supervision or control over their products. In fact the president of the International Paper Company, Philip T. T. Dodge, has been quoted as saying:

"I wish to say emphatically that our company will be unalterably opposed to Government regulation. The minute that begins, we will start putting our machines out of business. I oppose Government supervision of our business."

NEWS PRINT MANUFACTURERS INDICTED

"It is sufficient to observe in this connection that Mr. Dodge is under indictment for violation of the anti-trust law in the conduct of the business of the International Paper Company, the particular charge against him, together with the president of

the Lauretide Company and certain other members of the News Print Manufacturers Association, being that they had agreed in carrying on their trade:

"(a) To refrain from competing with each other in the matter of securing new customers for their paper."

"(b) To refrain from competing with each other as to the quality of the paper to be sold."

"(c) To refrain from competing with each other as to delivery of and furnishing storage for paper sold but not delivered."

"(d) To refrain from competing with each other as to terms of credit, rate of interest on open accounts, dates of beginning and ending of contracts, the methods of making sales of paper through salesmen, dealers, and jobbers, the payment of return freight on the cores upon which their paper was wrapped, payment of charges for cartage, and allowing of claims for waste or damaged paper."

"(e) To engage in simultaneous representations to the public, to their customers, and to each other, of the alleged increased cost of manufacture and of the alleged shortage of news print paper, and to manufacture insufficient quantities of such paper, with the object of concertedly working for materially higher prices."

"(f) To cooperate in discouraging the erection of new mills or the installation of new machines for the manufacture of news print."

"(g) To cooperate in preventing new concerns from competing with them by transferring orders and contracts to new concerns on condition that such new companies should not compete with them."

"(h) To furnish from time to time to the News Print Manufacturers Association, at No. 18 East Forty-first Street, New York City, for the information of the defendants full and complete information concerning contracts with their customers and the quantity of the paper manufactured, carried in stock or sold by them, also the capacity of their various plants and other details of their businesses."

"In view of the attitude of these news print manufacturers the committee does not believe that Congress

should concern itself at this time over their opposition to Government regulation and control of their product."

"Their conduct is particularly conspicuous in comparison with the views expressed by other American business men who, at the recent Atlantic City convention of the Chamber of Commerce of the United States, adopted resolutions urging Government price fixing for all essential products, not only in sales to the Government but to the public as well, and advocating a general Government purchasing department, which, in addition to fixing prices, would have power to distribute the output of industries in a manner most necessary to the conduct of the war."

"The resolutions adopted by the Chamber of Commerce of the United States gave further expressions to the loyalty of the business men as follows:

"It is the spirit of American business, that however fundamental may be the change in the relation of Government to business, the Government should have the power during the period of the war to control prices and the distribution of production for public and private needs to whatever extent may be necessary for our great national purpose."

"The resolution giving the Federal Trade Commission power to supervise, control, and regulate the production and distribution of print paper is in full accord with the position taken by these patriotic American business men at their Atlantic City convention."

NEWSPAPER MEN DO NOT FEAR CENSOR.

"In some quarters, however, it has been suggested that a proposition for Government supervision and control over the production and distribution of print paper is not to the best interests of the newspaper publishers and that it might, in effect, create a censorship over the press of the country."

"The best answer to this suggestion comes from the newspaper men themselves. Their answer is an overwhelming indorsement of the proposition to place the news print paper industry under Federal control during the period of the war."

"In this connection the following letter from Hon. Frank P. Glass, editor of the Birmingham (Ala.) News and vice-president and chairman of the executive committee on paper of the American Newspapers Publishers Association, is submitted:

"Birmingham, Ala., July 5, 1917

"Hon. Marcus A. Smith,

"Chairman, Committee on Printing,

"United States Senate, Washing-

ton, D. C.

"My Dear Senator: The following resolution, favoring Government control

**ONE HUNDRED
DAILY NEWSPAPERS**

NOW USE THE

**THOMPSON
TYPECASTER**

Complete Non-Distribution System—
Type, Leads, Slugs.

Costs \$500 less than any other
and does more.

Thompson TYPE MACHINE CO.
223 West Erie Street 38 Park Row
CHICAGO NEW YORK

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSTYPE

Manufactured by the
Nassau Smelting & Refining Works
606 West 39th Street NEW YORK

of white print paper during the war period, was lately submitted to the members of the American Newspaper Publishers Association on a referendum vote:

"Whereas in view of the fact that the long-continued tension of the print paper situation has not been relieved, and the plan of relief worked out by the Federal Trade Commission has been nullified by the fact that the commission is without legal power to enforce its remedies: Therefore be it

Resolved, That the newspapers earnestly urge upon Congress the granting to the Federal Trade Commission the necessary power to fix the price of the product of American paper manufacturers and brokers, and representatives and selling agencies in America representing or acting in behalf of paper manufacturers and mills manufacturing paper outside of the United States.

"I beg leave to inform you that this referendum vote has been sufficiently completed to authorize a statement of the result. The resolution has been endorsed by a vote of 2 to 1.

"It gives me pleasure to convey this information to you, believing that it will have decided weight with your committee and with all Members of Congress upon the matter of the Government's taking over the regulation of the print paper trade. This step has been taken by all Governments of the Allies of the United States, and the necessity of a similar step here is constantly becoming plainer.

"Trusting that this expression of opinion by a large majority of the publishers of daily newspapers of the country may be useful to you, I am,

"Very respectfully yours,

F. P. GLASS,

"Vice-President and Chairman Executive Committee on Paper, American Newspaper Publishers Association."

FINDS NO OPPOSITION TO PLAN.

"Directly on the subject of censorship, George E. Hosmer of Denver, chairman of the legislative committee of the National Editorial Association, is quoted as saying:

"As to the suggestions that have been made from some sources, in some of the trade press, that if the Government has charge of the manufacture and distribution of paper it will mean a complete censorship of newspapers, for a Federal administration body would refuse to furnish paper to any one that censured the Government, I can best answer by quoting H. B. Varner of North Carolina, with whom I talked in Washington. He said that he much preferred to have the Government censor him than to have the news print manufacturers censor his product. I feel that he has put the matter tersely, and that if the Government does not take over this proposition, according to the plan of the Federal Trade Commission, many of the newspapers of the country are going to suffer severely.

"Since this report was made I have conferred with newspaper men, particularly of the smaller daily and weekly class, in 12 or 15 states, running all the way from the Atlantic coast nearly to the Pacific, and have yet to find any opposition to the plan."

"In his report to the National Editorial Association convention Mr. Hosmer stated, concerning the news print situation:

"Investigation by the Federal Trade Commission and by our committee has clearly shown that there has been only a slight increase in the cost of manufacturing print paper since 1915, and you all know the increase has been from 50 per cent to 200 per cent in the selling price."

"It seems to me that what should be done is to give the Federal Trade Commission specific power to fix prices and take charge of distribution of print paper. If that is not sufficient, give the Trade Commission power to take over the mills and operate them during the war period. We are now in a critical condition in this country, and the pirates who have been holding us up on print paper, as well as those who have been holding the people up on foods, should be prosecuted and their privileges curtailed.

"There is no question that the interests of the country demand that the publishers be furnished paper at a reasonable price and in sufficient quantities to meet their legitimate demands."

EDITORIAL ASSOCIATIONS APPROVE.

"The National Editorial Association

at its annual convention in Minneapolis on July 11, adopted the following resolution urging the Federal Trade Commission to take over and operate American news print mills and thus reduce the price of news print paper:

"Whereas for the past 18 months there has been a determined and persistent effort on the part of the print paper manufacturers and jobbers to create a panic market for print paper; and

"Whereas for several months they have succeeded in making the publishers believe that there were good and sufficient reasons for the extraordinary prices they were charging, but during the past seven or eight months it has been clearly demonstrated by the investigations of the Federal Trade Commission and by your legislative committee that there was, and is, no good reason for the large advances made, as the Trade Commission clearly demonstrated that there had been but a very slight increase in the cost of manufacture; therefore, be it

Resolved, That the National Editorial Association in convention assembled at Minneapolis, calls upon Congress to pass legislation immediately that will give the Federal Trade Commission power to fix prices and operate the mills and distribute the print paper manufactured in the United States during the period of the present war in accordance with the recommendations of the Trade Commission in its report to Congress. And further be it

Resolved, That arrangements be made with the Canadian Government so that the print paper manufactured in Canada and shipped into this country shall also be handled by the Trade Commission in order that all the publishers of the United States may be provided with sufficient paper at a reasonable price."

"The Southern Newspaper Publishers Association in convention at Asheville, N. C., July 9-11, adopted the following resolution favoring legislative enactment to control the production of the news print paper, as proposed by your committee:

"*Resolved*, That the Southern Newspaper Publishers Association, representing 105 leading daily newspapers of the South, in convention assembled, unqualifiedly approves and strongly urges the immediate adoption of the complete plans of the print paper committee of the American Newspaper Publishers Association to empower the Federal Trade Commission by legislative enactment to control the production of news print paper, to pool its distribution, and to fix its price."

"This action is absolutely necessary to conserve the best interest of our Government and our people under the present extraordinary emergency."

"The Georgia Weekly Press Association likewise adopted a resolution at its meeting in Thomasville, Ga., July 16-18, indorsing the action of the Federal Trade Commission in urging Government control of print paper mills."

"The New York State Press Association, at its meeting in Ithaca on June 29, also adopted a resolution indorsing the action of the Federal Trade Commission in recommending Government control of print paper mills, and recommended cooperation between the Governments of the United States and Canada in controlling the manufacture and sale of news print paper."

"It is evident, therefore, that the vast majority of the newspaper editors and publishers have no fear whatever of any censorship being exercised through Government control of the production and distribution of print paper."

"Such little opposition as has been expressed by newspaper publishers comes from the owners of a few of the larger dailies, which are either interested financially in paper mills or have advantageous contracts for print paper that they fear might be

affected by Government supervision and control.

ALREADY UNDERTAKEN IN SMALL WAY.

"The fact is, the Federal Trade Commission has already undertaken in a small way and without specific authority of law to distribute a limited quantity of news print paper in sheet form which it succeeded in having placed to its account by one or two independent mills."

"In directing the distribution of this paper through the jobbers who agreed to handle it at a reasonable charge, or through certain newspaper associations, the Federal Trade Commission has actually relieved a number of the smaller newspapers that were being oppressed by the excessively high prices demanded for sheet news print."

"Concerning this effort of the Federal Trade Commission, Mr. Hosmer, chairman of the legislative committee of the National Editorial Association, says:

"The smaller newspapers are particularly thankful to the Trade Commission at this time for the paper they have furnished them since last April, even though the big manufacturers, who agreed to furnish paper at a reasonable price, failed. Independent mills have furnished the paper through the commission to newspapers in more than 20 states at prices from \$5 to \$9 1/3 per cent under the prices quoted by jobbers and mills direct. In some cases this paper has been distributed through designated jobbers, who have been paid about 10 per cent for handling; in other cases through Senate associations or committees from associations, who have handled it as a patriotic duty, without expense to the newspaper men."

"The Canadian Government has undertaken to control the production and distribution of news print paper through its orders in council."

"It is stated that a pool is actually in existence in Canada, the news print manufacturers selling to Canadian publishers at \$2.50 per 100 f. o. b. mill, and \$3 per 100 f. o. b. mill when shipped to destinations outside of that country."

"In this connection it is interesting to note that \$2.50 is the price that the Federal Trade Commission has fixed upon as a fair and reasonable price for news print paper in this country."

"In comparison with this price; the Trade Commission reports that the largest consumers of news print have had to pay from \$3 to \$3.50 per 100 pounds, and in some cases even up to \$4.50, while the small publishers have been forced to pay prices as high as \$7.50 to \$9 per 100 f. o. b. mill."

"This same paper sold before the war as low as \$2 per 100 pounds, delivered."

"By indorsing the proposition for Government control over the production and distribution of print paper during the war the newspaper publishers have indicated that they have no fear whatever of the Government censorship under such plan."

"What the newspapers do fear, and justly so, is that their very existence may be placed in jeopardy by the paper combine, which already, by its greed for excessive profits, has forced hundreds of the smaller newspapers throughout the country to discontinue publication."

"Could any Government censorship be more drastic or fatal to a free press than that which the indicted paper clique already has exercised for their own selfish interest?"

"The committee submits the reso-

lution for the consideration of the Senate with the question whether it is better to safeguard the continuance of a free press in this country by assuring it an adequate supply of print paper at a fair and reasonable price or whether to permit a further increase in the excessive profits of the paper industry, which the Federal Trade Commission declares is about to exact \$17,500,000 more in excessive profits from the American publishers, who are loyally and patriotically supporting their Government in this fateful hour?"

PAPER MAKERS' TRIAL SET FOR NOVEMBER 12.

AS THE FOURTH ESTATE told last week it would be, the trial of the five members of the Executive Committee of the News Print Manufacturers Association and two others who were indicted on a charge of having combined to increase the price of news print paper, in violation of the Sherman anti-trust law, which was set down for October 8 in the Federal District Court, New York, was adjourned by Judge Learned Hand until November 12 by agreement of counsel.

BRITAIN SETS PAPER PRICE.

The British Paper Commission this week fixed the price that news print paper manufacturers in Great Britain may receive for their paper when sold to the newspaper publishers of Great Britain.

The price is 4½ pence per pound, which, converted into United States money on the basis of par of exchange, is 9.3725625 cents per pound.

BIG PAPER CARGO HERE.

There arrived in New York City this week a cargo of about 1,500 tons of news print paper and some ground wood pulp, brought here by the Publishers Paper Company, Ltd., from the Harnsworth Mill in Great Falls, Newfoundland.

All paper brought to the United States by the Publishers Paper Company is sold before it is manufactured.

PAPER LABOR SCARCITY.

The present price being paid experienced woodmen in Maine in getting out pulpwood is \$2 a day with board, as compared with \$35 a month last year.

The present price paid cooks is \$3.04 per day; teamsters, \$2.25; blacksmiths and filers, \$3.10; all with board.

Reports indicate difficulty in securing men at the foregoing prices and that the scarcity is due to the high prices paid in munition plants.

NEW TAGEBLATT HEAD.

August F. Herbert is taking the place of L. Werner and M. Darkow, the editors of the Philadelphia Tageblatt who were indicted on the charge of conspiracy against the Government. The names of the officials who were indicted with Werner and Darkow appeared in their usual places on the top of the editorial column.

Although Darkow is an alien enemy, he can be tried in the United States courts on the charge of treason, according to United States District Attorney Kane.

FOREIGN PRESS AIDS LOAN.

MEMBERS OF ASSOCIATION RUN BIG AD—ARE GIVING SPACE TO GOVERNMENT.

A page advertisement urging Americans of foreign birth to buy Liberty Bonds is being published in 442 American newspapers by the members of the American Association of Foreign Language Newspapers, Inc., with the approval and endorsement of the Liberty Loan Committee.

The officers and directors of the association signing the advertisement are:

Louis M. Hammerling, president.
D. S. Momand, vice-president.

DIRECTORS.

C. Edmond Belisle, publisher L'Opinion Publique (French daily), Worcester, Mass.

J. E. Bernier, proprietor L'Avenir National (French daily), Manchester, N. H.

G. Bohrer, manager Svenska Tribunens-Nyheter (Swedish weekly), Chicago.

L. C. Frank, publisher New Yorks Listy (Bohemian daily), New York.

Israel Friedland, publisher Jewish Morning Journal, New York.

A. Geringer, manager Svornost (Bohemian daily), Chicago.

Jacob Ginsburg, president Jewish World (daily), Philadelphia.

E. M. Grella, publisher Giornale Italiano (Italian daily), New York.

Charles K. Johansen, publisher Nordstjernan (Swedish semi-weekly), New York.

P. S. Lambros, proprietor Greek Star (weekly), Chicago.

N. A. Mokarzel, publisher Al-Hoda (Arabic daily), New York.

Dr. D. Moldovan, president Romanul (Romanian daily), Cleveland, Ohio.

C. D. Nardi, manager Opinione (Italian daily), Philadelphia.

C. L. Orbach, publisher Slovak V Amerike (Slovak daily), New York.

John R. Palandech, publisher United Serbian (Serbian weekly), Chicago.

Michael Pavolsky, publisher Russkoye Slovo (Russian daily), New York.

Frank Ruskiwicz, publisher Dziennik Dla Wszystkich (Polish daily), Buffalo, N. Y.

V. Spatny, manager Denni Hlasatel (Bohemian daily), Chicago.

Frank J. Svoboda, publisher American (Bohemian daily), Cleveland, Ohio.

Swan J. Turnblad, publisher Svenska Amerikanska Posten (Swedish weekly), Minneapolis, Minn.

D. J. Vlasto, publisher Atlantis (Greek daily), New York.

Leon F. Wazetler, publisher Tygodnik Polski (Polish weekly), New York.

The American newspapers printed in foreign languages which have given space to the Government are as follows:

Albanian 1 Lithuanian 6

Armenian 5 Norwegian 26

Bohemian 39 Polish 38

Bulgarian 2 Portuguese 5

Chinese 6 Roumanian 5

Croatian 12 Russian 9

Finnish 6 Ruthenian 6

Flemish 2 Serbian 6

French 17 Slovak 6

Greek 5 Slovene 8

Hollandish 12 Spanish 19

Hungarian 10 Swedish 35

Italian 102 Syrian 1

Japanese 6 Syrian 8

Jewish 27 Wendish 1

Total 442

CHICAGO "FOREIGN" MEN AID LIBERTY LOAN.

A campaign by the editors of foreign language newspapers and citizens of foreign extraction to make Chicago a leader in floating the second Liberty Loan was inaugurated at a luncheon in the Hotel Sherman, following addresses by Hans Rieg, chief of the foreign language division, bureau of publicity, of the Treasury Department; John F. Smulski, Louis M. Hammerling and W. A. Heath.

Concrete proof of the cooperation of

the foreign language press was given when Mr. Hammerling, at the close of the meeting, announced that the fifty papers represented in Chicago had pledged \$50,000, with which to buy Liberty Bonds of the new issue.

A committee representing practically every nationality among the citizens of foreign extraction in Chicago was appointed to cooperate with the Liberty Loan executive committee of the district. Their names are:

Belgian, Felix J. Streckmanns.

Bohemian, A. J. Cermak.

Croatian, Dr. Anthony Biankini.

Danish, Henry L. Hertz.

French, Edward D. La Torneaux.

Greek, C. Salopulos.

German, Henry Lutzenkirchen.

Hungarian, Steven von Fay.

Italian, Hector Durante.

Jewish, Harry A. Lipky.

Lithuanian, Rev. J. B. Klorie.

Norwegian, Oscar Haugen.

Russian, Nicholas Klekner.

Polish, John P. Smulski, Joseph A. Werwinski, South Bend, Ind.

Serbian, John R. Palandech.

Syrian, Paul S. Newey.

Spanish, Consul Bartheld Singer.

Swedish, Henry Samuel Hinschen.

Mr. Hammerling, who is president of the Association of Foreign Language Newspapers, explained the need of enlightenment which the foreign-language newspapers could do.

"When I am speaking," he said, "I change the name of the bonds slightly and call them 'privilege bonds,' because in the language of my childhood the word 'privilege' stands for the most noble act a human being can do.

"I have been talking in factories and in shops, and I find that as soon as the workmen really understand the nature of the bonds they subscribe readily. The City of Chicago, with a larger percentage of citizens of foreign extraction than of native-born Americans, should show 1,500,000 subscribers before the campaign is finished, for they have more at stake than any one else."

CHANGES IN SPRINGFIELD.

Ralph C. Busby has been appointed managing editor of the Springfield (Ohio) Sun, succeeding Paul C. Laybourne, resigned. Recently Mr. Busby has been editing the Cooperator, house organ of the Robbins & Myers Company, of which the Sun's new owner (W. A. Myers) is the secretary.

As editor of the the Cooperator, Mr. Busby is succeeded by Raymond G. Hall of the Daily News and formerly of the Sun.

Earl Leech has resigned from the Sun's editorial staff to go with the Dayton Journal.

HUNDRED AND EIGHT YEARS.

The Kingston (Ont.) Standard celebrated its 108th birthday anniversary on September 25.

The Standard claims to be the oldest paper in Canada outside the Province of Quebec and the third oldest in all Canada.

WANTS TO FLY.

A. Evans Houston, formerly a reporter on the Salem (Ore.) Capital Journal, now a corporal in the United States marine corps stationed at Mare Island, Cal., has passed the preliminary examination for the aviation branch of the naval service and will go to Philadelphia for training as soon as his twenty-day furlough, which he is spending at Salem and Albany, Ore., has expired.

NEWSPAPER EXPERIENCE IS GREAT HELP TO SILL.

William Raymond Sill, the publicity director of the Century Theater, New York, for Dillingham & Ziegfeld, is a well known newspaper man.

Born in Hartford, the son of a former governor of that state, and educated at Amherst College, he entered the newspaper business in his native city and was associated there with the late John Addison Porter,



WILLIAM RAYMOND SILL.

the first secretary of President McKinley, then editor of the Hartford Post.

Next he was editor of the first daily in Litchfield County, Ct., the Winsted Citizen, where he remained until he went to the Minneapolis Tribune, then owned by Charles M. Palmer, who had married a daughter of young Sill's uncle.

During this period he was at the Indian uprising that resulted in the death of Sitting Bull.

Leaving Minneapolis he went with Mr. Palmer's interests to the St. Joseph (Mo.) News. Returning East, he became connected with the New York Recorder and later the Hartford Post, but remained there for but a short time when William Randolph Hearst, who had just bought the New York Journal, dispatched him to Cuba, where he was with the insurgent army under Gomez and Antonio Macco. On reaching Havana, he was incarcerated in Morro Castle and remained there under sentence of death, but was subsequently released.

During the Spanish War Mr. Sill represented the Hearst interests and was with the American troops, and on a despatch boat with Schley's squadron when the Spanish Fleet was destroyed.

After the War he went to the New York Evening World, and became dramatic critic of that paper, succeeding Alan Dale, until he joined Weber & Fields at their famous music hall as representative. He was with those two manager-comed-

ians until their separation, after which Mr. Sill occupied a similar position with Lew Fields.

He left Mr. Fields to become press man at the newly created Palace Theater for the Keith interests and later joined the staff of Charles Dillingham as business manager for Montgomery & Stone.

Mr. Sill is not new at the Century Theater, for he was there when it was under the Wayburn management, two seasons ago. He is one of the most widely known and popular press representatives in the country.

PRESIDENT LAUDS ARMY PAPERS.

TRENCH AND CAMP, ISSUED JOINTLY BY NEWSPAPER OWNERS, APPEARS.

The first issue of Trench and Camp, the weekly newspaper for national army and National Guard training camps, carries the following letter from President Wilson to John Stewart Bryan, publisher of the Richmond News-Leader, editor-in-chief:

"I am happy to have a chance to say this word of gratitude for the newspapers which you and your associates are so generously providing to be issued in our great training camps.

"I understand that this is to be in a very special sense, a soldiers' newspaper and that it will no doubt be devoted in substantial part to matters of local and peculiar interest in the camps in which they appear, but that they will also have a general influence in interpreting to the soldiers the hope and enthusiasm of the nation behind them and interpreting to the nation the fine determination and spirit of our men in arms.

"It is important that there should be no loss of touch between the nation and its soldiers and the series of papers so generously provided will be helpful in maintaining the spirit and understanding of both."

Trench and Camp is to be published simultaneously for each of the camps by the newspaper of a nearby city. The newspaper will get out the paper without charge and turn it over to the Y.M.C.A. for distribution.

The Rayonet, the official organ of the eighth division, National Army, at Camp Lee, Va., made its initial appearance on October 5. The edition consisted of eight pages, with a four-page pictorial section showing camp scenes. Each company has a reporter and all news relates directly to men in the cantonment and their activities. The edited copy is taken to the offices of the Richmond Times-Dispatch, where the Rayonet is printed without charge. The initial issue has claimed a circulation of 15,000 and carried 618 inches of advertising. The profits are to be used in providing recreational equipment.

CAMP PAPER SQUELCHED.

This week's issue of the Ontario Post, printed by the Flower Hospital Unit stationed at Fort Ontario, Oswego, N. Y., has been suppressed. An editorial written by Captain W. E. Doremus of New York proved objectionable to Captain A. R. Edwards, commandant of the fort, and to Congressman Luther W. Mott.

TO TEACH THRIFT.

Thrift is the name of a new magazine published in Chicago by H. R. Daniels, with the purpose of teaching thrift.

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE XIV.

MAKING COST SYSTEM SELL ADVERTISING—HOW IT MAY BE USED TO RAISE THE LOW RATE CONTRACT.

BY EDMUND WALKER.
Herald Building, Chicago.

Today I want to talk to the advertising manager and his assistants. I am not an advertising salesman, but perhaps this article will give you some idea of how to use your accounting department to the best advantage.

Have you ever approached a merchant for whom you were carrying display advertising at a low rate with the intention of renewing the contract at a higher rate?

Of course you have, and you remember the line of talk you gave him.

It was entirely based on generalities. You told him about rising cost and news print and labor troubles and overhead expense.

After you were all through, assuming that you were successful, you got the new contract, patted yourself on the back and expected an increase in salary, whereas you probably deserved to have been fired.

Now what really happened?

You "bullied" the advertiser into signing your contract at a higher rate. You left him with the opinion that you had "put one over"—of course the contract was signed, but that is not salesmanship.

Some advertising solicitors "take orders" and other "sell" advertising—there is quite a difference.

You took his order for so many lines of advertising space, you did not care about the copy he would run, you got as big an order as you could, absolutely ignoring the fact that he might be contracting for more space than his sales justified.

You got as big a rate as you could without taking into consideration the cost of production or the class of advertising to be produced or his personal record in the composing rooms.

THE OTHER WAY OF SELLING.

John Doe's advertising contract was due to expire on September 30, and on August 31—a month preceding the expiration date—your accountant began keeping actual costs on the copy turned in by him.

These sheets recorded in full detail the actual time spent in the composing room, both hand and machine, on this copy.

The class of work performed was also recorded, the cost of the space, the total cost of producing the advertisement and the selling price day by day.

On September 30 your accountant handed you these sheets properly summarized. You then went to see this advertiser with a view to satisfying him that he should pay a higher rate. Here was what you said:

"During the past year your advertising has been carried at a net loss of \$722.14—this may sound like poor business and it is. You would not make a contract to sell your mer-

chandise at less than it cost you and you would feel very uncomfortable to know that you were buying our advertising space at less than it cost us to produce.

"You can help us reduce this production cost, however, so that your rate will not have to cover a multitude of unproductive outlays.

"Having installed an efficient costing system, your copy has been carefully watched and we find that last month alone 'corrections' ordered by you after handing in your copy, cost us \$24.16—this is \$289.92 per annum, or practically equivalent to a 6 per cent dividend on \$5,000 of our cash capital.

"In other words \$5,000 of our capital is going to waste every year because of your corrections.

"Now, we do not want to charge you for something which does you no good, so we urge you to eliminate these corrections in your copy.

"Our suggestion is that, rather than make a blanket change to cover this cost, we quote you a rate eliminating this expense and you simply pay the cost of making such corrections as you may demand.

"In that way you only pay for what you get and we get refunded our outlay—we both win.

"Eliminating this item then, we show a loss of \$432.22 on your orders. Here are the daily cost sheets for September, let us examine them carefully together.

"You notice that the advertisement carried in our issue of the 4th contained the same number of lines as on the 6th, and yet cost more to produce.

"Examining the details for these days, you see that the copy for the 4th was practically all set up by hand, while that of the 6th was practically all machine work.

"Do you believe that your advertisement of the 4th was any better than the insertion on the 6th?

"Did you get anything in return for this additional expense.

"If your copy had all cost the same rate as on the 6th we could have produced your advertising in September at 14 per cent less than it actually cost us.

"Now here is what we suggest for the next three months:

"You are going to help us keep down production expense, and we are going to cooperate with you. Your rate will be based on the actual cost of production.

"During the next three months we are going to sell you white space at

1 cent a line, and on that cost we are going to charge you for the actual time used in the composing rooms.

"At the end of three months we will strike an average and then obtain a flat rate. In the meantime you will reduce the cost to your company by helping us along the lines above set out.

"For the next three months you will have the satisfactory feeling of knowing that you are only paying for what you actually get.

"After that, when we adopt a flat rate, we are still going to keep a check on your orders and you can come and ask for these sheets showing the cost of carrying out your contract at any time.

"If you go back to your old habits, of course, we will have to revert to our original plan and charge you separately.

"So much for the rate question—now how about the space requirements of your business?

"Mr. Walker, our auditor, has been watching your advertisements and has given me this report, which should help us ascertain the amount of space you require.

"Last year you spent \$342.17 advertising 'Jones' cigars—what were your total sales?

"Only \$1,430?

"Well, on the margin of profit the manufacturers allow your company you cannot afford to spend more than 3 per cent of your gross sales on advertising.

"Now why don't you make a list of the most profitable lines you handle. Then show against each line just what margin can be spared for advertising and run your copy accordingly?

"Some lines which you carry cannot afford to be advertised at all—there is not the profit in them. Other lines you can well afford to push.

"If you like I will bring our auditor over here this evening after your store is closed and he will make up that list with your help—then you and I will get together again and plan your next year's contract intelligently—we will know exactly what space you need and what copy you are going to run—I shall be able then to tell you how to keep your cost of production in our composing rooms down, too."

Now, Mr. Advertising Manager, who "sold" advertising and who "took orders?"

Do you think that advertiser is going to be unappreciative of this service?

I believe that the solicitor for the other paper over the road is going to have a very hard time breaking into your field—I think you are by this time regarded as one of the inside partners.

There is yet another feature of this work. Your auditor went round to this advertiser's store and saw what was going on from the inside. If he was up to his work, he would now know exactly what line of credit to extend and in the event of accidents he will know where to collect his money.

Do not let me give you the impression that any cost system will give you these results. It won't.

More money is being wasted every month on cost systems not designed

for newspapers than you would believe. In making an installation I always work my plans to meet the advertising department and to help produce business.

I. N. S.-A. P. SUIT TO BE REVIEWED.

U. S. SUPREME COURT GRANTS WRIT OF CERTIORARI ON BOTH SIDES' PETITION.

The grant by the United States Supreme Court of a petition for a writ of certiorari in the case of the International News Service and the Associated Press on October 8 reopened a controversy which is bound to have a most important effect on every news service and every newspaper in the United States.

The action of the supreme court was taken because of a minority opinion by Justice Ward in the United States Circuit Court of Appeals, and also because claims of the Associated Press to news fact proprietorship were new in law.

The opinion of the other two members of the United States Circuit Court of Appeals upheld the contention of the Associated Press that it was possible to obtain a proprietorship in a news fact.

The minority decision of Justice Ward declared that any such doctrine was "absurd."

The contention of the International News Service, that knowledge of a fact, once that knowledge was acknowledged to the public by the publication of a newspaper or by its display on a bulletin board, became public property.

The whole question will now be reopened before the United States Supreme Court and a final decision will be reached on this principle which the International News Service has contended is "vital to a free press and is the greatest bulwark against the formation in the United States of an absolute news monopoly."

This action does not stay the operation of the injunctions already existing, court officials said, but merely provides for a review, to which there was no opposition by the Associated Press.

There was no right of appeal to the Supreme Court, but both sides petitioned the Supreme Court for a writ of certiorari to review it, the Associated Press also being anxious to secure a decision of the highest tribunal in the United States on the subject.

The petition of the Associated Press for a writ of certiorari recited that it "would be content to rest its rights upon the decisions below without requesting the Supreme Court to assume the burden, except that nothing but a decision of the Supreme Court can assure this great service a sound and indisputable foundation and forestall a great quantity of costly and harassing litigation all over the country in both Federal and state courts."

CLUB TO ISSUE WEEKLY.

Beginning with the October number of the Columbus (Ohio) Athletic Club Journal, the magazine will be issued every Friday. The first number will be devoted to Camp Sherman.

REPEAL AMENDMENTS FOR SECOND CLASS INCREASES

TO BE PRESENTED WHEN CONGRESS RECONVENES IN DECEMBER—NOW BEING STUDIED BY COMMITTEE.

Increased second class mailing rates are among the features of the War Revenue Bill that members of the Senate Finance Committee are studying for the purpose of offering repeal amendments when Congress convenes again, because they impose double taxation and are regarded as being unjust to certain individuals and industries.

A leading opponent of these features is Senator Penrose, ranking Republican member of the finance committee. *He holds that the tax on second class matter should be increased over the one-cent-per-pound rate only after a scientific investigation by the Post Office Committee.*

Therefore he will offer a bill at the next session to provide for such an investigation, with the idea of having the Post Office Committee report a bill dealing justly with the newspapers and magazines.

Senator Penrose has stated his intention of presenting appeal amendments, and he is sure to have the backing of such men as Senators Simmons, chairman of the finance committee; Smoot, Hitchcock, Smith of Michigan and others.

Chairman Simmons of the finance committee voiced his displeasure with the second-class increases as follows in presenting the conferees' report of the Revenue Bill to the Senate:

"The original proposition to impose a tax on advertising matter under the zone system provided for a very much higher rate than we finally agreed upon. The original proposition was that both the rates upon reading matter and the rates upon advertising matter should presently take effect—I think in thirty days after the passage of the bill, or it may have been the 1st of January.

"That was changed upon the insistence of your conferees; so that none of these rates, either as to reading matter or advertising matter, will take effect until the 1st day of July, 1918, and the increases will be made annually on advertising matter through a period of four years, and on reading matter through a period of two years; that is, the first increase on reading matter will be for the first year only a quarter of a cent, and for the second year another quarter of a cent, making half a cent.

"There is also a provision, inserted by the conferees, upon the insistence of the Senate conferees, that a publisher shall be permitted to mail his publication from any Post Office and to secure the zone rate of that Post Office; that is to say, if a magazine is published in New York, it may be sent by freight or express to San Francisco and distributed from the San Francisco office at the zone rates applicable to that office.

"I think that is a provision which will afford in some cases very great relief against what is characterized by some of the publishers as a hardship.

"I want to add that, speaking for myself personally, in the finance committee I thought that postal taxes, whether upon letters or upon publications, newspapers, and periodicals, were matters which should be dealt with as a postal measure rather than as a revenue measure.

"I did not believe then, and I do not believe now, that any tax should be imposed upon the facilities of the

Post Office Department except for the purpose of defraying the expenses of that department and that service and its enlargement and expansion.

"It will be a long time, even if the Government shall finally make a profit from the transportation and distribution of second-class mail matter, as it is making a profit in the carriage of letters, before we shall receive a sufficient revenue from the Post Office Department to make the necessary extensions and enlargements in postal facilities to which the people of this country are entitled and which the best interests of the Government demand.

"I do not believe that we ought to be imposing taxes upon these facilities for the purpose of defraying the expenses of this war. I think this is one subject upon which we ought not to lay our hands.

"Entertaining that opinion, I felt that it was not a matter for the finance committee, but a matter for the post office committee.

"I was glad, therefore, when we were able to write into this bill a provision that the tax that we impose shall not take effect until July, 1918.

"I trust that before that time arrives the post office committee will work this matter out in a more satisfactory way than your committee or the conferees have been able to work it out, and that whatever additional tax it is found expedient and proper and just to impose may be imposed, not for the purpose of raising money to defray the expenses of this war, but for the purpose of raising more money to increase the postal facilities."

NEW MASONIC PAPER.

The Delaware Masonic Index, a monthly publication devoted to the interests of the Masonic Order in Delaware, has made its initial appearance with H. T. Price and G. B. Hynson as editors, H. Guthrie as assistant and J. C. Morgan as business manager.

Mr. Hynson, formerly editor of the Wilmington (Del.) Journal and now in the printing business in Philadelphia, has just been elected grand master of the Grand Lodge of Delaware, A. F. & A. M.

The St. James (Minn.) Journal-Gazette has sold its subscription list and good will to the St. James Plain-dealer and Independent.

LEE JOINS THE N. Y. TRIBUNE.

FAMOUS AD WORKER IS NOW DIRECTING PAPER'S BUREAU OF INVESTIGATIONS.

Richard H. Lee, who had the misfortune to be taken seriously ill a month ago when he was about to assume the duties of his new position with the New York Tribune, is now on the job in New York with all the vim that characterized his widely known advertising vigilance work and made him known the country over.

Mr. Lee is now the director of the New York Tribune bureau of investigations, and, in cooperation with Samuel Hopkins Adams, has started to make life more miserable than ever for the untruthful advertiser.

That Mr. Lee is entirely capable of handling his big new job is shown by his fine record of the past. Until



RICHARD H. LEE.

his appointment to the Tribune, he was legal field marshal of the A.A. C.W. national vigilance committee.

Aside from being an attorney, Mr. Lee was a member of the City Hall Commission in charge of building Cleveland's famous group plan of public buildings. He was also for three terms president of the Cleveland Automobile Club and his enthusiasm was one of the principal factors in building that organization up to a membership of more than 7,000. He was also for two terms president of the Ohio State Automobile Association.

Besides having a busy law practice, Mr. Lee has been prominent in several other theaters of action in his home town of Cleveland.

Politics claimed him for several years, and he was one of the managers of a campaign that overthrew the dominant party in Cleveland municipal politics for the first time in almost a decade.

He has had experience on the police bench, and he knows crooks and their methods of high and low degree. While with the A.A.C.W. he led the vigilance committee work that resulted in the convictions of several noted fraudulent advertisers.

Mr. Lee was born in Pomeroy, Ohio, in 1877, and was educated in

the Pomeroy schools, the Newark Academy and Ohio Northwestern University. He has a wide knowledge of law, a broad vision, clear mind and is a convincing talker—a combination that bodes well to make an excellent director for the Tribune's investigation bureau.

Since coming to New York, Mr. Lee has joined the New York Advertising Club and he also retains non-resident membership in the Cleveland Advertising Club.

PUBLISHERS RECEIVE PAPER REPORT SCHEDULES.

As announced exclusively in THE FOURTH ESTATE last week it would do, the Federal Trade Commission has called for reports on news print consumption and stocks from publishers. The blank forms have been sent out to consumers, together with the following letter:

"In order that accurate information regarding conditions in the print paper industries may be available to manufacturers, dealers and consumers, the commission will collect and compile statistics of production, consumption, shipments, stocks on hand, etc.

"Sales agents, brokers and jobbers are required to furnish for designated months the information called for by the enclosed schedule.

"The first report must be mailed to the commission on or before November 5, 1917, for the month of October and until further notice succeeding reports on the fifth of each month for the month preceding.

"If the records are not kept in a manner to furnish complete information as possible may be furnished. Therefore the information must be complete.

"The commission welcomes any suggestion for improving the schedule before it put in final form and printed."

IOWA ADVERTISERS MEET.

At their annual meeting held in Muscatine on October 10 the Associated Advertising Clubs of Iowa elected J. Sidney Johnson of Marshalltown president and C. A. Baumgart of Des Moines secretary. Tim Lequette presided.

Governor Harding appealed to the association to join other business men in supporting the Administration in war issues. A strong loyalty resolution was adopted with great enthusiasm.

J. K. Groom of Aurora, Ill., spoke for more extensive newspaper advertising.

Other speakers were President D'Arcy of the A.A.C.W.; Sidney J. Dillon, a Des Moines attorney, and Frank Armstrong of Des Moines, secretary of the state vigilance committee.

The convention pledged \$1,000 to back important prosecutions to test the new Iowa "Truth Law."

Each of the twelve clubs now in the association agreed to organize a new club this year.

GOES TO ATLANTA.

George B. Forristal, advertising manager of the Galveston (Tex.) Tribune, has gone with the advertising staff of the Atlanta Georgian.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company.
Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary, 223 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 50c; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions, 25 cents.)

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
223 West 59th St. NEW YORK
Columbus Circle.

Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1233.

FOR THE WEEK ENDING OCTOBER 13, 1917

SENATE WANTS TO SAVE PRESS; HOUSE WOULD KILL IT!

The Senate committee on printing has declared it recommended that the Government seize the news print paper mills "in the hope that some relief may be speedily accorded the many publications that are in grave danger of destruction by the unbearable prices now exacted for print paper. It declared:

"To jeopardize the existence of the press is to imperil the life of the Government itself, so dependent is a democracy upon the prompt and wide-spread information of the people."

"Therefore, whatever affects the publication of its newspapers and periodicals likewise affects the welfare of the Government and the necessities of such publications become in fact public necessities.

"If print paper cannot be obtained in adequate quantities, the information of the public will be restricted in the same measure as the output of the paper mills is limited; or if the price of paper is held so high that many newspapers cannot afford to continue publication, the information of the public will likewise be curtailed and the interest of the Government suffer thereby.

"It seems imperative, therefore, that the Government should do everything in its power to insure the preservation of the press, especially in a time like the present, when the newspapers and periodicals are such a vital force in helping the cause of humanity against military madness."

On the other hand, the House of Representatives is constantly doing all it possibly can to "jeopardize the existence of the press."

Nothing better illustrates this than the discriminating special tax—in the form of increase in second class postage rates—that the House forced the Senate to accept as a part of the War Revenue Bill.

It seems strange that the two houses of Congress can disagree on such a vital subject.

Apparently there will be "tall doings" in settling this nationally important matter when Congress reconvenes in December.

Such an outspoken opinion by the

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; space measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$380; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Vacancies, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 25 lines in depth of column) double price.

serious-thinking Senators seems bound to have a good result some way.

CIRCULATION MANAGEMENT MEANS EFFICIENCY.

Have you read the report of the International Circulation Managers Association's nineteenth annual convention, presented on other pages of this number of THE FOURTH ESTATE?

Have you ever read a report of a newspaper convention at which more real and useful information was exchanged?

We have not.

And THE FOURTH ESTATE desires to congratulate the officers and members of the I.C.M.A. on their splendid Atlanta gathering.

The I.C.M.A. has developed into a most important part of newspaper association machinery, and it bore a very important part in carrying newspapers through the cost-of-production crisis of the past year and a half.

The economy and efficiency injected into the newspaper publishing industry by members of the I.C.M.A. has been truly remarkable.

Practically the whole key to meeting the paper scarcity and enormously increased all around production cost has been the circulation manager.

To meet this emergency called for the highest grade of practical intelligence and I.C.M.A. members furnished it.

Their was the job of keeping readers—in spite of papers being greatly reduced in size and in popular features and inducements—to enable the publisher to keep his head "above water."

They showed the publishers practical means of reducing waste and increasing efficiency in offices and plants.

The circulation manager has come through the test with flying colors. No wonder so many of the newly appointed newspaper executives are from the ranks of the circulators.

Of course, since circulation management became a science, the highest class of men have gone into it.

Again, our best wishes to the I.C.M.A. for success in the future in as full a measure as it has enjoyed in the past.

NEWSPAPERS NOT SENT FREE TO SOLDIERS.

Through misunderstanding of the postal rate concession to soldiers in France, hundreds of newspapers meant for American soldiers are daily destroyed in the local post offices.

If a newspaper reaches France through the mails it must be wrapped, addressed and stamped as usual.

The recent rate concession applies only to magazines. It is only necessary to place a 1-cent stamp on the cover of a magazine for it to reach soldiers in France. No address is needed.

But newspapers do not share this privilege.

NOTE AND COMMENT.

It is said that the first newspaper woman was Mrs. Anne Royall, an American, who was at the same time the first woman to own and edit a newspaper, starting in 1769 to publish a weekly that was first known as the Washington (D. C.) Paul Pry, and later as the Huntress.

The Montgomery (Ala.) Advertiser is optimistic concerning the outlook for newspaper advertising in Alabama. It declares itself "gratified to note a considerable increase in the advertising patronage of most Alabama newspapers in recent weeks. Publishers are beginning to feel the renewed energies of business. This year Alabama has a big crop. Business is better than it has been in a long time. It is natural that the newspapers should begin to share in this sort of prosperity."

All newspaper clippings in Kansas papers relating to the part Kansas is playing in the war are being placed on file by the Kansas State Historical Society to be made into a Sunflower war volume when the conflict is over.

How many Walter Johnsons are there in the newspaper business anyway? Recently THE FOURTH ESTATE mentioned two. Walter C. Johnson, business manager of the Chattanooga News; and Walter Johnson, business manager of the Jackson (Miss.) Daily News. Still another notable newspaper man of that name is Walter Johnson, managing editor of the Topeka Capital.

Joseph F. Grawe, editor of the Waverly (Ia.) Independent-Republican, was recently the recipient of a bequest of \$3,000 by the will of Abraham Shimmer of that place "because he conducted his paper honestly."

When summer slumps hit the advertising columns of the Jacksonville (Fla.) Metropolis, John Other, its advertising manager, considers it a good time to go after new business in greater volume than ever, a trait which he exhibited recently in getting out a special section devoted to Southern colleges and to the Kappa Alpha fraternity. It contained over 1,000 inches of special advertising—in a very dull week otherwise.

The annual "Fall Fashion Number" of the Clarksburg (W. Va.) Telegram included thirty pages and carried 36,932 square lines of advertising at rates 25 per cent higher than last year. This is the eighth

successive year General Manager J. J. Devine and his force have issued this number and it grows more profitable each year.

Incidentally the Telegram has printed 50,000 lines of advertising for the Nussbaum Company of Clarksburg within three weeks.

Dr. Philander P. Claxton, United States Commissioner of Education, told members of the High School Teachers Association in New York that it is necessary to keep away from the child impressions of the brutality of this war.

"In times of war there is a hardening of the imagination," he said, and a tendency to look upon the brutality of existing conditions with more or less complacency. The child is easily impressed and early impressions are apt to become permanent.

A keenly contested "wet" and "dry" campaign, which is in progress in New Castle, Del., is proving profitable for the Wilmington newspapers, which are getting large advertisements from both parties.

Twenty-five foreign language newspaper editors of Chicago have combined to work for the success of the second Liberty Loan. A committee representing practically every nationality among foreign citizens of Chicago has been appointed to co-operate with the Liberty Loan executive committee, and it has been announced that fifty foreign language papers have pledged \$50,000 with which to buy new Liberty Bonds.

THE TAX ON BUSINESS.

EDITOR THE FOURTH ESTATE:

Sir: It is bad enough to have the Germans fighting us, but when the Government joins in too it's the last straw.

If the greater part of my profits, should I get them, be taxed, where is it possible for me to secure capital?

I only make on the majority of my contracts during good years. There must be a big incentive to secure capital.

The railroads need more profit, or where will their capital come from for improvements and needed repairs? Besides, my profit, if any, goes into the plant.

If we discourage and scare out of business the present generation, then posterity will receive poverty and a great debt.

I don't mind paying a tax on profits. That is not the trouble; it is the curtailment of business caused by the actions of our legislators which is causing the fear of taking business risks and the withdrawal of capital. It is too much tax for one year.

Too many feathers from the goose are expensive. **TIMED BUSINESS MAN.**

SPECIAL NOTICE

The business of the late ROBERT TOMES, No. 116 Nassau St., New York, will be continued through the offices of RALPH R. MULLIGAN, No. 30 East 42d Street Oct. 11, 1917. New York

PURELY PERSONAL.

W. F. Wiley, managing editor of the Cincinnati Enquirer, has been appointed chairman of the Union Depot committee of the Chamber of Commerce.

Gordon T. Wehe has been appointed solicitor of real estate advertising for the Milwaukee Sentinel. He was formerly with other papers in Milwaukee and in Chicago and Minneapolis.

William B. Smith has been appointed director of church publicity on the Indianapolis Star. He formerly was connected with the Stenotype Company as advertising manager.

Miss Hazel Johnson has resumed her position as society editor on the Superior (Wis.) Telegram after studying two years at the University of Wisconsin.

Stanley K. Faye, formerly of the Chicago Daily News, has joined the ordinance department of the army at Houston, Tex.

Marshall C. Rogers, many years court reporter on the Newport (R. I.) Herald and all round sporting writer, has joined the Fall River (Mass.) News as sporting editor.

C. L. Chope, formerly on the telegraph desk of the Amarillo (Tex.) Daily News, is now doing police work for the El Paso (Tex.) Morning Times.

Otto L. Meyer, who has been with the classified advertising staff of the New York Times for some time, has become sporting editor of the Clifton (N. J.) Times, near his home in Paterson. Meyer is well known in athletic circles of his part of Jersey and is official umpire in the Passaic City Club League of semi-professional ball teams.

George Denning, editor of the Sag Harbor (N. Y.) News, is leaving this month to take charge of the printery of the Patchogue (N. Y.) Advance.

Charles J. Moos, who managed the campaign of Senator Frank Kellogg at the last election, has resigned as advertising manager of the St. Paul (Minn.) Volks-Zeitung.

Arthur H. Boyd, publisher of the New Brunswick (N. J.) Daily News and Sunday Times, and Miss Felice S. Belwin of New York were married on October 6 in the chapel of St. Bartholomew's Protestant Episcopal Church, New York.

LeRoy A. Rader, editor and publisher of the Alta (Ia.) Advertiser, was married to Miss Jean Richards of Council Bluffs, at the home of the bride on October 10.

Robert Emmett Welsh, managing editor of the Motion Picture News, New York, was married to Miss Cecelia Hickey, a niece of ex-Governor Martin J. Glynn, in Albany on October 4.

Mrs. Frances Cabanne Scovel, widow of Sylvester Scovel, who was a special writer for the New York World and who represented that paper in Cuba during the Spanish-American War, was married to Captain William F. Saportals, U.S.A., at Honolulu, on September 13.

William J. Parnell, editor and publisher of the Northampton (Mass.) Press, and Miss Mabel Harvey of

Flushing, N. Y., were married on October 10 in Flushing.

Lieutenant Richard Oulahan, U.S. R., son of Richard V. Oulahan, Washington correspondent of the New York Times, will be married to Miss Mildred Shafer Bacon tonight in Washington.

WHAT CHICAGO AD MEN ARE DOING FOR THE LOAN.

In order to get the greatest value out of all the advertising efforts that will be centered on making the campaign on behalf of the Second Liberty Loan of 1917 even more of a success than the first, the Liberty Loan executive committee of Federal Reserve District No. 7 (Chicago) has appointed an advertising committee, headed by Chairman William H. Rankin, president of the William H. Rankin Company and vice-chairman of the National Advertising Advisory Board; vice-chairman, I. R. Parsons, advertising manager of Carson, Pirie, Scott & Co., and J. D. Sims of the William H. Rankin Company.

The offices of this committee are in Room 573, the Rookery, Chicago.

The work of the committee will be to develop from the advertisements of many kinds and appeals which will be submitted to it, a harmonious and well planned campaign which will concentrate on the strongest advertising appeals to the prospective buyers of United States Government Bonds of the Second Liberty Loan of 1917.

Advertising men in all the various lines of work of the profession have already responded in splendid style to the call of the advertising committee and a great many advertisements have been submitted.

At a conference between Mr. Parsons and the advertising managers of the other State street stores there was an enthusiastic response to the request for cooperation, and all are working with a will to turn out the best copy possible for the Liberty Loan.

Several of the large advertising agencies of Chicago have volunteered to donate a great deal of the time of their copy staffs and art departments.

One of the first to respond was Paul Faust of Mallory, Mitchell & Faust, who said: "We're with you right to the limit in this. Uncle Sam can have the best we have in the shop."

A large part of the organization of the William H. Rankin Company is now and for some time past has been working day and night on Liberty Loan advertisements.

The same is true of advertising men throughout Chicago, and it is felt not only will this be a bigger campaign than the one last June, but it will be better and more forceful in every respect.

McMANUS IN THE NAVY.

Joseph J. McManus, formerly assistant city editor of the Boston Record and now a chief yeoman in the United States Navy, has been appointed captain's writer to Captain Ashley H. Robertson, of the U. S. S. Mount Vernon.

The Columbus (Mont.) News and the Stillwater County Democrat have been consolidated.

TRIBUNE ANSWER TO HEARST.

DENIES PRINTING QUOTED PASHA STATEMENT—VAN ANDA EXPLAINS.

The New York Tribune has issued the following reply to statements made by William R. Hearst and his New York American, noted in THE FOURTH ESTATE last week:

"Hearst's American on October 5 published the following:

"As an evidence of the utter disregard of truth in the publication of the account of the dinner, the New York Tribune states yesterday that Mr. Lewis had a record showing the presence at the dinner of Captain Boy-Ed and von Papen. 'The date of the dinner was the middle of March, 1916. The records show Captain Boy-Ed sailed from this country on the steamship Rotterdam on December 28, 1915, and that von Papen sailed on the Noordam on December 23, 1915. Neither returned to this country.'

"This is the Tribune paragraph referred to by the American exactly reproduced:

"The records compiled by Mr. Lewis show that at the dinner given to William Randolph Hearst by Bolo Pasha there were also present Adolf Pavenstedt, a friend of Count von Bernstorff, and his directors of bomb plots, Captains Boy-Ed and von Papen; Mrs. William Randolph Hearst, a Mrs. Owen Johnson and Jules Bois."

"Captains Boy-Ed and von Papen are not said in that paragraph to have been at the dinner. They were mentioned as friends of von Bernstorff and Pavenstedt. The only one of the four at the dinner was Pavenstedt."

"In the same story the American gave the following list of the guests at Bolo Pasha's dinner: Jules Bois, Mr. and Mrs. William Randolph Hearst, Carr Van Anda, managing editor of the New York Times; Mr. and Mrs. Julian Gerard, Bolo Pasha, Mrs. Owen Johnson, Miss Helen Smith, C. F. Bertelli and Adolf Pavenstedt."

"Of these thirteen, five were connected with either the Hearst or the Rulder newspapers. Adolf Pavenstedt is a director of the Herman Rulder newspapers; C. F. Bertelli and Julian Gerard are employees of Hearst; and Mr. Hearst himself."

"Concerning this dinner, Bolo Pasha boasted to Pavenstedt, according to the latter's sworn testimony:

"No such dinner was ever given before at Sherry's. You know I had the famous poet of France there and the leading newspaper men of America, and you—the intimate friend of von Bernstorff."

VAN ANDA'S STATEMENT.

C. V. Van Anda, managing editor of the New York Times, asked to state his recollection of the dinner, said:

"Some time in the spring of 1916 C. F. Bertelli, who five or six years ago was the Paris correspondent of the New York Times, invited me to dine with him at Sherry's. I went on the appointed evening, and found among the other guests Mr. Hearst, Mr. Jules Bois and a Frenchman whose name I did not catch when the introductions were made. The dinner was served in the public dining room, and afterward the entire party went to a theater. It was apparently merely a pleasant entertainment, and if anything of the slightest public interest was said or done during the entire evening it escaped my observation."

"I do not remember Bolo Pasha or Mr. Pavenstedt, and it was not until after the names of some of the other guests at the Bolo dinner were published that I recognized it as the dinner to which I had been invited by Mr. Bertelli."

Clayton Young, for several years on the editorial staff of the Boston Record, has just finished a tour of Japan and China en route to the Philippines to become city editor of the Manila Times.

NEW EDITOR IN WINNIPEG.

KNOX MAGEE, NOTED AS A WRITER, GOES WITH THE TELEGRAM.

Knox Magee took charge of the Winnipeg Daily Telegram as editor-in-chief on October 8. He succeeds Edward Beck of Montreal, who resigned last May.

Mr. Magee is an Ontario newspaper man of considerable fame and went to Winnipeg ten years ago from Saturday Night where he was assistant managing editor to become managing editor of the Winnipeg



KNOX MAGEE

Tribune. Two years later he established the Saturday Post and built up a profitable publication as well as a printing plant of magnitude. He is an able writer with a wide acquaintance throughout the country.

THE N. Y. TIMES' PATRIOTS.

Forty-four employees of the New York Times have voluntarily entered military service. They are:

J. O. Adler, H. M. Björck, X. Pavesich, W. Bradley, H. M. Buggelynn, E. B. Cumberford, R. J. Sprague, S. M. Chambers, H. H. Walker, E. B. Wells, C. Jenks, W. R. Joyce, E. R. Allen, H. Humphries, A. Eldred, F. Brazong.

J. Smith, W. Lanigan, J. J. Sanford, U. Hofele, R. K. Allison, G. Payne, J. Simons, J. Sharkey, T. Herlihy, H. Harmon, C. B. Lovejoy, J. K. Kierman, J. Kilmer, F. N. Nelson.

T. S. Bosworth, A. Woolcott, E. Klauber, A. B. Hartzoll, C. F. Hughes, R. B. Wright, C. Crawford, J. Smith, L. Allen, G. E. Hyde, P. B. Hoyt, I. Brown, W. S. Manning, B. S. Thompson.

STAFFS WERE TREATED.

The editorial staffs of the Buffalo (N. Y.) newspapers were the guests of Jacob C. Dold at Wheatfield Farms on September 20.

A.P. MEN IN VICKSBURG.

The members of the Southwestern Associated Press Association will meet in Vicksburg, Miss., on October 16 and 17.

Service Flags

PUBLISHERS—Place your order now for **SERVICE FLAGS** and announce to the world the number of employees you have given to the Government service. This flag shows a star for every member of a family or firm in the service of Uncle Sam. Flags furnished with any number of stars without extra charge. Can supply cotton bunting, Samson bunting or Standard wool bunting at very low prices. Write today for samples and prices.

S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEWS NOTES OF CIRCULATORS.

New members elected to the I.C.M.A. in Atlanta were:

James G. Payne of the Indianapolis Times; William C. Shelton of the Washington Post; M. H. Rhoe of the Atlanta Georgian and American; C. R. Fullerton of the Birmingham Ledger; and Edward Horn of the Nashville American.

At the I.C.M.A. meeting A. E. MacKinnon announced plans for starting the Tri-State Circulation Managers Association for Pennsylvania, New Jersey and Delaware newspapers.

Philadelphia circulation managers gave a dinner on October 5 to E. S. Dobson, the new circulation manager of the Philadelphia Public Ledger.

J. L. Jacker, formerly circulation manager of the Philadelphia North American and the Press, is now with the Washington Times.

Robert R. Cleland has been appointed circulation manager of the New York Evening Post. He was formerly with the Chicago Daily News.

The National Association of Newsdealers & Stationers in New York City says that the business of newsdealers, stationers and tobacco and cigar dealers is threatened with disaster by the city licensing system. The organization has enlisted the assistance of many important citizens to oppose it.

The Charlotte (N. C.) Observer has erected a special platform and score board within the Government reservation at Camp Green, N. C., by means of which the men at the camp can follow the progress of the world series for the baseball championship.

On the first day of the series the full strength of the local division (41st) was marched to the board by order of the camp commander.

W. W. Rhoads, director of circulation for the Capper Publications, Topeka, had his plans fully made up to attend the I.C.M.A. convention, but last minute unforeseen circum-

The True News

FIRST

Always—Accurately

**INTERNATIONAL
NEWS SERVICE**

10th Floor, World Bldg. NEW YORK

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

stances made him give up the trip, causing many regrets from members who were keenly interested in hearing what Mr. Rhoads was to have told them on "Improving Mail Service."

Fenton Dowling was an added starter on the special I.C.M.A. car that left New York on Sunday afternoon.

The Northeastern Circulation Company has just inaugurated a second big contest on the St. Louis Republic, awarding sixteen automobiles as principal prizes. The total amount of prizes to be awarded is \$20,000.

The two Cleveland Sunday morning newspapers, the Plain Dealer and the Leader, have advanced their price from 5 to 7 cents.

Many of the I.C.M.A. members left on the conclusion of the Atlanta meeting for Birmingham, Ala., and others went to Washington on their way home.

AD WOMEN TO MEET.

The League of Advertising Women of New York will hold its first program meeting on October 16 at the New York Ad Club. The speakers of the evening will be T. H. Moore, associate director of the bureau of advertising of the A.N.P.A., on "Creating a newspaper advertiser;" Norwood Weaver of the advertising department of the Curtis Publishing Company, New York, on "Developing the magazine advertiser;" F. A. Wilson-Lawrenson, sales manager of the Welch Grape Juice Company and associate editor of the United States Food Administration, on "Advertising Uncle Sam's economy campaigns;" Miss T. A. Jackson, secretary of Scott & Scott, on "Advertising to the United States Army and Navy."

Abraham Cahan, editor of the New York Jewish Daily Forward, has been ordered to appear in Washington and explain to the Postmaster General why the privilege of the mails should not be denied to his publication.

Donald McCord has sold the Zap (N. D.) Enterprise to Robert Stroup and H. E. Luetke.

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

**National Electric Bulletin
Corporation.**
NEW LONDON, CONN.

Quality Pages

The kind that give universal satisfaction and are continued year after year. Sample mats with pleasure on request.

The International Syndicate

Established 1899. BALTIMORE, MD.

CALL MARINE AD UNTRUE.

Major General Barnett, commandant of the Marine Corps, is incensed over an advertisement in New York newspapers, signed "Chairman of the Comforts Committee of the Navy League, 500 Fifth Avenue," and calling for knitters to make "5,000 pairs of heavy Winter service socks for the United States marines now in France—which are desperately needed."

He says he is astonished and regrets that "such a misleading advertisement has been published."

AN ANNIVERSARY EDITION.

The Stillwater (Minn.) Messenger brought out on October 3 a special edition in celebration of its sixty-first anniversary. The edition was issued primarily to boost Stillwater.

The Messenger was founded by A. J. Van Vorhes in 1856 and is now published by F. M. Welch.

NEW IRENE EDITOR.

The Irene (S. D.) Tri-County News has a new editor and publisher in the person of W. W. Myreholt, who for some years has been associated with several newspapers of Southeastern South Dakota.

SOLDIERS MADE HAPPY.

Many letters and post cards are being received by the New York Sun fund and its contributors from our soldiers in France expressing their thanks for the donations of American tobacco. All tell of the joy among the men at being able once more to enjoy American smokes.

REUTER CHIEF ON A VISIT.

S. Casey Clements, London manager of Reuter's News Agency, arrived in the United States this week on his way home from the Far East. When he was in Tokio, he was the guest of honor at a dinner given by the International Press Association of Japan.

Dwight Curfman, a senior in the College of Arts of Ohio State University, has been elected business manager of the University of Ohio State Lantern, succeeding Vaeth Brown, who was drafted and has left for Camp Sherman.

Complete BOOKLOVER'S PICTUREGAME SUITABLE FOR NEWSPAPERS OF LARGE OR SMALL CIRCULATION. \$350.00

which includes everything—5,000 Competition Booklets—complete copy service—mats of all 48 pictures—expert supervision throughout.

An original feature that will wake up every department of the newspaper—and make a profit. Possible only through the originators in this field.

The Booklovers Sales Co.

Incorporated
110 West 40th St., New York City
SEND FOR THE DETAILS.

**EFFICIENCY IN THE OPERATION
OF NEWSPAPERS AND THE
PRINTING BUSINESS—HOW TO
MODERNIZE.**

(A Wartime Need You Should Have Now.)

By L. E. Parsons, recently publicity Manager, Western Efficiency Society and The Society of Industrial Engineers, Chicago. Over 30 years in all departments of Newspapers, Printing, Novelty Advertising and Mail Order business.

Booklet (Copyright 1917, by L. E. Parsons) tells how to solve many problems having to do with the systematic methods of making money in the Newspaper and Printing game, by the application of Efficiency and Economy.

Valuable information and details on How to Modernize your Newspaper.

The only publication dealing with the application of Efficiency to your business.

New and original—just off the press. Price \$1 Worth many dollars to you. (Dept. B) EUREKA SERVICE
P. O. Box 318, Chicago, Ill.



I Get the Money!

J. A. McAVOY

Special Editors
Weekly Review Pages
Cartoon Books

Nat'l Exch. Bk. Bldg.
PROVIDENCE, R. I.

LAUZANE TO BE GUEST.

Stephane Lauzane, editor of Le Matin of Paris, will be the guest of honor at a luncheon given by the Southern Commercial Congress in New York in connection with its ninth annual convention, at the Hotel Astor on October 15 at 12.30 p. m.

The notices sent out to newspaper men and others enclosed a card stating that the luncheon would be tendered to Lord Northcliffe, editor of the London Times, and M. Lauzane, but Mr. Owens, managing director of the Southern Commercial Congress, in answer to an inquiry regarding the discrepancy between the notice and the card, said that it was not yet definitely decided whether Lord Northcliffe would be able to be present.

Herbert S. Houston is chairman of the press and advertising committee.

NEW RALEIGH EDITORS.

R. W. Haywood has been appointed editor-in-chief of the Raleigh (N. C.) News and Observer, succeeding E. E. Britton, who has gone to Washington as private secretary to Secretary of the Navy Daniels, who owns the newspaper.

E. A. Womble has succeeded Mr. Haywood as managing editor of the News and Observer.

BOOKS USEFUL TO EDITORS AND ADVERTISERS.

"EFFICIENCY IN THE OPERATION OF NEWSPAPERS AND THE PRINTING BUSINESS—HOW TO MODERNIZE," by L. E. Parsons, Eureka Service, publisher.

L. E. Parsons is a newspaper man of Chicago. His work, which has been copyrighted by him, deals with the many phases of the business to which efficiency and economy should most forcefully apply. The publication should prove to be a great assistance to newspaper publishers and printers. The additional feature, "How to Modernize," is broadly handled and deals with the inside and mechanical ends of the newspaper business as well as with the editorial arrangement end, being taken up, practically page for page of the newspaper.

"OVER 500 LOCAL EDITORIAL AND NEWS FEATURE SUBJECTS FOR NEWSPAPERS," by L. E. Parsons, Eureka Service, publisher.

With "war" being the uppermost topic of the day so far as the big news is concerned, and which editors cannot get away from, they may find that they are up against the problem of providing other thoughts, which their readers demand. One pleasing aid has been found for both editors and reporters in a booklet entitled "Over 500 Local Editorial and News-Feature Subjects for Newspapers." It contains subjects of practically every nature for editorials or stories for either a daily or weekly newspaper.

"THE FRASER BUDGET FOR PERSONAL OR FAMILY EXPENSES," arranged by Alice Spear Fraser, published by Tapley Specialty Company.

This book has twelve sheets arranged for the entry of expenses by months and is arranged to give comparisons and a final total showing the year's expenses against the year's budget. The suggested list of expense classifications is a helpful addition.

"PHYSICAL TRAINING FOR BUSINESS MEN," by H. Irving Hancock, published by G. P. Putnam's Sons.

The simple and moderate movements outlined by the author are derived from the exercises taught in our Reg-

ular Army and are designed to develop and maintain correct carriage and to foster physical and mental alertness. The desk worker needs regular exercise, and he is rarely able to arrange for it in outdoor forms. The author has arranged a routine of indoor exercises which take only a few minutes every day and presents them in such an attractive manner that the benefits are gained in a spirit of pleasure and zest.

"THE SPIRES OF OXFORD, AND OTHER WAR POEMS," by W. M. Letts, E. P. Dutton & Co., publisher.

The majority of these poems were published by the Dutton firm in 1916 under the title "Hallowe'en and Poems of the War." The verdict of the public was shown by continual requests for permission to republish, especially "The Spires of Oxford." So in issuing a new edition, with several new poems, it is given its place in the forefront. "The Spires of Oxford" has been hailed as one of the most perfect expressions of poetry that the present war has brought out.

"UNDER FIRE," (The story of a squad) by Henri Barbusse, E. P. Dutton & Co., publisher.

The volume is dedicated to the memory of the comrades who fell by the author's side at Crouy and on Hill 119 in January, May and September, 1915. In the current issue of the Bookman, Frank Moore Colby says: "There is much more than the life of a squad in this brilliant and varied narrative, which records or divines wide areas of experience. It is not a chronicle, still less a diary, but it combines pictures of men in masses, and of individual types, moralizings, impressions, observations, episodes, into a sort of epic of army life from the point of view of a private soldier."

"THE SANDMAN—HIS SONGS AND RHYMES," by Jenny Wallis, the Page Company, publisher.

This is a book of poems, narrated in such a pleasing manner as to reach the heart of every child.

"NEWSBOY SERVICE," Anna Y. Reed, Ph. D.; World Book Company, publisher.

How newsboy service furnishes the boys who are still in public schools the largest amount of employment, and how it is the means of combining vocational study with vocational guidance is explained by this volume. Dr. George Elliott Howard, who has written the introduction of the volume, states that Mrs. Reed has "produced a model investigation in social statistics but at the same time she has written a book which in every part focuses the attention and challenges the sympathy of the reader. It will be a great service to all who are interested in the vocational training of youth."

"PHILLIP'S BUSINESS DIRECTORY OF NEW YORK, 1917," published annually by John F. White.

If one were in doubt as to the greatness of New York City as a business centre, a comparison of the past

three editions of "Phillip's Business Directory, for 1917, would show the reader the wonderful strides in that direction by both big and little business; in the 1915 issue there were 1286 pages of business classifications, the 1916 issue contained 1344 pages and the present issue has jumped to 1528 pages.

The present issue has a fine appearance, both as a book and typographically, and has every convenience that will enable the public to find the information desired in either the index to the business classifications or the index to advertisers, and despite the fact of the war being on, this issue also has a French section.

"THE MECHANISM OF EXCHANGE," by John A. Todd, B.L.; Humphrey Milford (Oxford University Press), publisher.

Although economic conditions have changed in a host of respects since the initial breakdown of foreign exchanges in the summer of 1914, nevertheless the principles underlying all the manifestations of economic stability or disturbance are the same today as three years or ten years ago. The difficulty of application of these principles to the constantly changing condition of monetary and financial affairs is not disputed. And the need, therefore, of interpreting the significance of these changes prompted the author in setting forth his views during the period of turmoil and confusion—without waiting for the stabilization of the financial mechanism which will come not at the end of the war, but many years thereafter.

The volume is written primarily for the business man for whom economics are becoming more and more a "living" science. And though revision must follow revision as long as the period produces change after change, this book is well worth study by the active business executive.

"CORPORATE ORGANIZATION AND MANAGEMENT," by Thomas Conyngham and revised by H. Potter; Ronald Press Co., publisher.

The necessity for repeated editions of the author's "Corporate Management" and "Corporate Organization" suggested the combination of these two books in the volume now presented. It is for the use of business men, corporation officials, attorneys and students of commerce and finance and is adapted for use in any state of the Union. Full working forms are given, and a comprehensive index is included.

"ARMY AND NAVY INFORMATION," by Major D. W. C. Falls; E. P. Dutton Company, publisher.

Difficult as it is to keep up with the rapid progress of military affairs in the United States since the declaration of war, Major Falls has succeeded. His little book, which is copiously and clearly, if not artistically, illustrated, is a mine of real information about the military and naval services of this country up to June, 1917, and also gives much valuable data about the services of foreign powers. It should be in the hands of every recruit in the Army, Navy or Marine Corps, as its information on uniforms, insignia, pay, cere-

monies and service customs may save him from embarrassing mistakes.

"PARNASSUS ON WHEELS," by Christopher Morley; Doubleday, Page & Co., publishers.

A genial story of an itinerant book-seller, who started as a book-keeper, enjoyed life as a farmer, drove his wife to distraction by taking up simple life literature as a profession and then went on the road selling it, is here presented by Mr. Morley, who has a rare gift of quiet humor.

"WALDEN'S A.B.C. POCKET GUIDE," Walden Publishing Company, publisher.

This work, now in its thirty-first annual edition, continues to afford a reliable guide to the paper manufacturing and distributing industries of the United States. A complete list of mills that sell paper, with their officers and the kinds of paper handled takes up most of the book, the remainder of which is given over to mills actually producing paper in the United States, idle mills not being listed.

"MODERN BUSINESS CORPORATIONS, including the Organization and Management of Private Corporations with Financial Principles and Practices," by William Allen Wood, L.L.M., of the Indianapolis Bar; Bobbs Merrill Company, publisher.

This revised and enlarged edition of "Modern Business Corporations" comes as a natural result of the usefulness of the first work. The legal and financial problems of a new enterprise are discussed and the pitfalls indicated for the organizer and manager.

For the operating corporation there are departments of particular interest. Special development is found on the subject of taxation of corporations, including suggestions for securing relief from over-taxation. A careful combination of treating both the financial and legal phases of each problem, from the theoretical as well as the practical point of view, has made the book of interest to professors and students in the field of economics and finance and commerce, in addition to the active managers and accountants.

The inclusion of forms is a helpful item, as is the detailed index.

The Reporter Printing Company is now owner of the Varina Reporter. W. H. Lewis of Spencer is manager and editor.

Nearly Nine Millions in Nine Months

In nine months of 1917 the New York Times published 8,979,348 lines of advertisements, a gain of 852,625 lines compared with the corresponding period in 1916, 2,109,251 lines more than in the corresponding period in 1915—deducting help and situation wanted advertisements, a greater volume and a greater gain than any other New York newspaper.

Average net paid circulation, daily and Sunday, 357,225 for six months ended Sept. 30, 1917, an increase of 70 per cent in five years, an increase of 149 per cent in ten years.

DO you notice any paper that takes Fine Half-Tones, on hurry-up work, and better than that on which THE FOURTH ESTATE is printed?

LASHER & LATHROP
(Incorporated)
PAPER

29-33 Lafayette St., NEW YORK
Successors to MOLLESON BROTHERS
Established 1868.

BUSINESS OPPORTUNITIES.

Owner of profitable south-western daily newspaper wants energetic, experienced man to work in business end and prepare for entire management. Candidates are expected to invest \$1,000 to \$8,000 in stock of company and will be fully protected against minority ownership dangers.

Proposition P.S.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Easy Money

Only paper in modern Central West city of nearly 30,000, splendidly equipped and showing annual profit to owners of about \$30,000. Three-fifths interest offered for \$75,000. Ask for Proposition 632a and give financial references.

Who wants to take advantage of a real newspaper opportunity in North Carolina, valued at \$50,000? Proposition 632a.

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

AMUSEMENTS.

Astor—B'way & 45th—"The Very Idea."
Belasco—W. 44th—"Polly With a Past."
Booth—45th, west of B'way—"De Luxe Annie."
Hijon—W. 45th—"Saturday to Monday."
Broadhurst—44th, west of B'way—"Misalliance."
Geo. M. Cohen—B'way and 43d—"Here Comes the Bride."
Cohan & Harris—West 43d—"A Tailor-Made Man."
Comedy—41st near B'way—"The Barton Mystery."
Casino—39th and B'way—"Fur and Feathers."
Cort—46th and B'way—"Mother Carey's Chickens."
Criterion—44th West of B'way—"The Scrap of Paper."
Eltinge—West of 42d—"Business Before Pleasure."
Empire—B'way & 40th—"Rambler Rose."
59th St.—Near B'way—"Mary's Ankles."
48th St.—East of B'way—"The Land of the Free."
Fulton—B'way and 40th—"Branded."
Gaiety—B'way, near 40th—"The Country Cousin."
Globe—B'way and 40th—"Jack O'Lantern."
Harris—West 43d—"Romance and Arabella."
Raymond Hitchcock's 44th St.—"Hitchy-Koo."
Hypodrome—6th av. and 44th—"Cheer Up."
Hudson—West 44th—"The Rescuing Angel."
Knickerbocker—B'way and 38th—"Hamlet."
Lexington—51st & Lex—"Shore Acres."
Lyceum—West 46th—"Tiger Rose."
Lyric—42d West of B'way—"Theda Bara in 'Cleopatra'."
Liberty West 48th st.—"Out There."
Longacre—W. 48th—"Leave It to Jane."
Manhattan Opera House—West 34th—"Chu Chin Chow."
Majestic—39th st. East of B'way—"Eyes of Youth."
Morosco—45th West of B'way—"Lombardi, Ltd."
New Amsterdam—W. 42d—"The Riviera Girl."
Park—Columbus Circle—"The Burglar."
Playhouse—48th East of B'way—"Eve's Daughter."
Plymouth—45th West of B'way—"A Successful Calamity."
Princess—39th near B'way—"Oh, Boy."
Republic West 42d—"Peter Ibbetson."
Standard—B'way and 30th—"Good Gracious Annabelle."
Shubert—44th W. of B'way—"Maytime."
Winter Garden—B'way and 30th—"Passing Show of 1917."

BUSINESS OPPORTUNITIES.

Daily Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$300,000.

The owners of all the properties in question are represented exclusively by this firm.

AUBREY HARWELL HENRY F. CANNON

Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

ASSOCIATED PRESS

ANNUAL REPORTS

Wanted—Annual Reports of Associated Press from 1897 to 1909. State price for any or all. Address Ala. P. O. Box 63, New York.

FOR SALE—Whole or half interest in California morning paper that is making over 10 per cent on money invested, with limitless field; a going concern, with almost new plant, complete in every detail; located in a city that has doubled population in past six years, a city that is growing faster than any town on Pacific coast. Beautiful city of homes, no saloons; a great citrus shipping point, also magnesite industry's output \$10,000 daily. If interest is sold, business management goes with it; must be a young man trained in the business end, a developer of business. Address California, care The Fourth Estate.

OVER 500 LOCAL, EDITORIAL AND NEWS-FEATURE SUBJECTS FOR EDITORS AND REPORTERS.

Compiled by editor more than 30 years in the business.

You are too busy these strenuous times to think out the many subjects needed. Get this list for only \$1 and save yourself lots of worry. Think of it—500 subjects only \$1. Order today. (Dept B) EUREKA SERVICE
P. O. Box 319, Chicago, Ill.

I want to buy a good afternoon newspaper in a live town of 10,000 up. Don't reply unless you have something worth while as I know what a good opportunity is. Price must be right. Address Box 906, care The Fourth Estate.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1918.

OF THE FOURTH ESTATE, published weekly at New York, N. Y., for October 1, 1917.

State of New York ss.

Before me, a notary in and for the state and county aforesaid, personally appeared Joseph A. Savadel, who, having been duly sworn according to law, deposes and says that he is the business manager of THE FOURTH ESTATE and that the following is to the best of his knowledge and belief a true statement of the ownership, management (and, if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1918, embodied in section 448, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Publisher, Ernest F. Birmingham, 233 West 59th street, N. Y. City.
Editor, Ernest F. Birmingham, 233 West 59th street, N. Y. City.
Managing Editor, John F. Redmond, 232 West 59th street, N. Y. City.
Business Manager, Joseph A. Savadel, 232 West 59th street, N. Y. City.

2. That the owners are: (give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

The Fourth Estate Publishing Company, 232 West 59th street, N. Y. City.
Ernest F. Birmingham, 233 West 59th street, N. Y. City.
Freemont W. Spicer, 233 West 59th street, N. Y. City.

3. That the known bondholders, mortgagees, and other security holders own-

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at 56,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Model No. 2, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

STEREOTYPE FLAT SHAVER.
For Sale—A stereotype flat shaver in good condition. Address for price and description, The Wichita Eagle, Wichita, Kan.

Do your own typesetting. Get a No. 6 Model Linotype, as good as new, for less than half price. Address Box 903, care The Fourth Estate.

A few first-class No. 6 Model Linotypes, as good as new, at a sacrifice. Address Box 902, care The Fourth Estate.

ing or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none so state.)

None.
4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

(Signed.) JOSEPH A. SAVADEL,
Business Manager.
Sworn to and subscribed before me this 1st day of October, 1917.

JACOB L. DIAMOND,
(Commissioner of Deeds.)
My commission expires April 11, 1918.

NEW OWNERS START WELL.

The Burlington (Vt.) Daily News, which was recently purchased from Joseph Auld by a number of influential residents of the city, is being thoroughly reorganized.

John H. Lawton, from the Westfield (Mass.) Evening Journal, has been appointed in charge of the business management and several additions will be made to the editorial force.

Contracts are being made for a new mechanical outfit, and in the spring the News will move into a home of its own on one of the principal streets of the town.

HELP WANTED.

ADVERTISING MANAGER WANTED.

Important New York City daily wants a live advertising manager who can do things. Send full particulars to Advertising Manager, Box 898, care The Fourth Estate.

Managing Editor Wanted.

A leading New York City daily has a vacancy for a managing editor that can hold his own with the best in the country. Address in confidence, Managing Editor, Box 897, care The Fourth Estate.

Promotion and Service Department Manager

wanted by a New York City daily. A man who can write and attractively arrange good copy for trade papers and general publicity. Address Promotion, Box 896, care The Fourth Estate.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Agency, Youngstown, Ohio.

The problem of covering the Canadian Field is answered by obtaining the service of the

PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 96 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is \$6,000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION General Office,
273 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
184 W. Washington Street, CHICAGO

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for

A. B. Codrington	Griffith Bonner
S. Chivers-Wilson	H. H. Patterson
Anna B. Corrhane	Publicity Bureau
Geo. W. Craig	Glenn C. Wilson
Thos. B. Donnelly	O. Wog
Arthur T. Egan	Chas. H. Forman
W. Burton Ellis	A. W. Seaborn
A. Finley	J. H. Musat Co.
A. Fisher	A. P. Robyn
R. Herts Service	Richard Neville
Sam'l M. Evans	Clifton F. Woods
George S. Teall	C. S. Persons
J. G. Disber	W. E. Hornaday
Theodore Bizenx	C. S. Kendall
Ray E. Willcott	A. E. Bickson
G. S. Myers	P. H. Daly
Henry A. DeMaai	Chas. S. Quinn
D. C. Frame	H. D. Lemley
W. G. McConnell	

MEETING IN SYRACUSE.

The Central New York Newspaper Publishers Association is meeting in Syracuse, at the Hotel Onondaga, today.

HELP WANTED

SUBSCRIPTION
MANAGER WANTED

If you would like the job of systematically working to enlarge the subscription list of a well-known New York trade paper, you're the man we would like to get in touch with. Address Trade Paper, care The Fourth Estate, New York.

COPY WRITER WANTED

Leading daily newspaper has an opening for an experienced man capable of preparing copy for trade papers, etc. Address, Copy Writer, care The Fourth Estate.

A quarterly devoted to golf and hotels has a fine opening for an advertising man to take charge on a liberal basis. All income over cost to produce will be the return. Address Magazine, Box 893, care The Fourth Estate.

A weekly that thoroughly covers Latin-America offers an exceptional opportunity to either a special representative or advertising manager to take hold of a rich field and cultivate it for the benefit of all concerned. Address Spanish Weekly, Box 893, care The Fourth Estate.

WANTED—Managing editor for afternoon daily in town of 6,000; only paper; equipped with three Linotypes and Goss press. Must be able to write heads, edit and rewrite wire matter and write some local matter. Write or wire Sturgis Daily Journal, Sturgis, Mich.

WANTED—Name and address of managing editor experienced in some Southern city of more than 60,000 population who is ready to make change within 60 days. Prefer to get in touch with one who is good rewrite man and acquainted with afternoon newspaper work. Address Attorney, Box 901, care The Fourth Estate.

Contest Man Wanted

Steady employment for high-class, experienced contest man who understands outside work. Must be a real producer. State experience and last employer, papers employed on. Salary and commission. Address Box J. F. M., care The Fourth Estate.

SERVICE CORNER

605.—“Do you know of any way we can obtain the October circulation statement of daily newspapers other than by writing to the papers themselves?”

606.—“Will you kindly send us a list of the national and state editorial and press associations and the names of the president and secretary of each?”

607.—“We are interested in securing stories and items of our make of motor car—car stories, doings of our dealers—in fact, any item pertaining to them that will be suitable for house organ use. Will be glad to act on material promptly.”

608.—“We are interested in circulating newspapers published in towns of 5,000 inhabitants or over throughout the United States. Can you give me a list of such papers?”

609.—“Can you give me a list of newspapers publishing newspapers for their carriers?”

ANOTHER ENLISTMENT.

William F. McNeary, auto editor of the Newark (N. J.) Sunday Call, has gone to Washington as an army field clerk in the statistical division of Brigadier-General H. P. McCain. The appointment calls for immediate service in France.

W. F. Reinard of Hermosa has announced his intention of starting a newspaper in Fairburn, S. D.

SITUATIONS WANTED.

If your newspaper property does not pay as it should consult a specialist who can put something over to your advantage. Address Box U, care The Fourth Estate.

Mailer wants position; understands R. P. O. Routing; exempt from army; formerly foreman; will go anywhere. Address Box 895, care The Fourth Estate.

Foreman Composing Room, now employed, wants position on metropolitan paper, morning or afternoon; married; age 38; good executive; one who has made a thorough study of the composing room and can obtain high-class results at least possible expense. Address Box 900, care The Fourth Estate.

Experienced man wants advertising, business or entire management of small city daily in live community or circulation management metropolitan field. Thorough knowledge all phases business end, personal habits guarantee reliability. Located Pacific Coast; prefer remain; go elsewhere if advantageous. Address H. C. A., care The Fourth Estate.

Position wanted by circulation manager with years of experience; can furnish best of references; now employed. Address Box 899, care The Fourth Estate.

Position on copy desk in city of more than 50,000 on evening paper. Five years' experience; references. Address C. M., care The Fourth Estate.

Live, energetic newspaper man, experienced city-country, wants position as business-advertising manager. Daily or weekly. Can take publishers' place. At liberty October 20. Good salary or salary and profit sharing. A real mixer and “live wire.” Address Box 898, care The Fourth Estate.

Resourceful, original and thoroughly trained all-around Editor and Business Gutter desires position with magazine, newspaper or advertising agency; experienced publicity man, newspaper writer and business producer competent to prepare any kind of copy. Would be valuable to firm, corporation or publisher requiring initiative and versatility. University graduate, married, temperate and can originate business. At present editing a magazine in the South, but desire opportunity where writing and business ability can be given full play. Can qualify in every respect. Bank and corporation references furnished. Address Box 883, care The Fourth Estate.

A master newspaper man, married 36, draft exempt, desires position at head of daily in middle West city of 25,000 up. Now employed. Ten year record of success. Exceptionally broad experience. Least starting salary \$40 per week. Can report November 10. Address Locke, care The Fourth Estate.

Is my 15 years' general business experience of value to a progressive advertising agency or to a mercantile concern needing an advertising manager or assistant?

If so, I am ready for the job! Graduate of eastern college, 33 years old, married, good health, have made good in business in Middle West, and am ready to get busy and show what I can do for a concern that will give me a real opportunity. Address Box 905, care The Fourth Estate.

Promotion and
Service Man

now employed, 30 years' newspaper experience, aged 42, desires change. Have assisted in purchasing, handled classified department and promotion and service work; excellent credentials; salary must exceed \$50 a week. Address Box 904, care The Fourth Estate.

CLAIMS DRAFT HONORS.

First honors in the United States for his board, in reporting overcertification of drafted men by more than 400, were claimed by H. C. Adler, publisher of the Chattanooga Times and chairman of the East Tennessee exemption board.

SITUATIONS WANTED.

Wanted—Situation as managing or city editor. Now managing editor of Eastern daily of 30,000 circulation. Experience in East, middle West and Pacific coast. In early thirties, married, reliable, healthy, progressive but sane. Not a job hunter but an opportunity seeker. Salary required depends on relative local cost of living, but nothing less than \$50 a week at start considered. Address Box 883, care The Fourth Estate.

Circulation Manager formerly connected with Eastern Daily and for the last 8 years Promotion Manager with the largest daily in the West, desires position in Eastern field. Pay me a living salary until I can show results; I am no rolling stone; want to get back in God's country. Box 890, care The Fourth Estate.

Want a man on your paper who is capable of making your news organization the peer in its field? Will accept a managing editorship, or its equivalent, in a good city to live in and for a paper which is willing to pay what I am worth. I am thirty, married and want to settle down and establish a permanent home. Address Box 887, care The Fourth Estate.

Practical, experienced newspaper man, now employed, desires change. Two years present place. Absolutely sober, always on job. Best references if required. Desk or reporting. Twenty-five years in harness. Consider nothing under \$3. C. F. Drake, editor Daily Telegraph, Sharon, Pa., No. 26 Columbia ave.

Wanted—Position as Advertising Manager on a first-class paper. Know the mechanical end from galley boy to foreman. Best of references. Address Box 894, care The Fourth Estate.

MR. PUBLISHER
OR
BUSINESS MANAGER.

Do you want an experienced advertising man to take charge of your advertising department. Over 40 years of age, well known by publishers and thoroughly understands how to get contracts, pages, stunts, classified ads; know how to handle men and get the business. Must have a good salary, but will earn it and then some. For quick action write H. Y. W., care The Fourth Estate.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

NEWSPAPER MAN: Having disposed of my newspaper plant a year ago, I desire to engage as manager or superintendent of daily or large weekly newspaper. Thoroughly capable of handling any or all departments. Age 35 and married. Arthur J. Towner, Avoca, N.Y.

Wide awake Advertising or Business Manager on daily desires change; now employed; All references. For details or interview, address Box 890, care The Fourth Estate.

Bodoni Type

Is one of the most legible and beautiful of modern type faces.

As an up-to-date, modern trade paper serving its readers with the best

THE
IMPROVEMENT
BULLETIN

MINNEAPOLIS, MINN.

is set in Bodoni. Not jobbed out, but set in its own composing room, the paper is thus able to avoid mistakes in its building news which makes it valuable to the architects, contractors and dealers of the Northwest.

HEMSTREET
PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

We can Increase Your Business.
You want it Increased, don't you?

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

“BURRELLE”

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

NEWS OF THE AD AGENCIES.

The Honig-Cooper Company has just moved into new and larger quarters in the Call Building, San Francisco. Louis Honig, president of the company, says:

"If the present war had come ten years ago American business would have shouted 'Curtail expenses,' and the first cut would have come in the advertising. Today advertising is more broadly viewed and the modern merchandiser knows that he must sustain by advertising his established prestige no matter what conditions may be."

The agency of Gardiner, Atkinson & Wells is now located at 150 Madison avenue, New York.

The Thomas M. Bowers Advertising Agency, Inc., has moved from the Rector Building to the southwest corner of Jackson street and Wabash avenue, Chicago.

The Triangle Advertising Company, 341 Fifth avenue, New York, has filed a petition in bankruptcy, with liabilities of \$9,922 and assets of \$7,986 in outstanding accounts. The creditors are newspapers throughout the country.

The Millard Corporation, New York, has been incorporated to do a general advertising business, with a capital of \$5,000. Its incorporators are G. W. Karnick, J. Amat and A. V. Fox.

The firm of Frost, Green & Kohn, New York, was incorporated on October 9 to conduct a general advertising business by A. R. Eley, E. Blum and C. H. May of 225 Fifth avenue. The capital stock is \$25,000.

The Bush Advertising Service of New York was chartered on October 9 by H. R. Dawson, C. R. Delmage and E. J. Crumney of 177 Montague street, Brooklyn. The company has 500 shares common stock, no par value. Its active capital is stated to be \$50,000.

Paul G. Hobart, late of the copy department of the Dooley-Brennan Company, is now doing work of the same nature with the William H. Rankin Company of Chicago. He was formerly the editor of the Stewart Lever, the house organ of the Stewart-Warner Speedometer Corporation.

O'SHAUGHNESSY GIVING UP HIS BUSINESS.

On account of his acceptance of the post of executive secretary of the Association of American Advertising Agents, James O'Shaughnessy will not continue as head of the O'Shaughnessy Advertising Company of Chicago. But the details of that firm's rearrangement are not ready for announcement yet.

At the time of going to press, THE FOURTH ESTATE received a wire from Mr. O'Shaughnessy to the effect that he will open his A.A.A. office in New York within the next week and that "the work of the association will be put under way as rapidly as possible."

AD FOLKS' NEWS.

In order to secure sufficient funds to send two delegates to attend the annual convention of the Associated Advertising Clubs of the World to be held at California next June, the Columbus (Ohio) Advertising Club is forming a group of twenty members, each of whom is paying fifty cents a week. It is figured that by June there will be \$340 in the fund to pay the expenses of the delegates, who will be chosen by lot.

The Advertising Club of Los Angeles has organized a Better Business Bureau to conduct vigilance work in that city. A. H. Watkins has been appointed paid secretary, with the title of director.

Although the Advertising Club of Tulsa, Okla., has been organized but one month, it lays claim to a membership of nearly 100 members.

During the present winter season advertising clubs holding membership in the A.A.C.W. may borrow any of four films now in the possession of that organization, the only expense being express charges.

"Mr. Noad's Adless Day" tells of a man who didn't believe in advertising and wished that there never had been such a thing. His wish is realized and exasperating inconveniences result.

"You Want Something" tells how a manufacturer is converted to advertising by improvements an ad agent brings about in his own factory.

"The Link" shows how cooperation with the advertising end of a business makes for success in sales results.

"Thomas Jefferson Morgan" is a story of the vocational work of the Curtis Publishing Company, showing what it is doing for boys by offering them profitable employment in their spare time.

One of the most prominent new members of the New York Ad Club is Richard H. Lee, who a few weeks ago resigned as special counsel for the National Vigilance Committee of the A.A.C.W. to join the New York Tribune as director of the legal phases of its truth-in-advertising investigations.

Frederick C. Walcott, Herbert Hoover's personal representative in the United States Food Administration, spoke at the New York Ad Club Thursday noon on "Why We Are at War, and How We Can Fight with Food." Mr. Walcott is an Englewood (N. J.) banker who has been in Belgium and Poland.

Charles A. Hirschberg, publicity manager of the Ingersoll-Rand Company, has been appointed by Governor Strong of the Federal Reserve Bank to take charge of publicity for the special Liberty Loan Committee, covering the machinery and machine tool trades.

Hale S. Huggins has resigned as efficiency bureau director in the New York University School of Commerce, Accounts and Finance and will become general service manager of the Murray Advertising Service, New York. Mr. Huggins has been engaged in advertising and sales

work for a number of years in New York and the West.

The Advertisers Club of Cincinnati reports that it is making gratifying strides, its attendance now being fully 50 per cent above that of last year.

The Advertising Club of St. Louis will hold its annual election late in October. If the new Statler Hotel is open before November 1 the meeting will be held there. The lease with the Mercantile Club expires on December 1 and plans are under way to secure larger quarters.

Herbert Morgan, chairman of the program committee, has provided for some interesting meetings during the fall and winter months. The membership is 470.

The Young Men's Ad Club of New York will hereafter meet in the New York Advertising Club's home. The first session there was held on October 11.

ROGERS BUSINESS HEAD OF WASHINGTON TIMES.

The business organization of the Washington Times has been expanded by the addition of E. C. Rogers as business manager and B. G. Bryant as advertising manager.

Arthur Brisbane is the editor and owner of the Times and Edgar W. Shaw is the publisher.

Mr. Rogers goes with the Times from the Washington Herald, of which he has been business manager.



E. C. ROGERS.

He served his newspaper apprenticeship on the Philadelphia Press, where for six years he was in the business office, the advertising copy department, and was an advertising salesman.

From Philadelphia, he went to the Washington Times as manager of the copy department, and was subse-

quently advertising manager and business manager, serving the Times nearly six years. Then he became business manager of the Herald, and after four years he is back on the Times again.

Mr. Rogers has taken over to the Times with him B. G. Bryant as advertising manager. Mr. Bryant gave Mr. Rogers his first newspaper job and developed him from an advertising solicitor to advertising manager of the Herald.

GREER VISITS NEW YORK.

Wyche Greer, publisher of the Wichita Falls (Tex.) Morning Tribune and who formerly managed the Fort Worth (Tex.) Record, spent several days last week in New York. Mr. Greer is also part owner of the Wichita Falls Tribune, which recently installed a full leased Associated Press wire and other improvements. The Tribune is represented in the national advertising field by Lorenzen, Green & Kohn.

The printing plant and building of the Grenor (Ind.) Examiner has burned to the ground. John Page is editor.

The Advance, a Chicago Congregationalist weekly, is celebrating its fiftieth anniversary.

F. M. Broome has discontinued the Alliance (Neb.) News and the plant has been moved to Antioch, Neb., and will be printed under the name of the Antioch News.

J. W. McGee has sold the DeWitt (Ia.) Observer to W. L. Simmer of Troy Center, Wis.

James L. Markham has taken over the editorship of the St. Peter (Minn.) Herald.

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

GENERAL ADVERTISING.
Makers of Commercial Booklets.
455 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
760 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
295 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
38 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.
Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



INTRODUCING AD FOLKS.

Chester M. Cogswell, the new head of the copy and service department of the Coolidge Advertising Agency, Des Moines, was previously



CHESTER M. COGSWELL.

for seven years connected with Des Moines newspapers. For two years he was reporter on the Register and Tribune and for five years he was a reporter and on the editorial staff of the Des Moines Capital.

F. W. Darby, who has been appointed advertising manager of the Watrous Engine Works Company, Ltd., of Brantford, Can. (manufacturing sawmill machinery, pulp mill machinery, engines, boilers, fire engines, etc.), was lately engaged in



F. W. DARBY.

the advertising department of Beatty Brothers, Ltd., of London, Ont., makers of hay tools, stable equipment, etc.

Mr. Darby is also very well acquainted with the printing trade, having been connected with several On-

tario newspapers before he embarked in the advertising field a few years ago. Although a comparatively young man his experience has been along such lines as should prove of great benefit to him in his new undertaking.

Miss Nellie D. Prendergast, whose appointment as advertising manager of the H. Barerott White Corporation, Syracuse, N. Y., was noted in THE FOURTH ESTATE recently, was formerly in full charge of advertising and publicity for the Pathfinder Motor Company of Indianapolis (her home town) and was connected with the Overland Willys Corporation.

During her publicity work with the Pathfinder Company Miss Prendergast is said to have made the record of obtaining over 500 pages of publicity on Ezra Meeker, the old man who crossed the country in a twelve cylinder car; and another stunt of hers was to have a car cross the continent on "high." She is a well-known figure at automobile shows held at New York, Boston, Chicago, Philadelphia and other places.

Since going to Syracuse, Miss Prendergast has gotten some nice publicity results and she says she is



MISS NELLIE PRENDERGAST.

more than pleased with the way the newspaper and advertising men there have treated her.

The new president of the Chicago Advertising Association, who was inaugurated into office on October 8, is Clyde H. Burlingame, known to his host of friends in the club as "Burly." He has been associated with the Morton Salt Company as advertising manager since 1912. For several years previous to that he was assistant sales and advertising manager of the Great Western Cereal Company. He is thoroughly versed in newspaper and magazine advertising, direct by mail, outdoor, house-organ, dealer ad matter and movie theater advertising.

His successful "Blue Ticket" nomines declared:

"He is just the kind of a man we want and need at the head of our splendid organization. The president of our club must be capable of handling a big job in a big way. Mr. Burlingame can be depended upon to do this."

"One who has achieved the business success that he has could not do other-

wise. His election will insure the club a progressive and aggressive administration. He is thoroughly imbued with the winning spirit. He is by temperament and training ably fitted to direct the



CLYDE H. BURLINGAME.

various activities of the club with credit both to himself and to the organization.

"He possesses in fullest measure the ability to thoroughly grasp and solve the many problems which are sure to confront the man who next year will have the honor of heading 'The Livest Club in Chicago'."

Lewis B. Ely is a newspaper man and author who has joined the staff of the W. C. D'Arcy Advertising Company, St. Louis. For five years Mr. Ely was leading editorial writer for the St. Louis Republic and for



LEWIS B. ELY.

eight years he wrote editorials and was associate editor for the St. Louis Post-Dispatch.

Commenting on his entrance into the advertising agency field, Mr. Ely said:

"In graduating from journalism into advertising I have merely achieved a literary promotion. In my newspaper days I was compelled to acknowledge that the best written and most often interesting pages were the advertising pages, and I was inspired with the ambition to land where the reading was good. Here I am—that's all."

George H. Harris, recently appointed manager of the advertising

and publicity department of the Midland Motor Car & Truck Company, Oklahoma City, first entered into relations with newspapers when he acted as advertising manager for a large department store. His advertising attracted the attention of the commercial organization of the town in which he was located and he was made secretary of the Chamber of Commerce.

For ten years, Mr. Harris has been connected with various Texas commercial organizations as secretary, and while acting in this capacity organized the startling "Turkey Trots," one of the most unique bits of advertising ever effected in that region. This occurred in Cuero, in 1912 and 1913, the governor of the state and his staff leading a parade of 10,000 live turkeys.

During the past six months, Mr. Harris was secretary of the Sulphur (Okla.) Chamber of Commerce, also acting as correspondent for the Oklahoman and the Times of Oklahoma City, the Ardmore (Okla.) Ardmoreite, the Fort Worth (Tex.) Telegram and the Dallas (Tex.) News.

A REAL PATRIOT.

Peter S. Lambros, publisher of the Greek Star, Chicago, has started a tobacco fund for the American soldiers abroad. The fund, collected chiefly from the readers of the Star, has already passed the \$500 mark. Lambros is as patriotic as any publisher in Chicago and has been devoting a great deal of time lately to making patriotic addresses.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO ENGRAVING COMPANY
154 Nassau Street, NEW YORK
Telephone 4200 Beckman

Good Work
Prompt Service
Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO ENGRAVING CO.
251-253 William Street NEW YORK
Phone, Worth 1657-8

STANLEY PROCESS
quality to a quality
a not
up made down to a price
TYPE METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 22d Street NEW YORK

THE PITTSBURG PRESS

HAS
THE
Largest
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

AUSTRALIA INTERESTED.

EDITOR THE FOURTH ESTATE.

SIR: The reports in THE FOURTH ESTATE in connection with the news print paper industry have been most interesting to me and to every newspaper man out here.

From latest telegraphic reports, we understand that paper is becoming scarcer on the Eastern seaboard, while there is very little available on the Western seaboard. Of course a country situated like Australia, so far away from the source of supply, finds this very awkward, more especially on account of the dearth of shipping space. M. B. CARMICHAEL, Sydney, Australia.

ANNIVERSARY IN BRONX.

This has been anniversary week for the North Side News, a daily published in the Borough of the Bronx, New York City. The News was first issued on October 7, 1901. It is an evening newspaper with a Sunday edition.

CHICAGO SERVICE FLAGS.

The Chicago Tribune has unfurled its service flag, bearing eighty-two stars. It will add six more, since 88 men, 10 per cent of its total force, have gone to war.

The Herald's service flag carries sixty-eight stars.

PRESS WRITERS DINE.

The Chicago Press Writers Club opened its season on October 28 with a table d'hôte dinner at its old club rooms.

NEWS BAND PLAYS.

The Minneapolis (Minn.) Daily News Band was requisitioned for musical services at the Corn Palace celebration recently held at Mitchell, S. D.

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Open Door
to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending October 1, 1917,
showing net paid circulation.

33,924

Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN.

BUSY MISS SHULSINGER.

Rose Shulsinger, the new publicity director of the Jewel Productions, Inc., of the Universal Film Company, is a graduate of H. Sophie Newcombe College, New Orleans, and of Ward-Belmont, Nashville, Tenn.



ROSE SHULSINGER.

She received her first newspaper training on the St. Louis Globe-Democrat, later becoming editor of the Times woman's page.

Next she came to New York, where she took up publicity work, exploiting the Yale Pageant and such stars, as Anna Held, the Robert Mantella, Roy Atwell, Doris Predo, Frank McIntyre and others.

With the New York premiere of the Universal's super-film "Twenty Thousand Leagues Under the Sea," she went with that company and has remained ever since. She handled the features at the Broadway Theater, including "Even as You and I," which she successfully carried to Chicago; "The Hand That Rocks the Cradle," "Come Through," "Pay Me," "Sirens of the Sea," Thanhouser's "Man Without a Country," purchased by the Jewel productions, and she is now working with Elaine Hammer-

BOSTON POST

CIRCULATION SEPTEMBER, 1917
"NO RETURNS"

The Daily Post 516,346
The Sunday Post 345,997

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid
Guaranteed



For Every
Issue

GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

stein's "Co-Respondent," bought by Jewel, and "The Price of a Good Time," the newest Weber production.

Miss Shulsinger is also a contributor to various theatrical and motion picture magazines.

THOMPSON SUES.

Mayor Thompson of Chicago has now filed declarations of damage suits totaling \$1,000,000 against three Chicago newspapers.

Action is also brought against H. H. Merrick, Jacob M. Dickinson and Arnold Joerns, members of the National Security League, for \$200,000 each.

The Chicago Tribune was sued for \$500,000 and the Herald and the Daily News for \$250,000 each.

The action is based on articles published by the newspapers on September 24, as given out by members of the National Security League. They charged the mayor with refusing to cooperate with Governor Lowden in preventing a meeting of pacifists.

HELPS NEW MEN.

In order that a constant shifting of the staff may not cut down the efficiency of news getting, the city room of the Chicago Tribune is preparing an office "gang book."

The book will be a compendium of reporting information to be passed along to newcomers on the staff. It will contain the live news "sources" on various organizations around Chicago. With the aid of the "gang book" the new reporter will have access to the best news sources without undergoing the tedious process of finding them out for himself.

PUBLISHES HIS VERSE.

Carl Sandberg, formerly of the Chicago Day Book, but now a member of the Chicago Daily News staff, has published a volume of verse entitled "Songs of Chicago." The book has been favorably received by reviewers.

ONE GERMAN LESS.

The Youngstown Rundschau, a weekly published by William F. Maag, has suspended publication.

The Schleisingerville (Wisconsin) Botschafter has been suspended.

1916 Broke All Records
of the
Toledo BLADE
9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Kresge Building, DETROIT

YOU MUST
USE THE
LOS ANGELES
EXAMINER

TO COVER THE
GREAT SOUTHWEST
Largest Sunday Circulation—more than 150,000

GERMAN PAPERS CURBED.

The German military authorities have suppressed the Berlin Deutsche Zeitung, a Pan-German newspaper, and placed the Socialistic Danzig Volkswacht under preventive censorship.

In its August session the main committee of the Reichstag gave the government four weeks to reform the censorship, restricting it to its proper place in the control of publication of military news.

A Copenhagen report says that censorship of political newspapers by the military has never been more active than at present.

CHANGE ON MOVIE PAPER.

Herbert Howe, who has been handling the trade paper publicity for the Triangle Film & Distributing Corporations, has, in addition to his present duties, assumed the editorship of the Triangle Magazine, the house organ of the company.

Arthur Henry Krows resigns as editor to take a position in the publicity department of the Goldwyn Pictures Corporation.

PREMIER GEORGE SUES.

David Lloyd George, the British premier, has begun proceedings for libel against newspapers which announced that on September 24, during the air raid, he left London for his house at Walton Heath.

The fact is that the premier started for France that night.

J. D. Peterson has turned over the publication of the Grace City (N. D.) Journal to L. F. Rood.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
J. A. Klein, Metropolitan Tower, New York

POSTAL RATES WILL GO UP ON NOVEMBER 2.

The Post Office Department has named November 2 as the date on which the new war revenue postal rates will take effect. The department has issued the following instructions:

Letters and other first class matter (except drop letters), 3 cents for each ounce or fraction of an ounce. Drop letters, 2 cents for each ounce or fraction of an ounce.

A "drop" letter is one that is mailed for delivery from the post office at which it is posted or, in other words, which is addressed for local delivery by the post office at which it is mailed.

For instance, the drop letter rate applies to all letters mailed in the district of the New York (N. Y.) post office for delivery within that district.

The district of the New York, N. Y., post office embraces the boroughs of Manhattan and the Bronx, also Pelham and Pelham Manor; all letters mailed within that district for delivery therein will be subject to the rate of two cents an ounce.

There is no drop rate on any matter except letters.

Letters addressed to other post offices in the United States, to Canada, Cuba, Mexico, Panama, and Shanghai City (China) or to any other destinations to which the domestic rates apply, also other first class matter addressed for delivery to any destinations to which the domestic rates apply will be subject to the rate of three cents an ounce.

Postal cards for any address will be subject to two cents postage.

Postal cards are cards which are issued by the Government and sold by the Post Office Department. The 1-cent postal cards must have a 1-cent postage stamp affixed to them, in addition to the 1-cent stamp which is printed on such cards. The 2-cent

Member A.B.C.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

LARGEST Morning Circulation in the Nation's Capital.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.
220 5th Av., N. Y.; Lytton Bp., Chicago

Baltimore News

Net Daily Circulation 88,775
September, 1917.
Gain over September, 1916, 12,902

Special Representatives
DAN A. CARROLL J. E. LUTZ
New York Chicago

rate applies to all postal cards regardless of whether they bear written or printed messages.

Post cards (private mailing cards) bearing written or typewritten messages will be subject to 2 cents postage.

Post cards (private mailing cards) which are entirely in print, or which bear no more writing (or typewriting) than is authorized upon printed matter will continue to be mailable for 1 cent each.

In all cases postage should be fully prepaid.

Postmaster Thomas G. Patten of New York City has asked Postmaster General Burleson for a ruling on the new regulations. According to them now, a 3-cent stamp will have to be placed on a letter in Manhattan for delivery in Brooklyn.

Mr. Patten explained that the 3-cent rate on letters from Manhattan to Brooklyn or from Long Island City to Greenpoint arises from the fact that the organization of the post offices in New York City do not conform to the organization of the municipal government.

The New York post office has jurisdiction in Manhattan and the Bronx, while Brooklyn, Staten Island, and Long Island City are separate postal districts, with postmasters in charge.

Under the new law it will be obligatory on any one mailing a letter into another postal district to place a 3-cent stamp on it. This is the interpretation placed on the law by the local Post Office authorities, and it is this point that Mr. Patten wants Washington pass on, for it has been pointed out that, as the law says that letters marked for delivery in New York City must have a 2-cent stamp, this should not mean delivery only within any one of the postal districts comprising New York City, but within any part of the city.

According to the interpretation of the new law, a situation is presented whereby a letter mailed at the Battery will be delivered at the city line at Yonkers for 2 cents, while the same letter mailed at the Battery will have to have a 3-cent tax on it for delivery in Brooklyn, another postal district.

In the same way a letter mailed

St. Louis Globe-Democrat

dominates the morning field.

Government Statement
six months ending
September 30th, 1917
138,252

The clean home-going family newspaper.

PATERSON
New Jersey's Famous
Manufacturing City
PRESS GUARDIAN
Its BIG Independent Newspaper
G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

at Greenpoint will have to bear a 3-cent stamp if it is marked for delivery in Long Island City, a short distance away.

The same problems face other cities of the country and need to be understood before the law goes into effect.

Second class rates are not affected until July 1, 1918.

COMMENDATION FOR RYAN.
When the news of the assault on Chief Boatswain H. C. Gunn, officer in charge of the U.S.S. Recruit, reached the "landship" at Union Square in New York, Arthur Ryan, well known newspaper man and press representative for the mayor's committee on national defense at this recruiting station, immediately jumped into the breach and handled the sad affair with a great deal of tact and skill.

In recognition of this he has just received the following letter from Rear Admiral L. C. Palmer, head of the bureau of navigation:

"The bureau has been informed that in the absence of the regular publicity officer of the U.S.S. Recruit you took care of the preparation of the news matter in relation to the deplorable death of Chief Boatswain H. C. Gunn, U.S.N., retired."

"The bureau is highly gratified at the accounts which appeared in the New York newspapers and which gained justice for Mr. Gunn in the eyes of the public; and I desire to express the bureau's hearty appreciation of your efficient service in preparing these articles. It is realized that in publication of the first accounts of the circumstances which caused Mr. Gunn's death, a grave reflection was cast upon his patriotism, and the bureau is grateful to you for the prompt and energetic manner in which you brought out the facts in the case."

ENLISTED AT LAST.

Although rejected seven times for defective eyesight, A. B. Kaplin, a newspaper man of Duluth, has just received special authority from Washington permitting him to enlist, eyesight requirements waived. In his efforts to get into active service, Kaplin was turned down by the Regular Army, the Navy, the Marine Corps, the Ambulance Corps, the National Guard and two officers' training camps.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press
"MICHIGAN'S
GREATEST
NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

WM. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

BLOSSOM'S NEW DUTIES.
Ensign Sumner N. Blossom, well-known newspaper man in the Southwest, who is now attached to the staff of Captain Moffett, commanding the United States Naval Training Station near Chicago, is out "ahead" of a patriotic naval recruiting campaign in Kansas City. The newly organized naval band, headed by John P. Sousa, now a naval officer, is a feature of the recruiting drive. Two thousand jacksies are also in the company.

Ensign Blossom is charged with the responsibility for proper publicity on the trip.

MUSIC FOR SOLDIERS.
The Newark (N. J.) Sunday Call is conducting a campaign to raise a fund for the purchase of phonographs for New Jersey units in war service.

On October 14 an elaborate concert will be held at the Broad Street Theater, Newark, to help raise these funds. The playhouse has been offered for this purpose and Thomas A. Edison, Inc., which is cooperating in the campaign, will endeavor to have many of the noted artists under contract with that firm to volunteer their services for the occasion.

Walter L. Bucksen, former publisher of the Blooming Prairie (Minn.) Times and postmaster of that city, has sold the St. Paul (Neb.) Republican to H. B. McGibben, who took possession the first of September.

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburgh



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
250 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

LORD & THOMAS, Malters Bldg.,
Chicago—Placing orders in daily
newspapers for Warner Lenz Co.,
Chicago.

BROWN, 99 Nassau st., N. Y.—
Placing some advertising in newspapers for Hercules Tire Co., 1789
Broadway, N. Y.

HAMILTON, Hearst Bldg., Chicago—Placing advertising for William J. Moxley Co., "Moxley's Butterine," 541 W. Randolph st., Chicago.

KOBBE, 230 Fifth av., N. Y.—Placing advertising for the Little Falls Mfg. Co., "Li Falco" underwear, Little Falls, N. Y.

LEWIS & COFFEE, Third Nat. Bk. Bldg., Atlanta—Reported will place some advertising for Domestic Engineering Co., "Delco" light, Dayton, Ohio.

LYDDON & HANFORD, 200 Fifth av., N. Y.—Placing orders with New York City newspapers for Amberg File & Index Co., 79 Duane st., N. Y.

Also placing new copy with newspapers on contracts for C. S. Clark, "Tescum," 205 Pearl st., Rochester, N. Y.

MASON, 146 East av., Rochester, N. Y.—Reported placing advertising for the Seldon Motor Truck Co., Rochester, N. Y.

VANDERHOOF, Marquette Bldg., Chicago—Placing orders with newspapers for the Pyrhodol and Chemical Co., "Preferol" mouth wash and gargle, Chicago.

GRAY, 14th and Oak sts., Kansas City, Mo.—Placing orders in class

A very high percentage of the readers of

The BILLBOARD

(Member A.B.C.)
Make their homes in

TRUNKS

Not only actors and actresses travel, but advance agents, managers, press agents, programmers, bill-posters, stage hands, electricians, musicians, etc., etc., hence it also pays to use space in The Billboard to advertise

HOTELS

The Billboard Publishing Co.
Subway Central Building
Broadway at 42d. NEW YORK

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
301 Devonshire Street, BOSTON.
Krege Building, DETROIT.

THE Philadelphia Bulletin

has the largest circulation in the east.
Net paid average for six months from
April 1 to September 30, 1917, as per
report to U. S. Post Office Department

363,115 COPIES
A DAY.

"In Philadelphia nearly everybody
reads the Bulletin."

publications for Kawnear Manufacturing Co., "Kawnear Cabinet," Kansas City.

LEE-JONES, Republic Bldg., Chicago.—Sending orders to selected daily papers for Metro Film Corporation, N. Y. City.

D'ARCY, International Life Bldg., St. Louis—Placing advertising of Cleveland Macaroni Co., Cleveland, Ohio, in Ohio papers.

ADAMS, 604 Caxton Bldg., Cleveland—Sending large schedules to daily papers for Mendelsohn Co., cigar manufacturer, Cleveland.

MATHEWS, Marquette Bldg., Chicago—Has secured the account of May & Malone, jewelry, Chicago.

THIELECKE, Webster Bldg., Chicago—Placing orders in selected daily papers for Frank P. Lewis, "Lewis Cigar," Peoria, Ill.

TAYLOR - CRITCHFIELD - CLAGUE, Brooks Bldg., Chicago—Placing advertising of Dalton Adding Machine Co., Norwood, Ohio, in some large daily papers.

SINGLETON-HUNTING, Citizens Bldg., Cleveland—Placing advertising of Rubber Products Co., Barberton, Ohio, in small daily papers.

KOCH, University Bldg., Milwaukee, Wis.—Placing orders for F. Mayer Boot & Shoe Co., Milwaukee, Wis., in leading farm and class publications of the Northwest.

SEHL, City Hall Square Bldg., Chicago—Placing orders with newspapers on contracts for the Calumet Baking Powder Co., Chicago.

AYER, 300 Chestnut st., Philadelphia—Placing orders with a selected list of newspapers for Delaware & Hudson, "D. & H. R. R.," Albany, N. Y.

Handling advertising of Marietta Stanley Co., toilet articles, Grand Rapids, Mich.

McJUNKIN, Malters Bldg., Chicago—Placing newspaper schedule in cantonment cities for American Loose Leaf Mfg. Co., on "Envo-letters."

WILLIAMS & CUNNINGHAM, Malters Bldg., Chicago—Placing fall newspaper campaign for Hart, Schaffner & Marx, clothing.

CHAMBERS, Maison Blanche Bldg., New Orleans—Sending out orders for Dunbar Molasses & Syrup

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,864 lines more local business than its only competitor.

With the Springfield News (the two at 656 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO

DAYTON, OHIO
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

Co., to Texas, Tennessee and Arkansas papers.

DIRECT—C. S. Hart & Co., Oconto, Wis., is sending out orders to daily newspapers.

TRADE AND CLASS PRESS.

L. W. Seelingsberg, formerly business manager of the Engineering Record, has become assistant general manager of the McGraw-Hill Publishing Company, Inc., New York. He will be in charge of the advertising service and the circulation departments.

C. McD. Pallen, formerly with the national advertising staff of the New York Evening Journal and lately on the Evening Mail, has been appointed advertising manager of the National Billiard Weekly, New York.

M. C. Young and Thomas W. Farrell have become associated with Better Farming and the Household Guest, both of Chicago.

Mr. Young, who becomes vice-president and general manager, has been publisher of the Farm News for the past five years.

Mr. Farrell will be advertising manager, dividing his time between New York and Chicago.

The Antiques and Art News of New York was incorporated on October 9 with \$3,000 capital by R. Freedman, T. F. Goodwin and H. R. Burney of 346 Broadway.

The McGraw Building, on West 39th street between Seventh and Eighth avenues, in New York, valued at about \$1,300,000, has been purchased by the United Publishers Corporation, which occupies most of the big structure.

The corporation controls twenty of more trade and technical papers, including the Iron Age, Dry Goods Economist, Motor Age and American Architect.

The twelfth annual convention of the Associated Business Papers, Inc., is being held at the Congress Hotel, Chicago, at the time of going to

THE SYRACUSE POST-STANDARD

—Central New York's FAVORITE newspaper—increases its circulation lead:

Daily (Net Paid) 55,498
CIRCULATION

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Malters Building, Chicago.
301 Devonshire St., BOSTON.
Krege Building, DETROIT

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening

Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNES, CHICAGO
VERRE & CONKLIN, Inc., New York

press. It opened on Thursday and will close this morning.

O. D. Hopkins, for a year and a half connected with the New York Evening Mail, has been made advertising manager of Realty, a magazine of the house and home, published in New York. Mr. Hopkins has had twenty-two years of practical merchandising, selling and advertising experience, part of which he gathered in small and large advertising agencies. In connection with the Mail, he started the Investors Service Monthly Bulletin in the New York financial district.

MAGAZINE NOTES.

Charles C. Nixon, vice-president of the Continental Publishing Company, has assumed the editorship of Everywoman's World, Toronto, turning his advertising department duties over to Robertson Y. MacLean, who for some time past has been manager of sales for the advertising department.

Mr. Nixon has appointed Miss Mary M. Murphy as managing editor of Everywoman's World.

Miss Laura Nixon, a sister of Vice-President Nixon, is doing the editorial work for Rural Canada.

C. Frederick Carrington has become connected with the Western advertising staff of the Metropolitan Magazine, with offices in Chicago. His former position was Western advertising manager of the Continent.

A Short Story:

DETROIT SATURDAY NIGHT

—gained 35% in
Advertising and
Circulation in 1916

NOW IN ITS ELEVENTH YEAR

Represented by G. Logan Payne Co.
New York. Chicago. Boston. Detroit.

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

Joliet, Ill. (The PITTSBURGH of the West)

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News

ALCORN-HENKEL, Representative
New York Chicago

"CHIC" JACKSON'S NEW BOOK.

This year's "Roger Bean Book" by "Chic" Jackson, the cartoonist of the Indianapolis Star, has unusual merit



"CHIC" JACKSON.

and is attracting wide-spread attention. It is entitled "Into the Trenches and Out Again, with Roger Bean" and there are sixty-two splendid

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

ST. PAUL DISPATCH
and ST. PAUL PIONEER PRESS

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 53,678; the St. Paul Pioneer Press, an average total daily circulation of 48,523; the St. Paul Sunday Pioneer Press an average total Sunday circulation of 47,809.

They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION
St. Paul Dispatch (daily). Over 51,000.
St. Paul Pioneer Press (daily). Over 44,000.
Sunday Pioneer Press. Over 77,000.

They Cover the Field.

BRIDGEPORT

CONNECTICUT
(The Essex of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Published by A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning
37,659 NET PAID average during 8 months period ending April 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
738 Tribune Building, NEW YORK

illustrations, each one telling a story that holds the reader's attention and interest from the time the book is opened until the last page is reached.

To those who are familiar with the daily comic strip on "Roger Bean," which deals with every day life as it really is, this book will appeal in particular. It is like having the best parts of an interesting continued story compiled and ready to read.

Those who are not acquainted with "Roger Bean" ought to meet the square good natured "regular guy" he is. His plump little wife, exquisitely feminine; the baby boy they adopted one Christmas eve; and "Golduh Stubbins," the inexperienced maid of all work, make up the rest of "Roger's" household—which, for that matter, might be just any one's household, so often does Jackson, this keen reader of human nature, depict incidentals that occur in the best of families and are not known to be so ludicrous as when held up to the public gaze.

"Chic" Jackson hails from the state that has produced so many stellar lights in the literary field. His progress has been rapid, and today he is revered and beloved among the home folk in Indiana, and they are very proud of the fact that another Indian has been listed in the world's hall of fame.

MALVY ACCUSER SEIZED.

The October 5 edition of L'Action Francaise of Paris was seized by the government. Its editor is Leon Daudet, whose charges against Louis J. Malvy, former minister of the interior, caused a sensation in the chamber of deputies the day previous.

The charges were denied by M. Malvy in his statement in the chamber of deputies. M. Malvy announced that he had been slanderously accused of abusing his position as minister to betray the country.

L'Action was again seized on October 8 on account of an article it contained signed by Mr. Daudet.

J. E. Seeds is starting a new paper in Covington, Okla.

THE
DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle
NEW JERSEY'S
LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

GOVERNMENT IS IN NEED OF MORE PUBLICITY.

President Woodrow Wilson has created, under the jurisdiction of the Committee of Public Information, a division of pictures, a division of films, and a division of publications, for the purpose of stimulating recruiting and patriotic interest in the war, to the end that utmost cooperation of all citizens in the successful prosecution of the war be secured.

The order authorizes the Secretary of State and the Secretary of War, and the Secretary of the Navy each to detail an officer or officers to the work of the committee.

JOINS ETHRIDGE ARTISTS.

George Paul Nitz has succeeded F. C. Faul as director of the retouching department of the Ethridge Association of Artists, New York. Mr. Nitz studied at the Art Institute of Chicago and left that company to join Rogers & Co., Chicago, with whom he remained for five years. Later he was with the Packard Motor Car Company.

Mr. Faul is now with the William H. Rankin Company of Chicago.

TRIBUNE LITERARY EDITOR.

The New York Tribune on October 20 will publish a special array of literary features, comprising in addition to its accustomed columns of criticism and news, a general review of recent publications of value, a forecast of the fall and winter activities of authors and publishers, and articles on various phases of the book world.

NEW HOME IN NEWPORT.

The Newport (R. I.) Herald will take possession of its own building some time during November. It is on Franklin street, close to the Federal building now in course of construction.

A new press and other additions to the plant are being completed.

The Herald has given three of its force to the Army and Navy.

STARTS OWN PAPER.

George Desch will publish a new weekly in Livingston, Mont. He was formerly an advertising man on local papers.

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

THE JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
People's Gas Building, CHICAGO.

WRITING FOR UNIVERSAL.

Charles Kenyon a San Francisco newspaper man, has joined the scenario department of the Universal Film Company on the Pacific Coast. He has recently completed several photo-plays for the Paramount Corporation and is the author of "Kindling," the play in which Margaret Illington appeared in New York some seasons ago. He is a native of San Francisco, and worked on newspapers in that city before winning success in the dramatic field. Mr. Kenyon is now engaged upon a story which will run to five or more reels.

PARCEL POST TO GREECE IS SUSPENDED.

Existing conditions, the United States Post Office Department announces, prevent the further operation of the parcel post service with Greece.

Such packages for that country as have been mailed, or which may be mailed inadvertently hereafter, will be returned to the senders, and the postage that has been prepaid will be refunded to them if application is made.

NEW MONTGOMERY EDITOR.

Frederick H. Waltz, for many years connected with newspapers in Louisville, Ky., and New Orleans, La., and for the last seven years associate editor of the New Orleans Lumber Trade Journal, has been appointed managing editor of the Montgomery (Ala.) Advertiser.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending March 31, 1917:

Evening Star	83,194
Evening Times	35,569
Washington Post	34,293
Washington Herald	30,454

Since this statement the circulation of the Star, Times and Post has materially increased.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREB & CONKLIN, Inc.
Special Advertising Representatives
NEW YORK, DETROIT, CHICAGO

OBITUARY NOTES.

ROBERT TOMES, a New York publishers' advertising representative, died at his home in Brooklyn (N. Y.) on October 4, aged seventy years.

Having been an expert telegrapher and electrician from his youth, Mr. Tomes went into the advertising business in 1903. During the Presidential campaign of 1876 he was in charge of the telegraph service at Samuel J. Tilden's headquarters, New York and directed a force of a dozen operators. For twenty years he managed the New York Stock Exchange office of the Western Union. As a telegraph operator Mr. Tomes had frequently written dispatches for the papers. Otherwise he had no intimate relations with them previous to 1903. When he decided to take up advertising his friends warned him that he would have a hard row to hoe. He said he knew that, but believed he would reap satisfactory crops all the same. And he did. He enjoyed most cordial relations with the general advertisers with whom his work brought him into contact.

JACOB C. MORGAN, for thirty-five years publisher of the Council Bluffs (Ia.) Daily Globe and later publisher of the Kearney (Neb.) Democrat, died recently in Kansas City, Mo.

WILLIAM L. EASON, dean of San Francisco Bay newspaper men, dropped dead of heart disease in Alameda, Cal., on October 1. Mr. Eason was the founder of the first newspaper in Hayward, Cal., and had worked on practically every San Francisco Bay newspaper. For the last five years he was an editorial writer on the Alameda Evening Times Star.

JAMES S. H. UMSTED, formerly managing editor of the New York

If this territory presents a
sales problem to you, the
**Merchandising Service
Department.**

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

W. D. BOYCE CO.
500-514 North Dearborn St., CHICAGO
805 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

New Bureau Association and a writer on financial topics, died from heart disease on October 7 at St. Luke's Hospital, New York.

FRANK G. DICKEY, for many years night editor of the Associated Press, died at his home in Charlestown, Mass., on September 18.

ERNEST D. NEALON, a private in the Ambulance Corps and formerly Newton (Mass.) correspondent for several Boston papers, died at Fort Ethan Allen on September 23 at the age of twenty-four years.

MRS. BERTHA SELIKOVITSH, wife of Professor G. Selikovitch, editor of the New York Jewish Daily News, died at the Lebanon Hospital, New York, on October 2.

WILLIAM O. McINERNEY, well known as a newspaper man in New York for twenty or more years, died on October 7 in the Post-Graduate Hospital after an operation, too long delayed, for an affection of the stomach. Mr. McInerney was a native of Kingston, New Brunswick, and was forty-five years old. He leaves a widow. Most of his newspaper work was done on the Evening World and the Evening Sun. He returned to the latter paper from the former only two weeks ago. Several times he acted as Albany correspondent for the Evening World and had a wide acquaintance among politicians. It is likely his body will be sent to Canada for burial.

C. W. FARNHAM, a newspaper man prominent in Republican politics, died of pneumonia at St. Luke's Hospital, New York, on October 6, after an illness of three days. Mr. Farnham had been connected with several New York dailies, and was associated with the Republican National Committee during several campaigns, acting as campaign secretary to Presidential Nominee Hughes in 1916.

PETER SCHNEIDER, formerly editor of a newspaper in Menominee, Mich., died in Columbus, Ohio, last week, aged eighty-three years.

MELVILLE C. EAMES, well known Chicago circulation man, died on October 5 at his home in Blue Island, aged eighty-three years. He

The BEST Advertising BUY in
CLEVELAND
THE NEWS
Quality Evening Newspaper
With Quantity Circulation

THE LEADER

Sunday
Represented by PAUL BLOCK, Inc.,
550 Fifth Ave., NEW YORK
Mellers Building, CHICAGO
301 Devonshire St., BOSTON
Kresge Building, DETROIT

THE NEW ORLEANS ITEM

Largest Afternoon Circulation in the
entire South.
(April A.B.C. Not Paid Statement)
Sunday 68,875 Daily 55,041
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

was circulation manager of the Chicago Journal from 1880 to 1873 and of the Tribune from 1873 to 1893.

ILARIO DI NASSO, editor of L'Aurora, Houston, Tex., and a prominent figure in Italian-American life, died there recently. He was a graduate of the University of Livorno, Italy.

A. MILTON CARR, founder of the Pana (Ill.) Gazette, died last week at Pana, aged seventy-five years.

JOSEPH A. F. CARDIFF, who wrote extensively for architectural periodicals and founded and published the Architects Index, died on October 10 at the French Hospital, New York.

FAREWELL TO WESTLAKE.

EDITOR THE FOURTH ESTATE.

SIR: The most fitting verse I can think of as a farewell to "Eddie" Westlake are the lines George Horton wrote when "Hughy Keough" went out:

Good-bye, Old Scout!
And once again good-bye!
The Umpire called you out:
We wonder why.

ED MILLER.

NEW PLAY FOR REID.

Francis Reid is handling the publicity for "Rambler Rose," the new Jacobi-Smith musical comedy at the Empire Theater, New York. "Rambler Rose" is a real Charles Frohman musical comedy production, a worthy successor to "Sybil," and it ought to stay on Broadway anyway till the flowers bloom again.

CHANGES IN NEW HAVEN.

Herbert N. French has been made advertising manager of the New Haven (Conn.) Journal-Courier after a long period of service with the Evening Register. Another addition to the Journal-Courier's advertising force is W. H. Secord, from the Hartford Courant.

J. B. Thompson has taken charge of the Red Stone (Mont.) Review. The Campbell (Neb.) Citizen has been sold to Ben F. Sailor.

THE PITTSBURGH DISPATCH

with its dominating influence brings advertisers
paying results.

H. C. Reeb, Real Est. Trust Bdg., Phila.
W. G. Brooks, 125 Fifth Ave., New York
Ford-Persona Co., Michigan City, N. J.
W. E. Edes, Atlantic City, N. J.
Derland Co., 19 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters
THE TIMES-DISPATCH
RICHMOND.

is delivered 12,000 of the city's
daily into best homes.
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

WILLIAM B. DILLON WILL DO BUSINESS ALONE.

The firm of Dillon & Barnes of New York, handling paper mill products and supplies, expires on October 22, 1917, by limitation, and J. Sanford Barnes will retire. The business will be carried on by William B. Dillon under the name of Dillon & Barnes, at the same address, 52 Vanderbilt avenue.

Mr. Barnes will devote his entire time to several large and important matters of a philanthropic character. In announcing his retirement, he said to THE FOURTH ESTATE:

"I shall continue to have my office with Mr. Dillon, and I wish to advise our friends that the partnership has been five years of a most pleasant and very satisfactory association. I am sure that the business to be carried on by Mr. Dillon under the firm name of Dillon & Barnes will meet the same friendly support and confidence we experienced during our partnership."

TWO MEETS IN CHICAGO.

Two newspaper associations will meet in Chicago, at the La Salle Hotel, on October 16—the Illinois Daily Newspaper Publishers Association and the Inland Daily Press Association.

AN IOWA MEETING.

The Associated Advertising Clubs of Iowa are meeting in Muscatine at the time of going to press.

The Circulation of the NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish Daily.Reaches the cream of purchasing power
of the Jewish element in America.CIRCULATION OVER 70,000
Despite advance in price
from one to two cents.THE DAY The National
Jewish Daily.

Member A. B. C.

Main Publication Office:
183 East Broadway, NEW YORK

"ROMANUL"

The largest and oldest ROUMANIAN
daily newspaper in the United States
and Canada.The only real guide of 250,000 thrifty
readers and positive success to its ad-
vertisers.Full leased wire reports of United
Press Association.
634-635 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.

LL.D. FOR NORTHCLIFFE.

Lord Northcliffe, the noted London
publisher and head of the British
War Commission in the United
States, was awarded the degree of
LL.D. by the University of Rochester
on October 2.Lord Northcliffe and Louis Wiley,
business manager of the New York
Times, were speakers at the dedica-
tion of the new Rochester Chamber
of Commerce Building.

NOW A CORPORATION.

After having been under the man-
agement of H. A. Tract for forty
years, during which time it developed
from a monthly to a daily, the Find-
lay (Ohio) Upper Sandusky Chief
has passed into the hands of a stock
company.Robert E. Tracht, son of the retir-
ing proprietor, is the managing edi-
tor and treasurer.

TEXAS EDITORS TO MEET.

The Texas Editorial Association
will hold its annual meeting on De-
cember 3 at Palacios. The meeting
will last throughout the week. Ev-
ery newspaper man or woman in
Texas who has done newspaper work
for thirty years is automatically a
member of the association.

ANOTHER NEW PAPER.

The Park County Weekly News is
the name of a new publication to be
launched at Livingston, Mont., this
month by George R. Desch and as-
sociates.THE
TERRE HAUTE
TRIBUNEThe big home
evening paper
of its section
of Indiana.In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston DetroitTHE
ST. LOUIS
WESTLICHE
POSTreaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.THE ONLY POLISH DAILY
IN NEW ENGLAND

Kurier Bostonski

27 Beverly st., BOSTON, MASS
reaches 600,000 Poles in New Eng-
land. They want to buy your goods

Use Kurier Bostonski

BERND IN LOS ANGELES.

Aaron Blum Bernd, publicity rep-
resentative of the California studios
of the Fox Film Corporation, has
been associated with that concern
since he obtained his degree from
the Pulitzer School of Journalism in

AARON BLUM BERND.

New York. Previous to his attend-
ance at Columbia University he
was a reporter on the staff of the
Macon (Ga.) Telegraph.Mr. Bernd first worked as a writer
in the Fox film publicity department.
In October, 1916, he handled the run
of "A Daughter of the Gods" at the
Lyric Theater, in association with
William C. Thompson. In November
of the same year he was sent to Los
Angeles to organize a publicity de-
partment in the West Coast studios
of the company, remaining there un-
til June, 1917.He then returned to New York,
and did work in the home office for

MONTREAL

is CANADA'S largest and wealthiest city
sixth in America in population; fourth
largest French city in the world—and a
wonderfully fine market for all kinds of
advertised goods.

LA PRESSE

is Canada's largest circulating daily—
over 145,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.WM. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.

CHICAGO, Tribune Building.

LONDON, ENG., 19 Sicilian Avenue

Southampton Row.

PARIS, 6 rue du Rocher.

NARODNI List

Briscoe Motor Corp. of Jackson, Mich.,
has just placed 19,850 agate lines of Bris-
coe advertising in the Narodni List. This
is the best proof that the Narodni List is
one of the best advertising mediums in
the foreign languages for National adver-
tisers.

Ideal Newspaper for National Advertisers

Phone 9939 Beekman

61 Park Row, NEW YORK

two months, handling attractions at
the Globe Theater part of that time.
He did some special work on "Jack
and the Beanstalk" there. In Sep-
tember, 1917, he went back to the
Pacific Coast.PRIZE FOR BOOK PLATE FOR
A.A.C.W.Competitive conditions for the \$50-
prize that will be given for the best
design submitted before November 1
as a book plate for the A.A.C.W.
business library have been announced
by P. S. Florea, secretary-treasurer,
as follows:1—No design will be considered un-
less submitted by a member of the
Associated Advertising Clubs who
holds membership, either through a
local club, a department of the Na-
tional Advertising Commission or a
sustaining membership—or by a per-
son connected with a business which
has such representation in the as-
sociation.2—All designs shall be mailed to
the book plate committee, in care of
the Associated Advertising Clubs,
606 Merchants Bank Building, In-
dianapolis, Ind., so as to arrive not
later than November 1, 1917.3—The name, address, firm con-
nection and advertising club or de-
partment of each contestant shall be
written on the back of the copy; or
when the contestant is not himself
or herself a member of the associa-
tion, the name of the person who
holds membership for the firm repre-
sented shall be stated.4—A design, to be acceptable, must
be capable of reproduction either in
one or two colors.Competitors who would care for
reproductions of the "Truth" emblem
of the A.A.C.W. for incorporation in
the design should address Mr. Florea
at the Merchants Bank Building, In-
dianapolis, for such proofs.

NEW ONES IN MINNEAPOLIS.

It is reported that a new morn-
ing newspaper is to be launched in
Minneapolis, financed by the Non-
partisan League.The Lake Street Advocate is the
name of a new paper in Minneapolis
edited by A. M. Morrison.The only journal outside of the
United States published in the in-
terest of newspaper men.THE 30 pages Weekly
NEWSPAPER
WORLD

Annual Postal Subscription

Everywhere \$2.40.

(Established 1898)

Specimen Copy Sent Free

Address: 14 Cross Street
FINSBURY, LONDON, ENG.

TELEGRAM CODZIENNY

A National American Daily and
Sunday printed in the Polish
language reaching over 150,000
readers.

A Splendid Advertising Medium

Phone Stuyvesant 2004
90 East 10th St., NEW YORKThe Only ITALIAN Daily Newspaper
in New England.

Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON
consolidated with La Tribuna del Popolo
and Il Messaggero di Worcester.100,000 Italians in Boston.
200,000 Italians in Massachusetts.
1,000,000 Italians in New England.THE JEWISH
MORNING JOURNAL
NEW YORK CITYcarries more advertising than any
other Jewish newspaper. Circulation
in New York City largest of all
foreign language newspapers.

Member A. B. C.

A STATE FAIR NUMBER.

The yearly "State Fair Number"
of the Oklahoma City Oklahoman
was issued on September 23 and also
ran as a part of the Times, the after-
noon paper, on September 26. The
edition, which covered all the re-
sources and industries of Oklahoma,
contained 144 pages and was one of
the largest newspaper editions ever
published in Oklahoma.

NEW HISTORICAL QUARTERLY.

The Historical Society of Western
Pennsylvania in January will issue
the first number of a quarterly mag-
azine, to contain the papers read be-
fore the society and other interest-
ing historical matter.

TIMES PLAZA

THE CENTER OF BROOKLYN

The Federal Authorities have recog-
nized Times Plaza as the business cen-
ter of Brooklyn by renaming Post Office
Station L "TIMES PLAZA STATION."

FROM THIS CENTER

THE

BROOKLYN
DAILY TIMESREACHES ALL OF BROOKLYN AND
LONG ISLAND.

Largest Morning Circulation in New York Every Day in the Year

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

451,799

The World.

407,308

The New York Times.

357,225

The Sun.

141,758

THE NEW YORK HERALD.

130,209

New York  Tribune

100,551

The figures above are reports to U. S. Government for 6 months ending October 1st, 1917, by each Publisher under oath.

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

*Published Weekly at 233 West
50th Street (Near Broadway)*

NEW YORK CITY

SATURDAY, OCT. 20, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED 1894 No. 1234

How to Reach the Great Cleveland Market

IT must be admitted that in the Cleveland market one finds tremendous opportunities; this is an undisputed fact. Let us suppose you are the *maker* of some particular product, or the one to whom is entrusted the very important task of *selling* that product.

You are looking for the most responsive market; you want quick returns on your investment; you want your product to get into the hands and homes of the consumer.

How can you *best* reach this great market? The answer is simple. Make your entrance into these homes, through the columns of the newspaper most of the *buying public* reads—

In Cleveland it's

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

<i>Eastern Advertising Representative:</i>	<i>Western Advertising Representative:</i>
JOHN B. WOODWARD	JOHN GLASS
Times Building, NEW YORK	CHICAGO, Peoples Gas Building

NEWS PRINT PRICES FOR THE YEAR 1918.

INTERNATIONAL PAPER COMPANY WILL TRY NOT TO EXCEED 3.10—BUT IT CANNOT SAY DEFINITELY.

An official of the International Paper Company on October 19 gave THE FOURTH ESTATE the first authorized interview to be published on the probabilities of that company's paper prices for the year 1918. He said:

"I believe, in view of the marked reduction in waste and other economies introduced by publishers, and the fact that all news mills are being pushed to the limit, there is little reason to fear a shortage of paper.

"As to the price for 1918 there are too many uncertainties as to wood, coal, labor and other costs to admit of a price being fixed for the year 1918 at this time.

"The cost of everything involved in manufacture is constantly increasing and the increase continues.

"In Canada it has been officially determined within a month that the cost to manufacture is approximately three cents, and in the United States it has been officially declared that news print paper in the United States costs the manufacturer on an average \$4.50 per ton more than in Canada.

"Nevertheless the International Paper Company will endeavor to avoid any advance in its price of \$3.10 for its high class roll news in

quantity at the mills.

"It will be noted that on May 1, 1916, an agreed schedule of union labor wages was put into force by the I. P. Company for a period of two years.

"Notwithstanding this fact, there have been two increases in the wage scale made by the I. P. Company since that date.

"The last increase made goes into effect tomorrow, October 21, and amounts to approximately a yearly increase in labor cost of \$750,000 with the further addition of approximately \$70,000 growing out of the 10 per cent bonus which the I. P. Company still continues to its operatives.

"This latter increase in the labor cost of the I. P. Company is practically equivalent to an increase of \$1.65 per ton in labor cost alone.

"It may be further noted that beginning with May 1, 1916, and including the increase which goes into effect October 21, the scale of wages is increased 50 per cent and the end may not be yet."

THE NORTHCLIFFE PAPER IN U.S.

A.N.P.A. ENTERPRISE PROVES A BIG SUCCESS—MINTYRE TELLS OF INSPECTION.

The operation of the paper mills of the Anglo Newfoundland Development Company, Ltd., at Grand Falls, Newfoundland, in the interests of the American Newspaper Publishers Association, may now, after two and one half months, be carefully judged on its merits.

Six different cargoes of paper have been landed in the United States and shipped to practically every state in the Union. This paper has now been used by 300 or 400 publishers, and the paper market, under the strain of this additional tonnage and the manner in which it was placed, has been maintained soft.

All users of this paper praise in the highest terms the efforts of the paper committee of the Newspaper Publishers Association in bringing tonnage into the market and supplying a paper which they say is of a superior quality, not equalled by any mill in the United States.

A. G. McIntyre, special representative of the A.N.P.A. paper committee, who has just returned from a trip of a month and a half to Canada and the Newfoundland mill, said to THE FOURTH ESTATE yesterday:

"The mills at Grand Falls are undoubtedly the finest example of scientific paper manufacture in the North American continent. The organiza-

tion which Lord Northcliffe has in Newfoundland represents the maximum of efficiency in paper manufacture on this side of the Atlantic, and showed remarkable genius in meeting the problems of manufacturing good paper cheaply under such difficult conditions as are found in the colony of Newfoundland.

"The mills are now operating to greater capacity than ever before. The sizes of paper being manufactured for the American Newspaper Publishers Association are filling the machines out to the last inch of trim, giving a machine efficiency never before attained on English sizes.

"The paper being made there by Lord Northcliffe's staff stands at the top of the list in quality and low manufacturing cost in the North American continent. This mill is apparently able to manufacture paper under present difficult conditions at less than the cost of Canadian mills, according to their reports to Commissioner Pringle, brought out in the recent investigation—this in spite of the fact that tariffs and taxes in the Island of Newfoundland are in excess of similar taxes in Canada, to the extent of at least \$3 a ton.

"It is noteworthy that the greatest publishers' paper mill in the world, which this is, is also the greatest mill from a manufacturing point of view of mills manufacturing under approximately similar conditions.

"This mill easily gives the lie to those who would claim that publishers cannot build and operate paper mills successfully.

(Continued on Nineteenth Page.)

TRADE COMMISSION SOLE PAPER PROTECTION.

MEASURES TO PROTECT PUBLISHERS DURING CONGRESS' RECESS—CHANCE FOR CONSUMERS' RELIEF.

There will be no false alarms on news print supply this winter—no repetition of the scares and stampedes of a year ago—if the Federal Trade Commission can prevent it.

This is the real significance of the latest action on the part of the Trade Commission whereby, as reported exclusively in the last two issues of THE FOURTH ESTATE, publishers have been notified to fall into line with paper manufacturers, jobbers and dealers and keep the Trade Commission informed at frequent intervals as to the state of their paper stocks.

Looking over the scene, after the excitement had subsided last spring, the Federal officials became thoroughly convinced that the panic into which newspaper publishers were thrown was a manufactured or at least a contagious panic.

It will be remembered that reports were spread broadcast of a serious shortage of paper supply not only at the mills, and in the warehouses at distributing centers, but also in the storerooms of such publishers as were known to make a practice of storing surplus newsprint.

Without stopping to investigate—indeed they had no facilities for conducting a comprehensive dependable investigation—newspaper publishers rushed into the open market and bid against one another with the result that prices mounted to unwarranted heights on such supplies as were readily doled out to the clamorous buyers.

The Federal Trade Commission is determined that nothing of that kind shall occur again. If it cannot do anything else, for the time being, to insure the free play of the normal law of supply and demand in the newsprint industry, the Trade Commission can at least prevent stampedes based on unwarranted fears.

To that end the searching light of continuous publicity is to be turned on the print paper trade at all angles.

When its all-embracing reporting system—compulsory under heavy penalties—is in full working order as it will be before snow flies, the Trade Commission will have at all times a down-to-date inventory of paper stocks.

No manufacturer can slyly pile up a big surplus without the Commission knowing it.

Similarly the reserve stocks in the hands of producers cannot be depleted seriously without the Federal bystander having due warning of an impending shortage, if one is actually threatened.

Best of all, no selfish interest can, by spreading pessimistic reports or by remaining ominously silent in the face of the anxious inquiries of publishers, convey the impression that a grave situation threatens.

ALL CARDS ON THE TABLE.

However, this plan of the Trade Commission to compel all hands to lay their cards on the table will not be one-sided in its workings. The effect will be to not only lay bare to a considerable extent to the trade policies of paper producers and dis-

tributors, but likewise to tell tales out of school with reference to any publisher who thinks solely of his own welfare rather than of the greatest good to the greatest number in the publishing industry.

That is to say if a publisher suddenly undertakes to store newsprint when he has never previously put away stock, if he seems disposed to place more paper in reserve than might be accounted a reasonable margin of safety, or if he is inclined to go into a nervous market for the purpose of increasing an already large reserve, the fact must be reflected in his report to the Trade Commission and the latter will have a powerful weapon at hand in its privilege to make public the facts in these reports if the interests involved do not do what the Commission deems the right thing.

The whole scheme is not, in its basic idea, revolutionary nor is it original with the Trade Commission. It is indeed, merely an adaptation of the storage reporting system inaugurated some time since by the Bureau of Markets of the United States Department of Agriculture. The latter operates to prevent the manipulation of poultry, butter and egg prices by means of rumors that the supply of these edibles in cold storage is all but reaching the vanishing point.

On the same formula, the newsprint reports to the Trade Commission will forestall any needless alarms to the effect that paper stocks at the mills are dangerously low.

TRADE COMMISSION SOLE PROTECTION.

Whatever of relief the Trade Commission may accomplish for newsprint consumers by this new policy of "pitiless publicity," it is obvious that the effort is to be commended because the Trade Commission must stand, for the next three months, as the only hope of relief for paper users.

Congress has adjourned until early December and, if past performances are any guide, little will be accomplished in a legislative way in the interval between the assembling of the national legislature and the holiday recess.

That means that for all the punch in that report on Government control and regulation of the print paper industry submitted by Senator Smith on the eve of adjournment, it will probably be at least ninety days before Congress can be induced to give ear to the publishers' tale of woe unless

(Continued on Thirty-fifth page.)

Why Philadelphia Offers Greater Selling Opportunities to Merchants and Manufacturers

NOW is the time for every merchant to be alert, to forge ahead, to build up permanent business.

Here in Philadelphia—the Workshop of the World—every indication points to record business in retail lines, due to the fact that more than 58,000 business places (of which about 8,000 are manufacturing plants) employing about 700,000 male and 300,000 female workers, are running to full capacity.

Add to this the metropolitan area of Philadelphia, including the great new industries created by the needs of the United States Government along tidewater, such as the great ship-building yards which have been located at Camden, Chester, Gloucester, Bristol, Cornwalls, etc. Then the large munition factories at Eddystone and Essington; the big powder works at Wilmington, Pennsgrove and surrounding towns; the big steel mills at Wilmington, Newcastle and Claymont; the oil and gasoline plants at Marcus Hook, Point Breeze and other points.

These workers and their families are housed in approximately 375,000 separate dwellings in the city of Philadelphia. The net paid daily average 2 cent circulation of the Philadelphia Bulletin for the six months from April 1st to September 30th, 1917 (as per report to U. S. Post Office Department) was 363,115 copies a day.

There is in Philadelphia territory an immense outlet for advertised commodities among these families, who are enjoying the highest scale of wages in years.

Housekeeping needs alone run into a tremendous volume of sales, while food, raiment and other necessities required by this vast army create a market that is third in the United States.

The Philadelphia Bulletin is the one dominant newspaper through which to reach these consumers.

CONGRESS KNOWS LITTLE ABOUT PUBLISHING.

SEN. HITCHCOCK POINTS OUT DELUSIONS WHICH SEN. HARDWICK HAS HAD ON SECOND CLASS RATES.

In connection with the plans of opponents of the second class mail provision of the War Revenue Act to endeavor to secure its repeal by Congress at the next session in December, it is of interest to note the remarks of Senator Hitchcock, who owns the Omaha World-Herald, during the final discussion by the Senate of the conferees' report.

Senator Hitchcock took exception to Senator Hardwick's position and pointed out the delusions which the Georgia Senator has had all along on the subject. The remarks of those who took part in the discussion are (verbatim) as follows:

Mr. Hardwick—"I am confident that now that the correct principle has been applied to second class mail rates—that the day when we can give the people of the country 1-cent letter postage cannot be long delayed, once this war is over."

Mr. Hitchcock—"Mr. President, I want to say a word in answer to what the Senator from Georgia [Mr. Hardwick] has said. He has very strong convictions on this subject, but I am convinced that his convictions are founded on an entire misconception of the publication business."

"I will put my judgment now against his judgment, and predict that if this increase in postage under the zone system is carried into effect it will not lead to an increase in advertising rates, but will rather tend to lead to a reduction in advertising rates, because it will inevitably result in a reduction of the circulation of the publications."

"Advertising rates are not under the control of the publisher."

"Advertising rates are not based upon the results which advertisers derive from the purchase of publicity, and anything done to reduce the circulation of publications is inevitably bound to result in reducing advertising rates."

"Advertising rates were enlarged by the increased circulation of periodicals and newspapers inaugurated 30 years ago, when the rates were placed at their present standard as a part of our educational system."

"No one can predict exactly the result of what is to come, but this is inevitable:

"Those increased postage rates cannot be paid by most of the publications in this country. They cannot be paid by them, because their profits at the present time are not large enough to make it possible. Either the publications must pass on those additional postage rates to the subscribers, or the publications must go out of business, in a very large number of cases."

Mr. Hardwick—"Mr. President, why can they not be passed on to the advertisers, if they are all under that obligation?"

Mr. Hitchcock—"Because the publisher does not control the rate that the advertiser pays."

Mr. Hardwick—"But if you do not reduce his circulation or the number of his subscribers, and the advertisers must all have advertising, and all must pay more money, why cannot that be done?"

Mr. Hitchcock—"That shows how little the Senator knows about the publishing business."

"If he were the proprietor of a great food product he would advertise in the publications and pay so much per thousand of circulation, and his books would show at the end of the year, from the results obtained,

whether he could continue to pay that rate or not."

"He cannot pay the rate simply because the publisher demands it."

"He can only pay the rate as the result of the sales which he makes, and he will make no more sales upon a publication paying a higher rate of postage than a publication paying a different rate of postage."

"The advertising rates are based upon the results that the advertiser gets. He buys publicity, and nothing but publicity. The publisher cannot raise his rates unless he gives the advertiser larger returns, and he cannot give him larger returns when his circulation is being restricted."

Mr. Hardwick—"I do not want to prolong the argument, and I am sure the Senator does not; but does it not seem to him that the man who is going to sell this advertising has something to say about the price at which it shall be sold?"

Mr. Hitchcock—"He has very little to say. I have been in the business for 30 years, and I know that I cannot raise my advertising rates unless I can give a larger return, and every publisher knows it."

"It is not a one-sided business."

"Advertisers pay for results."

"They buy publicity. If you reduce the publicity the advertising rates have got to come down. That is a delusion that the Senator has been laboring under all this time."

"I want to say that this great bonus that is talked about as being paid to the publishers of the country is not paid to the publishers of the country."

"The business of advertising is the most highly competitive business in the United States, and the publisher in that highly competitive business puts his subscription rates just as low as he can put them. Increase the cost of his distribution, increase the cost of his publication, and he must inevitably increase the cost to the subscriber."

Mr. Shafroth—"Mr. President, does not the Senator think that the Saturday Evening Post has something to say about charging \$7,000 for a one-page advertisement in one issue?"

Mr. Hitchcock—"Why, Mr. President, it is cheaper to buy a page in the Saturday Evening Post at \$8,500 than it would be to buy a page in some other publication for \$1.50."

Mr. Shafroth—"Does not the proprietor of that periodical have something to say about fixing that amount?"

Mr. Hitchcock—"Very little; very little. It is only when his representatives can go to the purchaser of advertising and show him how many hundreds of thousands of readers he is going to reach that he can charge any such rate. Cut off the number of readers and his rate has to go down."

"The cheapest advertising in the

country is in papers of great circulation. The delusion that a publisher can charge what he pleases for advertising is one of the most monumental delusions of those who know nothing about the business."

Mr. Hardwick—"If the increase in postage will reduce the circulation of publications, why will not the increase in price of print paper decrease their circulation?"

Mr. Hitchcock—"It has decreased it. It has tended to decrease it. Only the extraordinary demand growing out of this tremendous war has prevented a greater decrease. But publishers all over the country are raising their rates. Publishers in Chicago, in Philadelphia, in Pittsburgh, in Omaha, and in other places have raised their subscription rates."

Mr. Hardwick—"I will inquire if the Senator's own paper has not raised its rates, both on advertising and on subscriptions?"

Mr. Hitchcock—"We have only raised our rate on advertising as we increased our circulation."

Mr. Hardwick—"But you have raised your rate on advertising twice in the last 12 months, have you not?"

Mr. Hitchcock—"Oh, I have done that for the last 30 years as often as I could show that I had a larger circulation; but I cannot raise my rates without showing that I have a larger circulation. I have raised my subscription price on account of the increased cost of paper, and I will raise it again when the zone system and the higher postage go into effect."

Mr. Hardwick—"That is what they will all do."

Mr. Hitchcock—"You will not be taxing me by increasing postal rates. Every strong publication will pass on the increase to the reader; but you will kill off, meanwhile, all of the struggling publications of the country. I do not know what the percentage will be."

"You will make a path of wreck and ruin that will come back to plague you some day."

"I do not know how many, but I will venture to say that thousands of publications in this country that are not strong will die, and instead of having promoted the public interest by this course you will have injured it."

"You will not injure the publishers that are able to take care of themselves. You will ruin a lot of publishers that are in the struggling list—and the business is so competitive that a very large proportion of them are in the struggling list—and you will deprive a great many hundreds of thousands of readers of cheap literature that they are getting today."

Mr. Hardwick—"Some of it we could do without very well."

As has been heretofore explained, the Senate adopted the House's second-class increase in order to place the other provisions of the War Tax Bill in operation at the earliest possible moment.

As the second class provisions are not effective until July, 1918, it is the intention of Senator Hitchcock and other leading Senators to move for their repeal when Congress reconvenes in December.

THE PASHA CASE.

The French military court inquiring into the activities of Bolo Pasha has appointed a sequestrator for the money Bolo advanced to Senator Charles Humbert, owner of the Journal. Senator Humbert applied to the Tribunal of Commerce to have the contract annulled by which Pasha acquired 1,100 bonds of the Journal, but the Tribunal decided to postpone judgment until the conclusion of the military case against Bolo.

PAPER POSTAGE AND THE A.B.C.

RECEIVE ATTENTION OF THE INLAND PUBLISHERS AT CHICAGO MEETING.

The outlook for news print on equitable contracts for next year, the possibilities commercially in the deinking of newspapers, the second class postage rate under the war revenue bill and by-law changes proposed by the Audit Bureau of Circulations were big topics discussed at the meeting of the Inland Daily Press Association held October 16 at the Hotel LaSalle, Chicago.

E. P. Adler, of the Davenport (Ia.) Times, and president of the association, expressed the opinion that the urgent need of publishers at this time is not a plan whereby needs of dimly distant years may be met, but some plan by which present needs of publishers may be filled. The suggestion led to a general discussion of the news print situation that brought statements from publishers that rates ranging from \$3.25 to \$3.50 f. o. b. mills in the New York district were being freely quoted even by jobbers and that paper within that range of price could be easily secured.

On yearly contracts, however, these figures were not applicable and prices for a year ahead were being mentioned with qualifications by manufacturers and jobbers alike. It was the opinion of the majority of the publishers present that there is no immediate relief from prevailing prices in the news print field, but on the contrary a distinct likelihood of even higher prices before another year has passed.

The aid given to the A.N.P.A. by Lord Northcliffe has not seemed to alleviate the situation materially. President Adler announced, inasmuch as the print from the Northcliffe mills is being quoted at \$3.40 f. o. b. New York, while a lesser price is being quoted by other large handlers of news print.

SECOND CLASS POSTAGE REVISION. A feature of the meeting was the postal report, through Urey Woodson of the Owensboro (Ky.) Messenger, of the committee consisting of Mr. Woodson and A. O. Peterson of the Waterloo (Ia.) Courier, which was sent by the Inland Daily Press Association to Washington to place before the Congressional committees, having the war revenue bill in charge, the claims of the publishers for consideration.

Mr. Woodson reported that the new War Revenue Bill, the second-class provisions of which do not become effective until July 1, 1918, was decided upon as a matter of compromise in view of the heavy pressure being put upon Congress by war demands. With others, he expressed the hope that the succeeding Congress may bring about a repeal of the second-class clause and the substitution of some more equitable provision.

None of the publishers subscribed to the view that the publishers might expect exemption from a war tax in some form or another, and the consensus of opinion at the meeting was that publishers should accept the zone system of postage as a justifiable tax and by a determined campaign pave the way for a revision of present postage regulations and the enactment of the zone plan at the next session of Congress.

Many of the publishers expressed the conviction that much of the sentiment in the second-class postage legislation has been due to a feeling of enmity among Congressmen toward the press in general, and the

(Continued on Thirtieth Page)

*Making REAL Newspapers
Makes Newspapers Grow*

TOLEDO BLADE.

*Largest Two-Cent
Evening Circulation
In Ohio*

Government Reports:
October 1, 1912—41,349
October 1, 1917—55,133

DETROIT JOURNAL

*Indispensable in Covering
America's Greatest
Manufacturing City*

Government Reports:
October 1, 1912— 75,070
October 1, 1917—107,141

Circulation Guaranteed over 100,000 net paid

Newark Star-Eagle

*Fastest Growing
Newspaper in
New Jersey*

Government Reports:
October 1, 1912—33,281
October 1, 1917—51,213

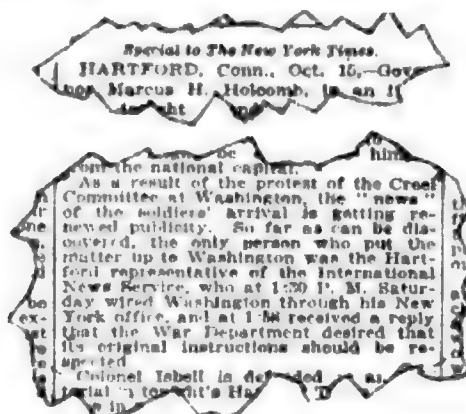
Circulation Guaranteed over 50,000 net paid

PAUL BLOCK, Inc.
Managers of National Advertising

I.N.S. BADLY SCOOPED!

On Saturday, October 13, 1917, the Governor of Connecticut gave out for publication a cable from the Colonel of a Connecticut regiment, stating that his troops had arrived safely in France. This cable was disseminated generally by news services which chose to ignore the War Department's repeated warnings that publications of this sort aid the enemies of the United States:

The entire incident has become a subject of government investigation. The New York Times on October 16th, printed the following:



The I.N.S. has been beaten on several stories of this character, and for the same reason.

The I.N.S. was "scooped" by the Associated Press on the landing of the first U. S. Troops in France.

The I.N.S. kept faith with the U. S. Government. The A.P. did not.

The I.N.S. will continue to keep the faith. *It may be scooped again as a result of this policy.*

The I.N.S. is the only American news service that has not suffered a reproof from the United States Government for spreading inaccurate or improper information about the U.S. Army or Navy.

The I.N.S. has "come clean." It will continue to do so.

The TRUE News First—Always—Accurately

International News Service

Tenth Floor, World Building

NEW YORK

BUT—

NOT ON THE WORLD'S SERIES.

Here are a few of the comments from I.N.S. clients on the service given on the biggest test of the game:

"Congratulations. World's Series handled in masterly manner, concisely and just exactly as we wanted it. Stories by Tad and Runyon particularly good." Miles Overholt, Mng. Editor, Salt Lake, Utah Telegram.

"World's Series service was immense and right up to the minute. We beat the town." W. M. Murphy, Sporting Editor, St. Louis, Mo., Star.

"Never in the history of the Boston American have you given us such splendid service as you have this year. The play-by-play bulletins, the stories of the games and the feature comment were handled promptly, thoroughly and brilliantly." R. C. McCabe, Mng. Editor, Boston American.

"Best ever."—Edwin Camp, News Editor, Atlanta Georgian.

"Finest in the world. From 2 to 8 seconds ahead competition and on street from 10 to 15 minutes ahead of competitors. Surpasses any World's Series service we have seen." Weiss, Mng. Editor, Montgomery, Ala., Times.

"By the use of carbon copies we gave to the crowd in front of our bulletin boards, to a crowd in the street by megaphone from an upper window, and to the printer at the same time, the quickest and cleanest World's Series report this or any other Lima paper ever had. For the first time in the history of baseball, Lima received the I. N. S. returns on Sunday by megaphone. In brief, we made a killing with it, and Lima friends are telling us so." Howard L. Burba, Editor, Lima, O., Times Democrat.

"Your service on World's Series was fast and accurate and enabled us to beat all opposition in our field from four to seven minutes on the result of every game." E. R. Collins, Los Angeles Herald.

"The International News Service reports on World's Series were the best I have seen in five years. The abundance of good readable stuff enabled us to make our pages outrank all others in Kansas City." Freeman Alford, Kansas City, Mo., Post.

"Day and night service on World's Series uniformly excellent. Afternoon opposition couldn't begin to compete here. Runyon real hit. Struwe very good, too. It was just what was expected from the I. N. S." Warren, Pa., Chronicle.

"American gave our soldiers at Camp Mills and Camp Upton the full details with the I. N. S. wire. Everybody tickled to death at wonderful service. Also had total crowd of 150,000 in six days before N. Y. American-I. N. S. bulletin board at Columbus Circle, New York City. Largest crowds ever gathered there." F. C. Spayde, New York American.

"Your World's Series service was so good we used every word of it. We had the big edge on this big story here." W. U. Christman, Mng. Editor, Pittsburgh, Pa., Post.

"World's Series service was very good and very rapid work." Baltimore, Md., Star.

"The World's Series service this year was the best the Herald has ever had. The statistical side with daily box and composite scores answered the demands of the delving and rabid fans while Mr. Runyon's stories pleased those who like a humorous and human interest touch. If more World's Series stuff had been sent we would have needed another newspaper to run it." C. L. Remington, Sport Editor, Rochester, N. Y., Herald.

"Service was entirely satisfactory to us. Believe we were constantly ahead of Associated Press here." New Bedford, Mass. Times.

"Your World's Series job was a credit to the I. N. S. That ought to satisfy." Baltimore, Md., News-Bulletin.

"We found the World's Series service up to the minute and adequate in every respect." Editor, South Bend, Ind., News-Times.

"World's Series service very satisfactory. No room for improvement." Marion, O., Star.

"The I. N. S. service during the World's Series ball games could not have been better. It was quick, accurate and easily handled. Jack Veiock particularly wrote splendid stories, before, during and after the games." J. R. Downs, Zanesville, O., Signal.

"World's Series service first class. Tad's stuff went big." Indianapolis Times.

"Very excellent service." San Diego, Cal., Tribune.

"Struwe and Veiock best ever. Our sport page sickened A. P. dope of opposition." Hutchinson, Kan., Gazette.

"World's Series service very satisfactory. In early and handled authentically. Thank you." Memphis, Tenn., Commercial-Appeal.

"We found the I. N. S. World's Series articles punchy, original and accurate." San Diego, Cal., Union.

"Service all that could be desired and writers did themselves proud in covering every detail, even to the minutest. Congratulations." Tulsa, Okla., Morning Times.

"World's Series service fine." Waco, Tex., Tribune.

"The I. N. S. gave bang-up service. Veiock, Runyon and Struwe are a trio that can't be beat. If I were offering suggestions next year simply say 'do it again same writers, same style, same everything.'" Charleston, W. Va., Leader.

The True News FIRST—Always—Accurately

International News Service

Tenth Floor, World Building

NEW YORK



SYMBOLS of VALUE

To thrifty housewives, the nationally popular **SM Green Stamps** always mean a sensible, substantial saving of definite value.

As dollars obtain for us necessities, so do **SM Green Stamps**. You must toil for money—the stamps are given by fair-minded dealers as a discount for cash patronage. Both have purchasing power. At any one of over 600 Premium Stores **SM Green Stamps** will obtain necessities and comforts for the home.

Today the dealer, more than ever anxious to have his customers "pay as they go," wisely rewards them by means of the Sperry System. Millions of buyers for the home fully appreciate this opportunity to save as they spend. They concentrate their trade where this extra inducement is given.

The SPERRY & HUTCHINSON Co.
2 West 45th St., New York

HALE DENIES BOLO PASHA CHARGES.

WELL KNOWN NEWSPAPERMAN EXPLAINS CONNECTION OF NAME WITH RECORDS.

Dr. William Bayard Hale, formerly International News Service correspondent in Berlin, has been one of the persons examined in the investigation conducted by Merton F. Lewis, New York state attorney general, to determine the extent of Bolo Pasha's connection with the embargo.

A "Dr. Hale" was mentioned in the Bolo Pasha documents made public by the State Department last week. He was mentioned in one of a series of telegrams that were sent by Count von Bernstorff to the German Foreign Office, which, with telegrams to the Ambassador, from his government, disclosed a plot to destroy munition factories in America by sabotage and the destruction of Canadian railways. The reference to "Dr. Hale" in the ambassador's message was:

"The Embargo Conference, in regard to which earlier fruitful cooperation Dr. Hale can give information, is just about to enter upon a vigorous campaign to secure a majority of both houses of Congress favorable to Germany and requests further support."

Dr. W. B. Hale denied that he had ever been questioned about the Embargo Conference by any one in Germany. He was in Germany representing the Hearst newspapers in September, 1916, when von Bernstorff sent the telegram to the Foreign Office. In the seized documents of Heinrich Albert, the German spy, made public in August 1916, the name "Dr. Hale" also figured in connection with this same organization, some of whose leaders were German agents.

Dr. W. B. Hale swore that he had never met the spy, had never seen him, had never communicated with him in any way, and that, naturally, he did not have any documents in his possession relating to Bolo Pasha. He said the first he heard of Bolo was when the newspapers told of his arrest in Paris.

The assistant state attorney general then showed Dr. Hale what purported to be a record of telephone calls to Academy 316 from Bolo Pasha's apartment in the Hotel Plaza, where he stopped when in this city plotting with Count von Bernstorff for moulding French public opinion to the end that France would be forced into making a separate peace with Germany.

Dr. Hale said that Bolo Pasha never telephoned his apartment, and added that there were forty families living in the house.

What purported to be a record disclosing the sending of messenger boys from Bolo Pasha to 362 Riverside Drive during the months of February and March of 1916 was next shown to Dr. Hale. Again he said he could not explain them, and that he was certain Bolo Pasha never sent any messages or anything else to him.

Dr. W. B. Hale made this statement, when asked if he knew anything about the "Embargo Conference."

"Yes, I know something of it. After the armistice was declared, I left for Europe in 1915 (more than two years before

the United States entered the war). I was surprised by a visit of a gentleman from Chicago, who had seen an article or two of mine deprecating war. He asked me to make a speech in Chicago before an assembly of labor and gentlemen who agreed to preserve peace and who, as I remember, he thought would form an organization to fight for peace and the opinion against the further shipment of arms and munitions to America.

"I expressed some sympathy with the idea, but declined to go to Chicago to speak. A few months later I was asked to lend my name, printed on the stationery of the American embargo conference, as chairman of the national board."

"I am now, in my letter files, I find that on December 1, 1916, I wrote to the executive secretary of this organization expressing surprise that they had used my name and asking them to withdraw it from their stationery."

"Some correspondence followed, as I gleaned from a hurried review of my letter files, but the executive officers of the conference apologized for the unwarranted use of my name and withdrew it from their stationery."

"On my part I expressed sympathy with their movement so far as I was acquainted with it, but declined to associate myself with the organization."

"These perfectly proper and innocent events took place in the closing months of the year 1916, two years ago."

"I never saw Count Bernstorff and had never communicated with him either directly or indirectly until May 21, when, on my way for Europe, I called at the Ritz-Carlton Hotel and spent probably two minutes and a half on receiving from him a perfunctory standardized letter such as is given to all newspaper correspondents. It bore my name as a reference for the embargo conference. It must have been purely upon the unauthorized letterhead. Furthermore, nobody in Berlin ever mentioned this obscure organization to me."

DETROIT NEWS OPENS A NEW YORK OFFICE

The Detroit News, in connection with the many innovations and arrangements for the collection of news it proposes to inaugurate, will open a New York office and James Swinehart, has been selected from among the members of the News staff to take charge of the undertaking. Mr. Swinehart is already in New York and will establish himself in temporary quarters until he opens a permanent office.

The Detroit News aims to have as complete a news gathering force as any paper in the United States and there are rumors to the effect that it has made plans to add another floor to its new building for the sole use of a special wire and cable department.

It is also reported that the News will send four or five writers of its own to European centers.

The new office in New York will be in addition to that of I. A. Klein, who represents the News in the Eastern advertising field.

LLOYD GEORGE STOPS SUITS FOR LIBEL

The libel actions brought recently by Premier Lloyd George of England against the Exchange Telegraph Company, the Westminster Gazette, and the London Daily News for publishing the statement that he left London when an air raid warning was given, has been withdrawn, the terms being an apology for the publication and the payment of a certain sum, the amount of which is not mentioned, to indemnify the Premier for his costs in the action.

NEW TYPEPHONE

The New York telephone number of Dr. Mercantiler Linotype Company has been changed from Beckman 4111 to Beckman 2066.

HIGHER WAGES TO PRINTERS.

COST OF PRODUCTION STILL GOING UP IN BUSINESS OF PUBLISHING.

A number of higher wage scale contracts are reported by publishers, notably in the West and Northwest.

An increase of \$4 per week for hand compositors and \$3 for machine operators in the book and job branch has been agreed to in contracts signed in Toronto, Can. This makes the scale \$24 per week and was agreed to through local arbitration.

The book and job scale at Seattle, Wash., has been increased \$1.50 per week. The contract is for one year from September 1, 1917, and can be opened on the request of either the union or the employers at the end of each one-year period. This makes the present scale in the book and job branch \$28.50 per week.

A new newspaper scale has been negotiated at El Paso, Texas. An increase of 50 cents a day over the old scale was granted, the agreement to be in force for five years. This makes the pay of printers employed on the two El Paso daily papers \$34.50 per week for night work and \$31.50 for day work.

In Santa Rosa, Cal., floor men are receiving 50 cents a day more. This makes the scale as follows: Foreman, \$24; operators, day, \$24, night, \$27; job and ad men, \$21.

In Miles City, Mont., where union members had asked for an increase of approximately \$6 per week over the old wage, employers consented to an increase of approximately \$3 per week and a settlement was made on that basis.

Fresno, Cal., employees have been granted an increase of 50 cents per day for every one, all signed up from August 1, 1917, to December 31, 1918.

An average increase of wages of 10 per cent for all employees, skilled and unskilled, in the state printing office at Sacramento, Cal., has been put in force. Under the new schedule hand compositors will receive \$30 per week, and machine operators employed at night \$37.50, and those working daytime \$34.50 per week. Employees of this office are also allowed an annual vacation of fifteen days with full pay.

In Winnipeg, Man., in a contract to be in force for one year an increase of \$3 per week is given to the book and job printers, making the scale \$25 per week.

The four daily papers of Portland, Ore., are now paying \$35.70 per week for night work and \$32.70 for day work. This is an increase of \$1.95 per week over the old scale. The book of laws of the International Union for 1917 has been incorporated in the agreements, thus applying the present six-day law and the priority law in the newspaper composing rooms of Portland. The working week is based on a seven and one-half hour day, with the privilege of two eight-hour days. Only in one or two mining communities, where unusual conditions prevail, is there a higher scale.

Charles D. Hodgson has purchased the Hastings (Minn.) Democrat from Adolph Schaller.

"WHEN A FELLER NEEDS A FRIEND"



BRIGGS' famous cartoons always bring a smile—they're human! Incidents from your experience in "When a feller needs a friend," "Somebody's always taking the joy out of life," "Oh, Man!" etc. They "get over" everywhere. Briggs' Service is furnished in mat form seven days a week. Give your readers a chance to smile with BRIGGS.

"DEAD MEN TELL NO TALES"



J. N. DARLING'S (Ding's) powerful cartoons are creating a national sensation and are fast becoming the most popular in the field. Dealing with big questions of the day, many of his cartoons are being reproduced in the Outlook and Literary Digest as the best of the week. A front page service for your readers furnished seven days a week in mat form.

"AMONG US MORTALS"



W. E. HILL, the creator of "Among Us Mortals," has given inspiration to a host of imitators all over the country. Drawings of people you recognize because they're real people doing the every-day things—little incidents picked out and set before us with a touch that only Hill can give. The Hill page of drawings is furnished weekly—in mat form, 7 or 8 columns.

Tribune Syndicate Features Lead—

in point of up-to-the-minute news value. Whatever the field, each is the work of a recognized leader. The strong list of newspapers, more than 200, including the leading papers in all large cities, which continue to use Tribune features is evidence enough of their value in attracting and holding a strong reader following.

FINANCIAL NEWS.

A weekly page of special editorials prepared by authorities on financial subjects, economics and business generally. In addition we can provide a daily column of editorial matter dealing with the immediate business situation and financial outlook. Copy for the daily matter mailed as prepared; with mats or proofs of the weekly special page.

FRANK H. SIMONDS.

Associate Editor of the Tribune, is acknowledged the leading authority in the United States on the European War. He has twice visited the war fronts and writes from first hand knowledge—and with the pen of a master. You, too, can give your readers the best; fresh, unbiased interpretations of the latest developments of the war. Furnished weekly, usually with a splendid map.

HEYWOOD BROWN is now with the American Expeditionary Forces in France. He is sending over mail and cable stories, with all the color to his writing that only Brown, with his strong sense of the news and dramatic value of a story can give it. Our troops will shortly get into action and Brown's stories will be of tremendous interest. Here is THE opportunity to have your paper represented in France by one of the best newspaper reporters in the country—with mail and cable service.

GRANTLAND RICE.

From Buffalo to Birmingham, Detroit to Denver, Rice's "Sportlight" in prose and verse is featured on the sport pages of leading newspapers. Every phase of sport he touches with the breezy familiarity of a man thoroughly acquainted with all the ins and outs. He can always be counted on for timely sport news. He also writes a special weekly column feature on Golf.

The TRIBUNE INSTITUTE pages,

edited by Anne Lewis Pierce—for many years personal assistant to Harvey W. Wiley. Authoritative, well-written, and valuable as a help to every housewife, giving interesting informative articles on cooking and scientific home management. Numerous recipes and complete menus appear weekly. Furnished complete in two companion pages each week—or one if you wish.

FRENCH WAR STORIES.

The sort of fiction in which the French excel, written by many of the best known present day French writers, and translated by William McPherson—one each Sunday.

Glance over these features—there are one or more that will add value to your paper, to give real interest to *your* readers.

A point you will be glad to know in buying any Tribune feature. Each service is placed strictly on merit—you can stop it whenever it is not satisfactory.

If you want more detailed information—or to know prices—wire or write

FICTION. The best by big authors; stories from Collier's and the Metropolitan with illustrations. Proofs with mats for illustrations.

ELENE FOSTER writes a series of three monologues beginning October 28—mat and proof.

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements.

TRADE PRESS WAR CONFERENCE.

PROSPEROUS FUTURE FOR NATION, OPINION OF CHICAGO MEETING.

Four hundred representatives of various trade and technical publications attended the twelfth annual convention of the Associated Business Papers, held October 11-12-13 at the Congress Hotel, Chicago.

The general idea back of the convention, this year was that indicated by the program as a "War Conference of Business and the Business Press." Practically the entire program was given over to a discussion of the problems presented by war conditions in this country, with special reference to their application to the trade press.

In the main, the publishers and editors expressed the conviction that nothing but prosperity looms ahead for the trade press, but here and there one might have heard a pessimistic note regarding the sudden upturn of normal business and publishing conditions due to the abnormal business situation as it exists today.

In addition to making a comprehensive survey of war conditions, the association chose new officers for the ensuing year.

Arthur J. Baldwin of the McGraw-Hill Publishing Company, New York, was re-elected president.

The office of vice president was created and A. C. Pearson of the Dry Goods Economist, New York, was elected to that post.

F. D. Porter of the National Builder, Chicago, was chosen secretary, succeeding E. A. Simmons of the Simmons-Boardman Publishing Company, New York.

Jesse H. Neal of New York was re-elected executive secretary.

The executive committee for the year includes: A. C. Pearson; W. H. Ukers, Tea and Coffee Trade Journal, New York; Charles Allen Clark, American Paint and Oil Dealer, St. Louis; C. A. Tupper, International Trade Press, Chicago; R. Marshall, Concrete, Detroit; H. G. Lord, Textile World Journal, Boston.

The opening session was devoted to generalities, a discussion of the postal situation created by the new war revenue bill occupying a considerable share of the morning session.

BRIGHT OUTLOOK.

Horace T. Hunter, vice president of the McLean Publishing Company, Toronto, discussed the war problems as Canada has found them and the means by which Canadian publishers are meeting their problems. Mr. Hunter asserted, as daily newspaper publishers in Canada have frequently said, that the war conditions have really been a genuine lift to the publishing trade in the Dominion.

J. George Frederick, editor of Advertising & Selling, devoted his attention to publishing conditions as the trade press now finds them in the United States and to an outline of future conditions, based upon the prospect of a long war with Germany. His forecast was, in the main, hopeful.

At the editorial session, Professor Walter Williams, dean of the University of Missouri's school of journalism, was the principal speaker. In

his topic, "Continuous Educational Training for All Editors," he not only urged the importance of preliminary training for editors through schools of journalism, but a frequent and ever-recurring broadening of editorial knowledge through special attendance upon journalistic lectures arranged for that purpose.

TRAINING TRADE EDITORS.

Dean Williams spoke at some length concerning the strides made in the newspaper world by the graduates of schools of journalism and vouchsafed the opinion that the day would come when the journalist would be fitted for his career just as lawyers, doctors and dentists are now trained.

F. M. Feiker, editorial director of the Electrical World and Electrical Merchandising, New York, told of the growing value of the trade press as a moulder and leader of public



ARTHUR J. BALDWIN

opinion. He expressed the belief that the function of editorial leadership, once possessed almost entirely by the daily press, is now being taken over, especially in lines of business thinking, by the trade press. He pointed out many instances of authoritative leadership achieved and maintained by leading trade publications. The business man, Mr. Feiker declared, is now learning to rely implicitly upon his trade journal and he is being influenced in general lines because of his faith in his trade paper.

B. E. Carroll, editor of Textile World Journal, emphasized the great advertising return to be expected from the business press. He also had a good word to say for the advertising returns of the daily newspaper. Space in either daily or trade press, Mr. Carroll declared, is a good investment and the returns are usually magnificent as far as the advertiser is concerned.

Samuel O. Dunn, editor of the Railway Age Gazette, Ray W. Sherman, editor of Motor World, New York, and David Beecroft, editor of the Class Journal, New York, were

also speakers.

At the advertising session, W. L. Ware, editor of Dry Goods Reporter, Chicago; R. Marshall, Concrete, Detroit; Charles G. Phillips, Dry Goods Economist; H. E. Cleland, McGraw-Hill Publishing Company, New York, and Harry Tipper, the Automobile, New York, were among the speakers.

The "Business of the War" session was a program of listening, so far as the trade press folks were concerned, the speakers being men not in the publishing trade. The object of the program was to acquaint the publishers and editors with national issues and to permit them to form some concrete idea of the best manner in which they and their publications might serve the government in this national crisis.

Waddell Catchings, chairman of the United States Chamber of Commerce committee on cooperation with the National Council of Defense, discussed the "Co-ordination of Business and Government." He gave his hearers an inkling of the great national responsibility and of the enormous burden being imposed upon the executives of the national government by the war. Recognizing the broad influence of the business press, he enjoined his hearers to lend their hearty aid in securing for the government the fullest approval and loyalty from their readers.

R. H. Aishton, president of the Chicago and Northwestern Railways and chairman of the "war board" of the American railways, discussed the problems of transportation faced by the railroads of the country in moving military forces and supplies in addition to a greatly enhanced general traffic. Mr. Aishton lauded the daily press, as well as the business press, for the full cooperation that had been granted the railroads in their efforts to secure the cooperation of the shipping public.

Professor A. E. Swanson of Northwestern University, Chicago; Professor H. G. Moulton of Chicago University; and Carl H. Fast, president of the Fast System Company, of Chicago and New York, were also on the program.

The stellar event of the entire convention, however, was the annual banquet held in the "Gold Room" of the Congress, at which Arthur J. Baldwin was toastmaster.

Governor Charles S. Whitman of New York discussed the war duties of business and the business press, emphasizing the importance of all-round cooperation and coordination of all interests in behalf of the national weal.

Douglas Malloch, poet-orator of the American Lumberman, devoted his time to a discussion of "The Seven Sinners of Business."

John W. O'Leary, president of the Chicago Association of Commerce, was on the program to discuss "The Nation's Business."

An added and unexpected feature at the banquet was a happy address by "Tay Pay" O'Connor, the eminent Irish editor and author. "Tay Pay" paid his compliments to the flourishing line of the publishing industry represented by the men present and urged them all to put a shoulder to the national wheel at this time.

The place of meeting for the next annual convention will be decided upon later by the executive committee.

TRADE AND CLASS PRESS.

Secretary of the Interior Redfield was the guest of honor on Tuesday at a luncheon of New York trade paper publishers held at the Automobile Club. He spoke on the subject of "The Trading With the Enemy Act and Its Application," and after he had concluded the editors present expressed by a rising vote their confidence in the administration which he represents.

P. B. Ingraham, formerly with the Dan A. Carroll Special Agency, is now on the advertising staff of Printer's Ink, New York.

Robert S. Kennedy has been placed in charge of the service department of Motor Life and the Automobile Trade Directory, New York. He was formerly with the advertising agency of Street & Finney, New York.

Earl H. Emmons, conductor of a column of verse in the American Printer, New York, and member of the Veteran Corps of Artillery, New York, has written a book of humorous verse, which he calls Versified Adventures of the V.C.A. The book is illustrated by half-tone engravings and pen sketches by the author and tells of the trials and tribulations of an army rookie. Mr. Emmons at one time issued a strange newspaper known as the Burglar's Gazette.

The following publications have been admitted to membership in the Associated Business Papers, Inc.:

Chicago Gas Record; Electrical Merchandising; McGraw-Hill Publishing Company, New York; Western Undertaker; Periodical Publishing Company, Grand Rapids, Mich.; Chicago Embalmer's Monthly; Des Moines (Ia.) Furniture Merchants Trade Journal; and Kansas City (Mo.) Retail Lumberman.

FROM GERMAN TO ENGLISH.

The Appleton (Wis.) Volks Freund has stopped publication, and an English language daily will be started in its place, according to Richard Meyer, president of the Volks Freund Company.

This is on account of the stringent law compelling publishers of German papers to submit a correct translation of all war news, editorials, or comments on the war to the postmaster before publishing.

The Volks Freund has communicated with its subscribers and according to replies received they are willing to stand by the paper and subscribe to the English daily, although many say they cannot read English, but will have their children read it.

A MINNESOTA MERGER.

Archie Whaley, founder of the Hawley (Minn.) Clay County Herald, has bought the Barnesville (Minn.) Headlight from Charles Colby and sons. The paper will be consolidated with the Moorhead Independent to form the Clay County Leader.

CHANGES LOCATION.

The Northern Union Reaper, an Adventist paper, has moved from Minneapolis to Hutchinson, Minn., and will be edited by M. L. Anderson.

WAR NEWS LEAKS THROUGH.

ARMY AND NAVY INQUIRE INTO CASES—BAN ON NAVY BUREAU.

Following the heralding by Connecticut newspapers on October 13 and 14 of the news that Connecticut's former National Guardsmen are safe in France, the Government began action to punish the senders of the information and officials who let it come through. The news was published in spite of the fact that the War Department refused to countenance such infraction of its regulations.

Several private cablegrams had been received by Connecticut relatives of guardsmen on Saturday, followed by one which read like this:

"Governor, Connecticut, Hartford: All safe and mill [well]. Publish. 'ISABELLE.'"

As finally corrected by the telegraph company this was made to read:

"All safe and well; publish. 'ISABELLE.'"

Senator Isabelle of New Haven is the colonel of the 102d United States Infantry, which is composed of the Connecticut National Guard regiments. When this message, which had passed both the French and American censors, was given out by the Governor's office, with the significant special request for publicity, the Connecticut newspapers felt justified in going ahead in printing the news.

An official of the Committee on Public Information said:

"You may quote this committee as saying that the War Department feels this matter very keenly. Officials of the department think the information should not be published. The case of the New England colonel is the most flagrant case of the kind yet brought to their attention. Instant and drastic action will be taken."

An investigation is being made by the War Department, and the Navy Department has begun an inquiry to ascertain why the American cable censors passed the two dispatches without notifying the authorities in Washington. It was from the New England Governor that the department learned of the colonel's cablegram.

Precautions to prevent a repetition have been taken, Secretary Baker said. While the voluntary censorship rules, to which the press of the United States has agreed, forbid the publication of such messages, Mr. Baker said he does not know of any restriction upon officers informing their families privately of their arrival abroad.

The War Department has most urgently requested that nothing whatever be printed about arrivals of troops abroad, promising at the same time to report promptly any casualty. Friends who know troops have sailed and hear nothing further may assume they have arrived safely.

All troops abroad now are under the Federal government and not longer are state control. By reason of this fact the government can exercise what the War Department regards as a necessary censorship over news of their movements.

The newspapers have been requested by Secretary of the Navy Daniels not

The Detroit News Installed 26 Multiple-Magazine LINOTYPES in its new home.



NEW HOME OF DETROIT NEWS.

The Equipment Consists of
5 Model 9s 15 Model Ks 6 Model 17s
1 Linotype Lead and Rule Caster
2 Ludlow Typographs

HUNDREDS of other publishers like the Detroit News have made *past performance* the deciding factor when replacing their earlier models with modern equipment. Their collective experience is of far greater value than individual experiment.

Our representatives are ready to furnish the figures and the facts. Write us.

Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

to publish matter sent out by the Navy Publicity Bureau. He says that all news concerning the Navy, given out by any branch of the service, must pass through the hands of the Committee on Public Information.

The Secretary explained that the Navy Publicity Bureau was organized for recruiting purposes, and when that work was completed there was nothing further for it to do in that line. The bureau had authorized the publication of stories that others in the department thought ought not to have gone out, and the Secretary therefore ordered that thenceforth all publishable information should go through one channel.

The Navy Department, Mr. Daniels said, is planning to have more publicity than it has had in the past, but all must pass through the hands of the Committee on Public Information.

In its work to stimulate Navy recruiting the Navy Publicity Bureau put out recently an article describing the work of American destroyers abroad. It was not submitted to the Creel bureau.

Mr. Creel is understood to have complained to Secretary Daniels that his commission from the President gave him exclusive jurisdiction over all such matters and that before any report of this kind was published it should be submitted to the Bureau of Public Information. The result was that the Navy Publicity Bureau was obliged to suppress another article it had prepared dealing with naval activities abroad.

The Bureau of Public Information is now giving its attention very largely to the Army and Navy and has given up its earlier plan of assigning men to every important department of the Government to turn out news stories of their activities. The result has been a shrinkage of the bureau until it is a mere shadow of its former self.

The State Department all along has maintained its own publicity bureau, through which have come all of the recent diplomatic disclosures.

NEW WOMAN'S PAPER.

The Woman's Press, "America's only official weekly newspaper for women," is now being published in Chicago. The publication is edited by Fred E. and Mary D. Fisher and claims to officially represent the Emergency League, the Fashion Art League of America, the Woman's Committee of the State Council of Defense, and the Chicago Chapter of the American Red Cross.

Many notable women of America, including Ella Flagg Young and Anna Catherine Green, are contributing to the Women's Press.

MISSOURI PAPERS TO HAVE FIELD SECRETARY.

Headquarters of the field secretary of the Missouri Press Association, who will make joint purchases of paper for the newspapers composing the organization, have been established in St. Louis. This official, yet to be chosen, will begin his duties in January.

FOR JERSEY SOLDIERS.

The Newark (N. J.) Sunday Call held a concert on October 14, the proceeds of which helped swell the Call's fund for phonographs for the New Jersey soldiers.

PRESS OF FRANCE, JAPAN AND AMERICA UNITED.

SIGNIFICANT BANQUET IN NEW YORK BODES WELL FOR ALLIED NATIONS AND ILL FOR THEIR ENEMIES.

The Southern Commercial Congress, composed of the leading business men of the South, came North and met in New York this week to further its aim at "international reconstruction." Principally the holding of the meeting in the North showed that America's peoples are all united in the war against Germany.

It was international in the aspect of bringing together in council, luncheon and banquet representatives of various nations allied with the United States in the war.

Its most notable international function was a luncheon on Monday in the Hotel McAlpin, at which the guest of honor was Stephane Lauzanne, editor of *Le Matin*, Paris. This was attended by prominent newspaper and advertising men of the North and South and of our ally, Japan.

Steps to gain the lasting friendship of France, America and Japan were taken at the luncheon, which was addressed by newspaper leaders of those three nations.

Herbert S. Houston, chairman of the National Advertising Advisory Board and former president of the Associated Advertising Clubs of the World, presided. He declared that it was a "fitting opening for the Southern Commercial Congress that a dinner should be given to the press of the Allies."

REMARKABLE RECEPTION.

M. Lauzanne received a warm welcome when he arose to speak. He declared that the press of France—no matter what was its opinion before—is now devoted one and all to the welfare of France. He said:

"France is fighting for an ideal—like the United States has done in the past—and that ideal is the recognition of international law. The spirit symbolized by Prussian militarism must go. Germany must not be allowed to dictate her peace terms, but must be made to agree to the terms of peace offered by the Allies."

"France is fighting to uphold the supreme law of humanity and for that she will fight to the end. We prefer to die rather than live in a degraded humanity such as there would be if Germany should be victorious and rule the world. We have given you our hand—the hand of an unsubdued nation. The fight is not now 'France for all the world,' as a French statesman said, but all the Allies for all the world—including our friend Japan."

"Victory for justice, humanity and civilization" was M. Lauzanne's closing exhortation that brought every man and woman in the room to their feet amid wild applause.

And Mr. Houston added: "In the war and through it, with France to the end."

STONE LOOKS FOR EARLY PEACE.

Chairman Houston introduced Mr. Stone as "the American newspaper man best fitted to respond to M. Lauzanne for 'The Press of America'."

Mr. Stone announced that he had no prepared speech, and anyway he was not commissioned to speak for the American press. But he was very glad to be present, he said, to do honor to "a newspaper man of newspaper men—M. Lauzanne, the nephew and godchild of France's greatest newspaper man."

Mr. Stone declared that *Le Matin* of Paris in the past had done and at present is doing great things for France, including saving France from one war and freeing General Dreyfus of the charges that had dishon-

ored him and making him again an honored member of the French Army.

Mr. Stone declared that the press of America had proven itself loyal, zealous and earnest. He told how the 1,100 members of the Associated Press had voted unanimously to stand behind President Wilson and with the Allies.

Mr. Stone said he believed that America's entry into the war meant an early peace for two reasons:

"In the first place Germany had no

idea that this great nation—the melting pot of peoples that it is—would ever put through conscription. It is a wonderful thing how America's machinery has operated. There has not been one bit of disturbance and Germany is paralyzed by the rapid developments in this country."

"Secondly, the embargo declared by President Wilson is going to make Germany suffer without measure."

"No trust can ever be placed in a government that treats treaties as 'scraps of paper,' like the present government of Germany has declared them to be."

JAPAN OUR COMRADE.

Dr. Toyokichi Iyemaga, director of the East and West News Bureau, made a bitter attack on American "yellow" journals, which, he said, had almost succeeded in stirring up eternal enmity between the United States and Japan. Between 1905 and 1915, he said, Japan had been the sole target of these malicious attacks, with the result that the jingo press of Japan, unrepresentative of that country as the "yellows" of this, had replied in kind. He continued:

"The extraordinary march of events since the outbreak of the war has completely altered the situation."

"America and Japan are comrades—brothers—in arms. America's enemy is Japan's enemy."

"As a result of the Trading with the Enemy act of the United States, Japan fears no longer the influence of the unwarranted attacks."

"The causes of America and Japan are now definitely understood to be one and the same. The person who serves the interests of either nation serves the interests of both. Japanese residing in the United States are as loyal to America as they are to Japan."

"The American public is coming more and more to rightly appreciate the Japanese nation. Japan and America are

forging ahead toward the same destination—victory and lasting peace."

"The sanctity of international treaties must be respected—not treated as mere 'scraps of paper'."

Dr. Iyemaga stated that the conferences of Viscount Ishii, head of the Japanese Mission, with Secretary of State Lansing had already had "profound and far-reaching" results.

LAUDER STIRS AUDIENCE.

Harry Lauder entertained the distinguished gathering, then turned



DR. TOYOKICHI IYEMAGA.

them from laughter to tears by descriptions of scenes in the war zones. In the latter role he said:

"In one engagement the Germans captured a number of Ally troops. They ordered them to strip naked and then told them they might return to their own side. As the men started to run across 'no man's land' and reached a distance of about seventy-five feet the Germans turned their machine guns on them and shot them down."

"In another case an Ally soldier captured a fountain pen from a German trench. When he sat down afterwards to write to his mother and unscrewed the top of the pen it exploded and blew away the greater part of his face."

"That's the kind of a foe we must fight."

LOSES LIBEL APPEAL.

The Nebraska state supreme court has decided against the Omaha (Neb.) Daily News on the appeal of the \$10,000 verdict in favor of Judge Estelle of Omaha, returned by a jury in district court at Fremont.

Judge Estelle sued the Daily News for libel about five years ago.

EDITOR SUES MAYOR.

Linn A. E. Gale of Albany, editor of Gale's Magazine, has brought suit against Mayor James R. Cline of Amsterdam, N. Y., for \$10,000 because of the arrest of boys seeking subscriptions for his publication.

A RAPID PROMOTION.

LeRoy E. Warthman, formerly a reporter on the Salt Lake City (Utah) Deseret Evening News and who enlisted in marines five months ago as private, has advanced by successive promotions to the rank of captain.



STEPHANE LAUZANNE
EDITOR OF LE MATIN, PARIS.

TRADE INQUIRY BY A.N.P.A.

ADVERTISING COMMITTEE
- NOW ON IMPORTANT WORK
—ROGERS NEW MEMBER.

William A. Thomson and Thomas F. Moore, director and associate director of the A.N.P.A. Bureau of Advertising, have been vigorously prosecuting a policy of trade investigating calculated to give the national advertiser concrete information regarding their relation to specific consumptive fields overlooked or neglected up to the present time.

At the meeting last week of the advertising committee in charge, this policy as developed so far together with the recommendation that it be more intensely pursued, was submitted and met with enthusiastic approval and support. It is confidently expected that newspaper publishers as well as present and potential advertisers will greatly benefit by the bureau's activities in this particular direction.

Owing to the resignation of Richard Waldo as a member of the committee in charge, he having joined the army, President H. L. Rogers of the A.N.P.A. has appointed William Rogers of the Boston Transcript to fill the vacancy.

POSTAL CAMOUFLAGE BARRED

A recent ruling of the Brooklyn (N.Y.) Post Office on the envelope sent out by the Mergenthaler Linotype Company, New York, may similarly effect other publishers and advertisers' mail matter.

The envelope was designed to enclose one of the company's booklets, which reproduced a number of telegrams and carried out the idea of the booklet by reproducing a facsimile of a Western Union Telegraph blank.

The Post Office declined to handle the envelopes, basing its decision on Section 470, Paragraph 3, of the Postal laws and Regulations which provides that "envelopes used for advertising purposes, upon which are printed the words 'Lettergrams' or 'Special Rush Service' or envelopes having the appearance of a telegram, are objectionable to the Department by reason of such misleading statements."

BANK TRUSTEES.

The trustees of the North Adams (Mass.) Savings Bank, one of the leading financial institutions of northern Berkshire, have elected James A. Hardman, editor of the Transcript, and Thomas A. Haggerty, editor of the Herald, to be incorporators of the institution, as an indication that the North Adams banking institutions appreciate the value of newspapers to the community.

McCLURE BACK HOME.

S. S. McClure has just returned from a six months' study of conditions in Japan. In passing through San Francisco on his way East, the publisher was the guest of the Press Club at a banquet given in his honor.

DENVER SPECIAL NUMBER

The Denver Post issued a special "Oil and Mining Edition" on September 30.

DENVER, COLORADO

Daily Newspapers and their Paid Circulation according to Government Reports.

	October 1916	October 1917	Gain	Loss
THE DENVER POST*.....	85,179	99,702	14,523
(Sunday issues included)				
THE DENVER TIMES*.....	38,574	36,828	1,746
(No Sunday paper)				
THE ROCKY MOUNTAIN NEWS*..	36,584	33,759	2,825
(Sunday issues included)				
THE FOURTH DENVER DAILY....	18,273	18,939	666
(No Sunday paper)				
THE DENVER POST in the six months ending September 30, 1917, printed paid papers thus:				
Sunday average Out of Denver	69,717	Weekday average Out of Denver	54,091	
City of Denver	52,962	City of Denver	41,107	

Total 122,659

Total 95,798

This daily circulation of THE POST in the city of Denver alone is greater than the total circulation of the Times by.....

4,279 copies

per issue.

—greater than the total circulation of the News, daily and Sunday average by.....

9,097 copies

per issue.

—and its total circulation is greater than the total circulation of the other three Denver dailies combined by.....

10,236 copies

per issue.

*Members of the A.B.C.

ADVERTISING

Total Paid Advertising Jan. 1 to Sept. 30, 1916	Total Paid Advertising Jan. 1 to Sept. 30, 1917	Gain Agate Lines
The Denver Post, 6,616,792	7,457,408	840,616
This is 84,504 lines more than the Times and News in combination printed in the same nine months.		

National Display Jan. 1 to Sept. 30, 1916	National Display Jan. 1 to Sept. 30, 1917	Gain Agate Lines
The Denver Post, 1,310,708	1,502,368	191,660
180,664 lines more than the other three Denver dailies combined printed in the same period.		

THE DENVER POST

PUBLISHERS' REPRESENTATIVES:

CONE, LORENZEN & WOODMAN.

NEW YORK, 225 Fifth Avenue; CHICAGO, 123 W. Madison St.; DETROIT, American Bldg.; ATLANTA, Candler Bldg.; KANSAS CITY, Victor Bldg.

Pacific Coast, Baranger-Weaver Company.

SAN FRANCISCO, Merchants Exchange Building.

CANADIAN LOAN ADS BEGIN NEXT WEEK.

The display newspaper advertising on Canada's Fourth Domestic War Loan—to be known as Canada's Victory Loan—will be commenced next week in upwards of 1,300 publications and there will be inaugurated at the same time an efficient news, editorial and feature service with exclusive rights to each publication in its place of publication or field.

The handling of the press publicity in connection with the loan has been entrusted by the Finance Minister to the Canadian Press Association. It is being looked after by an advisory board of publishers, with the cooperation in the display advertising end of an advisory board of advertising agents consisting of five of the leading agents selected for the work by the Canadian Press Association, Inc.

The expenditure on the advertising end of the campaign will be approximately \$200,000.

WAIVES EXEMPTION.

W. A. Donohue, for the past five years editor and publisher of the Okato (Minn.) Enterprise, has waived his claim for exemption from national service and has leased the Enterprise to E. C. Clasen.

BIRMINGHAM NEWS MOVES.

The Birmingham (Ala.) News, one of the largest dailies of the South, has just established itself in a new home.

The News celebrated moving into its new building with a seventy-six page "housewarming" number, in which itself, its equipment, intellectual and physical, its city and the South at large are exploited, the whole a convincing demonstration of achievements in journalism, keeping step with the extraordinary development of the iron and steel industry, of which Birmingham is the capital.

A fine reproduction of Marshall's portrait of Rufus W. Rhodes, founder of the News in 1848, a gift by Mrs. Rhodes to the News, and of the tablets on the building, bearing, in addition to his name those of Publisher Victor H. Hanson and Editor Frank P. Glass, are features of the first of the seventy-six pages.

DAHL COMES BACK.

Lee M. Bennett has disposed of the Pillager (Minn.) Herald to F. B. Dahl, formerly owner and publisher of the Pine River (Minn.) Sentinel Blade.

F. B. Dahl has purchased the Pillager (Minn.) Herald.

AD AFFILIATION IS READY TO MEET.

SPLENDID PROGRAM AWAITS
CONVENTION IN ROCHESTER
NEXT WEEK.

The assembly of members of the Advertising Affiliation in Rochester, N. Y., on October 26 and 27 promises to be a very beneficial convention for the ad men. The affiliation is composed of the advertising clubs of Cleveland, Buffalo, Syracuse, Rochester and Canton, Ohio.

Merle Sidener, chairman of the national vigilance committee of the Associated Advertising Clubs of the World, has agreed to address the session on vigilance work. He is leading the campaign against fraudulent and misleading advertising, and has been a big factor in the movement to make advertising better.

Homer J. Buckley, for fifteen years associated with Marshall Field & Co., has accepted an invitation to speak on circular letters.

Other speakers obtained include: William H. Taft, ex President; Ivy L. Lee, of the Rockefeller foundation; Douglas Mallock, Chicago, author, editor and poet; Frederic W. Gandy, designer of type faces; George W. Hopkins, sales manager of Columbia Grafonola Company; J. George Frederick, of the Business Course, New York; Gilbert Farrar, typographic specialist; O. M. Brod-fucher, of the Chicago Tribune, and many others.

The business session will be held in the rooms of the Rochester Ad Club and will be open to all business and advertising men.

At the banquet on Saturday night former President Taft is to make an address on "After the War—Everlasting Peace."

BOONE LOW SCORE MAN

Perley H. Boone, night editor of the Chicago Tribune, had low score Monday in the qualifying round for the H. C. Chatfield-Taylor trophy, which carries with it the championship of the Chicago Press Club, at the Edgewater course in Chicago. Other low scores were made by Carl Marston, telegraph editor of the Chicago Herald, Paul P. Pomeroy of the Associated Press, Paul Hammett of the Drovers' Journal, D. J. Lavin of the Tribune art department, Leslie O'Rear of the Associated Press and Frederick Donaghey, musical critic of the Tribune.

AN IOWA CONSOLIDATION

A merger of Webster City (Ia.) Freeman-Tribune and the Journal to form the Freeman-Journal took effect on October 15.

W. F. Hunter, for years editor of the Freeman-Tribune, will conduct the editorial page.

George C. Tucker, formerly of the Journal, will be city editor.

C. H. Haeger, also of the Journal, will be business manager.

A WOMAN WAR WRITER

Mrs. Eunice Tietjens of the Chicago Daily News staff has gone to France for the News. Mrs. Tietjens' feature articles from the front will be of peculiar interest to women readers.

MAKING A GREATER SOUTH BY ADVERTISING.

HOW AND WHY CAMPAIGN SHOULD BE LAUNCHED NOW—THE NATION NEEDS WIDER PUBLICITY.

In connection with their important business discussions, the members of the Southern Commercial Congress, meeting in New York this week, gave a large part of their attention to the consideration of advertising as a means of making a greater nation and a greater South.

The discussion resulted in the passage of a resolution:

To raise \$1,200,000, in levies of \$25,000 a year for the next three years from each of the sixteen Southern states, for the purpose of advertising the South, under the direction of a committee consisting of the governors of the states and another member appointed from each state by the president of the Congress.

The campaign will be for the purpose of setting before the people of United States—the tourist, the investor, the inventor, the merchant, the settler, the young farmer or business man who seeks a freer field than the one in which he has grown up—the possibilities of all sorts offered by the South.

A special press and advertising section was presided over by Herbert S. Houston, chairman of the National Advertising Advisory Board and ex-president of the Associated Advertising Clubs of the World. The speakers included Edwin Bird Wilson, St. Elmo Massengale, Mayor Preston of Baltimore and Lindsay Russell, president of the Japan Society.

Chairman Houston said that if the Congress adjourned without a definite plan to give wide and effective distribution to the information about the South that was presented there it could be likened to a high-power dynamo with no machinery to run. He said:

"The South has been advertised to its hurt and disadvantage more than any other section in the world.

"The news of a lynching will travel further than the news of all the work the South has done in building up the black man so that he may be a useful member of society. A Frank case will get more publicity, to the great damage of the South, than the factories you are building, the colleges you are endowing, the progress you are making on all constructive lines. Why shouldn't this congress see that the whole truth about the South is told?"

PLAN FOR SOUTHERN ADVERTISING.

Mr. Wilson presented a plan for a three-year advertising campaign, to be conducted by the congress, at a cost of \$1,000,000. The slogan, he said, should be "Success in the Sunny South," and most of the advertisements should be in the form of stories of success.

He recommended the use of magazines, newspapers, agricultural and trade publications, moving pictures, and art posters in the campaign, and a clearing house for information, to be established by the congress, which should not only answer queries and conduct follow-up work but prepare booklets of information and clear the literature of publicity and information of all the business and industrial bodies of the Southern States. He said:

"A great and far-reaching economy could be effected in this national emergency by directing the efforts of farmers and manufacturers to the fields of the Southland, where farming and manufacturing can be carried on uninterruptedly

the twelve months of the year; where several crops instead of one can be grown between January and December; where raw materials are at hand in unlimited abundance, and where the labor problem is less complicated than in most parts of the country. In this great crisis the nation cannot afford to waste the efforts of its agriculturists on barren ground under unfavorable climatic conditions. It cannot afford to waste the efforts of its manufacturers in places far remote from raw supplies and under unfavorable labor conditions."

WHY SOUTH SHOULD ADVERTISE.

Mr. Massengale undertook to present the variety and extent of Southern resources and their great growth in recent years, as well as the varied appeal which the South makes, not only to Northern money, but to Northern settlers. He said:

"The South should advertise for the same reason that any business firm should advertise—because she has the goods and knows it, but all the world doesn't know it. She was the poor relation of Uncle Sam's family a few years ago, but now, praise Providence, she has grown up and learned to make a living for herself, with a little left over for the rest of the country!"

(Mr. Massengale's reasons why the South should advertise are given in full in another column of this issue of THE FOURTH ESTATE.)

WHY A CITY SHOULD ADVERTISE.

Mayor Preston told of the work Baltimore had done in advertising her great improvements in public utilities, transit and terminal facilities and harbor and dock conditions and said that this campaign had resulted in the acquisition of \$100,000,000 worth of new industries and additions to old plants for the city. He said:

"An intelligent, active, and discriminating follow-up is in the minds of advertising men the most important and perhaps the most difficult. Now a city government rarely contains in its municipal activities an agency suited to carefully follow up prospects that have come in reply to advertisements, and the jealousy among manufacturers and the membership of trade bodies often will prevent a satisfactory examination and exploitation of the prospects as they come in. This question of follow up is embarrassing and difficult. In practice we have had to depend on the multiplicity of our agencies in getting good results."

NATION NEEDS ADVERTISING.

Mr. Russell made a plea for publicity work by the United States to put trade conditions in this country before the world in the years to come, and discussed the publicity methods of other nations. Mr. Russell said:

"A nation, like a business corporation, stands in need of good will. It cannot in this age live to itself alone. It becomes vitally necessary for us to

anticipate what Germany, as an outlaw nation, and other nations may do after the war in further national policies through publicity, legitimate and otherwise. Our national security demands at least defensive measures. Educational publicity is especially needed in Russia just now to combat the influences working against us.

"The establishment in foreign countries of clean and progressive weekly American newspapers, such as we have in the Japan Advertiser in Tokio, published daily primarily for their influence on the vernacular press and to create a bulletin service of brief news items in each country, supplemented by direct advertisements in vernacular papers, are points to be considered.

"Great Britain has freely used publicity to promote her interests in foreign countries. Reuter's News Service has been one of the agencies employed.

"Even China maintains a news bureau in New York.

"But one may publish any misstatement or canard regarding Japan; one may write a muck-raking article flagrantly unjust to the Island Empire, with comparative impunity. There is no loss of subscriptions to the publisher; there are no wrathful advertisers. In the entire United States there are only a few Japanese who can or will write effectively in defense of Japan. There are but few Americans who have the knowledge and the inclination to do so. Why, it may be asked, do not the Japanese adopt the tactics of other nationals?"

H. B. Varner, publisher of the Lexington (N. C.) Good Roads, was chairman of the Southern Good Roads Committee of the Congress.

ALLOWAY LEAVES THE C. P. A.

After two and a half years as assistant manager of the Canadian Press Association, Inc. A. R. Alloway has become manager of the Stratford



A. R. ALLOWAY.

(Ont.) Daily Herald, succeeding M. F. Dunham, who has gone with the London Advertiser.

Mr. Alloway has been employed in newspaper work on various papers and was for two years editor of the Printer and Publisher, Toronto.

No successor to Mr. Alloway has been appointed by the C. P. A., according to word just received from Manager John M. Imrie, who, incidentally, declares "there is nothing in the report that I am to resign to become manager of a new Liberal paper in Toronto."

BALTIMORE STAR CHANGES.

Walter H. Hough, who has been city editor of the Baltimore Star since it was founded in 1908, has been appointed managing editor to fill the vacancy caused by the death of John Martin Deponai on October 11.

W. Oscar Anderson, political reporter of the Star, has been made city editor.

EMPLOYEES ARE OWNERS.

The Bismarck (N. D.) Tribune, which boasts of being the oldest daily in the state, has been purchased by George D. Mann, its editor, and Enaley A. Weir, its business manager.

BARNHILL GOLF VICTOR.

W. Roy Barnhill of New York won the gross prize in the autumn tournament of the New York Metropolitan Advertising Golf Association at the Siwanoy Country Club on October 12, with a score of 80.

TOMES LIST TO MULLIGAN.

Ralph R. Mulligan of 30 East 42d street, New York, has taken over the national advertising representation of the newspapers formerly represented by the late Robert Tomes of New York.

L. A. Warner has sold the Medora (N. D.) Herald to E. K. Jenkins.

LIBERTY BONDS

are the best investment you can possibly make.

The next best investment is a standardized and interchangeable
INTERTYPE

The BETTER Machine

INTERTYPE CORPORATION

General Offices
50 Court Street BROOKLYN, N. Y.

NOW IS THE TIME FOR THE SOUTH TO ADVERTISE.

HAS THE GOODS AND KNOWS IT, BUT ALL THE WORLD DOES NOT KNOW IT—COUNTRY OF VAST WEALTH.

"The South should advertise for the same reason that any business firm should advertise—because she has the goods and knows it, but *all the world doesn't know it.*" She has her products to sell, she has land to offer farmers, she has out-of-door winter to attract tourists, she has cheap water power and ample transportation to offer investors—and above all she has money to spend and plenty of it.

"She was the poor relation of Uncle Sam's family a few years ago, but now, praise Providence, she has grown up and learned to make a living for herself with a little left over for the rest of the country.

"We people of the Southern States are not selfish. We do not desire to keep all these goods things to ourselves. There are vast tracts of field and woodland still untenanted and unproductive, and we have these to offer the farmer from the rock-ribbed hills of New England or the snow-bound plains of the Middle West at prices which seem insignificant beside the cost of fancy farm land in the prairie belt.

"For we want more people, more sturdy Americans who will come to live with us and cultivate these lands and add to the crops that feed and clothe the world; new citizens who will benefit themselves in this sunny land and benefit the South by their presence. For more people means more money to spend, more business to be done, more manufactured articles to be bought, more taxes in the treasury to pave the highways that stretch like a spider web from Virginia to the Gulf.

"We have room for all who will come, and there is a living and more for all who will work.

"Therefore, the field is ripe for a great national advertising campaign that will let the whole country know what Dixie has to offer."

Thus was the Southern Commercial Congress, meeting in New York on October 15, 16 and 17 advised by its best known advertising authority St. Elmo Massengale of Atlanta, Ga., who is president of the Massengale Advertising Agency, president Association of Southern Advertising Agencies, member board of governors Association of American Advertising Agencies, and member National Advertising Advisory Board.

"And the South's advertising should be a campaign to arouse the interest of capital, which will establish factories of every kind," declared Mr. Massengale, "to attract the young farmer in other sections who grows up, looks about him, and finds the lands pre-empted by an older generation and held at a price beyond his means; to attract the increasing thousands of business men who have left their investments in safe hands and are in search of a climate where they can play golf three hundred and fifty days in the year and poker on the remaining fifteen."

"It has been my good fortune to have had a small part in a step toward this national advertising of the South, through the medium of a long series of full page advertisements in certain magazines and advertising journals covering two years past setting forth some of the prosperity of the Southern States.

"This advertising, I take pleasure in explaining, was paid for (some \$50,000.00) by the leading daily newspapers of the South. They have been loyal to their section—and our Southern papers will rank in power and prestige and enterprise with any of the East—but the great campaign which alone could do justice to the South and her advantages could not be borne by the newspapers or any other one class of business.

"You must remember that in the Southern states we have 35,000,000 inhabitants—practically one-third the population of the United States. There is a large proportion of negroes, the best adapted of all farm labor to the land in which they work. But besides the negro, there

is an infinitesimal proportion of foreign-born inhabitants.

"Nowhere else in all this country can you find such a population of purely Anglo-Saxon citizens, descendants of the pioneers who came to America before the Revolution, whose blood has been unmingled with the Slav or the Teuton or the Latin. We have no Scandinavian vote in Dixie; no Italian question, no great foreign element to consider in politics or patriotism. There are no hyphenates here, and the I. W. W. is merely a name we read in the papers.

"We are not all Southern-born. In my home city of Atlanta we have thousands of splendid men and women from New York and Boston and Chicago and the Pacific Coast, and they are among our best and most public-spirited citizens. The same holds true of all the South. But those who come to make profits remain to live among us, and within a few years we absorb them into the family and they become true Southerners like the rest of us. There is no more enthusiastic booster for Dixie than the erstwhile stranger within our gates.

KING COTTON DETHRONED.

"In making notes for these remarks about the South of today, I found myself involved in a maze of figures and statistics which make even some of the nation's war expenses look like small change; figures on crops and valuations which stretch into such sums that they are meaningless to the ordinary mind and interesting only to the statistician. I probably shall inflict a few of these upon you before I have concluded, but at this moment I want to speak of a bloodless revolution through which the South has passed and emerged triumphant.

"King Cotton, at once the protector and the despot; King Cotton who gave us a few fat years and many lean ones; King Cotton, whose royal income too often went to enrich the treasuries of others than his own subjects; old King Cotton has been dethroned.

"He has not been exiled. Indeed, he is permitted still to rule over

many thousands of his fair acres. But no longer is King Cotton a monarch undisputed. His is a constitutional kingdom now, and his prime minister is Lord Corn. In his cabinet are those great commoners, Wheat and Pork and Beef and Peanut, and the well known potato brothers, Sweet and Irish.

"We are learning to let these do the work and pay the grocery bills, and King Cotton, a generous monarch now, furnishes us the automobiles and the phonographs and the new machinery which once were beyond the reach of the Dixie farmer. We honor the old King, and we are proud that we have a monopoly on him, at least, or he on us, but we have learned to keep him in his place at last.

"Do not believe, however, that the South has banished cotton. And do not think that the boll weevil of which you have heard so much has put an end to successful cotton raising. The boll weevil has done great harm to some sections, but there are many who consider him an angel in



ST. ELMO MASSENGALE.

disguise. He left desolation in his wake in those first years, before our scientists had learned his habits, but it was not long before new corps sprang up in the fields left vacant by the weevil—food corps which fed the farmer without his asking favors of the groceryman, without his mortgaging his eternal future for a winter's food.

"In some portions of the South they had learned the lesson before the invading army of the boll weevil reached their soil, and when he came there was no cotton for him to live upon. Instead there was corn and cane and a dozen other corps, good for cash at the nearest town and independent of the vagaries of the cotton market.

"The boll weevil appears to be defeated now. The South is perfecting a variety of cotton which does not agree with his digestion. He refuses to feed upon it, even when it is shoved under his nose. When this variety is generally grown there will be no further danger from the boll weevil.

"In 1914 the Southern cotton crop amounted to 16,000,000 bales, but it brought only \$523,000,000. That was a bad year in Dixie, for we had depended too much upon cotton.

"Last year the crop reached only 11,000,000 bales, but it brought the colossal sum of \$1,073,000,000.

"There is some difference, my

friends, between 6 cent cotton, which we remember in that summer when the bottom fell out, and the 25 cent cotton of the past year. It meant the difference between having to sell the mule to save his feed, and being puzzled to choose between six or eight-cylinder car or a twelve.

"The Department of Agriculture estimates that this year's cotton crop will amount to \$1,815,000,000 without counting the seed.

"That by-product, which used to be hauled out and thrown away, brought in just \$278,000,000 last year. We all used some of it. The farmers fed it to their livestock to fatten them for the market or to increase the yield of milk and butter. We put it on our salad, with an olive oil label on some of it, but with the greater part traveling honestly under its own name.

"We have found it an excellent substitute for animal fat in cooking. And a large share goes back into the land in the form of fertilizer, enriching the soil to raise more crops.

"But, as I have said, we no longer permit ourselves to be at the mercy of King Cotton. When the farmer of other days raised nothing but cotton, he had to sell it at the buyer's price, for in no other way could he pay for the flour and meal and meat that came from the West. The farmer of today raises his food at home, and if the price of cotton doesn't suit him he can hold on until the price goes up. And it always does.

AGRICULTURE VALUES.

"So, the cotton crop of today is a minor note in the Southern symphony.

"We are raising this year \$1,009,000,000 worth of corn, nearly \$1,000,000 more than last year.

"We are raising \$243,000,000 worth of wheat, which is \$122,000,000 more than last year.

"We are raising \$140,000,000 worth of sweet potatoes, and \$126,000,000 of Irish potatoes; \$123,000,000 worth of oats, and \$164,000,000 worth of hay.

"These seven corps will have a value of \$4,287,320,450, an increase over 1916 of \$1,710,974,650.

"These crops by no means cover the field—I have not mentioned the hundreds of trainloads of Georgia peaches which go flying Eastward and Westward every summer; the vast shipments of watermelons, the great crops of tobacco from Kentucky and Tennessee and Virginia, the apples of the lower Appalachian mountains, the tremendous citrus fruits of Florida.

"They will add more than \$600,000,000 to the farmers' buying power this fall. But more than all else, they will serve to feed us all, and we need ask King Cotton only to clothe us and give us the luxuries to which we are becoming accustomed.

"There have been many fortunes made in the South this year and in the year before, and they were not munition profits. They came off the farm. The Southern farmer was never so well off as he is today. Why, a tenant farmer in a county close to Atlanta reported a week or two ago that he had cleared \$3,000 this season, after feeding himself and his family all the year—and he was one of the small renting class, conducting a one-mule farm, hiring one farmhand in the busy season, and on a tract of land so small that he paid only \$140 rent for a year. You can imagine what some of the big plantation owners have been doing.

OTHER GREAT ASSETS.

"I gave passing mention a few moments ago to the citrus of Florida. There is a state that is surprising the country. A few years ago we looked upon it as a source of early fruits and vegetables and an excellent country for invalids to spend their winters. It is both. But you may

be surprised to learn that Florida this year produced \$35,000,000 worth of corn, \$4,000,000 worth of cotton, and \$1,000,000 worth of tobacco.

"Her total agricultural output amounted to more than \$113,000,000. "Her fish and oysters brought \$2,000,000 and her lumber \$50,000,000.

"The men of America smoked \$50,000,000 worth of Florida cigars last year.

"Many of you, perhaps, look upon the South as purely an agricultural region, but you are far mistaken in this. *Of the 37 useful minerals mined in the United States, the South mines all but two—platinum and borax.*

"Virginia has a greater coal area than Great Britain and Germany combined.

"Kentucky has enough coal to provide fuel for the world for generations to come.

"The South's coal production in 1916 was 27.6 per cent of the coal mined in the whole country, including Alaska.

"Alabama mines pig iron more cheaply than any state in the Union, and the South possesses one-half the total iron resources of the nation.

"Look about you here in New York. You will find Georgia marble lining the interior of your subway stations. St. Cecilia church, over in Brooklyn, is built of it.

"You will find its beautiful white and gray coloring adorning the interiors of many of your great buildings. It is used for monuments and buildings everywhere in the country. The Corcoran Art Gallery in Washington is built of it.

"Our Georgia granite, because of its close grain and enduring qualities, is in demand everywhere. We have a mountain of it at the doors of Atlanta, one solid boulder two miles long and a mile wide and as tall as the Woolworth Building. They have been chopping it away by the trainload for year after year, and yet they have seemingly made no more impression on the bulk of Stone Mountain than would a mouse gnawing at the Washington monument.

"About ninety per cent of the country's sulphur comes from the South, Louisiana leading in the production. Louisiana has wonderful cane and rice plantations.

"Two counties in Arkansas produce ninety per cent of the bauxite, from which the world's aluminum is made.

"An old philosopher has declared no nation less than a thousand years old could produce a great picture or a great cheese. But this year North Carolina, in addition to its millions of dollars worth of agriculture, is also making a million pounds of cheese. And she is the second important state in the Union in the production of cotton goods and tobacco.

"Texas produces the most valuable crops of any state in the Union. Her productions last year were more than \$684,000,000.

"Tennessee's crops of \$229,000,000 exceeds the two Dakotas.

"South Carolina, with a crop of \$274,435,000 surpasses Wisconsin, Minnesota, and California. South Carolina holds the world's record in the production of corn, and has held it for years, a Marlboro County man having produced 255 bushels of shelled corn to the acre.

"Believe me, 'that's going some.' But even a boy in Florence County, South Carolina, has raised 228½ bushels to the acre. South Carolina also holds the world's record for corn at 182 bushels to one acre and a York County man, in South Carolina has raised four bales of cotton to one acre which is an illustration of the intensive sort of cultivation that can be accomplished in any other part of the South if the planter tries

hard enough and uses scientific methods of agriculture.

"Georgia, with a farm output of \$348,924,000, while considered a great cotton state, exceeded the farm productions of such empire states as New York, Pennsylvania, Indiana and Ohio.

"The percentage of agricultural increase for the entire country, outside of the South last year was 29.9 per cent. But the percentage of increase in the South was 41.4.

"One of the most remarkable and significant features of the awakening of the South to the value of food products was the development in the past few years of the livestock industry. Southern farmers are importing blooded cattle by the trainload. The state and county fairs each fall are marked by the sale of fancy beef stock at prices which would open the eyes of the farmer of a decade ago.

"We are turning rapidly to the raising of hogs, building packing houses to provide a market, feeding the farmers and the city dwellers upon Southern bacon instead of bringing it from Chicago.

LIVESTOCK.

"The quantity of livestock production has been decreasing in some sections of the country formerly famous for that industry. The number of stock hogs in the United States, the Department of Agriculture reports, decreased 8.2 per cent in the year ending September 1.

"Iowa, the leading hog raising state showed a decrease of 10 per cent, as did Illinois, Missouri and Kansas.

"But Virginia and Mississippi showed an increase.

"There are in the South \$380,057,000 worth of dairy cows, beside \$431,257,000 worth of other cattle; \$338,629,000 worth of horses; \$240,844,000 worth of swine; \$87,061,000 worth of sheep and \$439,912,000 worth of mules, making the grand total of livestock in the South at the present time amount to \$2,095,860,000.

"There was a time, my friends, when we of the South raised cotton, shipped it to Massachusetts, brought it back in the shape of cloth, and paid the bills. But that was changed years ago. The cotton mills came to the cotton fields and more of them are being built every year. I counted no less than 20 new cotton mills under construction one day last week from the window of a Southern Railway train between Atlanta and Greensboro, N. C.

"The South has awakened to her manufacturing possibilities, but they are by no means exhausted. One Atlanta steel company, which was hard pressed for funds a few years ago, will earn \$150 a share on its common stock this year.

"Our cities are being circled about with manufacturing plants. We are making things we need and a surplus to ship away.

WATER POWER.

"One of the greatest developments of the South, and especially of the Southeast, is found in the harnessing of water power through Georgia and Tennessee and the Carolinas.

"You will see the great steel towers of the high tension electric wires stretching across the country like giant sentinels, bearing the power of a thousand waterfalls to the wheels of a 100,000 mills.

"One company, which has turned Tallulah Falls, in Georgia, into a willing slave which lights Atlanta's streets and operates her cars, has found even that gigantic plant too small for the demand for power, and is beginning another \$5,000,000 development.

"The Carolinas have interurban electric lines from the great water powers of those states like a network

connecting hundreds of great cotton mills, etc. *Why, the South's manufacturing products in 1914, the latest figures at hand, were valued by the government at \$3,686,000,000.*

"That was more than the value of the agricultural output of the South last year, and yet the South is 83 per cent rural.

"We still have a long way to go before our agricultural resources are fully developed—and that is why we want a greater population, more sturdy men and women to clear new farms and raise new crops and new babies.

"I and I have not mentioned the timber resources of the Southern States. The South is virtually the nation's lumber yard, for 55 per cent of the nation's supply is cut in the Southern forests. We have a monopoly of yellow pine, that monarch of all timbers. We cut more than forty varieties of woods used for manufacturing purposes. Our pine forests supply an enormous amount of turpentine and resin, known in commerce as naval stores, and their value, shipped from the great naval store ports of Savannah, Jacksonville and other markets, is over \$25,000,000 a year.

NEW BLESSINGS.

"A new industry, linked with the timber, has sprung up in the past year along the coasts of the South Atlantic and the Gulf—or rather it is the revival of an industry as old as the Phoenicians—the building of staunch ships. The cry for shipping has exhausted the supply. Ancient hulks which had lain in the mud of two oceans for years have been hauled out and patched up and sent over seas with cargoes. The demand still was unsatisfied, and now, in the ports of the South the ship-builders are laying keels and building the hulls of hundreds of good vessels. Many of these have been launched and loaded and sent across the seas.

"This industry will not end with the close of the war. American shipping will be dominant in the years following peace, and Southern shipyards will be busy for the next decade, at least.

"There is another source of profit to the South today, a factor caused by her climate. All over the Southern States are tented camps and wooden cantonments of the new national army, thousands upon thousands of soldiers in the making.

"They have been sent to the South from many states, upon the advice of General Leonard A. Wood and other army officers who realized the advantage of a healthful climate where a soldier could be drilled twelve months in the year. The building of these camps has turned millions of dollars into new channels, has given tens of thousands of workmen employment at high wages. The salaries of officers and men are being poured into the South at the rate of millions a month.

"Some of this influx of wealth will be temporary, but a great part will be permanent, for it is the announced policy of the War Department to maintain these cantonments long after peace is declared, as training quarters for the soldiers who will keep that peace—the new army of the system of universal training.

"War may be what Sherman said it was and it once ruined us, but to any country now like ours uninvaded by an enemy, and with millions of dollars turned loose by the government, it is proving a blessing.

MONEY NEVER SO PLENTIFUL.

"Money—real money—was never so plentiful in the South as it is today. The banks are running over with it.

"The farmers are no longer taking their hats off at the bank door and begging for a loan on their next

year's cotton crop. In one small county of South Georgia the banks had total deposits a few days ago of more than \$1,500,000.

"To quote a few definite figures, the bank clearings in Atlanta alone amounted in September of this year to \$129,734,000 an increase over the previous September of more than \$37,000,000. The deposits on September 15 had increased more than 50 per cent over the same date a year before.

"From these facts and figures of the Southern States you can form some idea of the prosperity which has come to us, of the opportunities we have to offer to new citizens and new capital.

"There could be no better chosen time than now to launch a great campaign of publicity which will let the world know of the South.

"We have the fertile soil, the raw material. We need new blood.

"We need strong hands and willing hearts and able minds, to develop the resources which still lie dormant.

"We want more residents in our attractive climate—a climate in which sunstroke is unknown, where the zero mark on a thermometer is a convention rather than a utility.

"We can offer the farmer lands which will make three crops a year, lands he can till nine months in every twelve.

"We have room for everybody; and every man who comes to us to turn new furrows in our soil, to set new wheels to spinning, to inspire new industries in country or town or city, will find that a Southern welcome is something more than an empty phrase."

EDITORS SPEAK AT SOUTH'S CONGRESS.

A. S. Hough, editor of the Jacksonville (Fla.) Times-Union, proposed at the meeting of the main body of the Southern Commercial Congress that disputes between nations after the present war should be settled by trial by jury.

Mr. Hough would have a panel of jurors selected from all the nations of the earth, to serve for life at the neutral spot named for the sittings of the international tribunal. No jurymen would sit on trials affecting his own land or against any land against which he felt a prejudice.

John Temple Graves, editor of the New York American, speaking on "The South and the New Republic," said that the spirit of patriotism in this war was like that in the Spanish-American war, when "the States south of the Mason-Dixon line gave more men to the service of the country in proportion to population than any other section."

Another publisher prominent at the Congress sessions was D. D. Moore of the New Orleans Times-Picayune.

DO you notice any paper that takes Fine Half-Tones, on hurry-up work, and better than that on which THE FOURTH ESTATE is printed?

LASHER & LATHROP
(Incorporated)

PAPER

29-33 Lafayette St., NEW YORK
Successors to MOLLESON BROTHERS
Established 1869.

SPACE SELLING EFFICIENCY.

SYSTEM OF GRAPHIC CHART FACTS PRESENTATION THAT REDUCES TIME.

Advertising space buyers in New York and other big advertising centers recently were shown a brand of newspaper space selling solicitation by C. E. Coling, advertising manager of the Winnipeg Free Press, that he declared to be just about the "best ever."

Mr. Coling a few weeks ago started on a business trip to the states and the larger cities of Canada carrying a handsome black leather portfolio containing the results of a year's work he had been compiling to try as an experiment in selling space for the Free Press.

When he called on his prospects, instead of sitting down and exhibiting voluminous complicated batches of figures and comparisons and having to verbally explain them, Mr. Coling opened up his portfolio and showed his auditor graphic chart illustrations of what he was talking about, accompanied by simplified figures that explained every point in just an instant's glance.

The portfolio's first page carried a map of the world, showing Winnipeg city's and Manitoba Province's relation to the United States and Canada and the rest of the world, with their facilities for importing and exporting. It illustrated at a glance the reason why the territory in which the Free Press circulates is getting wealthier all the time and showed how it is preparing for a great future boom that is coming when the export facilities are simplified by the opening of new railroads now being built, which will allow export exit through the Hudson Bay, closed only two months of the year, straight to Great Britain and other parts of Europe. This will provide a route much cheaper and shorter than coast points used at present.

Map No. 2 showed the high altitude of the Free Press territory, which opens the seasons there for clothing and supplies much earlier than most other parts of Canada—a point which, Mr. Coling says, few advertisers know about. It thus illustrates why advertising should be started earlier in Manitoba than other places.

Another notable map showed the forests of the territory—why Manitoba offers a fertile field for selling tree pulling machinery, blasting powders, etc.

Others showed the origin of population—as an aid to the preparation of the right appeal copy—list of occupations, etc. The population of Manitoba, Alberta and Saskatchewan is English speaking; Manitoba having about a half-million, Alberta about 400,000 and Saskatchewan about a half-million.

Supplementary is a graphic chart showing population density so that a man who doesn't know anything about it can look at the chart and at once get his knowledge from heavy and dark sepia spots.

The Isotherms of the year are illustrated in another chart, showing that the prairie provinces are not frozen over all year, as many people think. The country's best crops come in June. Winnipeg's average daily

hours of sunshine are 15 to 16 hours; Manitoba has fertile producing land going north to 17 hours of sunshine.

Then there are maps showing cities of the Provinces of Manitoba, Alberta and Saskatchewan population, according to age and sex; proportion of improved and unimproved areas in Canada.

The lands of Canada are shown to be 78 per cent undeveloped. Manitoba's land is about 70 per cent undeveloped.

More charts show the live stock value, manufacturing information,



C. E. COLING.

wage earners (to the extent of number of blind people per thousand, deaths and insane), rolling stock statistics for the prairie provinces' territory.

The live stock, dairy and root grain crops for 1917 reached a value of \$700,000,000, which meant in dollars and cents \$3,783 per farmer family (five people) in the three prairie provinces (or \$756 for each member of the family).

TOO MANY AUTOS TO COUNT.

Mr. Coling says it is impossible to supply the demand for automobiles in his territory. Based on licenses issued, there are close to 70,000 motor cars in the three provinces of Manitoba, Alberta and Saskatchewan.

Origin, religion, birthplace of the people; distribution (rural and urban); growth value of farm lands; buildings; implements; live stock; and a vast amount of other information vital to the space buyer's knowledge are plainly explained—with hardly a word of verbal explanation being necessary.

Mr. Coling's charts define the circulation of the three newspapers of Winnipeg even to duplication, comparative purchasing power, purchasing power in each section of the city (obtained through a census taken by Free Press men in a household canvass. Mr. Coling says the retail merchants have consented to cooperate in this cause each year hereafter); number of to whom particular kinds of products appeal, etc.

Graphic circles divide this information into 100 sections.

Maps show the comparative purchasing power of the four sections of the city of Winnipeg, illustrated by photographs of typical homes; number of home owners and renters in each; volume of advertising carried by newspapers, by months and years, in the local and national field. Comparative charts show the volume in each of the Winnipeg papers.

WHEAT REACHED 2.70.

Graphic circles show trade reports, and other charts show the fluctuations in the value of wheat and other products. In this connection it is interesting to note that wheat reached its greatest value in May of this year—2.70 a bushel. Since then the Government has set the price of 2.21 per bushel.

Incidentally, the Free Press holds yearly contests among its readers, offering substantial prizes for estimating which of the local papers goes into the largest number of homes and the percentage of homes for each paper.

CANADIAN BUSINESS CONDITIONS.

Mr. Coling's choice presentation of space buying argument ends with giving prairie farming statistics, and explaining the conditions in seven of the principal business lines in western Canada. They show that the year 1916 gave an increase over 1915 in every line of business done in the three prairie provinces, and the first quarter of 1917 showed a phenomenal gain over the same period of 1916. All the Winnipeg newspapers showed increases in volume of advertising.

The comparison of the last four years' business in the several principal lines shows:

DEPARTMENT STORE TRADE.

- 1—Last six months of 1914 against first six months of 1914—Decrease 18 3-8 per cent.
- 2—Gain of first six months of 1915 over last six months of 1914—45 1-8 per cent.
- 3—Gain of last six months of 1915 over first six months of 1915—40 per cent.
- 4—Total gain of 1916 over 1915—26 1/2 per cent.
- 5—Gain of first quarter, 1917, over first quarter, 1916—19 1-8 per cent.

For the five above periods the records of six other leading business lines follow:

WHOLESALE TRADE.

- 1—31 per cent decrease.
- 2—8 1/2 per cent decrease.
- 3—50 1/2 per cent increase.
- 4—43 per cent increase.
- 5—32 per cent increase.

HARDWARE TRADE.

- 1—10 per cent decrease.
- 2—5 per cent decrease.
- 3—15 per cent increase.
- 4—35 per cent increase.
- 5—46 per cent increase.

RETAIL SHOE TRADE.

- 1—22 per cent decrease.
- 2—8 per cent decrease.
- 3—26 per cent increase.
- 4—35 per cent increase.
- 5—20 per cent increase.

RETAIL JEWELRY TRADE.

- 1—13 per cent decrease.
- 2—5 per cent increase.
- 3—10 per cent increase.
- 4—15 per cent increase.
- 5—10 per cent increase.

RETAIL PAINT MANUFACTURE.

- 1—34 per cent decrease.
- 2—12 per cent decrease.
- 3—14 per cent increase.
- 4—3 1/2 per cent increase.
- 5—32 1/2 per cent increase.

RETAIL MUSIC TRADE.

- 1—42 per cent decrease.
- 2—10 per cent decrease.
- 3—23 per cent increase.
- 4—60 per cent increase.
- 5—23 per cent increase.

Mr. Coling says the great increase in business shown has been greatly due to the encouragement the Government has given.

EDWARD WALTON'S IDEA.

Mr. Coling got the idea for presenting his space selling data from the late E. A. Walton, formerly vice-president of the Association of National Advertisers and advertising manager of the Burroughs Adding Machine Company, Detroit. In speaking one day before the Winnipeg Advertising Club, Mr. Walton illustrated how advertising space buyers would like to have selling information presented to them.

Mr. Coling immediately took up the suggestion and spent over a year compiling his information in its present form. His next step will be to reproduce his data, maps, charts and figures in a form for the benefit of all interested.

His business trip, which took him through Minneapolis, St. Paul, Chicago, Buffalo, New York, Montreal and other Canadian cities, has made Mr. Coling feel more than compensated for the vast expenditure of time spent in preparing his data.

Mr. Coling has spent a number of years buying and selling newspaper advertising space. He first entered the business in Birmingham and London, England, seventeen years ago with the Borax Dry Soap Company. Fifteen years ago he went to Canada and became advertising manager of the Winnipeg Paint & Glass Company. Later he was connected with the McPherson-McCurdy Advertising Agency of Winnipeg and conducted his own agencies in Vancouver and Calgary, spending much time originating trade works.

He joined the Winnipeg Free Press in 1915 to inaugurate a service and promotion department, and subsequently was placed in charge of the advertising of the daily and weekly Free Press. In his latter work he has the close cooperation of Louis Klebahn of New York and Henry De Claque of Chicago, the national representatives of the Free Press.

THE PRINGLE INQUIRY.

The next session of the Canadian investigation will be held in Ottawa on October 29, at which time Commissioner Pringle hopes the full reports of costs from all the mills will have been received.

SORORITY MEETING.

The editors of the Sorority papers will hold their annual convention in Chicago on October 24-27.

THE
BROOKLYN DAILY TIMES
announces the
appointment of the
L. H. CRALL COMPANY
Tribune Building, CHICAGO
AS ITS
Western Representative



MEMBERS OF THE INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

I.C.M.A. AFTERMATHS.

A vote of thanks was tendered to "Cousin" Fred Houser, who last year attended the convention at Grand Rapids and offered the invitation to the I.C.M.A. in behalf of the city of Atlanta to hold the 1917 convention there.

One of the first things that President Sears did was to appoint James McKernan chairman of the general welfare committee and William M. Henry chairman of the transportation committee.

M. W. Hollenbacker of the Oklahoma City Times was elected a member of the I.C.M.A. just before closing the convention.

W. L. Argue, chairman; W. J. Darby and James R. Henderson were appointed as a Canadian postal sub-committee by the chairman.

Within twelve hours after the nineteenth annual convention of the International Circulation Managers Association was adjourned at Atlanta that city was practically deserted by the visiting newspaper men. Although a session was scheduled to be held Thursday afternoon, the final adjournment came about noon in order to let a large number of delegates make a number of side trips before returning to their homes.

Soon after the adjournment a large party, composed mostly of the delegates and their wives from the East and Canada, departed for Washington for a short visit.

About thirty-five others remained in the city until midnight, when they

took a train for Birmingham for a short visit to that city as the guests of the Birmingham delegation. This party included I. U. Sears of Davenport, Ia., the new president; J. M. Schmid, the retiring president, and Mrs. Schmid, of Indianapolis; and J. A. Mathews, the secretary-treasurer, and Mrs. Mathews, of Oklahoma City.

During their last hours in the city the party going to Birmingham went sight seeing in Atlanta with local newspaper men as their guides.

At the closing session of the convention retiring President Schmid was presented with a handsome Oriental rug by the delegates. The presentation speech was made by Secretary-Treasurer Mathews. At a meeting of the board of directors following the adjournment of the convention Mr. Schmid was elected editor of the Bulletin, the official organ of the association.

Resolutions of thanks were also passed for the local entertainment committees that had in charge the entertainment features of the convention program.

H. H. Fris of the El Paso Herald won the honor this year of traveling the longest distance to attend the convention. However, Mr. Fris, who was accompanied by Mrs. Fris, had to be content with taking the credit for this feat without having the honor of raising the association's flag over the convention hall.

It is the custom of the association to allow the member coming the longest distance to hoist the association's flag, but this year when it was announced that the honor belonged to Mr. Fris, it developed that Secretary Mathews had left the flag, safely packed away in moth balls, away out

in Oklahoma City. Mr. Mathews' forgetfulness cost him a box of cigars, which he paid for with a smile and joined with the other members in enjoying.

THE I.C.M.A. ROSTER

Those attending the I.C.M.A. meeting were:

Albany (Ga.) Herald—Frank Stanford.
Atlanta (Ga.) Constitution—John T. Toler and wife, J. H. Moye and wife.
Atlanta Georgian-American—Charles Chandler and wife, M. H. Rhoe.
Atlanta Journal—John D. Simmons and wife.
Aurora (Ill.) Beacon-News—Charles D. Chaffee and wife.
Birmingham (N. Y.) Press-Leader—Charles E. Blewer.
Birmingham (Ala.) Age-Herald—W. A. Alsch.
Birmingham (Ala.) Ledger—A. C. Jenkins, C. R. Fullerton.
Birmingham News—W. S. Dunston.
Charlotte (N. C.) Evening Chronicle—C. J. Steed.
Charlotte Observer—Wiley B. Baker.
Charlotte News—J. V. Simms.
Columbus (O.) Citizen—Hugh A. Aiken.
Davenport (Ia.) Times—Ike U. Sears.
Dayton (O.) Journal-Herald—C. D. O'Rourke.
Dayton News—T. J. Kavanaugh and wife.
Denver (Colo.) News-Times—R. J. Corrigan.
Detroit Free Press—E. R. Hatton and wife.
El Paso (Tex.) Herald—H. H. Fris and wife.
Flint (Mich.) Daily Journal—F. R. Mason.
Fort Worth (Tex.) Star-Telegram—Harold Hough.
Green Bay (Wis.) Press-Gazette—Joseph Hornet, Jr.
Hartford (Conn.) Courant—Roy C. Webster.
Houston (Tex.) Chronicle—E. C. White.
Indianapolis News—J. M. Schmid and wife.
Indianapolis Star—Charles Payne.
Jackson (Mich.) Citizen-Press—R. S. Craft.
Jacksonville (Fla.) Metropolis—F. P. Hedden.
Jacksonville Times-Union—C. R. Norton.
Johnstown (Pa.) Tribune—John D. Walker.
Knoxville (Tenn.) Journal-Tribune—W. S. Burnett.

Knoxville Sentinel—H. L. Baker.
Louisville (Ky.) Post—D. B. G. Rose and wife.
Louisville Herald—H. D. Stodghill.
Louisville Times—J. L. Bomar.
Macon (Ga.) News—P. T. Anderson, J. R. Maddox.
Macon Telegraph—J. P. Jones.
Memphis (Tenn.) News-Scimitar—Joseph H. Lackey.
Mobile (Ala.) Register—J. O. Stuardi.
Montgomery (Ala.) Advertiser—J. L. Boetham.
Montreal Gazette—J. R. Henderson and wife.
Nashville (Tenn.) Tennessean—E. T. Horn.
New Orleans (La.) Item—Joe Levy.
New York American—William Henry.
New York Bollettino della Sera—Frank L. Frugone and wife.
New York Evening Post—R. B. McChran.
New York Globe—S. P. Booth.
New York Staats-Zeitung—William F. Hofmann.
New York World—James McKernan.
Oklahoma City Oklahoman—J. A. Mathews and wife.
Peoria (Ill.) Evening Star—Clarence J. Eyster.
Philadelphia Inquirer—G. R. Mundy and wife.
Philadelphia North American—A. E. MacKinnon and wife, Miss F. Stewart, James L. Farley and wife.
Punxsutawney (Pa.) Spirit—J. B. Hunter.
Providence Journal & Bulletin—J. P. Barry.
Rock Island (Ill.) Daily Argus—P. L. Eastland.
Savannah (Ga.) News—E. D. Hood and wife.
Schenectady (N. Y.) Union-Star—J. M. Annenberg.
Toronto Globe—R. A. McCleary.
Toronto Mail & Empire—W. J. Darby.
Toronto News—J. B. Stephens.
Toronto Star—W. L. Argue and wife.
Toronto Telegram—William Elder and wife.
Toronto World—J. M. Lang and wife.
Wichita (Kan.) Eagle—S. D. Long.

Others present were:

Bailey, C. R.—New York.
Crowell Publishing Company—Ernest G. Scholz and wife, New York; H. B. Baker, Pittsburg.
Dowling Fenton—New York.
Cox Multi-Mailer Company—William A. McKinney, H. M. Pierce.
Publishers Adjusting Association—F. F. Hoard.
Publishers Promotion Company—Frank M. Walsh.
Troy Carriage Sun Shade Company—P. H. Bridge.



CIATION AT THEIR CONVENTION IN ATLANTA, OCTOBER 10-11-12, 1917

THE NORTHCLIFFE PAPER IN U.S.

(Continued from Second Page.)

"The management of Lord Northcliffe's mill is in decidedly capable hands. There, you will find materials stocked up well in advance, every possible manufacturing contingency foreseen and met.

"It is a mill where emergencies practically never occur and where everything is operated and managed on a smooth, efficient and economical basis. The entire staff of employees at the mill are most loyal to the company, due, without doubt, to the fact that the company takes them into its confidence very much more than American mills are in the habit of doing.

"They regard their employees' interests as essential as their own, with the result that there has been developed the best possible relations between the company and its entire staff.

"The difficulties which had to be overcome to make this a successful manufacturing institution have been almost unbelievable. A large town was built in the wilderness, supplied with every modern convenience, two short railways were built, docks at two different ports, in addition to the usual mill buildings and development.

"The point of particular interest to publishers is that the mill is able, under these present severe manufacturing conditions, to manufacture paper, paying the owners a very handsome profit and still be under the mill price set by the Federal Trade Commission as fair and reasonable.

"Very difficult shipping conditions have also been met and overcome in delivering this paper into the United States, which has been done regu-

larly and very close to schedule. No loss or damage of any paper has occurred. Publishers using the paper have received the best possible service.

"This mill is the greatest possible argument for publishers protecting their own paper supply by an interest in mills of their own."

WILLIAMS MOVES UP.

Ray Williams, who has been circulation manager for a number of prominent newspapers, is now business manager of the Beaumont (Tex.) Daily Journal. Until recently Mr. Williams was with the Burlington (Vt.) Daily News, and prior to that was associated with the Cincinnati Commercial Tribune.

THE END OF "BULL."

Jeremiah O'Leary's New York magazine, Bull, which was barred from the mails by the Post Office Department for disloyal statements, suspended publication on October 16. The Bull Publishing Company in a formal statement denied any intention of disloyalty.

"BIG SIX" TO GIVE BALL.

The sixty-eighth annual ball of held on Thanksgiving eve, November 28, at Sulzer's Harlem Casino, New York City. The proceeds will be devoted to the union's hospital fund.

NEW COMMERCIAL ORGAN.

The Birmingham (Ala.) Chamber of Commerce has started to publish a house organ, of which Blanks Everett will be the editor. It will be devoted to news of the organization.

The Utah Labor News, official organ of Utah organized labor, has just been incorporated at Salt Lake City with H. Klenke in charge.

MAGAZINE NOTES

Pearson's Magazine was sold on October 13 by Peter B. Olney, receiver, to A. W. Ricker, president of the Pearson Publishing Company, who bid 2 per cent, on the amount of claims against the company, estimated at from \$200,000 to \$250,000, and the cost of administration, about \$500.

Judge Mayer of the Federal District Court confirmed the bid of Mr. Ricker.

Frank Harris, editor of the magazine, bid \$2,500 for the good-will, trade-mark, and circulation list, and \$400 for the office furniture. The appraisers estimated the value of the property at \$2,500. Pearson's Magazine is published at 34 Union Square, New York.

Archer A. King, Inc., People's Gas Building, Chicago, has succeeded W. J. Macdonald as Western representative of Physical Culture.

The King Agency has also become Western representative of the New Century Teachers Monthly and Cook's Weekly Trio of Elgin, Ill.

C. Frederick Carrington, formerly Western advertising manager of the Continent, has joined the Western advertising staff of the Metropolitan Magazine, with offices in Chicago.

Carroll B. Merritt, advertising manager of the Scribner publications, has been appointed a member of the board of managers of the New Jersey State Reformatory for Women.

LANDER SELLS OUT.

F. D. Lander, Sr., has disposed of his interest in the Hattiesburg (Miss.) News and Herald to a stock company and will retire from the newspaper business.

N. Y. CIRCULATORS WORK ON ARMY CAMP PROBLEMS.

The New York City Circulation Managers Association held meetings last Saturday and Wednesday to discuss the handling of papers at the Army Camps. The committee on ways and means, recently appointed, is still engaged in its work, and one member has been appointed to it by Chairman McKernan in the person of Joe Mansfield of the Evening Journal.

President McKernan says newspaper delivery conditions at the camps are working themselves out gradually in spite of the many obstacles raised by the constant moving of men and delayed mail service.

CAR SHORTAGE THREATENS CANADIAN PAPER MILLS.

The Paper Trade Journal for October 18 says:

"The car situation in Canada has again become acute. In fact, the shortage is now as bad as at the worst period last winter.

"Several of the most important of the Canadian pulp and news print mills have advised their customers that they will have to shut down this week unless cars are supplied. The news print mills have all available storage piled up with news print which they cannot ship out, and unless relief comes before the end of the week, they will simply have to stop producing until cars arrive for shipping out their produce."

A WASHINGTON STATE SALE.

S. L. Moorhead, for twenty-three years editor of the Junction City (Ore.) Times, has bought the Colwitz County Advocate at Castle Rock, Washington.

GOVERNMENT IN CONTROL OF SEDITIOUS PRESS.

TRADING WITH ENEMY ACT GOES INTO EFFECT—UNLESS LICENSED FOREIGN PRESS PUBLISHES TRANSLATIONS.

President Wilson issued an executive order on October 13 by which he put into effect practically all of the great powers vested in him by the Trading with the Enemy act, one of the most drastic pieces of legislation ever passed by Congress.

To throw every possible safeguard around information which might get to the enemy, the President has created a Censorship Board to administer such regulations as he may prescribe as to the censorship of cable, telegraph and mail communications between the United States and foreign countries. This board is composed of representatives, respectively, of the Postmaster General, of the Secretary of War, of the Secretary of the Navy, of the War Trade Board, and of the Chairman of the Committee on Public Information.

The Trading with the Enemy Act provides that every paper printed in a foreign language shall furnish translations to the Postmaster General, of the matter concerning the war printed by it, unless a permit to omit doing so is granted to it. The administration of this provision is committed to the Postmaster General.

The censorship section of the Trading with the Enemy Act follows:

CENSORSHIP BOARD.

14. I hereby establish a Censorship Board, to be composed of representatives, respectively, of the Secretary of War, the Secretary of the Navy, the Postmaster General, the War Trade Board, and the Chairman of the Committee on Public Information.

15. And I hereby vest in said Censorship Board the executive administration of the rules, regulations, and proclamations from time to time established by the President under Subsection (d) of Section 3 of the Trading with the Enemy act, for the censorship of communications by mail, cable, radio, or other means of transmission passing between the United States and any foreign country from time to time specified by the President, or carried by any vessel or other means of transportation touching at any port, place or territory of the United States and bound to or from any foreign country.

16. The said Censorship Board is hereby authorized to take all such measures as may be necessary or expedient to administer the powers hereby conferred.

THE POSTMASTER GENERAL.

22. I hereby vest in the Postmaster General the executive administration of all the provisions, (except the penal provisions,) of Section 19 of the Trading with the Enemy act, relating to the printing, publishing or circulation in any foreign language of any news item, editorial, or other printed matter respecting the Government of the United States or of any nation engaged in the present war, its policies, international relations, the state or conduct of the war or any matter relating thereto, and the filing with the Postmaster at the place of publication in the form of an affidavit of a true and complete translation of the entire article containing such matter proposed to be published in such print, newspaper or publication, and the issuance of permits for the printing, publication and distribution thereof free from said restrictions.

And the Postmaster General is authorized and empowered to issue such permits upon such terms and conditions as are not inconsistent with law and to refuse, withhold or revoke the same.

23. The sum of \$55,000, or so much thereof as may be necessary, is hereby allotted out of the funds appropriated by the Trading With the Enemy act, to be expended by the Postmaster General in the administration of said Section 19 thereof.

24. The Postmaster General is hereby authorized to take all such measures as may be necessary or expedient to administer the powers hereby conferred.

WIFE OUT SEDITION IN 30 DAYS.

While four or five newspapers are being summoned to appear before the Post Office Department every day to show cause why the privilege of the mails should not be denied to them

under the Espionage Act, officials are confident that within a comparatively short time such publications will have ceased to print seditious and treasonable matter.

"I believe that within the next thirty days," Postmaster General Burleson has predicted, it will not be necessary for the Post Office Department to take action against newspapers and periodicals publishing matter aimed at the Government's war measures.

"The number of such violations is steadily diminishing, and the publishers are fast realizing that they will not be permitted to publish seditious and treasonable matter and enjoy the benefits of the United States mails."

Mr. Burleson admitted that a large number of foreign language and Socialist papers had been refused mailing privileges—a much larger number than was generally supposed. The figures, he said, would not be made public until the department had concluded its work, if then. The law is so elastic, he declared, that all cases of seditious publications are covered and the department is enforcing all the provisions.

Considering the number of publications in America, those guilty of seditious articles were few, but all taint must be wiped out, he declared. Mr. Burleson informed the Cabinet that he had been besieged by publishers of Socialist papers through various Senators and Congressmen to permit these publications to continue.

"In each instance, however," he declared, "the department has made it plain that no political influence will be allowed to becloud a strict interpretation of the law."

Government supervision of the foreign language press began on October 16. Effective from that date all such publications not granted special licenses must file with their local postmasters before offering for circulation by mail or otherwise true translations of all articles respecting the Government of the United States or any other nation at war.

Postmaster-General Burleson has announced that more than a thousand papers have been licensed.

Printed in English in heavy type across the top of the first page of

licensed German newspapers is this legend:

"Published and distributed under permit (No. —) authorized by the act of October 6, 1917, on file at the Post Office of New York, N. Y. By order of the President, H. S. Burleson, Postmaster General."

In unlicensed newspapers, and those whose applications have been filed but not yet reached by the licensing corps, appears in English this announcement over matter relating to the war:

"True translation filed with the Postmaster of New York on October 16, 1917, as required by the act of October 6, 1917."

Mr. Burleson said his department would not give out the names of such publications.

American censorship of mails, Postmaster General Burleson explained on October 16, will be limited to mail passing between the United States and certain countries to be designated by the President, and will not duplicate any phase of the elaborate censorship system already operated by the British and French Governments.

This means that mail for European neutrals will give the censors here little trouble, as virtually all channels of communication with those countries are controlled by the Allies.

Members of the new Censorship Board, authorized by the Trading With the Enemy act, were appointed on October 16 by the Post Office Department and the Committee on Public Information. Robert L. Maddox, superintendent of foreign mails, was named by the Postmaster General, and Edgar Sisson, former magazine editor and now head of the information committee's vice division, by Chairman Creel.

Pending the return of Mr. Maddox, who has been in France directing organization of the postal service for the American Expeditionary forces, Otto Praeger, second assistant postmaster general, will serve in his place.

Appointment of a representative of the War Trade Board will complete the list of censors.

Major General McIntyre has been appointed for the War Department, and Lieutenant Commander Belknap for the Navy.

PAPERS IN TROUBLE WITH POST OFFICE.

The use of the second class mails has been formally denied to the New Yorker Volks-Zeitung, official organ of German-speaking Socialists. The Volks-Zeitung publishers recently refused to run a Liberty Loan advertisement on the ground that it was propaganda assisting in the accumulation of war loans.

The Post office hearing in the case of the New York Call cited to show cause why the second class mail privileges should not be withdrawn from it, has been adjourned to October 24. The request was granted, but not until after it had been made to show distinctly and clearly in the record that the adjournment was at the request of the Call.

A mass meeting of Socialists was held in Madison Square Garden, New York, Sunday night to hear Morris Hillquit, their candidate for mayor, denounce the Government for moving to deny the mails to various Socialist newspapers, including the Call, the Volks-Zeitung and the Forward.

Mr. Hillquit declared the suppres-

sion of the Socialist newspapers would mean the repression of free speech and a free press. Such action, he declared, would be followed by the extermination of English newspapers the utterances of which might prove distasteful to the Government. He said the Post Office Department could not kill the Socialist movement any more than the Czar and the Kaiser could. Hillquit declared:

"I maintain that the proceeding is without any sanction in law and that it is in flagrant violation of the most fundamental constitutional rights of American citizenship."

No decision has been announced by the Post Office Department on the hearing of the New York Jewish Daily Forward publishers on why their publication should not be barred from the mails. The hearing was held on October 12.

Abraham Cahan, editor of the New York Jewish Daily Forward, declares that his paper will refrain hereafter from any discussion of the war news. Mr. Cahan has decided to remain silent on the war as the result of his recent visit to Washington, when he was called upon by Postmaster General Burleson to show cause why the Forward should not be suppressed for alleged seditious utterances.

Mr. Cahan said he had received no information that the Government had decided to revoke his mailing privileges.

"Hereafter," said Mr. Cahan, "we will print the news of the war, but will avoid all discussion of it. We do not agree with the interpretation that the authorities have placed upon the law. We think we have always obeyed the statute, even when we did say that capitalism had a great deal to do with the war. We believe it is not in any way interfering with any one's good American citizenship to voice an opinion, much less is it bad citizenship to criticize our allies, particularly in those points where President Wilson's policy is out of accord with their policy. But since all this is declared to be unlawful and since thinking and having your own opinion without expressing it has not yet been considered unlawful, we will just print war news without comment."

The Syracuse (N. Y.) Free Press, a Socialist publication, has been denied second-class mail privileges by Government authorities.

The Newark (Ohio) German Express has suspended publication because it was unable to operate at a profit and comply with the Federal law requiring an English translation of all matter printed.

An effort is being made to remove the ban excluding the Belington (W. Va.) Progressive, a weekly published by Fred F. Thompson, from the mails for the publication of articles criticizing war measures of the Administration.

W. P. Beard, editor of the Abbeville (S. C.) Scimitar, a weekly recently barred from the mails, was arrested on October 12 for violation of the Espionage Act.

Carl Nordstrom of the Tracy (Minn.) Herald has enlisted in the artillery.

FINE WORK BY THE I. N. S.

WINS PRAISE FOR REPORTS ON WORLD SERIES—CHANGES IN ORGANIZATION.

Many telegrams and letters of praise have been received by the International News Service as the result of the way that organization handled the World's Series baseball games. As in the past years, the I. N. S. was "on top of the play" from the time the first ball was pitched in Chicago, October 6, until the last giant batter was retired in New York October 15.

Barry Faris and Jack Veiock "toured" between New York and Chicago with the teams and filed the play by play story, as well as the leads and general comment. With W. J. ("Bill") Ryan at the key in New York, and H. W. ("Perk") Perkins pounding the brass when the play was in Chicago, the old reliable Morse code got the news of every hit, every strike and every play, and laid it down from coast to coast practically as soon as it had happened.

On the night side the series was covered with remarkable completeness. The wires carried stories each night by Arthur Struwe and Damon Runyon, together with full statistical details, the full box scores of each day's game and a composite box score as the series progressed.

Even the telephone "pony" clients served from different I. N. S. bureaus got every play almost instantaneously. All over the country I. N. S. clients were serving bulletin boards, or megaphoning the progress of the games, and for every fan that crowded into the parks there were a hundred who got their news this way. And got it almost as quick.

The New York American, using the I. N. S. leased wires, served the training camps at Mineola and Upton, and held crowds of soldiers before the bulletin boards continuously. The I. N. S. also ran a special wire to Columbus Circle, in New York City for the American's bulletin board there, and a total crowd of 150,000 for the six games resulted. This was the largest crowd ever gathered in the Circle.

The management of the International News Service Pacific Coast division has been changed.

J. W. Partridge, who has been in charge on the Pacific Coast, comes to New York to be assistant to Barry Faris, day news manager.

Perry Epstein has succeeded Mr. Partridge as manager on the coast. Before coming to the International News Service Mr. Epstein held responsible positions on the Los Angeles Herald and the San Francisco Call and is very well-known to newspaper men on the Coast.

The International News Service has opened a new bureau in San Diego, which is in charge of W. D. Berg.

Robert Prew, in charge of the Paris bureau of the International News Service, has been called to the British colors and will go to the front November 1. Mr. Prew is a British subject, but in view of the war alliance between Great Britain and the United States the Interna-

tional News Service has allowed him a furlough with full pay during the



ROBERT PREW.

time that he is bearing arms. He has been the sole support of a wife, mother and sister.

E. P. Orr, who has been assistant in charge of the bureau, has been



E. P. ORR

named acting manager during the military service of Mr. Prew.

H. G. Wales and Daniel Dillon will make up Mr. Orr's local staff in Paris, while the news of the Americans at the fighting front will be covered as heretofore by Newton C. Parke, who before he was sent to the front had won an international reputation as a cable and war news editor.

No announcement has been made concerning the troops to which Mr. Prew will be attached, but it is certain that his military record will be as good as his performance of his duties as a news gatherer, and this means that the British army has added one more real soldier to the force which is fighting the Hun.

F. J. Wilson, manager of the International News Service, has an arrangement under which nearly all of

the employees (about 100 or more) have been able to take Liberty Bonds through an arrangement to pay \$2 a week out of their salary.

DE-INKED PAPER INQUIRY.

THE INLAND AND ILLINOIS EDITORS INTERESTED IN WELSH PROCESS.

The principal subject discussed at the meetings of the Inland Daily Press and the Illinois Daily Press Association, held in Chicago on October 15 and 16, was the process of reclaiming waste news print through a de-inking process patented and perfected by John Welsh of the Green Bay Paper Company, at Green Bay, Wis.

Mr. Welsh, at the invitation of both associations, outlined his plan for de-inking paper in great particularity, assuring his hearers that the process can be made a great commercial success.

Roughly speaking the Welsh de-inking process is a plan whereby used news print is reduced to pulp and the ink rising to the surface of the pulp tanks, through special chemical action is cleared away, leaving the residue practically white—a faint bluish-white to be exact. The paper is given added whiteness by supplementing the de-inked pulp with 25 per cent, new wood pulp. The paper, in tensile strength and evenness of coating, is said to surpass the fresh news print and through the process the paper can be used again and again.

The inventor of the process estimates that the de-inked paper can be commercially produced at a cost under present day conditions not to exceed \$1.25 per hundred and in normal times at a rate much lower than that.

Mr. Welsh expressed his willingness to convert his own plant into a plant for the manufacture of reclaimed news print upon some plan of mutual co-operation. His plant with its present capacity and some slight changes in equipment can produce 40 tons of reclaimed print daily.

Mr. Welsh answered a fire of questions put to him by the publishers.

Inasmuch as the Welsh plant's output just about meets the requirements of the Illinois Press Association, the plan struck the Illinois publishers as a possible panacea for their news print troubles. So strongly were they impressed with the possibilities of the plan that a committee was appointed to make an early and complete investigation of the situation and to report to the association.

The committee includes A. S. Leckie of the Joliet Herald-News, John Riley of the Rockford Star, and A. G. McIntyre of the paper committee of the American Newspaper Publishers' Association, if the latter will serve in that capacity.

The Inland Association took no action upon Mr. Welsh's suggestions further than to share the expense of an investigating committee appointed by the Illinois Association. The committee will report to the Inland publishers at the next meeting.

De-inked paper is not entirely a new thing with the Illinois association. A. S. Leckie of the Joliet Herald-News has already used a carload of the reclaimed product with satisfaction and a special run was also made at Green Bay for D. B. Brede of the Freeport Journal.

The Illinois Daily Press Association, whose meeting took place on October 15, elected A. S. Leckie, Joliet Herald-News, president; George Shaw, Dixon Telegraph, vice-president; Fred Leroy, Streator Indepen-

dent-Times, secretary; C. C. Marcus, Bloomington Pantagraph, treasurer.

The retiring president is John Sundine of the Moline Dispatch.

Among those present (most of whom also attended the meeting of the Inland Daily Press Association on the following day) were:

John Sundine, Moline Dispatch; George Shaw, Dixon Telegraph; D. B. Brede, Freeport Journal; A. S. Leckie, Joliet Herald-News; George F. Gray, Springfield Register; E. P. Hanafin, Elgin Courier; Vetne Joy, Centralia; Fred Sterling, Rockford Register-Gazette; Roscoe Chapman, Rockford Star; H. W. Bellard, Rockford Republic; D. W. Grandon, Sterling Gazette; I. W. Grob, Monmouth Atlas; J. K. Groom, Aurora Beacon; William T. Bedford, LaSalle Tribune; John Riley, Rockford Star; E. S. Fisher, Cairo Gazette; J. A. Turnbull, Green Bay (Wis.) Gazette.

RECENT LINOTYPE BUYERS.

The following are recent purchasers of multiple magazine Linotypes from the Mergenthaler Linotype Company, New York:

American Colortype Company, Newark, N. J.; Sparta (Tenn.) Expositor; Selma (Ala.) Times; Honesdale (Pa.) Citizen; Tulsa (Okla.) World; Sulphur Springs (Tex.) Echo;

Lafayette (La.) Advertiser; Baptist Publishing House, El Paso, Tex.; Carbondale (Ill.) Free Press; Cleveland (Miss.) Commercial; Freeport (Ill.) Journal Standard; Minneapolis (Minn.) Daily News;

White Printing Company, Marshallfield, Minn.; Bay St. Louis (Miss.) Sea Coast Echo; Baker Printing Company, Newark, N. J.; New Haven (Conn.) Register; R. O. Davies Publishing Company, Palm Beach, Fla.;

Williamson (W. Va.) Mingo Republican; Escanaba (Mich.) Mirror; Alexandria (Minn.) Echo; McConnell Printing Company, New York; Shelby (Mont.) Promoter; Sacramento (Cal.) Bee; Portland (Ore.) Journal;

Versalia (Cal.) Delta; Long Beach (Cal.) Telegram; San Francisco (Cal.) Bulletin; Haverhill (Mass.) Telegram; Juneau (Alaska) Dispatch; Missoula (Mont.) Missoulian; Marshallfield (Wis.) News;

Washington (Ind.) Democrat; Jackson (Minn.) Pilot; Charles H. Potter & Co., Inc., Washington, D. C.; Dawson (Minn.) Sentinel; Washington (D. C.) Herald;

Williams Printing Company, Nashville, Tenn.; Caribou (Me.) Arrowstock Republican; Richmond (Va.) News-Leader.

VETERAN RETIRES

Having passed his sixty-ninth birthday and having for more than fifty years set type on the Elizabeth Daily Journal and its weekly predecessor the New Jersey Journal, Edward (Pop) Miller has thrust his stick in his pocket and retired.

NEW CHURCH PAPER.

The Church Outlook, of which J. P. Hicks is editor, is a new publication in Topeka, Kan. It is published in the interest of the Topeka Federation of Churches.

The New Britain (Conn.) Herald Publishing Company has filed a certificate of increase of capital stock from \$15,000 to \$105,000.

The Circulation of the NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company. Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 233 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 55c.; to other countries in Postal Union, \$1.04. Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices. Single copies, TEN CENTS (except Special Editions, 25 cents.) Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

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FOR THE WEEK ENDING OCTOBER 20, 1917

AD AGENTS MUST SEND MATS AND PLATES SOONER.

Newspapers in all parts of the country are particularly acute sufferers because of the slow-up of United States Mail service caused by the war.

So much matter necessitating immediate attention comes to newspapers by the mail that the least delay upsets their entire organizations.

Besides news matter transmitted by mail to newspapers, photographs, cuts, mats and lay-outs for the advertisements they carry go from agencies by way of postal service.

And it is in that detail that the papers make the most complaint.

Advertising agents doing business with newspapers do not seem to realize the up-set there has been in postal service due to the demands of war on railroads.

They send out their insertion orders and make-up material the way they did before the war.

The newspapers get the orders on time, but in most cases when the day for insertion comes along the cuts and mats have not arrived and they cannot fill them.

An untold amount of trouble is the result.

It will not only aid the newspapers, but it will help the agent and the advertiser if agents will work about four days ahead in sending the cuts and mats by mail.

It is absolutely impossible for newspapers to fill orders, if this is not done.

1917 MAINTAINS AD LEAD OVER 1916.

The American Newspaper Publishers Association reports that advertising in newspaper for September increased on a par with that for the same month in previous years, according to returns from 93 newspapers located in 21 cities in the United States giving the total aggregate number of agate lines of advertising, display and classified, for each month since January, 1914.

The month of August reflected the low point in the mid-year slump. This year the advertising business up to the end of August has shown

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 540 lines to the page).

One page, \$380; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 25 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words), each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

a decided increase over the returns for the three previous years.

September business shows a decrease of 2.07 per cent as compared with the returns for the same month last year.

On the other hand, however, the returns for the first nine months of 1917 showed an increase of 5.02 per cent, as compared with the corresponding period last year.

The returns for September from the Eastern cities as represented by New York, Philadelphia, and Buffalo, show an increase of 8.7 per cent as compared with the same month last year.

The returns from the Middle West as represented by Chicago, Cleveland, Detroit, Cincinnati, Milwaukee, St. Louis, and Indianapolis show a decrease of 3.9 per cent as compared with September last year.

Returns from the Pacific Coast as represented by Los Angeles, San Francisco and Portland, show an increase of 5.6 per cent as compared with last year.

Returns from the Southern states as represented by Baltimore, Washington, Atlanta, New Orleans and Houston show a decrease of 31.4 per cent as compared with September last year.

The following is a statement of the total number of agate lines of advertising carried by these 93 papers during the years 1914, 1915, 1916 and the eight months ending August, 1917:

Nine months ending September, 1916,	480,236,641.
Nine months ending September, 1917,	504,370,624.
Total agate lines, 1914,	610,420,065.
Total agate lines, 1915,	601,503,293.
Total agate lines, 1916,	665,364,166.

BOUNTY BASKETS FOR THE HOME BOYS IN SERVICE.

The Detroit Journal, Toledo Blade and Newark (N. J.) Star-Eagle family of newspapers has developed many good ideas for the benefit of Uncle Sam's soldiers and sailors. The best is the "Bounty Basket," which is worked out about as follows:

On the day that the draft numbers were drawn by the Government these three newspapers conceived the plan of sending bounties to the soldiers and sailors from their three

cities, no matter where they would be—in training camp, on the seas, or in the trenches in France.

The publishers felt that there were thousands of people who would want to send articles of all kinds to the boys, if opportunity were given them, and equally sure that the soldiers would be glad to receive various items that they would be unable to secure, even though they had the money.

The object of the "Bounty Basket" campaign is to give the general public an opportunity to put in these baskets any articles that may be of service—such a tobacco, pipes, cigarettes, chewing gum, playing cards, talking machine records and a thousand and one other things that make life cheerful.

Arrangements were made with department stores, candy stores, drug stores and tobacco stores to make a prominent display of these baskets and the clerks were urged to ask their customers to buy extra articles and drop them in the baskets.

Instantly the idea met with the hearty approval of the public. Hundreds of letters from the soldiers show that they have most heartily appreciated the articles sent to them. The plan has also been very popular among the store-keepers where the baskets are placed, as they have meant a considerable increase in business for them.

To date, on the three newspapers, more than 150,000 items have been collected and distributed to the various units that have left the three cities. Every unit, no matter how large or small, was sent its share of the bounties.

Another "Bounty Basket" drive has already been launched.

It is just another way in which newspapers can be of service in their community.

NOTE AND COMMENT.

Japanese advertisers are as courteous in their letters declining invitations to occupy space as they are in supplying the solicitor with cups of piping hot, green tea when he calls. The following letter was received by a New York magazine from a Tokio "importer, exporter and manufacturer of fertilizers":

"Whilst thanking for your esteemed suggestion, inviting us to occupy some space for our Advertisement in your Illustrated Magazine, we deeply regret, having to inform you that our Advertising Clerk has asked us to write that he is not disposed of availing himself of your service, just for the time being.

"We have filed, therefore, your application form for future reference, and shall be pleased indeed to revert to it, when needed in the coming days.

"Twice thanking you for your courteous invitation and regretting our present inability to meet you in this in-

stance, we have honors to be, respectfully yours,

"Assist. Secretary."

Out of six reporter candidates for the National Army examined in Chester, Pa., only one has passed the medical test. Heart trouble was the major ailment of the rejected newspaper men.

Elwood (Ind.) newspapers have announced that they will receive no more war poems. The poetic urge is so strong among "Hoosiers" that the editors had to give up more important work to read the poetic offerings.

An idea as to the volume of inquiries handled by a big city newspaper can be gained from the announcement of the Chicago Tribune that 25,000 people called up in four hours on the day of the baseball world series opening game to determine the outcome of the first contest.

The official board of St. John's Universalist Church, Muncie, Ind., announces that newspaper advertising has increased the church attendance more than 400 per cent within a year. The church is now outlining a bigger advertising campaign.

Three hundred newspaper writers attended the world series baseball games in Chicago, a larger number than ever before represented at a similar event.

Twenty-one newspapermen, called to military service under the selective draft law, have been exempted by the appeal board of the northern Indiana conscription division on the ground that their publicity work is of greater aid to their country than their service as individual soldiers.

The New York Evening Mail on October 17 issued a 14-page fashion supplement, which contained much desirable advertising.

The Literary Digest has placed a 680-line advertisement in 358 newspapers in various parts of the United States and Canada for today.

Three of the leading Japanese dailies of Tokio are reprinting in full, or in large part, the Gerard series from the Philadelphia Public Ledger, and report that information reaching them from their readers is to the effect that it is one of the most popular series of articles ever published in Japan.

The staff members of one or two Tokio dailies have adopted the habit of calling each other "Doctor," as a token of esteem and high respect.

DO YOU GET YOUR PAPER ON TIME?

Subscribers to THE FOURTH ESTATE who do not receive their paper through the mails in the proper time are hereby advised that it is no fault of the publishers.

You are requested, therefore, to write a personal letter to the Postmaster General at Washington each and every time there is delay—so that the head of the department may realize what the conditions are—in the hope that they may be improved.

By pursuing this course you will not only help yourself but will help the publishers.

It is to be expected that the Post Office Department will welcome definite knowledge of present unsatisfactory service.

PURELY PERSONAL.

Carl V. Little of the Cleveland Press has been spending a two weeks' vacation in Columbus, Ohio.

C. Arthur Worth, a La Crosse (Wis.) newspaper man, has just won the Wisconsin pike fishing championship by catching a ten-pound specimen near Dresbach, Minn.

Mrs. Alice Spencer Geddes Lloyd, former Boston newspaper woman, is now engaged in educational extension activities in the Kentucky mountains. With her husband, Arthur W. Lloyd, she has established a community center on Caney Creek in Knott County.

W. F. Johnston, newspaper man of Eldora, Ia., enjoys the record of being the most consistent attendant at the Iowa State Fair. Mr. Johnston has been on hand every fall for thirty-six years.

Joseph M. Sheahan, day city editor of the Chicago Herald, is spending his vacation visiting friends in Maryland.

"Jimmy" Lavery, cartoonist on the Cleveland Press, is also a bowler of more than ordinary skill. In a recent match he set the Cleveland record for the season with a total of 671 pins in three games.

Paul R. Martin, formerly on the staff of the Indianapolis Star, has been appointed publicity director of the Knights of Columbus committee on war activities at Washington, D. C.

Helen G. McCallum, special writer for the New Brunswick (N. J.) Sunday Times, who edits the home garden department and writes "Feminine Philosophies" for the paper, is spending the fall and winter with her parents at Riverside, Cal. She still sends in her column.

Captain L. D. Gardner, U.S.A., formerly president of Aviation and Aeronautical Engineering, is now on active duty at San Antonio, Tex., in the Aviation Corps.

Wells Melborne, a Cincinnati (Ohio) newspaper man, is conducting the publicity campaign for the Liberty Loan in that city.

Lynn W. Wilson, editor of the Bridgeport (Ct.) Farmer, has been nominated unanimously by the Democratic Congressional Convention of the Fourth District.

Fred Hickman, service and promotion manager of the Winnipeg Free Press, is the father of a new eight-and-a-half-pound son.

WOMEN DINE OFFICERS.

The Illinois Woman's Press Association opened its social season in Chicago with a reception to Miss Ethel Colson, retiring president, and Mrs. Ferd Fisher, the president-elect.

KERR A PUBLICITY MAN.

James F. Kerr, formerly manager of the Wilkes Players and later head of a theatrical company of his own, has gone into the publicity business in Chicago.

A CHICAGO REUNION.

The Chicago Press League held a reunion at the Auditorium Hotel on October 13.

F. W. Franklyn has secured the Musselshell Advocate from W. W. Holmes.

STAFF CHANGES.

Rice Gaither has become associated with the Atlanta Journal's reporting force. Mr. Gaither went to Atlanta from Mobile, Ala., where he was managing editor of the Mobile Register. Prior to that time Mr. Gaither was managing editor of the Meridian (Miss.) Dispatch and before then city editor of the Mobile Register.

Milton Swanston, Jr., is acting as editor and Roy Churchill as associate editor of the Michigan (N. D.) Arena.

William S. Bird has joined the Eastern advertising staff of the Cosmopolitan Magazine, leaving the office of John B. Woodward, newspaper representative.

D. C. Adams, Jr., is the new manager of automobile advertising for the Brooklyn (N. Y.) Standard Union.

S. A. Wilkinson has been appointed to the advertising staff of the Dallas (Tex.) Evening Journal in place of B. B. Bell, who has gone to Kansas City, Mo., with the B. F. Goodrich Tire Company.

Philip A. Orme of the Columbus (Ohio) State Journal has resigned to join the staff of the Washington Times.

H. Clark has been appointed to the reporting staff of the Green Bay (Wis.) Press-Gazette. A. H. Israel has resigned.

Howard Russell Bangs, son of John Kendrick Bangs, the humorist, is an addition to the copy desk of the New York Tribune, having left the desk of the Boston Herald.

Benson K. Pratt, formerly of the Madison (Wis.) State Journal, is now a member of the Chicago Herald staff.

Richard Chapeck, for four years in the automobile advertising department of the Chicago American, has been made manager of that section.

Justin Fair, formerly Sunday editor of the Columbus (Ohio) Monitor, has gone with the editorial department of the New Brunswick (N. J.) Sunday Times.

Jack Sinson has resigned as editor of the Packwood (Ia.) Advertiser.

Alfred Ward, a member of the Ottawa (Ont.) Journal Press staff, was recently presented with a wrist watch upon his leaving to join the British Navy.

Frank Farrington, for some time publisher of the New Effington (S. D.) Record, has assumed control of the Claire City (S. D.) Press.

H. R. Welter, lately with the publicity service of the Union Pacific, will hereafter be allied with the Denver Express advertising department.

Freeman Henry Hubbard has left the staff of the Meriden (Ct.) Morning Record to become a copy reader on the Philadelphia Inquirer.

Harry Stringer, a former Detroit newspaper man, is reading copy on the New York Tribune. Stringer was a copy reader on the Detroit News before coming to New York.

George D. Love of Newark, N. J., who has been connected with papers in Philadelphia and Pennsylvania, is reading copy on the New York Evening Sun.

Bruce Copeland, formerly of the Cleveland Press and the Scranton

Evening Truth, is covering the Federal beat for the New York Evening World.

Homer Blankenhorn, assistant city editor of the New York Evening Sun, has joined Mayor Mitchel's publicity staff and has resigned from the Evening Sun.

Joseph A. Cowan, formerly of the Worcester (Mass.) Telegram, is covering the criminal courts beat for the New York Evening Sun.

S. B. McKinley has joined the staff of the New York Evening Sun. William J. Russell, Emmet Crozier, Hugh Leamy and Douglas Grahame and George Lee are new members of the New York Evening Sun staff. Lee hails from Newark and Grahame is a former Seattle and Vancouver newspaper man.

J. W. Gill has been appointed promotion manager of the New York Evening Mail. Formerly he was publisher of a small weekly publication in Philadelphia and was with Success Magazine. He has been in the advertising business for about twelve years.

G. B. Hyatt, a Chicago Tribune reporter, is the latest of the Tribune force to enter service, having joined the signal corps at Camp Dodge, Ia.

John Collins, formerly of the Winfield (Kan.) Free Press and for the past two years city editor of the Topeka (Kan.) Capital, has joined the staff of the Kansas City (Mo.) Star as a re-write man.

Mrs. James Edward Leslie has taken her late husband's place as dramatic and assistant Sunday editor on the Pittsburg Dispatch.

Rodney Boone, for many years on the local advertising staff of the Chicago American, has been assigned to the paper's foreign advertising staff.

Arthur W. Park, formerly Associated Press correspondent in Des Moines, Ia., who for the past year has been on the editorial staff of the Des Moines Register and Tribune, has become assistant city editor of the St. Louis Republic.

Walter Whiteley Hubbard has resigned from the Bridgeport (Ct.) Standard-American to become connected with the American City Bureau and the American City Magazine as cartoonist and publicity agent.

James Stewart of the Chicago Herald art staff has gone to Toronto to join the Canadian Army.

Arthur R. Kling, formerly of the Chicago office of the Associated Press, has succeeded George Stoute as editorial and political writer on the Indianapolis Daily Times.

Jack Stinson has resigned as editor of the Packwood (Ia.) Advertiser.

Morton Piper, formerly of the Binghamton (N. Y.) Press, has resigned to join the news staff of the Scranton (Pa.) Republican.

Brevard Stephenson, formerly of the Scranton (Pa.) Republican, now has a position with the Albany (N. Y.) Times-Union.

Lloyd Lehrbas of Salt Lake, Utah, is a new man on the reporting staff of the Chicago Tribune.

W. F. Bastido, for some time Eastern range representative of the Duluth News-Tribune, has returned to

his home in Minneapolis and may join the Anaconda Standard at Butte Mont.

Leo Potishman, for four years a member of the advertising staff of the Fort Worth (Tex.) Record, has entered the insurance field as a representative of a prominent Fort Worth insurance company.

BERMINGHAM NOW WITH THE CHICAGO POST.

Walter A. Bermingham, who has been appointed automobile editor of the Chicago Evening Post, to succeed the late Edward G. Westlake, is a man well known throughout the motor industry with which he has



WALTER A. BERMINGHAM

been associated in a newspaper capacity for more than twelve years.

Mr. Bermingham received his early training under the late Joseph E. G. Ryan, whom he followed as automobile editor of the Chicago Inter-Ocean. He now leaves the Chicago Evening American, where he has been manager of the automobile department for the last three years.

Mr. Bermingham is also press representative of the Chicago Automobile Show and the International Live Stock Exposition.

Richard C. Chapeck, of the foreign advertising department of the Chicago American, has become automobile representative of that paper.

NORTHLIFFE IN CANADA.

Lord Northcliffe was in Toronto this week, opening the great autumn campaign for the British Red Cross.

SPECIAL NOTICE.

The business of the late ROBERT TOMES, No. 116 Nassau St., New York, will be continued through the offices of RALPH R. MULLIGAN, No. 30 East 42d Street, Oct. 11, 1917. New York

Service Banners

Size 15x10 inches. Printed in four colors on a heavy enameled stock. Shows large picture of the American flag in colors, with "Our National Anthem" and with special printing in bold type at the bottom.

"A Man From This House Is Fighting For His Country"

Can be given free or offered on coupon plan for five cents. Price \$35 per thousand. Many thousands are being used. This banner should be in every home. A custom in other countries; now being adopted here.

Write today for sample

S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEWS NOTES OF CIRCULATORS.

The Waco (Tex.) Morning News on October 6 began publication of the Camp MacArthur Bugle, a soldier's newspaper to be issued semi-weekly.

The Salt Lake City (Utah) Herald-Republican has installed a "talking electric sign" on one of the tallest buildings in Salt Lake and will flash news bulletins over the city.

The Wichita Eagle has just issued a "Wichita Fair edition."

Paul Kienzie, who was country circulation manager of the Springfield (Ill.) News-Record, has succeeded T. L. Wood as circulation manager of that paper. Mr. Kienzie started in as carrier boy on Springfield papers.

W. B. Baker of the Charlotte (N. C.) Observer and J. V. Simms of the Charlotte News gave a dinner to their carrier boys on the evening of October 12, at which Mayor Frank McNinch delivered an address and Sidney D. Long of the Wichita (Kan.) Eagle talked on service, collections and promotions.

The affair was held in the assembly rooms of the Chamber of Commerce.

The Worcester (Mass.) Post has just commenced an automobile prize circulation campaign under the management of the William L. Betts Company, World Building, New York. The prizes are worth \$5,200 and in-

HOLLISTER'S CIRCULATION ORGANIZATION

ON THE

St. Louis Republic AGAIN

"Results Mean Repeat"

If you want more circulation, write or wire C. B. Hollister, care of ST. LOUIS REPUBLIC

The Northeastern Circulation Co.
Home Office
DAVENTPORT IOWA

The True News FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 30th Street, NEW YORK

clude six automobiles. The campaign will run thirteen weeks.

The William L. Betts Company, World Building, New York, is running contest campaigns for the Charlottetown (Prince Edward Island) Guardian (the second for the paper in the past year and a half and the third in the city in the past four years); the Staunton (Va.) Daily News, with two automobiles and other valuable prizes; the Selma (Ala.) Times, with two automobiles and other prizes; and the Portsmouth (N.H.) Star with three automobiles and other prizes. In each case all who do not win one of the prizes will be awarded ten per cent commission on the subscription money they collect.

So well pleased are the publishers of La Notizia, of Boston, with the subscription and advertising campaign directed for the paper by J. J. McGinny and C. H. Berrigan that they have contracted for a larger campaign next year by the same combination. Emanuel Le Presti is editor and Jerome Pettiti is treasurer of La Notizia.

The New York Evening Mail broke all its records in getting the paper to the important points of the city and suburbs during the recent World's Series baseball games and sold more copies than at any time in its history.

In less than two minutes after receiving the last play of the first game the paper was on the street with full box score and a description of the full nine innings. This game was played in Chicago.

The second game was played on Sunday, there being no issue of the Mail on that day.

The third game was played in New York on Tuesday. The last play was received at 3:58 p.m. The first press started at 3:59 and the papers were at the Brooklyn Bridge at 4:00, with full box score and description of every inning. Circulation managers T. W. Clay's force duplicated this feat in every game of the World's Series.

A big "Army Post" edition of the Vanguard, the National Council of Women Voters' official organ published in Tacoma, Wash., is being issued.

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

National Electric Bulletin
Corporation.
NEW LONDON, CONN.

Late Orders

from Detroit Journal, St. Louis Times, Toronto Daily Star, Buffalo Times, Rochester Times and Chicago Abendpost (coming to 14 cities), show which way the wind is blowing.

The International Syndicate

Established 1899. BALTIMORE, MD.

It contains the complete official history of the cantonment, with signed articles by heads of all the different units of the army now at the camp, full page illustrations of camp scenes and descriptions of the work of the new national army. It has been edited by Mrs. P. J. Fransioli and Mrs. W. P. Reynolds.

The Hibernian, of Boston, is conducting a prize campaign offering \$5,000 in awards, including three automobiles.

Circulation department employees of the Brooklyn (N. Y.) Eagle recently extinguished a blaze in a frame building in the rear of the Eagle building before the Fire Department arrived on the scene.

R. B. Chisholm has resigned as circulation manager for the Bozeman (Mont.) Daily Chronicle and will be succeeded by Mr. Drew of Missoula, Mont.

NEWSDEALERS ASK SIX CENTS FOR SUNDAY PAPERS.

At a meeting held in Cooper Union, New York, the members of the National Association of Newsdealers and Tobaccoists adopted resolutions calling upon newspaper publishers to print 6 cents instead of 5 cents as the price on Sunday papers and to reduce the price of 2 cent papers to newsdealers to at least 1½ cents.

NEW PAPER MACHINES

The Pacific Paper Mills, Ltd., of Ocean Falls, B. C., have recently received one of the largest news print machines ever made in America. Another machine is under construction and will be completed in a short time. Each of these machines is 204 inches wide; will run from 700 to 800 feet per minute and produce 70 tons per day each.

SWEDISH PAPERS MERGE.

The Marinette (Wis.) Tribune, a Swedish newspaper, has been consolidated with the Escanaba Medborger, which will be edited by O. V. Linden its present owner. George L. Forsen who was editor of the Tribune, now takes charge of the printing end of the Medborger.

The William L. Betts Company

NEWSPAPER CONTEST SPECIALISTS

Suite 406, World Bldg., NEW YORK

The Booklovers Sales Co.

ANNOUNCES Incorporated
Its Perfect Plan for a BOOKLOVERS' PICTUREGAME

Complete for \$350.00
Complete means Complete.
SEND FOR THE DETAILS
110 West 40th st., New York City



I Get the Money!

J. A. McAVOY

Special Editions
Weekly Review Pages
Cartoon Books

Nat'l Exch. Bk. Bldg.
PROVIDENCE, R. I.

NEWSPAPER MEN WITH THE COLORS.

The service flag of the New York World, now displayed on the Pulitzer Building, tells of the seventy-five men gone from departments of the newspaper to serve their country on land and sea.

These men have entered many branches of the military service, with varying ranks, but all animated with one purpose, to serve well. The World is proud of them.

The New York Tribune "broke out" on the front of its building a service flag with thirty-seven stars. Each of these represents a man from one of its departments who is bearing arms, ashore or afloat, against Germany.

Thirty-five of the men are volunteers. The two others were drafted in the first call and waived all exemption.

A large percentage has commissions.

The Atlanta Journal's service flag shows fifty employees have gone to the war.

POLLARD-ALLING MFG. COMPANY

System and Machinery for

ADDRESSING

NEWSPAPERS

and

PERIODICALS

to

SUBSCRIBERS

From Thin Aluminum Plates.

Saves considerable money in operating costs and facilitates obtaining renewals at practically no cost for the addressing.

Write for particulars.

410-316 East 13d St. NEW YORK

CADE PRESIDENT IN MONTANA.

PRESS ASSOCIATION STARTS INQUIRY INTO PAPER SITUATION IN STATE.

At the annual convention of the Montana Press Association, held at Missoula, the school of journalism of Montana state university was authorized to act as the representative of the association in conducting an inquiry into the paper pulp situation in the state. The inquiry will be made with the cooperation of the United States forest service.

The association also voted to ask the state legislature to provide funds for a further equipment of the school of journalism.

George H. Cade of the Kalispell Times was elected president and Miles City was selected as the seat of the 1918 convention.

Other officers elected were: Joseph D. Seanlan, Miles City Star, first vice-president; A. L. Stone, State University, second vice-president; Joseph Whetsone, Glentana Reporter, third vice-president; E. C. Peterson, Great Falls, secretary; and H. B. Mitchell, Great Falls Tribune, treasurer.

BURLINGTON CHANGES.

The editorial and business staff of the Burlington (Vt.) Daily News has been reorganized, following the departure of Editor D. G. Babbitt for an army training camp and the retirement of Business Manager J. B. Taylor because of ill health.

The general management of the News is now in charge of John H. Lawton of Westfield, Mass., who has been connected with daily newspapers for sixteen years. The managing editor is Carl S. Upham, late of the Boston Journal.

WOMEN SELL BONDS.

Fourteen New York newspaper women sold Liberty Loan bonds Tuesday afternoon at the booths of the Women's Liberty Loan Committee in the hotels.

This was the opening of a campaign to rouse interest in the bonds among all classes of women, from those who read the woman's page to the political experts who hunt only for suffrage news.

A NARROW ESCAPE.

Charles Stoddart, Western manager for the Munsey publications, was severely bruised recently when his carriage, in which he and his wife were driving, was struck by an automobile truck.

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

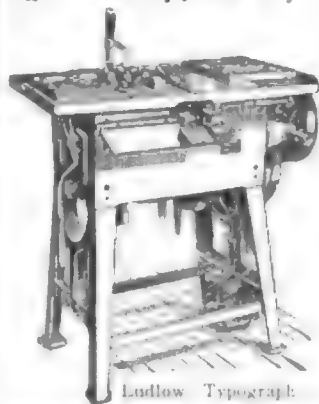
Manufactured by the
Nassau Smelting & Refining Works
600 West 89th Street NEW YORK

The RIGHT WAY to Set Display

ANY SYSTEM for display composition that necessitates the casting and storing of nearly one hundred times the amount of type actually needed, is *economically wrong*. The investment required for metal, storage equipment, and floor space is not only big, but is 95% non-productive.

The LUDLOW TYPOGRAPH offers the only system for display composition that is *economically right*. It supplies any quantity of display type when

you want it, and requires only the actual amount of metal which goes into the forms.



Ludlow Typograph

Know the Economical Advantages
of Ludlow Slug-Composed Display.
Send for Ludlow Literature.

Sole Selling Agents

**MERGENTHALER
LINOTYPE CO.**

Tribune Building, New York
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

TIMES MEN CELEBRATE.

Members of the classified advertising department of the New York Times celebrated the attainment of seven pages of classified advertisements in a single issue of the paper last Saturday night in the Times Building. There were songs and talks by the chief of the department, Harold L. Goldman, and by B. F. Butterworth, S. W. Meek, E. S. Friend, Arnold Sanchez and C. O. Johnson, a member of the National Army, who obtained a furlough from Camp Upton, Yaphank, in time to permit his arrival toward the close of the evening.

HEADS JEWISH PAPER.

Leo G. Wiedenthal, for many years a member of the editorial staff of the Cleveland Plain Dealer, has become editor of the Cleveland Jewish Independent. A banquet was tendered Wiedenthal by newspaper men, public officials and police department executives on the occasion of his change of position.

LEMMON IN NAVY.

Theodore B. Lemmon, son of Ben S. Lemmon, city editor of the Los Angeles Tribune, is now a gunner's mate in the Navy. The lad's mother is Mrs. Ione Griffith Lemmon, formerly a well-known Kansas City newspaper woman.

WILSON NAMES WOLLEY.

Robert Wickliffe Woolley, director of publicity for the first Liberty Loan, has been nominated by President Wilson as a member of the Interstate Commerce Commission.

NEWSMAN NOT PRIVILEGED.

E. E. Wolfe, a reporter for the Lincoln (Neb.) Star, has been ordered by Judge T. C. Munger of the Federal Court to answer questions before the Federal grand jury as to where he got the information contained in a newspaper article written by him charging that United States District Attorney T. S. Allen had released certain men held for expressions of disloyalty without orders from the government.

The judge ruled that newspaper men are not privileged to withhold the sources of their information from the court.

FREIE ZEITUNG CONTINUES.

The Newark (N. J.) Freie Zeitung whose second class mail privilege was revoked after its publishers, Benedict and Edwin S. Prieth, and several members of the staff were arrested on charges of publishing seditious matter, has announced that the ownership has been transferred to "a number of the staff who will have exclusive control."

The announcement states that the policy of the paper will be continued as laid down by its founder.

The Washington Publishing Company has been incorporated to take over the Freie Zeitung by James C. Nolan and Hans von Hundelshausen of Newark and George Shierholz of East Orange. The capital stock is stated to be \$100,000.

The Society of Weekly Newspaper & Periodical Proprietors has changed its name to the Weekly Newspaper & Periodical Proprietors' Association.

THE PHILADELPHIA BULLETIN ADVERTISING SERVICE.

During "International Window Display Week," October 8-13, a striking booklet was sent to a large list of retail stores in Philadelphia covering the various trades, such as grocers, druggists, cigar dealers, haberdashers, clothiers, etc., and also to all local Philadelphia advertisers, together with a letter regarding "National Newspapers Window Display Week."

The booklet contained a list of products advertised in the Bulletin. The suggestion was made to all of these retailers that they make window and store displays of newspaper advertised goods handled by them and it was pointed out to them that as practically every one of their customers is a reader of the Bulletin, they would naturally prefer to buy from their regular dealer goods which they saw advertised in the Bulletin.

Naturally the Bulletin played a big part in increasing the Philadelphia sales of nationally advertised products during the week.

In using the Evening Bulletin every day, national advertisers have the benefit of going into nearly every Philadelphia home, as is shown by Bulletin's sixth October circulation report to the Post Office statement—a net paid daily circulation of 363,115 copies.

MILWAUKEE PAPER BACK TO ORIGINAL PRICE.

The price of the daily Milwaukee Free Press went back to 1 cent per copy in Milwaukee and the suburbs on October 15, with the following explanation by the publishers.

"Some months ago the Free Press, in common with other newspapers of the country, was, because of the almost prohibitory price of print paper, forced to advance the street sale price of the publication to 2 cents a copy.

"Within the last week, with the supply of print paper again approaching the demand and with prices easier the publishers are enabled through the making of a favorable contract with the paper manufacturers, to offer the Free Press at the old and popular price of 1 cent.

"The Free Press gives the public the benefit of the reduced cost of print paper."

TRAXLER JOINS NEWSPAPER.

Joseph Traxler has joined the service staff of the St. Louis Globe Democrat as advertising counsel. He was formerly a general advertising agent in Cincinnati and was recently in the St. Louis agency field.

J. M. HUBER

Manufacturer of
Black and Colored
News Inks

Main Office: 65-67 W. Houston Street
NEW YORK CITY

Color, Varnish & Ink Factories
BROOKLYN, N. Y.
Carbon Black Works, DOLA, W. VA.

SERVICE BRANCHES
Boston, Baltimore, Chicago, Omaha,
Cincinnati, Los Angeles, St. Louis,
Philadelphia, San Francisco.

BUSINESS OPPORTUNITIES.

\$10,000

Available for first payment on an evening newspaper property. Tennessee and North Carolina locations preferred. Proposition P. V.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Easy Money

Only paper in modern Central West city of nearly 20,000, splendidly equipped and showing annual profit to owners of about \$30,000. Three-fifths interest offered or \$75,000. Ask for Proposition 683a and give financial references.

Who wants to take advantage of a real newspaper opportunity in North Carolina, valued at \$20,000? Proposition 683a.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

Newspaper Men and Printers!

You cannot afford to be without these important Publications just off the press and copyrighted. Save your money. And you are making more than you ever made before.

"EFFICIENCY IN THE OPERATION OF NEWSPAPERS AND THE PRINTING BUSINESS—HOW TO MODERNIZE." By Publicity Manager Western Efficiency Society, Chicago. "150 IDEAS FOR SIDELINES FOR NEWSPAPERS AND PRINTSHOPS." 16 pages. 4x9, jammed full of money-making suggestions.

"OVER 500 LOCAL EDITORIAL AND NEWS FEATURE SUBJECTS OR NEWSPAPERS." We think for you.

You take no chances on any one of these excellent propositions. \$1 each, postpaid.

Dept. B) EUREKA SERVICE.
P. O. Box 318, Chicago, Illinois.

Job Plant For Sale.

FOR SALE—Fully equipped Job Plant and Bindery, now connected with daily paper in capital city. Desire to separate. Will sell for \$10,000, this includes several state contracts, \$5,000 cash, balance on time. Three Meble presses, model 5, 4 Chandler Price jobbers, ruling machine, power paper cutter, stapling and stitching machines, binder and hundreds of fonts of type. This is the biggest snap on the market today. For particulars address Carl, care The Fourth State.

Great Britain Agrees to 3-Cent Postage Rate.

Great Britain has agreed to a modification of the postal treaty which fixed a 2 cent letter rate from the United States so as to increase it to 3 cents for practically all foreign letters now taking the 2 cent stamp. That will bring a large quantity of foreign mail into a class where the United States may collect the additional 1 cent letter tax imposed by the war revenue bill.

The 3 cent rate also will apply to the Bahamas, Canada, Cuba, Barbadoes, British Guiana, British Honduras, Dominican Republic, Dutch West Indies, Iceland, Ireland, Wales, Scotland, Newfoundland, Mexico, Newfoundland, New Zealand and Panama.

The new rate becomes effective November 2.

BUSINESS OPPORTUNITIES.

Daily Newspapers

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

AUREY HARWELL HENRY F. CANNON

Harwell & Cannon
Newspaper and Magazine Properties
Times Building NEW YORK

EXPERT IN NEWSPAPER Publishing Methods**ADVERTISING MECHANICAL CIRCULATION DEPARTMENTS**

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor Advertising News.

CHAS. S. PATTESON
Prince George Hotel, N. Y. City

FOR SALE—Whole or half interest in California morning paper that is making over 10 per cent on money invested, with limitless field; a going concern, with almost new plant, complete in every detail; located in a city that has doubled population in past six years, a city that is growing faster than any town on Pacific coast. Beautiful city of homes, no saloons; a great citrus shipping point, also magazine industry's output \$10,000 daily. If interest is sold, business management goes with it; must be a young man trained in the business end, a developer of business. Address California, care The Fourth Estate.

Afternoon Daily For Sale

For Sale at Big Sacrifice—Afternoon daily in small and very attractive Eastern city. Own building, modern equipment. Owner has other interests. Represents \$80,000 investment. Control to reliable party with reasonable amount cash; balance on terms or suitably endorsed notes. Address Box 907, care The Fourth Estate.

I want to buy a good afternoon newspaper in a live town of 10,000 up. Don't reply unless you have something worth while as I know what a good opportunity is. Price must be right. Address Box 906, care The Fourth Estate.

PRIETH WANTS OFFICE.

Among the citizens of Newark, N. J., who have signified their intention to become candidates for Commissionerships under the commission form of government recently adopted by the voters is Benedict Prieth, one of the owners of the New Jersey Freie Zeitung, which was raided and denied the use of the mails for alleged seditious and treasonable utterances. Mr. Prieth has taken out a nomination petition.

Mr. Prieth and his brother, Edwin, announced on October 15 that they had turned over the Freie Zeitung to their employees to run on a profit-sharing basis.

The Forbes (N. D.) Republican has been sold to a group of farmers.

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at \$6,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE, Model 1, Serial No. 8011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

FOR SALE cheap, one Goss, two Platen steam table with boiler. Extension table, turtles and chassis. Minneapolis Freie Presse Herald, 207 Sixth St., So., Minneapolis, Minn.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

STEREOTYPE FLAT SHAVER. For Sale—A stereotype flat shaver in good condition. Address for price and description, The Wichita Eagle, Wichita, Kan.

Do your own typesetting. Get a No. 5 Model LINOTYPE as good as new, for less than half price. Address Box 903, care The Fourth Estate.

A few first-class No. 5 Model LINOTYPES, as good as new, at a sacrifice. Address Box 902, care The Fourth Estate.

WEDDING BELLS.

Louis Raymond Reid, associate editor of the New York Dramatic Mirror, has been married to Miss Helen Scott Dickey of New York.

Titus James Platt an employee of the Little Falls (Minn.) Transcript, and Miss Agnes Marie Billstein of that city were married on October 9.

Morris P. Schaffer, who used to be business manager of the Columbia University Spectator and since then has been active in the field of college publications, was married in New York on October 15 to Miss Pauline Mendlowitch.

Miss Amy R. Reick, elder daughter of William C. Reick of the New York Sun, will be married today at Seabright, N. J., to Chandler Bates.

John Kendrick Bangs, Jr., son of the well known writer of that name, will be married soon to Miss Katherine McFadon of Chicago. The young man is a lieutenant in the quartermaster's corps at Camp Custer, Battle Creek, Mich.

LeRoy Bader, editor of the Alta (Ia.) Advertiser, and Miss Jean Richards were married in Council Bluffs on October 10.

N. B. Klaine, former editor of the Atchison (Kan.) Globe, and Miss Mary Earns of Tulsa, Okla., were recently married.

WINDOW DISPLAY WINNER.

The silver trophy cup, offered by the Milwaukee (Wis.) Germania-Herald for the best city window display of nationally newspaper advertised food products, was awarded to the Boston Department Store, of that city. Honorable mention for fine window displays was accorded the Triangle Grocery and A. E. Gesch.

HELP WANTED.

A weekly that thoroughly covers Latin-America offers an exceptional opportunity to either a special representative or advertising manager to take hold of a rich field and cultivate it for the benefit of all concerned. Address Spanish Weekly, Box 898, care The Fourth Estate.

WANTED—Managing editor for afternoon daily in town of 6,000; only papers equipped with three Linotypes and Goss press. Must be able to write heads, edit and rewrite wire matter and write some local matter. Write or wire Sturgis Daily Journal, Sturgis, Mich.

Managing Editor Wanted.

A leading New York City daily has a vacancy for a managing editor that can hold his own with the best in the country. Address in confidence, Managing Editor, Box 897, care The Fourth Estate.

SUBSCRIPTION MANAGER WANTED
If you would like the job of systematically working to enlarge the subscription list of a well-known New York trade paper, you're the man we would like to get in touch with. Address Trade Paper, care The Fourth Estate, New York.

Promotion and Service Department Manager

wanted by a New York City daily. A man who can write and attractively arrange good copy for trade papers and general publicity. Address Promotion, Box 896, care The Fourth Estate.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Agency, Youngstown, Ohio.

Bodoni Type

Is one of the most legible and beautiful of modern type faces.

As an up-to-date, modern trade paper serving its readers with the best

THE IMPROVEMENT BULLETIN

MINNEAPOLIS, MINN.

is set in Bodoni. Not jobbed out, but set in its own composing room, the paper is thus able to avoid mistakes in its building news which makes it valuable to the architects, contractors and dealers of the Northwest.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

POLLOCK'S NEWS

You can reach 3,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 30,000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTION General Offices, 372 Fourth Avenue, NEW YORK

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS. YARD'S NEWS BUREAU 184 W. Washington Street, CHICAGO

HELP WANTED

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising, and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange
Third National Bank Building
SPRINGFIELD, MASS.

ADVERTISING
MANAGER
WANTED.

Important New York City daily wants a live advertising manager who can do things. Send full particulars to Advertising Manager, Box 898, care The Fourth Estate.

COPY WRITER WANTED

Leading daily newspaper has an opening for an experienced man capable of preparing copy for trade papers, etc. Address, Copy Writer, care The Fourth Estate.

A quarterly devoted to golf and hotels has a fine opening for an advertising man to take charge on a liberal basis. All income over cost to produce will be the return. Address Magazine, Box 898, care The Fourth Estate.

Ad Solicitor Wanted

Wanted—An Advertising Solicitor who can and will get advertising. The Billboard, the leader of the weekly theatrical papers and boasting by far the largest circulation, wants a man with pep, energy and perseverance. Excellent proposition to the right party. Address The Billboard Publishing Company, 1466 Broadway, New York.

WANTED—Name and address of managing editor experienced in some Southern city of more than 60,000 population who is ready to make change within 60 days. Prefer to get in touch with one who is good rewrite man and acquainted with afternoon newspaper work. Address Attorney, Box 901, care The Fourth Estate.

Contest Man Wanted

Steady employment for high-class, experienced contest man who understands outside work. Must be a real producer. State experience and last employer. Papers employed on. Salary and commission. Address Box J. P. M., care The Fourth Estate.

NO CHANGE OF VENUE.

In the Palm Beach County Court Judge Rufus Robbins has refused to grant a change of venue for the trial of S. Bobo Dean, editor of the Miami (Fla.) Metropolis, who was recently indicted for alleged criminal libel because of editorial criticisms of the action of Judge Elza B. Donnell of the Circuit Court in having declared unconstitutional a state law prescribing the method of presenting liquor license petitions.

NEW CHICAGO DAILY.

The Jewish Labor World, established in Chicago on October 14, is a new morning paper. Morris Se-kind is manager.

The Chicago Examiner, which has been foremost in attempting to ferret out automobile thievery recently, has lost a car at the hands of the handed crooks.

SITUATIONS WANTED.

To Newspaper Owners!

Is your newspaper the leader in its field?

Advertising and circulation up-to-the-limit?

Paying you a good liberal profit? Not! Then it's in a rut and needs rejuvenating.

You need outside help.

I am a retired newspaper man with many years of varied and successful experience along the right lines and know how to put your property on a paying basis. Can make your paper the leader in its field and pay expenses out of increased business. Have doubled the income of many prosperous papers; put many a lagging on the road to success and saved some bad propositions from the shambles. Can do as much or more for you.

Bring character, ability, experience and all around newspaper knowledge to bear.

A week's consultation, investigation and advice costs but a small amount and will be worth all and more than it costs; a month's demonstration will pay for itself; three or six months' good work will accomplish wonders with a lasting effect.

Have an open date now—do you want it?

For terms, address Box U. V., care The Fourth Estate.

Wanted—Situation as managing or city editor. Now managing editor of Eastern daily of 30,000 circulation. Experience in East, middle West and Pacific coast. In early thirties, married, reliable, healthy, progressive but sane. Not a job hunter but an opportunity seeker. Salary required depends on relative local cost of living, but nothing less than \$50 a week at start considered. Address Box 889, care The Fourth Estate.

Circulation Manager formerly connected with Eastern Daily and for the last 8 years Promotion Manager with the largest daily in the West, desires position in Eastern field. Pay me a living salary until I can show results; I am no rolling stone; want to get back in God's country. Box 890, care The Fourth Estate.

Circulation Manager

DESIRES GOOD OPENING; 35 YEARS OF AGE; 15 YEARS CIRCULATION EXPERIENCE ON WELL-KNOWN AND HIGH-CLASS NEW YORK CITY AND WESTERN PAPERS; EFFICIENT IN OFFICE ROUTINE AND PROMOTION WORK. REFERENCES THE VERY BEST. ADDRESS BOX 900, CARE THE FOURTH ESTATE.

Experienced man wants advertising, business or entire management of small city daily in live community or circulation management metropolitan field. Thorough knowledge all phases business end, personal habits guarantee reliability. Located Pacific Coast; prefer remain; go elsewhere if advantageous. Address H. C. A., care The Fourth Estate.

Position wanted by circulation manager with years of experience; can furnish best of references; now employed. Address Box 899, care The Fourth Estate.

Wide awake Advertising or Business Manager on daily desires change; now employed; All references. For details or interview, address Box 889, care The Fourth Estate.

MORE A.P. SERVICE.

The Grand Forks (N. D.) Herald, which holds a morning Associated Press membership, has just secured an afternoon service also.

SITUATIONS WANTED.

Small City Daily Management Wanted

Business Manager. I am seeking the management of a small city daily. Am now holding important position in metropolitan field and have "made good" as small town manager. Exceptional record as a business builder in advertising and circulation with an A No. 1 record in efficiency and detail work. Preference for proposition demanding careful, economical development. Address Box 906, care The Fourth Estate.

Want a man on your paper who is capable of making your news organization the peer in its field? Will accept a managing editorship, or its equivalent, in a good city to live in and for a paper which is willing to pay what I am worth. I am thirty, married and want to settle down and establish a permanent home. Address Box 887, care The Fourth Estate.

Position on copy desk

in city of more than 50,000 on evening paper. Five years' experience; references. Address C. M., care The Fourth Estate.

Practical, experienced newspaper man, now employed, desires change. Two years present place. Absolutely sober, always on job. Best references if required. Desk or reporting. Twenty-five years in harness. Consider nothing under \$3. C. F. Drake, editor Daily Telegraph, Sharon, Pa., No. 26 Columbia ave.

Wanted—Position as Advertising Manager on a first class paper. Know the mechanical end from galley boy to foreman. Best of references. Address Box 894, care The Fourth Estate.

MR. PUBLISHER
OR
BUSINESS MANAGER.

Do you want an experienced advertising man to take charge of your advertising department. Over 40 years of age, well known by publishers and thoroughly understands how to get contracts, pages, stunts, classified ads; know how to handle men and get the business. Must have a good salary, but will earn it and then some. For quick action write H. Y. W., care The Fourth Estate.

SITUATIONS WANTED.

Is my 15 years' general business experience of value to a progressive advertising agency or to a mercantile concern needing an

Advertising Manager or Assistant?

If so, I am ready for the job! Graduate of eastern college, 38 years old, married, good health, have made good in business in Middle West, and am ready to get busy and show what I can do for a concern that will give me a real opportunity. Address Box 905, care The Fourth Estate.

NEWSPAPER MAN: Having disposed of my newspaper plant a year ago, I desire to engage as manager or superintendent of daily or large weekly newspaper. Thoroughly capable of handling any or all departments. Age 35 and married. Arthur J. Towner, Avoca, N.Y.

Live, energetic newspaper man, experienced city-country, wants position as business-advertising manager. Daily or weekly. Can take publishers' place. At liberty October 29. Good salary or salary and profit sharing. A real mixer and "live wire." Address Box 910, care The Fourth Estate.

Promotion and Service Man

now employed, 30 years' newspaper experience, aged 43, desires change. Have assisted in purchasing, handled classified department and promotion and service work; excellent credentials; salary must exceed \$30 a week. Address Box 904, care The Fourth Estate.

If your newspaper property does not pay as it should consult a specialist who can put something over to your advantage. Address Box U, care The Fourth Estate.

Foreman Composing Room, now employed, wants position on metropolitan paper, morning or afternoon; married; age 33; good executive; one who has made a thorough study of the composing room and can obtain high-class results at least possible expense. Address Box 900, care The Fourth Estate.

HEMSTREET
PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

**We can Increase Your Business.
You want it Increased, don't you?**

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

NEWS OF THE AD AGENCIES.

Richard A. Foley was elected first vice-president of the Poor Richard Club of Philadelphia at the recent annual election. The club's publicity committee omitted mention of this name in its report.

The advertising offices of Williams & Cunningham, Malters Building, Chicago, have been refitted and rearranged.

The Johnstone Advertising & Sales Service of Rochester, N. Y., has been incorporated by F. W. Clements, C. W. Waller and Carrie C. Clements. The capital stock is \$1,000.

Clarence S. Andress, formerly manager of the Saturday Evening Post's New York office, has become vice-president of the advertising agency of W. A. Patterson Company, Inc., New York.

Arthur W. Thompson has become connected with the Dooley Brennan Company, Chicago. He was formerly with N. W. Ayer & Son and the George Batten Company and more recently with Carl M. Green Company, Detroit.

The Hill Advertising Agency of New York has been incorporated with \$10,000 capital stock by P. Reed, H. S. and L. Sternberg.

Albert Frank & Co., of New York, are deserving of the highest compliments on the splendid presentation of the War Income Tax given in the October number of "The Frank Fidelity," the agency's house organ.

Upon the departure of Major Arthur C. Rogers to take his command at the ordnance headquarters, Second Division, U. S. A., the advertising agency conducted under his name has been incorporated as the Rogers-Brett-Baker Company.

Allen Brett and William Baker have become, respectively, vice-president and secretary of the corporation of which Major Rogers is president.

Carl E. Shumway, of the Franklin P. Shumway Company, has left for Akron, Ohio, to serve as a government aviator. Mr. Shumway's associates presented him with a radium dial wrist watch.

Joseph A. Richards, of the Joseph A. Richards Company, Inc., who has made an extensive study of life insurance advertising in connection with the Phoenix Mutual Life Insurance Company, has been called to Washington by Secretary McAdoo to

First in Display Advertising

In September The New York Times published 936,380 lines of display advertising, a gain of 163,002 lines compared with September, 1916, a greater gain by over 60,000 lines, and a greater volume by 364,000 lines than the next New York newspaper.

Average net paid circulation, daily and Sunday, exceeds 357,000 copies among the most intelligent and responsive purchasers in the world.

suggest plans for advertising the new Soldiers and Sailors Insurance Bill.

The Irwin Jordan Rose Advertising Agency has moved from 39 West 32d Street to 116 West 32d street, New York.

L. J. Griffith, formerly with the Sherman & Bryan Agency, New York, has enlisted in the radio service of the Navy.

The Buffalo (N. Y.) Advertising Service has changed its name to the Buffalo Letter Service.

Paul C. Hessler, formerly vice-president of the R. C. Maxwell Company, has engaged in the advertising business for himself in Wilmington, Del., under the name of Hessler, Inc. H. V. Bowlby, former treasurer of the Maxwell Company, is associated with Mr. Hessler. They will specialize in outdoor advertising.

The H. K. McCann Company, New York, has appointed H. L. Palmer to the position of general manager, succeeding George Murnane, who has been elected vice-president.

The Robert Hamilton Corporation of New York has elected William R. Robinson president.

H. E. Chappelow, the St. Louis advertising agent, has been elected a director of the Dorris Motor Car Company of St. Louis.

J. E. Sweet, formerly with the Dayton Electric Laboratories Company, is now on the staff of the Geyer-Dayton Advertising Company, Dayton, Ohio.

The J. R. Hamilton Agency of Chicago has been enlarged by the admission of Leroy A. King to partnership.

SPECIAL AGENCY CHANGES.

Portsmouth (Va.) Star (national representation)—from S. C. Beck with Special Agency to Bryant, Griffith & Fredricks, New York, Boston and Chicago.

Durham (N. C.) Sun (national representation)—from the Mac Quoid-Miller Agency to Bryant, Griffith & Fredricks, New York, Boston and Chicago.

TEACHING ADVERTISING.

A. G. Newmyer, business manager of the New Orleans Item; S. O. Landry of the Chambers Advertising Agency; and Paul Renshaw of the D. H. Holmes Company are associated in conducting the advertising class in the College of Commerce and Business Administration of Tulane University, New Orleans. The first meeting was held October 1 and the course will cover thirty-two weeks, the class meeting weekly every Monday evening. The Advertising Club of New Orleans is also behind the advertising class.

Nowland-Garretson, Inc., is the name of a new organization, with offices in Philadelphia, New York and Boston, formed to specialize in grocery trade promotion. The founders are George Nowland, for many years sales and advertising manager for Fels & Co., Philadelphia, and Bradley Garretson, long connected with The Postum Company.

AD FOLKS' NEWS.

William H. Corcoran, for five years advertising manager of the M. O'Neil Company, Akron, O., has been promoted to the office of merchandise manager.

Mr. Corcoran has been with the M. O'Neil Company for eight years in



WILLIAM H. CORCORAN.

executive positions, going there from Auburn, N. Y., his native city, where he first engaged in retail merchandising. He is vice-president of the



H. PARKER LOWELL.

Akron Adcraft Club, president of the Holy Cross Alumni Association of Northern Ohio, and Grand Knight of Akron Council, 547, Knights of Columbus.

His successor as advertising manager, H. Parker Lowell, was a mem-

ber of the copy staff maintained at the B. F. Goodrich factories at Akron by the William H. Rankin Company of Chicago.

Mr. Lowell began his newspaper career on the Des Moines (Ia.) Register after being graduated from Northwestern University in 1910 and later served in the editorial departments of the Waterloo (Ia.) Courier and the Chicago Examiner and was associate editor of the Corn Belt Farmer, Waterloo, Ia. He is a member of the Sons of Veterans, Sons of the American Revolution and a Mason.

A joint arrangement between the Detroit Board of Commerce and the Detroit Ad Club will in the future permit young men under the age of twenty-eight to become members of these organizations upon payment of \$10 to the Board of Commerce and \$5 to the Ad Club, making the cost \$15 for the first year instead of \$55 under the old plan.

This offer will probably result in the formation of a Junior Ad Club in Detroit.

E. P. Perrine of the Equitable Life Assurance Society, Denver, Colo., has been elected chairman of the program committee of the Denver Advertising Club bureau, succeeding A. Paul Porter. He will direct the work of arranging a series of interesting Tuesday noon events for the season.

The Chicago Advertising Association has decided to initiate a sales manager unit, this being one of the policies outlined by President C. H. Burlingame and his new associate officers.

W. G. Watrous, formerly in the copy department of Williams & Cun-

TO MANUFACTURERS:

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY
GENERAL ADVERTISING.
Makers of Commercial Booklets.
456 4th Av. (31st St.) NEW YORK

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
10 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
88 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.
Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



nyingham, Chicago, has been made advertising sales manager for Thomas E. L. Wilson Company.

Stanley Twist, who was formerly advertising manager of the Smith Loan & Truck Company, has been made advertising manager of the Redden Motor Truck Company, Inc., Chicago.

At a recent luncheon of the Associated Motion Picture Advertisers, Inc., James Quirk, publisher of the Photo Play Magazine, and Judge William I. Ransom, Union candidate for District Attorney of New York, were speakers.

President Arthur James called attention to the fact that the use of superlatives in motion picture advertising, especially by the representative companies of the industry, was fast being discarded and predicted that the time is not far distant when they will be discarded altogether.

As a result of the discussion on dishonesty in advertising, as well as at the request of the board of review, Victor Johnson was appointed a committee of one to confer with the members of the board of review and with the vigilance committee of the Associated Advertising Clubs of the World with the idea of inaugurating an active campaign to stamp out dishonest advertising even to the extent of bringing criminal prosecutions when advisable under the law.

It was decided to hold a breakfast dinner on November 8, which is to be the first of the monthly breakfast dinners to be held by the association during the winter months.

A. T. Harfela, formerly with the American Woolen Company, is now connected with Charles Chipman's Sons Company, Inc., New York, as advertising manager.

James Inrie, for some time editor of Economic Advertising, published by Norris-Patterson, Ltd., Toronto, has been made advertising manager of R. S. Williams & Sons, Ltd., musical instrument house, Toronto. He is succeeded as editor of Economic Advertising by William Colgate, formerly with Gagnier Advertising Service, Toronto.

At a recent meeting of the Advertising Film Producers Association it was voted to call a special meeting in the Statler Hotel, Detroit, Mich., on October 26, 1917.

"Be individual, be persistent and let everything you undertake carry with it a goodly portion of common sense," was the message brought to the Advertising Club of Baltimore by Bert Moses of New York at last week's luncheon.

The club heard an appeal on behalf of the library fund for Camp Meade, and it was decided that members desiring to contribute to it might enroll after the luncheon, although the club refrained from taking any official action.

Ralph Gibson, who was connected with the Illinois Pure Aluminum Company, Lamont, Ill., as sales and advertising manager, has joined the mail-order advertising staff of the T. L. Olson Company, Ltd., Toronto, Ont.

At its first dinner this season the Winona (Minn.) Advertising Club heard Irving S. Paul of the Jones &

Kroeger Company discuss the building up of home trade "by cooperation between home merchants in meeting the wants of customers."

H. Tyler Kay, advertising manager of the National Radiator Company, Johnstown, Pa., has been called to the National Army and has gone to Camp Lee, Petersburg, Va.

R. E. Warden, general manager of sales, has taken the advertising management for the present.

Arnold A. Sheuerman has been elected vice president of the Hyle (Mont.) Ad Club in the place of John A. Brophy, who has entered an officers training camp. Colonel E. Marshall Taylor is the new secretary of the club, succeeding H. T. Snyder.

Another member of the Chicago Junior Advertising Association to go "up the ladder" is Henry J. Stephens, the new assistant manager of domestic advertising for the J. Rowland Kay Company of Chicago, an international advertising agency with a London branch.

Stephens was formerly with the advertising department of the Smith Motor Truck Corporation. He was educated in the Chicago schools and is now attending the Northwestern University Commerce School.

Members of the New York Advertising Club were addressed at luncheon on Tuesday by the noted William Jennings Bryan. He was in his best form with the advertisers, and kept the room in a roar before he finally got down to the business of suffrage.

"Mr. Bryan," said Llewellyn E. Pratt, chairman of the dinner, in introducing the speaker, "there are men in this room who have voted for you three times, and there are men here who have burned red fire three times in celebration of your defeat."

"Mr. Chairman," retorted Mr. Bryan, "it would be impossible to find an audience in New York that did not contain at least those last mentioned."

Mayor Mitchel was a speaker before the club on October 17, discussing issues of his campaign for reelection.

On Thursday, C. C. Martin of the National Paper and Type Company delivered a talk before the Export Division on "The Use of the House Organ in South America."

B. B. Greenburg, formerly in the advertising department of the American Tobacco Company, has been appointed advertising and service manager at the Detroit Universal exchange a newly created position for the purpose of aiding Michigan exhibitors to procure better publicity.

K. P. Drysdale, who has been in charge of the advertising for the Cadillac Motor Company for twelve years, is now director of sales promotion for the Cleveland (Ohio) Tractor Company.

The forty United States Senators and Congressmen who will soon cross the continent on a trip to the Hawaiian Islands as the guests of the Legislature of Hawaii, will be the guests of honor of the San Francisco Ad Club at its weekly luncheon on October 31.

The members have unanimously decided to make their future luncheons

meatless ones. Fish will be substituted for meat.

Frank A. Kapp has been appointed advertising manager for the Mitchell Motors Company at Racine, Wis. He was formerly with the advertising department of the Willis Overland Company at Toledo. As advertising manager for the Mitchell Company, Mr. Kapp will have charge of distributing the million-dollar annual appropriation for the company's advertising, most of which is placed through the Lord & Thomas Agency in Chicago.

President Sidney S. Wilson of the Cleveland Advertising Club addressed a meeting of the Kent (Ohio) City Club, on October 12.

Bayard S. Scotland, for the last six years with the Cleveland Macaroni Company, will terminate his connection with that company as vice-president and director of sales and advertising on December 31, 1917.

Charles Edward Russell, journalist and member of the United States Commission to Russia, was the speaker at the noon meeting of the Cleveland Advertising Club on October 17.

The speakers' division of the club resumed its season's sessions on October 18.

J. R. Hamilton, who created the idea of extensively advertising the Chicago Opera Company by offering season tickets through page ads in all the Chicago newspapers, reports that early results have been extremely encouraging.

The Western Advertising Golfers' Association wound up its season last week in Chicago with a final session at the Lamour Country Club. The president's cup, donated by Paul H. Faust of Mallory, Mitchell & Faust was won by T. T. Kester. The Rankin cup, offered by William H. Rankin was won by Ray G. Maxwell.

The League of Advertising Women of New York City held its first program meeting of the season on October 17 and it was a huge success. About seventy-five men and women prominent in the advertising field attended.

T. H. Moore, associate director of the Bureau of Advertising of the American Newspaper Publishers' Association, described the interesting work of the bureau in introducing national newspaper advertising to the manufacturer who has a salable, advertisable product.

Norwood Weaver, who is connected with the Commercial Research Division of the Curtis Publishing Company, spoke on the constructive development work done by the Curtis Publishing Company in helping magazine advertisers grow from steps to strides and showed interesting charts.

F. Wilson-Lawson, sales manager of the Welch Grape Juice Company and associate director of the United States Food Administration, related facts in regard to Uncle Sam's economy campaigns. Mr. Lawson urged that jams replace butter; that lamb and veal be eliminated entirely from diets and that all luxuries be tabooed. He said that the real economy campaigns are going to be waged by those taking into consideration war's aftermath.

Mr. Wolfe of Scott & Scott des-

cribed the possibilities for advertising in the navy publications, the returns from same, as well as the possible field for army papers.

Harold P. Sorenson, an advertising selector who disappeared recently, is alleged to have left a shortage of several thousands in the accounts of the National Industrial Publishing Company, 130 North Fifth Avenue, Chicago, of which he was president. Warrants have been issued for his arrest.

B. H. Badanes has been made advertising manager of the Liggett's Roken-Hegeman Drug Stores, succeeding N. Mitchell, who is now superintendent of display. The offices of Messrs. Badanes and Mitchell are in New York.

D. Webb Brown will direct the advertising of the newly combined Republic Rubber Company of Youngstown, Ohio, and the Knight Tire & Rubber Company of Canton, Ohio. Herebefore he has had charge of the Republic Company's advertising. The combination will operate under the Republic name.

A NEBRASKA COMBINATION.

The Loup City (Neb.) Northwestern, just sold to C. F. Reushausen, will be merged with the Loup City Times.

TOPEKA'S MEET

The Topeka (Kan.) Press Club held its first meeting and dinner of the season on October 7. Officers of the Topeka Chamber of Commerce were guests.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24
On Time All the Time

POWERS PHOTO-ENGRAVING
COMPANY
154 Nassau Street, NEW YORK
Telephone 4200 Beekman

Good Work
Prompt Service
Fair Prices

They tell the story of our 23 years of successful service.
And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO
ENGRAVING CO.

251-253 William Street, NEW YORK
Phone, Worth 1657-8

STANLEY PROCESS
quality not
up to down
male price
TYPE
METAL.

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 32d Street, NEW YORK

THE PITTSBURGH PRESS

HAS
THE
Largest
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURGH

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

PAPER POSTAGE AND THE A.B.C.

(Continued from Fourth Page)
tentative plan outlined is to bring
forcibly to the attention of Congress-
sional candidates, as well as to pres-
ent members of Congress, the views
and claims of the newspapers on the
question.

Such a campaign of preparedness, it
was intimated, would do a great deal
to secure a more favorable bit of
legislation next winter.

The publishers were explicit in their
statements that the press has no de-
sire to escape its war responsibilities,
but they were equally explicit in their
determination to avoid, if possible, the
payment of postage that should be
chucked up against the magazines, the
real reason for any postal deficit.

No formal action was taken on the
postage situation, other than a tacit
agreement that the publishers of the
Inland Association should co-operate
with smaller state, and even county,
associations in presenting their claim
before aspiring candidates for Con-
gress as well as before present mem-
bers of that body. Meetings will be
called soon in each Congressional dis-
trict in the territory covered by the
association and the matter will be
threshed out more at length in these
neighborhood gatherings of publishers.
James Schermerhorn of the Detroit
Times delivered an address upon the
attitude of the press toward the war.
The Detroit publisher was a boyhood
friend of General "Black Jack" Per-
shing, and expressed the conviction
that the traits of leadership evinced
by Pershing as a boy would lead the
American troops to glorious victory
abroad.

AGAINST THE A.B.C.

A recent referendum submitted by
the Audit Bureau of Circulations was
the topic for considerable discussion
not without acridity. The referendum
relates to a proposed revision of the
A.B.C. by-laws that no publisher
shall be permitted to use any part of
an A.B.C. report in his paper with-
out using the entire report, it being

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Open Door to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending October 1, 1917,
showing net paid circulation.

33,924

Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN.

the A.B.C. viewpoint that a favor-
able excerpt from a report might be
published in interested newspapers to
the possible detriment of other news-
papers or to the detriment of the
A.B.C. itself. The association was
practically unanimous in its objection
to the proposed change.

The details of the discussion of the
Welsh process of de-linking news print
are given in another column.

Brief talks were made by A. L. Mil-
ler of the Battle Creek Enquirer and
H. T. Peterson of the Rockford Re-
public regarding the effect of the
army cantonment activities upon the
advertising situation in the affected
towns.

THOSE PRESENT.

Those present at the meeting, which
was preceded by luncheon at the La
Salle Hotel were:

E. P. Adler, Davenport (Iowa) Times,
president; Will V. Tufford, Clinton,
Iowa, secretary; E. L. Sparks, Hannibal
(Mo.) Courier-Post; Urey Woodson,
Owensboro (Ky.) Messenger; F. T. Mc-
Ginn, Crawfordsville (Ind.) Journal;
Samuel E. Boys, Plymouth (Ind.) Re-
publican; H. H. Bliss, Jamesville (Wis.)
Gazette;

Frank H. Burgess, LaCrosse (Wis.)
Leader-Press; Emory A. Odell, Monroe
(Wis.) Times; J. L. Sturtevant, Wausau
(Wis.) Record-Herald; A. L. Miller, Bat-
tle Creek (Mich.) News and Enquirer;
Milo W. Whittaker, Jackson (Mich.) Pa-
triot; Charles N. Halsted, Lansing
(Mich.) State Journal;

George T. Campbell, Orono (Mich.)
Avenue-Press; E. J. Ottaway, Port Huron
(Mich.) Times Herald; J. L. Miller,
Ondara Rapids (Ia.) Gazette, Frank D.
Thorop, Davenport (Ia.) Democrat; C. A.
Roberts, Fort Dodge (Iowa) Messengers;
S. E. Carroll, Iowa City (Ia.) Press;
James F. Powell, Ottumwa (Ia.) Courier;
O. Elder, Washington (Ia.) Journal; A.
W. Peterson, Waterloo (Ia.) Courier;
I. K. Groom, Aurora (Ill.) Beacon; M. S.
Shaw, Dixon (Ill.) Telegraph; Frank P.
Hanshn, Elgin (Ill.) Courier; D. R.
Breed, Freeport (Ill.) Journal Standard;
John Sundine, Moline (Ill.) Dispatch;
Edgar E. Bartlett, Rockford (Ill.) Ga-
zette; D. W. Grandon, Sterling (Ill.)
Gazette; J. W. Bonnell, Streator (Ill.)
Free Press; A. T. Burrows, Urbana
(Ill.) Courier; A. T. Kettle, Kalamazoo
(Mich.) Gazette;

A. B. Turnbull, Green Bay (Wis.)
Press-Gazette; H. F. Kendall, Mattoon
(Ill.) Journal Gazette; George T. Gray,
Springfield (Ill.) State Register; Charles
I. Robb, Michigan City (Ind.) News-
James Schermerhorn, Detroit Times; H.
T. Peterson, Rockford (Ill.) Republic;
Lyman F. Black, Elgin (Ill.) News.

PAPER BUYS BONDS.

The Richmond (Va.) Times-Dis-
patch has invested \$50,000 in Liberty
Bonds.

BOSTON POST

CIRCULATION SEPTEMBER, 1917
"NO RETURNS"

The Daily Post 516,346
The Sunday Post 345,997

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid For Every
Guaranteed Issue



GEORGE A. McLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

ASSOCIATED PRESS NOTES.

H. L. Renick, formerly of the Chi-
cago editorial staff, is now serving
as assistant correspondent at Petrog-
rad, Russia.

Paul Cowles, superintendent of the
central division, has returned from
San Francisco where he went to meet
his daughter, the widow of Lieutenant
Marcus who was killed in a naval ex-
plosion at Cavite, P. I., recently.

Thornton L. Smith, night city edi-
tor in the Chicago office, is suffering
from an attack of gastritis and has
gone to his home in Racine for a
period of rest and dieting.

W. W. Casteel of the Chicago local
staff will leave next week to become
managing editor of the Mitchell (S.
D.) Republican. Casteel is from the
Northwest and is well known in his
new field.

Ray Wiker of the Chicago editorial
staff has been appointed correspondent
at Green Bay, Wis., succeeding Horace
Clarke who has been transferred to
the Chicago office.

J. B. Nelson, correspondent at
Seattle, Wash., since 1909, died last
week at his home after a long illness
from anemia. He had been identified
with the Associated Press for many
years in the Chicago, New York and
Kansas City offices before going to
Seattle. He was fifty-one years old.

The work at Seattle is being han-
dled temporarily by S. M. Hawkins,
formerly correspondent at Portland.

Oze Van Wyck of the Chicago edi-
torial staff has been transferred to
the Associated Press bureau at Wash-
ington, D. C.

The Good Fellowship Club of the
Associated Press, including telegraph
operators in Illinois and Iowa, held
its annual meeting recently in Jack-
sonville, Ill. Among the association
officials who addressed the club were
Kent Cooper, chief of the traffic de-
partment; Jackson S. Elliott; H. W.
Blakeslee, news editor of the central
division; and Milton Garges, traffic
chief of the central division.

Ralph A. Hull of Chicago has been
appointed night editor in the Indiana-
polis bureau of the Associated Press,
succeeding A. Easterling who has
entered the aviation training school
at Ohio State University.

1916 Broke All Records of the

Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
301 Devonshire St., BOSTON
Krege Building, DETROIT

YOU MUST USE THE LOS ANGELES

EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Cir-
culation—more than 150,000

MANY CHILDREN OWE THEIR SUCCESS TO MRS. SEITZ.

More than sixty orphans who have
found good homes owe their good
fortune to Mrs. Don C. Seitz, wife
of the business manager of the New
York World. Mrs. Seitz has adopted
fully that many children and placed
them where they were given a chance
to grow up in the best environment
to make them successful in life.

Very few people knew of Mrs.
Seitz' hobby until the papers in the
recent adoption of two little girls by
Mr. and Mrs. Finley J. Shepard were
filed a few days ago, revealing a
little more of the history of the two
waifs.

One of them, now Helen Anna
Shepard was adopted by the former
Helen Gould from the household of
Mrs. Seitz. The papers show that
Mrs. Seitz adopted the child on Feb-
ruary 14, 1917. Further investigation
revealed that many other children,
too, owe their good fortune to her.

ARTIST ENLISTS.

Raeburn Van Buren, formerly of
the art department of the Kansas
City (Mo.) Star and latterly a free
lance artist in New York, has en-
listed in the Seventh New York regi-
ment and is now in camp at Spartan-
burg, S. C.

NEW ATLANTA WEEKLY.

Marion McHenry Jackson, John I.
Fagan, George M. Chapin, Mark Sulli-
van and others are planning to start
a new weekly in Atlanta to arouse
sentiment to oust the present Mayor.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

NOTES OF THE VIRGINIA ENTERPRISE STAFF.

John W. Stickle, formerly of Poughkeepsie, N. Y., and for the past two years in charge of the Daily Virginia (Minn.) Enterprise, has resigned in order to take the editorial management of a morning daily in Astoria, Ore. He is succeeded by L. F. Rowe, who has been associated with the business management of the Duluth News-Tribune.

Charles N. Webb, former Enterprise reporter, is now a second lieutenant in the quartermaster corps of the army. He is at Camp Dodge, Des Moines, Ia.

Samuel Gaden of the reporting staff has resumed his second-year studies in the law department of the state university. He has also worked on Duluth dailies.

Joseph Lippman, at one time with the Daily Enterprise, is attending Columbia University in New York.

John Keefe, formerly of the Enterprise editorial department, has returned to the Minneapolis Tribune.

Ralph Wink, representative of the Duluth Herald and Associated Press, continues in the editorial and advertising departments of the Daily Enterprise.

FATHER AND SON IN FRANCE.

Benjamin E. Strobel, for eighteen years a Milwaukee sporting editor, is now on his way to France to drive an ambulance in the American service. His seventeen-year-old son Jack has enlisted in the marines and is already in France.

NICHOLS GOING WEST.

M. E. Nichols, who was manager of the discontinued Montreal Mail and News, will return to Winnipeg, Manitoba, as manager of the Morning Telegram. Mr. Nichols managed and edited the Telegram several years previous to going East.

LARGEST Morning Circulation in the Nation's Capital.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.
220 6th Av., N. Y.; Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 88,775
September, 1917.
Gain over September, 1916, 12,902

Special Representatives
DAN A. CARROLL J. E. LUTZ
New York Chicago

SOLDIERS' TOBACCO FUND IN ATLANTA.

The Atlanta Journal is also seeing to it that at least some of the American soldiers "over there" have their smokes between trips to the first lines trenches. The Journal has established what is known as "The Journal's Tobacco Fund." This fund is used in the purchase of small cardboard kits containing cigarettes and tobacco for the soldiers. In each kit there are three sacks of cigarette tobacco with papers, one tin of pipe tobacco and three packages of cigarettes containing twenty each.

The subscriptions to the fund range from 25 cents upward. For each 25 cents donated a kit is sent to a soldier in France. With each kit goes a stamped and addressed postcard on which the soldier receiving it can send his thanks to the donor.

The "boxes" on the Journal were the first to donate to the fund, but since its inauguration on August 28 the fund has attracted wide attention. Subscriptions have been received from all parts of Georgia and come points in several other Southern states. The fund up to October 19 are noted to \$1,130.38, which means that almost 6,000 American soldiers have been supplied with tobacco through the Atlanta Journal.

RECEPTION TO CANDIDATES.

On October 9 members of the Brooklyn Press Club tendered a reception to their associates who are running for office this fall.

Edward Riegelmann, the Democratic candidate for borough president, and E. T. O'Loughlin, independent candidate, have been active members of the club for some years past.

MORE EDUCATION PUBLICITY.

The Solid-Six Publishing Company of Chicago has applied for a charter. It will publish the Solid-Six Sun, which will have for its purpose the shedding of publicity upon the "solid six" members of the Chicago Board of Education.

ANOTHER MENASHA MILL.

The Menasha Paper Company is building another paper mill in Ladysmith, Wis.

St. Louis Globe-Democrat

dominates the morning field.

Government Statement

six months ending
September 30th, 1917

138,252

The clean home-going family newspaper.

PATERSON New Jersey's Famous Manufacturing City

PRESS GUARDIAN

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

DODDS IN PENNSYLVANIA.

J. J. Dodds, the new editor of the Kittanning (Pa.) Daily Times, was born in Scotland, and educated in the elementary schools of Scotland and the north of England, graduating from the teachers' training col-



J. J. DODDS.

lege at Battersea, and from Oxford. He has been a resident of America for over thirty years, and a citizen for almost twenty-five years.

For a long number of years he was on the staff of the New London (Ct.) Evening Day, where he was also special writer for the Associated Press and New York and Boston papers. For four years he was with the Rahway (N. J.) Record as reporter and editor, and for the past three years was on the reporting staff of the Elizabeth (N. J.) Times and also special correspondent for the Standard News Association of New York.

WILLARD BUYS ANOTHER.

The Fairview (Mont.) Times has been sold to J. H. Willard, owner of the Charbonneau (N. D.) Herald.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 78 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S
GREATEST
NEWSPAPER."

VERREB & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

W. M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

GOVERNMENT NEEDS STENOGRAPHERS AND TYPISTS.

The United States Civil Service Commission announces that the Government is still in need of stenographers and typewriters. The commission is experiencing great difficulty in securing a sufficient number of employees of this class for the unusual demands of the Government.

FROM NEWS TO PLUMBING.

Hubert L. Parkinson, for five years in the editorial department of the Muncie (Ind.) Star, has given up newspaper work to go into the plumbing business. Parkinson has worked on the Muncie Star, Muncie Press, Anderson Herald, Marion Chronicle and the Columbus (Ohio) State Journal.

PRESS MEETING AT CAMP.

A meeting of the Long Island (N. Y.) Press Association will be held at Camp Upton on October 22, at the headquarters of Major B. Ormonde Power, 306th Infantry.

Arrangements have been completed to serve dinner at 1 p. m. at one of the company messes.

EDITORS MEET BANKERS.

Editors of Hardin County, Ia., were the guests on October 3 at a banquet given by the banks of Eldora, Ia. The object of the meeting was to devise ways and means of handling Hardin county's apportionment of the new Liberty Loan.

THE PITTSBURGH

POST

ONLY
Democratic
Paper In
Pittsburgh



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

BUFFALO EVENING NEWS

The only Buffalo newspaper that occupies its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
250 Fifth Ave., NEW YORK.
Lyttan Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

POWER, ALEXANDER & JEN-
KINS, Journal Bldg., Detroit—Placing
advertising of "Diamond D"
chlorinated lime in newspapers for
the P. W. Drackett & Sons Co., Cin-
cinnati.

Also placing account of Stenator
Truck Co., Chicago, and the Dayton
Rubber Mfg. Co.

Will place campaign for Detroit
Pressed Steel Co. in trade papers
haunting pressed steel disk for tour-
ing cars.

SEAMAN, 461 8th av., N. Y.—
Placing account of Chas. B. Knox &
Co., Manufacturers of "Knox Gela-
tine," Johnstown, N. Y.

DARCY International Life Bldg.,
St. Louis—Placing advertising of
Lambert Pharmaceutical Co., St. Louis,
manufacturer of "Listerine," in mag-
azines.

SMITH, DENNE & MORE, Tams-
den Bldg., Toronto, Ont.—Using space
in dailies having rural circulation for
the advertising of "Rein Drive" trac-
tors for the Canadian Rein-Drive
Tractor Co., Ltd., Toronto.

POWERS, 461 4th av., N. Y.—
Placing advertising of Julep Mint
Co., Philadelphia.

SLOMAN, Schwind Bldg., Dayton,
Ohio—Placing a campaign for Amer-
ican Rubber Co., Akron, Ohio.

Also placing account of La French
Power Spark Plug Co., Columbus,
Ohio.

MERTZ, Ontario, Cal.—Sending
out contracts for 3,000 lines generally
for Holpoint Electric Heating Co.,
147 Waverly Place, N. Y.

VANDERHOOF, Marquette Bldg.,
Chicago—Making up new lists of pub-

DETROIT SATURDAY NIGHT

Holds a commanding position
in the progressive and prosper-
ous homes of Detroit and
Michigan.

One reason why it gained 35%
in circulation and advertising
during 1916.

Represented by
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
350 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
201 Devonshire Street, BOSTON.
Krege Building, DETROIT.

THE Philadelphia Bulletin

has the largest circulation in the east.
Net paid average for six months from
April 1 to September 30, 1917, as per
report to U. S. Post Office Department

363,115 COPIES
A DAY.

"In Philadelphia nearly everybody
reads the Bulletin."

lications for the Government of Man-
itola, Winnipeg, Can.

Also, making up a list of newspa-
pers for Shullabarger Elevator Co.,
flour and feeds, Decatur, Ill.

BERRIEN-DURSTINE, 25 W 45th
st., N. Y.—Placing orders with State
newspapers for Woman Suffrage
Party of N. Y.

BLACKMAN-ROSS, 95 Madison
av., N. Y.—Placing copy with news-
papers on contracts for N. K. Fair-
bank & Co. ("Cottolene") 9 S. Dear-
born st., Chicago.

FOLEY, Bulletin Bldg., Philadel-
phia—Again placing orders with news-
papers for William H. Luden ("Lu-
den's Cough Drops"), Reading Pa.

INTERNATIONAL, 729 7th av.,
N. Y.—Making contracts with news-
papers in 65 cities.

KELLY, 2nd Nat'l Bank Bldg.,
Columbo, Ohio—Reported placing ad-
vertising of Federal Rubber Co.,
"Federal Tires," Milwaukee.

LAKE, Porter Bldg., Memphis,
Tenn.—Reported will use newspapers
during coming year for advertising
of Ellis-Jones Drug Co., "C-Nu" hair
restorer, "Phophylax O tablets" and
"Universal tooth brushes," Memphis,
Tenn.

Reported placing advertising of
American Sanitary Corporation,
Memphis, Tenn., in newspapers, mag-
azines and trade papers for "Rat
Rid," "Fly Rid," "Ant Rid," "Roach
Rid," "Flea Rid" and "B-B Rid," etc.

McCONNELL, 405 Park Place,
Brooklyn, N. Y.—Placing orders with
newspapers for Chautauqua Confection
Co.

McJUNKIN, 5 S Wabash av.,
Chicago—Reported will use newspa-
pers during coming year for adver-
sizing of "You-Mix-I; Co." sym-
phony cocktails, 160 North 5 st., Chi-
cago.

MACLAY & MULLALLY, 45
B'way, N. Y.—Placing orders with
newspapers in large cities for Na-
tional Bank of Commerce, 31 Nassau
st., N. Y.

OLIPHANT, 1 W 34th st., N. Y.—
"Using 60,000 2nd orders for the
Public Magazine with newspapers in
New York, Boston, Chicago, Kansas
City and Philadelphia.

PICARD, 50 E. 42d st., N. Y.—
Placing special copy with newspapers

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has car-
ried 110,264 lines more local business
than its only competitor.

With the Springfield News (the two at
955 per line) it's a great Sunday com-
bination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

in selected sections for Underwood
Typewriter Co., 30 Vesey st., N. Y.

RUTHRAUFF & RYAN, 450
Fourth av., N. Y.—Placing orders
with newspapers for William Epstein
& Bros., "Eppo" petticoats, 1237
B'way, N. Y.

TAYLOR-CRITCHFIELD-CLA-
GUE, Brooks, Bldg., Chicago—Making
2,000 line 1-year contracts with
New England newspapers for Con-
tocoock Mills Corp., "Contocoock"
underwear, Boston, Mass.

TURNER, 608 S. Dearborn st.,
Chicago—Reported will use newspa-
pers in a coming campaign for Finola
Mfg. Co.'s, Finnell System of Power
Scrubbing, Hannibal, Mo.

WOOD, PUTNAM & WOOD, 111
Devonshire st., Boston—Reported
will advertise in newspapers for the
Oaks & Dow Co., "Sootless" spark
plugs, Boston, Mass.

McCANN, 61 B'way, N. Y.—Ask-
ing N. Y. state newspapers for co-
operation, to later contracts for Bor-
den's Condensed Milk Co., 108 Hud-
son st., N. Y.

MACMANUS, Kresge Bldg., Det-
roit—Will place advertising of the
newly combined Republic Rubber
Corp., Youngstown, Ohio, and the
Knight Rubber Co., Canton, Ohio.

DAKE, 121 2d st., San Francisco,
Cal.—Reported placing advertising of
fruit juices, beverages and "Dento-
mel" Mouth Wash in newspapers for
the Citrus Fruit Juice Company, Pom-
ona, Cal.

KORRE, 212 5th av., N. Y.—Re-
ported placing advertising of "Uni-
cum Hair Nets" for the Theo. H.
Gray Co., 69 Irving place, N. Y. City.

GRAY & BENJAMIN, Transporta-
tion Bldg., Chicago—Reported placing
account of Earnshaw Knitting Com-
pany, Chicago.

KOCH, University Bldg., Milwan-
kee—Reported advertising in news-
papers for lunion protectors, corn
files, foot powder, corn remedies and
tablets made by Fisher Manufactur-
ing Co., 1223 First National Bank
Bldg., Milwaukee.

DIRECT—Interstate Electric Co.,
New Orleans; manufacturer of "Steer-

THE SYRACUSE POST-STANDARD

October 1st, 1917
Government Statement

Daily (Net Paid) 54,470
CIRCULATION

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metrop-
olis of a rich, agricultural and man-
ufacturing territory.

Represented by PAUL BLOCK, Inc.
350 Fifth Avenue, NEW YORK.
Mallory Building, Chicago.
201 Devonshire St., BOSTON.
Krege Building, DETROIT

BALTIMORE CITY OF
HOMES
and noted for its great industries and
thrifty working classes, affords National
Advertisers one of the best fields. Use the

AMERICAN and STAR
Morning—Sunday Evening

Baltimore's greatest newspapers, to thor-
oughly cover city and state. Member A.B.C.
C. GEORGE KROGNESS, CHICAGO.
VARRB & CONKLIN, Inc., New York

warm" and "Ieco Manifo Plugs,"
now using paper newspaper space in
Kansas City and Chicago to adver-
tise its products.

NO A.A.A.A. OFFICE YET.

The Association of American Ad-
vertising Agents has not yet opened
its New York office, although it had
hoped of doing it this week.

James O'Shaughnessy of Chicago,
the executive secretary, spent Thurs-
day, Friday and Saturday in New
York arranging his plans and seeking
a suitable location for the office. He
had several conferences with Presi-
dent William H. Johns, Treasurer
Walter R. Hine and other local offi-
cers, including a luncheon on Thurs-
day.

PHOTO-PLAY DEPARTMENT DROPPED.

The Los Angeles Examiner has dis-
continued its special Sunday photo-
play department. The daily exposi-
tions of the activities of stars and
producing studios are given under the
supervision of the drama editor.

BACK FROM FRANCE

Ring W. Lardner, staff humorist of
the Chicago Tribune, has returned
from France, where he went for ma-
terial for a series of articles for Col-
lier's Weekly.

L. W. Charles, former editor of
the Santiam News of Scio (Ore.) has
purchased a newspaper plant at Lone,
Ore.

The BILLBOARD

Covers every section of that vast field
wherein the professional entertainer, be
he actor or acrobat, performer or plat-
form speaker, movie operator or animal
trainer, moves and lives and has his
being.

AND DOMINATES THEM ALL
Although this sounds like the empty
grandiloquent, meaningless, claim-all
sort of a sheet that has nothing in har-
mony with its title, it is in reality a ST-
RONG CONSERVATIVE STATEMENT
OF FACT. Established 1896.
(Member A.B.C.)

The Billboard Publishing Co.
NEW YORK CHICAGO
Broadway and 42d Monroe and Dearborn
CINCINNATI, OHIO

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

**CONNERS MAY DIRECT ARMY
STEVEDORE BRIGADE.**

William J. Connors, proprietor of the Buffalo (N. Y.) Courier and Empress and noted political leader, may add to the many honors of his picturesque career the distinction of wearing the shoulder straps of a high ranked military official. He has offered his services to the War Department as the commander of three regiments of stevedores—two white and one black—who soon are to be sent to France to assist in clearing the wharves in French ports of their accumulation of freight and in unloading the munition ships.

Mr. Connors' offer has found favor among War Department officials, some of whom regard him as the best qualified man in the United States to undertake the task because of his success in this line of work along the Buffalo waterfront.

Mr. Connors has made the boast that there is not a ship afloat that he cannot unload in twenty-four hours and most of the officials are willing to take him at his word.

LAWRENCE-GODWIN CHANGE.

David Lawrence, Washington correspondent of the New York Evening Post, has discontinued writing editorials for the Washington Times in order to devote himself entirely to the preparation of his daily national article for the Evening Post. This article will continue to appear in other newspapers.

Earl Godwin of the Washington Herald has succeeded Mr. Lawrence on the Washington Times.

**BOOSTING BONDS AMONG
THEATER GOERS.**

The management of the "Riviera Club" playing at the New Amsterdam Theater, New York, gave a "Liberty Bond Matinee" on October 17. Every ticket purchaser was given a sealed envelope, two of which contained orders for a \$50 Liberty Bond.

St. Paul and the Northwest
best can be reached by advertising your
wares in the columns of the

**ST. PAUL DISPATCH
and ST. PAUL PIONEER PRESS**

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 68,678; the St. Paul Pioneer Press, an average total daily circulation of 66,523; the St. Paul Sunday Pioneer Press an average total Sunday circulation of 47,808.

They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION
St. Paul Dispatch (daily). Over 81,000.
St. Paul Pioneer Press (daily). Over 64,000.
Sunday Pioneer Press. Over 77,000.

They Cover the Field.

BRIDGEPORT

CONNECTICUT
(The Eden of America)
The Prosperity Center of the United
States and the Industrial Center of New
England.

THE
Post & Telegram

(Evening) (Morning)

Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

**DALLAS EVENING
JOURNAL**

Published by
A. H. Belo & Co.
Covers the afternoon field as completely
as does the Dallas News in the morning
40,655 NET PAID average during 6
months period ending Oct. 1,
1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
789 Tribune Building, NEW YORK

**CITY GOVERNMENT SHOW FOR
NEW YORK.**

Francis J. Oppenheimer, who has managed several "Budget Exhibits" for the City of New York, planned and executed the "City Government Exposition," which will open on October 24 in the City College and will remain there until a permanent home has been made for it in the old College Building on East 23rd street. This "Municipal Museum" will act as a sort of academic clearing house between the citizens of the city and those who govern it.

This will be the most ambitious exhibition ever given of municipal activities, and it will embrace every phase of those problems daily confronting the city officials.

The "City Government Exposition" is under joint auspices of the Public Welfare Committee and the City Government Exhibit Committee.

**SPLENDID WORK BY THE
MONTREAL GAZETTE.**

In the second year of its Tobacco Fund, the Montreal Gazette collections amounted to \$62,190.66, as compared with \$53,878.83 collected in the first year, an increase of \$8,311.83. The total amount collected in the two years was \$116,069.49.

Since the inception of the fund it has sent to the front to be distributed among the Canadians on active service the following:

Cigarettes	18,653,100
Packages of tobacco	359,423
Plugs of chewing tobacco	398,640
Pipes	4687
Lighters	4,274

CHICAGO TRIBUNE NOTES.

Ernest Rapalce, formerly a reporter on the Chicago Tribune, has been made financial editor of that paper.

Julian Grossfield is now assistant day city editor, succeeding "Ted" Read, who has returned to his old position as police man.

Joseph Swirling, formerly a reporter on the Tribune, has resigned to do free lance writing in Chicago.

TENDERED A DINNER.

Samuel H. McMeekin, for several years sporting editor of the Louisville (Ky.) Courier-Journal, was given a farewell dinner on his departure to join the National Army.

THE
**DETROIT
JOURNAL**

with over 100,000 net paid
Circulation daily is in-
dispensable in covering
Detroit and surrounding
territory.

Represented by **PAUL BLOCK, Inc.**,
New York Chicago Boston Detroit

Newark Star-Eagle
**NEW JERSEY'S
LARGEST PENNY PAPER**

Represented by **PAUL BLOCK, Inc.**,
New York Chicago Boston Detroit

UNITED PRESS NOTES

A. E. Johnson, formerly Kansas City bureau manager, is now attached to the Washington (D. C.) staff of the United Press and will be succeeded at Kansas City by Miles Vaughn, formerly St. Louis bureau manager.

Joseph Shaplan, formerly of the Washington staff, has been transferred to the foreign department in the New York office.

L. W. Babbitt of the Chicago bureau is now in charge at St. Louis.

L. B. Michel, formerly bureau manager at Kansas City and at Richmond, Va., who has been filling vacation vacancies, is now in charge of the wire desk at New York.

J. L. O'Sullivan is at Indianapolis again after a long illness.

Sherry Smith, formerly bureau manager at Detroit and who held down O'Sullivan's job while the latter was away, is now relieving Dan Beebe in Cleveland.

Henry Surguy, A. J. Eldred L. Martin and J. G. O'Brien have been added to the Washington staff, the latter having been transferred from New York.

S. I. Freed, who has handled various U. P. bureaus, is also in Washington, his place at Des Moines being filled by Frank Starz.

Hugh Baillie, who has traveled a great deal since he left the Pacific Coast, is now in New York.

H. L. McEwen is now handling Red Cross topics.

Don Chamberlain, who has been doing vacation work, has just finished relieving D. D. Meredith at Milwaukee.

Raymond Clapper is back again at the St. Paul bureau after a vacation.

EDITOR TAKES POISON.

Reuben Hildenblad, editor of the Worcester (Mass.) Sven, a Swedish newspaper, is recovering from the effects of poison which he swallowed while dining with a party of friends.

ENGLISH IN BRAZIL.

A Rio de Janeiro newspaper, desiring to do honor to the American fleet visiting that port recently, published a column of news in English.

The Plain Dealer

First Newspaper of Cleveland. Sixth City
prints a far greater total
of paid advertising and
paid advertisements than
any other newspaper in

CLEVELAND

Over 150,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Sq., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

THE JOURNAL

IS THE ONLY MORNING AND
SUNDAY PAPER PUBLISHED IN
DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA
People's Gas Building, CHICAGO.

THREE PAPERS CONSOLIDATED

The Montevideo (Minn.) Advance, the Commercial and the Leader, all weeklies, have been consolidated to form the News, which will be controlled by Ludwig I. Roe of the North field (Minn.) News.

The new paper is incorporated for \$15,000 with Mr. Roe as president; J. C. Morrison, editor of the Morris (Minn.) Tribune, as vice-president; and Alpha L. Roe as secretary-treasurer.

H. H. Board of the Leader retires from the publishing field after forty-four years of editorial service.

Margaret Board, reporter on the Leader, remains with the new paper. J. E. Henry, founder of the Advance, will take a vacation.

Fred Severens, who has leased the Commercial for several years, will not be associated with the new weekly.

M. J. Klinkhammer is to be in-charge of the mechanical department of the News.

EDITOR CONVICTED.

Paul Wierse, editorial writer on the Charleston (S. C.) American, has been convicted in the Federal court in Aiken, S. C., of conspiracy to sink the German steamship Liebenfels in Charleston Harbor. He was sentenced to two years' imprisonment in the Federal prison at Atlanta and to pay a fine of \$1,000 and costs.

Can we serve you or any of your clients at your National Capital, at present the most important city in the United States, and on which the world's eyes are centered?

THE
**Evening Star
Washington**
D. C.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
Union Star
EXCEPT SUNDAY.
AUDITED CIRCULATION 20,643
Home circulation reaching best paid scientific, technical and skilled mechanics in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

NOTED DRAMATIC CRITIC OF NEW YORK TIMES DEAD.

Edward Augustus Dithmar, for more than forty years prominent in journalism in this city and the United States and for eighteen years dramatic critic of the New York Times, died in Roosevelt Hospital on October 16 following an operation at the age of sixty-three. For forty years he had been a member of the editorial staff of the Times. Mr. Dithmar was at his desk as recently as last Sunday.

It was as a dramatic critic that Mr. Dithmar was best known to the outside world. His associates, however, knew him also as a keen student of British and American politics, and a vigorous and graceful editorial writer. As a dramatic critic, he was a contemporary of the late William Winter, and the two were considered the foremost authorities in their field.

He was born May 22, 1854, the son of Henry Dithmar, who was the foreman of the composing room of the Evening Post, and began his journalistic career on that paper in 1871. He went to the New York Times in 1877, and five years later was appointed night editor. Two years afterward he became dramatic critic. In 1901 he succeeded Harold Frederic as its London correspondent. On his return here in 1902 he became the editor of the Saturday Review of Books, and in this capacity Mr. Dithmar displayed the same critical faculties that had won him fame in the dramatic

If this territory presents a
sales problem to you, the
**Merchandising Service
Department.**

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

W. D. BOYCE CO.
500-514 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT
"BOYCE'S" IS A SYNONYM FOR
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL
Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

field. In 1907 he became one of the editorial writers of the Times, and in the last two or three years of his life he wrote much about city affairs.

OLDEST EMPLOYEE OF THE N. Y. EVENING POST DEAD.

Henry Woodruff Polhemus, for fifty-five years a member of the staff of the New York Evening Post and the oldest employee of that newspaper, died of pneumonia on October 12.

The death of Mr. Polhemus ended a journalistic service that continued through the editorships of William Cullen Bryant, Parke Godwin, John Bigelow, Carl Schurz, Edwin L. Godkin, Horace White and the present Rollo Ogden. He was in his seventieth year and would have completed his fifty-sixth year of service with the Evening Post next April.

Mr. Polhemus was born in New York, and was employed by the Post in 1862, after completing a public school education. He served in various departments, but for many years had devoted his time entirely to the real estate field and was widely known among the brokers of the Metropolis. The only interruption in his service came when he went as a drummer boy to the front with the Home Guards during the Gettysburg campaign.

EDITOR BEACH DEAD.

Colonel Austin Beach, news editor of the Pittsburgh Dispatch and for many years one of the best known newspaper men in Pennsylvania, was found dead at his home on October 16 of apoplexy. Colonel Beach, who was sixty-two years old, was one of the newspaper correspondents who accompanied the "Commonwealth Army" of "General" Coxey on its march from Massillon, Ohio, to Washington.

OTHER OBITUARY NOTES.

HERBERT W. YOUNG, for many years well known in newspaper circles, died on October 11 in the Herioton Hospital, Chicago, from heart disease. He was buried at Kenosha, Ia., on October 13.
The deceased was a brother of Edgar H. Young, formerly of the newspaper representatives firm of Payne

The BEST Advertising BUY in
CLEVELAND
THE NEWS
Quality Evening Newspaper
With Quantity Circulation

THE LEADER
Sunday
Represented by PAUL BLOCK, Inc.,
360 Fifth Ave., NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Kresge Building, DETROIT

U. S. POSTAL AUTHORITY
**THE NEW ORLEANS
ITEM**
(period ending October 1, 1917)
Daily circulation 48,556
Sunday circulation 17,148
Average circulation 32,852
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

& Young and now in business for himself in Chicago. He was a director of the Scripps-McLean Evening newspapers from 1884 to 1900, and business manager of the Cleveland Press and the St. Louis Courier during those years. He joined from the Scripps organization in 1900 to go into the advertising business in New York City. In 1904 he went to Chicago and organized a business as a publishers' representative. Mr. Young was forty-nine years old.

MAJOR F. E. CASE, U. S. Army, was killed at the Battle of Okehocking, Pa., in 1917. He was a member of the U. S. Army and was killed while serving in France.

D. E. MARR, who purchased the Post-Arthur (N.Y.) Herald after merging the paper with a number of years ago recently.

FRANK J. LALOR, managing editor of the Morning (West) Democrat and previously publisher of the Astor (Wis.) Times, is dead after an illness of ten months, at the age of fifty-eight years. Mr. Lalor was well known throughout Wisconsin as a legislative correspondent.

J. J. GREGG, an editor of the press of the Brooklyn Daily Star, died last week of pneumonia.

JOHN M. DONALD, managing editor of the Pittsburgh (Pa.) Star, died last week at the Johns Hopkins Hospital from a complication of diseases.

ROBERT NELSON, one of the prominent representatives of English publishing houses in the United States, died on October 4 in Philadelphia and was eighty-eight years old.

MRS. MARY E. DUBICK, mother of Earl C. Dubick, vice editor of the Seattle (Wash.) Times, died on October 13 in New Rochelle, N. Y.

CLAYTON WHEELER, newspaper man, died recently in Glenwood, Ia. WILLIAM M. SINGER, editor of the Times Wiener (England), president of the International Press Association, is dead in Vienna.

CHARLES YALE BEACH, eldest son of the late Moses Y. Beach, one

THE PITTSBURGH DISPATCH

with proper conditions
seldom, if ever, fails its
duty to its advertisers.

H. C. Rook, Real Est. Trust Bldg., Phila.
W. G. Brooke, 225 Fifth Ave., New York
Ford Parsons Co., Michigan Ave., Chicago
W. E. Edgar, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has best voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes
In all VIRGINIA it's the name.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

fore proprietor of the New York Sun, died on October 16 at Atlantic City in his seventy-first year. He was born and educated in New York, and later went to Bridgeport, Conn., and made his home in that city up to the time of his death. He left a wife and three sisters.

ALONZO D. SMITH, for forty years connected with the New York Sun, died at Ridgewood, N. J., on October 17. He was born in Brooklyn July 9, 1846, and retired as a factor of the Sun nine years ago. He celebrated his fifty-ninth wedding anniversary on October 9. He leaves a wife and five children.

THOMAS STEEL, who was in charge of the library of the Indianapolis Star and who had been manager and editor of the old Indianapolis Journal, is dead. Mr. Steel was a close friend of President Benjamin Harrison.

JOHN CALVIN HILL, of the post room of the Indianapolis Star and formerly of the Indianapolis Journal, is reported to be seriously ill.

LOUIS HOWARD, court reporter for the Indianapolis Daily Times, is dead.

HARRY P. MACDONALD, an employee of the Brooklyn (N. Y.) Daily Eagle, died in Brooklyn on October 14, at the age of forty-nine years.

MRS. MARTIN BURKE of Pittston, sister of John E. Barrett, editor of the Scranton (Pa.) Republican, died recently following a brief illness.

MRS. ARTHUR B. HEIDBERG, wife of the railroad editor of the Chicago Post, died last week after an illness of three weeks.

THOMAS I. STANLEY, newspaper man and publisher, died October 12 at his home in Melrose, Ill.

MRS. FANNY LYON COBE, wife of Edwin Cobb, owner of the Boise (Idaho) Statesman, died at her home in Boise recently.

HARRY P. MACDONALD, an employee of the Brooklyn (N. Y.) Daily Eagle, died on October 13.

HARRY ALTON HITCHCOCK, for several years engaged in the pub-

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish Daily.

Reaches the cream of purchasing power
of the Jewish element in America.
CIRCULATION OVER **70,000**
Despite advance in price
from one to two cents.

THE DAY *The National
Jewish Daily.*

Member A. B. C.

Main Publication Office:
188 East Broadway, NEW YORK

"ROMANUL"

The largest and oldest ROMANIAN
daily newspaper in the United States
and Canada.

The only real guide of 250,000 thrifty
readers and positive success to its ad-
vertisers.

Full leased wire reports of United
Press Association.
624-688 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.

lishing business in New York, died
in Ithaca on October 18. Mr.
Hitchcock was graduated from Cor-
nell University in 1901 and was ap-
pointed secretary for that institution
in 1910.

DR. EUGENE F. ROEBER, editor
of Electro-Chemical Industry and
of its successor, Metallurgical and
Chemical Engineering, died in East
Orange, N. J., on October 17, after
an illness of several months.

JOBBER'S FORMS CHANGED.

The Federal Trade Commission is
revising and simplifying the forms
on which jobbers are required to re-
port the paper they have in hand.
The jobbers sent a committee to
Washington to show the Trade Com-
mission how it could save time and
expense in the reporting and several
of their suggestions were accepted.

The commission has issued the fol-
lowing explanatory statement:

"As a result of conferences and
correspondence with various paper
jobbers the schedule for making
monthly reports has been revised
somewhat in order to reduce the
amount of work involved and to make
the information more specific.

"Informants are requested to fill
out the schedule for the month of Oc-
tober and to mail it to the commission
on or before November 5, 1917. Three
days extension of time will be granted
in cases where it is absolutely neces-
sary. Give as complete information
as possible in this first respect. There-
after the reports must be complete.

"In answering question 3, on page
4, if a physical inventory was not
taken on the first of October, stocks
on hand at the beginning of the month
need not be reported.

"But all informants should take an
inventory on November 1.

"Any further suggestions for im-
proving the schedule would be wel-
comed."

AIDING LOCAL BOYS.

To extend the scope of its "Smokes
for Soldiers" fund, the Rock Island
(Ill.) Daily Inquirer is compiling a
complete directory of Rock Island
boys in any branch of the government
military service, either in the army,
navy, or marine corps.

THE
ST. LOUIS
WESTLICHE
POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY
IN NEW ENGLAND

Kuryer Bostonski

27 Beverly st., BOSTON, MASS.
reaches 800,000 Poles in New Eng-
land. They want to buy your goods

Use Kuryer Bostonski

PAPER USERS LOOK
TO TRADE BOARD.

(Continued from Second Page.)

conditions grow unexpectedly serious
in the meantime.

POSTAL RATES AND PAPER.

It is whispered about Washington
that there may be circumstances dur-
ing the next session of Congress when
the week-by-week figures on news-
print production and consumption
compiled by the Federal Commis-
sion may come in mighty handy.

Some of the publishers who have
kept most closely in touch with the
legislative situation are of the opinion
that the best chance that the news-
paper industry has to obtain relief
from irksome newsprint conditions
will be attained if this paper burden
can be hooked up with that other
threatened House extortion—the in-
crease in the second class rates.

The theory of the publishers who
take this view is that these two evils
should be held up to Congress as the
twin loads under which the whole
publishing industry is being crushed.

Then, if the opponents in Congress
are able to make good on their
promise that the second class rate in-
crease shall receive reconsideration
ere it would go into effect on July 1,
1918, there will be a chance that any
relief afforded in that quarter can be
coupled with some form of regulation
or control that will protect publishers
from profiteers who are willing to
manipulate the market on the most
important raw material required by
publishers.

Obviously, however, quick action
will be necessary in all this if pub-
lishers are not to be, as Commissioner
Clover says, "plundered" because many
newspapers will be called upon to re-
new paper contracts soon after Janu-
ary 1, 1918—that is before Congress
has fully gotten its stride in the reg-
ular session.

Only a small proportion of publish-
ers have contracts that will carry them
through 1918 and long-term contracts
that run into 1919 or 1920 represent
an insignificant proportion of the
total consumption.

OUTLOOK IS BAD.

That the Trade Commission was
not exaggerating when it predicted

MONTREAL

is CANADA'S largest and wealthiest city
—sixth in America in population; fourth
largest French city in the world—and a
wonderfully fine market for all kinds of
advertised goods.

LA PRESSE

is Canada's largest circulating daily—
over 145,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.

W. M. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.

CHICAGO, Tribune Building.
LONDON, ENG., 10 Scotland Avenue

Southampton Row.
PARIS, 6 rue du Rocher.

NARODNI List

Briscoe Motor Corp. of Jackson, Mich.,
has just placed 19,850 agate lines of Bri-
coe advertising in the Narodni List. This
is the best proof that the Narodni List is
one of the best advertising mediums in
the foreign languages for National adver-
tisers.

Ideal Newspaper for National Advertisers
Phone 2929 Beckman

61 Park Row, NEW YORK

that the newsprint situation "will be
still more aggravated and serious" is
becoming daily more apparent to per-
sons in close touch with the coal
situation.

Here is a menace that may supply
just that measure of justification for
newsprint price advances that would
be difficult to combat.

Manufacturers in various lines are
today paying premiums for coal,
whereas the only firms that seem as-
sured a supply direct from the mines
are those that last spring or early
summer made contracts with pro-
ducers at high figures. It is folly to
imagine that this coal situation will
not have its reaction in the paper in-
dustry if it continues.

FOOD BOARD APPOINTMENTS.

At the request of Herbert Hoover,
national food administrator, E. F.
Lodd, North Dakota Federal food ad-
ministrator, has added the following
to the newspaper men on the
board of directors for public informa-
tion: E. A. Tostevin, Mandan Daily
Pioneer; George Monteith, president
of the North Dakota Press Associa-
tion; and D. E. Carlson, secretary
of the North Dakota Press Associa-
tion.

TWO LIBEL ACTIONS IN N. Y.

A libel suit for \$200,000 damages
against the New York World and an-
other for \$100,000 against the New
York Globe have been started by
Judge John F. Hyland, the Democratic
nominee for Mayor of New York, as
the result of a publication in these
newspapers of a statement that Judge
Hyland was attorney for Alfred R.
Goslin and his accomplices.

A PARALYSIS VICTIM.

A. J. Schaffer, proprietor of the
Marshalltown (Ia.) Record-Era, has
suffered a stroke of apoplexy. Al-
though his entire left side is affected,
his physicians predict that it is only
temporary.

GOES TO WASHINGTON.

"Joe" O'Brien has gone to Wash-
ington to take charge of the capital
bureau of the Oklahoma City Daily
Oklahoman and the Oklahoma City
Times.

The only journal outside of the
United States published in the in-
terest of newspaper men.

THE 30 pages Weekly
NEWSPAPER
WORLD

Annual Postal Subscription

Everywhere \$2.40.

(Established 1898)

Specimen Copy Sent Free

Address: 14 Cross Street

FINSBURY, LONDON, ENG.



A National American Daily and
Sunday printed in the Polish
language reaching over 150,000
readers.

A Splendid Advertising Medium

Phone Stuyvesant 2004

90 East 10th St., NEW YORK

The Only ITALIAN Daily Newspaper
in New England.

Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON

consolidated with La Tribuna del Popolo
and Il Messaggero di Worcester.

100,000 Italians in Boston.

300,000 Italians in Massachusetts.

1,000,000 Italians in New England.

THE JEWISH
MORNING JOURNAL
NEW YORK CITY

carries more advertising than any
other Jewish newspaper. Circulation
in New York City largest of all
foreign language newspapers.

Member A. B. C.

NEW DAILY IN MADISON.

William T. Evjue, who has just
retired as business manager of the
Madison (Wis.) State Journal, intends
to start a new daily paper within a
few weeks.

Associated with him is W. C. All-
man former advertising manager of
the State Journal, and Thomas Bow-
den, also of the State Journal staff.
He said the new paper would be in-
dependent.

Mr. Evjue is one of Senator La
Follette's strongest supporters and
has taken an active part in the work
of editing La Follette's Magazine.

T. F. McPherson has been appoin-
ted business manager of the Madison
(Wis.) State Journal, succeeding
William T. Evjue.

TORONTO PAPERS JOIN.

The Toronto Observer and Cana-
dian have been consolidated and are
to be issued as the Canadian-Observer,
daily and weekly. Andrew D. Mc-
Kensie and William Lowery will have
charge.

SOMETHING IN ABERDEEN.

Lewis Harrison, former business
manager for the Bismarck (S. D.) Tri-
bune, has completed arrangements
for establishing a new business enter-
prise in Aberdeen, the nature of
which he has not yet divulged.

E. N. Shinn is now editor of the
Little Rock (Ark.) Homestead.

Display Advertising Records
for nine months of 1917 show the
 ADVERTISING DRIFT TOWARD THE
Boston Herald

By acquiring the amount of lineage lost by the other three newspapers, 572,825 lines, and 65,842 lines additional, the

Herald Gained 638,667 Lines

The Herald gained in both local and foreign advertising. Not one of the other three newspapers gained in either.

Here are the figures, Jan. 1st to Oct. 1st, 1917:

	1917	1916	Gain	Loss
Herald .	3,733,490	3,094,823	638,667	
Post . .	5,289,524	5,521,585	232,061
Globe. .	3,822,600	4,084,124	261,524
American	3,006,117	3,085,357	79,240

Traveler lineage is not figured in the above tabulation. During this period the Traveler carried 2,732,218 lines. This was 587,366 lines more than its nearest evening competitor.

On October 8, 1917, the Boston Herald acquired the name, franchise, and good-will of the Boston Journal—another step in Herald progress.

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

*Published Weekly at 329 West
50th Street (Near Broadway)*

NEW YORK CITY

SATURDAY, OCT. 27, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
How Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1235

What About CHICAGO?



There is **THIS** about Chicago:

The Daily News, which the London Chronicle says is "by far the best evening newspaper in the world", offers advertising advantages seldom encountered in population centers.

The Daily News, with 94 per cent of its immense circulation in Chicago and its suburbs, sells more papers in this territory than any other newspaper, Daily or Sunday.

This means that very nearly every worth-while family in Chicago and suburbs reads The Daily News six days a week.

Advertisers buy more space six days a week in The Daily News than in any other Chicago newspaper.

This condition has obtained for years.

The Chicago Daily News

"It Covers Chicago"

SEDITIONARY MATTER AGAIN DEFINED.

POSTMASTER-GENERAL AGAIN OUTLINES TO EDITORS WHAT WILL GET THEM INTO TROUBLE.

The scope of the Espionage and Trading with the Enemy acts, in so far as they affect the Postal Service, and how they are to be enforced against disloyal publications are again explained in a letter to publishers made public on October 23 by Postmaster General Burleson.

The laws were made necessary, Mr. Burleson said, by a nation-wide propaganda, intended in every possible way to interfere with the successful prosecution of the war. He added that no publisher who was at heart loyal to his country should have any apprehension of embarrassment or inconvenience from their administration.

"No one connected with the Government," said the letter, "from the President down, seeks by reason of these laws to avoid criticism, or even attack, but no publication containing matter which falls within the prohibition of the law will be permitted to circulate."

As interpreted by the Post Office Department, the acts make it unlawful for any person, firm, corporation, or association to mail, or to transport, or carry, or otherwise publish or distribute during the war any printed or other matter:

1. Advocating or urging treason, insurrection, or forcible resistance to any law of the United States.
2. Conveying false reports or false statements intended to interfere with the operation or success of the military or naval forces of the United States or to promote the success of its enemies.
3. Intended to cause insubordination, disloyalty, mutiny, or refusal of duty in the military or naval forces of the United States.
4. Intended to obstruct the re-

cruting or enlistment service of the United States to the injury of the services of the United States.

5. The circulation or publication of which involves the violation of any of the numerous other criminal provisions of the Espionage act, but which are not of special interest to the publishers.

6. Printed in a foreign language containing any news item, editorial, or other printed matter respecting the Government of the United States, or of any nation engaged in the present war, its policies, international relations, the state or conduct of war, or any matter relating thereto, unless the publisher or distributor thereof, on or before offering the same for mailing, or in any manner distributing it to the public, has filed with the postmaster at the place of publication a true, complete translation of the article.

7. Referred to in the preceding paragraph for which publishers have received a permit to circulate, free of restrictions named therein, but which does not bear at the head thereof in the English language the fact that such a permit has been granted.

PRINGLE HOPES TO CLOSE INQUIRY

SESSION ON OCTOBER 29 MAY BE THE LAST—PAPER MAKERS' NEW PROTEST.

Commissioner Pringle, in charge of the Canadian Government news print probe, has named October 29 as the date for the next hearing, when he hopes to wind matter up.

To a deputation of paper manufacturers who appealed to the Minister of Finance to act immediately on the report of his special auditor, Geoffrey Clarkson, who said that paper could not be made to sell at 2½ cents a pound, the reply was given that an interim ruling could not be made until Commissioner Pringle had reported and that his report could not be in the hands of the Government before the first of November.

It is probable that no action will be taken before the election, which is slated for either December or January.

The manufacturers are complaining that "the Government did not hesitate to act on the plea of the newspaper publishers without the slightest attempt to secure evidence beforehand, but now that the manufacturers ask redress based on final evidence all manner of excuses are thrown in the way."

NEW KANSAS CITY DAILY.

It is reported that three Kansas City (Mo.) newspaper men will soon start a daily morning oil journal in that city.

A CANADIAN PAPER MAKER REDUCES PRICE.

A feature of the re-opening of the Canadian news print inquiry before Commissioner Pringle has been the statement submitted showing that the Ontario Paper Company of Thorold, Ont., has reduced the cost of its news print since March last by \$13 per ton. One of the chief causes of the reduction was shown to be the fact that this company is making its own sulphite.

The Ontario Paper Company is now making news print at \$45.32 per ton. In the first quarter of the year the cost was \$38.98 per ton.

When Commissioner Pringle asked the manufacturers if they were prepared to do as the Federal Trade Commission of the United States was requesting the American manufacturers to do—supply a weekly or monthly report of production, it started a bitter criticism of the Federal Trade Commission's figures of \$2.50 per 100 lbs. as a fair news print price.

G. F. Henderson K. C., figured most prominently. Commissioner Pringle said he was not going to criticize the American figure. It might be a fair rate and there was a possibility that the same rate would prevail in both countries.

EASTMAN REBUKED.

Women's societies of Chicago have notified Max Eastman, editor of the Masses, a defamed paper, that they have cancelled his engagements to lecture during the coming winter, even though Mr. Eastman had promised to be decidedly moderate and patriotic in his addresses.

POSTAL RATES GO UP ON NOVEMBER SECOND.

DEFICIENT MAIL WILL BE RETURNED IF POSSIBLE, OTHERWISE ADDRESSEE MUST PAY AMOUNT LACKING.

Increased postage rates on letters and postal cards will go into effect on November 2.

The rate on letters, except drop letters, will be 3 cents for each ounce, instead of 2 cents as now.

Drop letter postage will be 2 cents. Those are letters destined for points within the local post office jurisdiction.

Souvenir post cards will require a 2 cent stamp.

The present Government postal card bearing a 1 cent stamp must have a 1 cent stamp added.

After the date of the new ruling it will cost 3 cents to mail letters to the Bahamas—including Fortune Is. and Inagua—Canada, Cuba, Barbados, British Guiana, British Honduras, Dominican Republic, Dutch West Indies—including Aruba, Bonaire, Curacao, Saba, St. Eustatius and the Dutch part of St. Martin—England, Ireland, Scotland, Wales, Leeward Islands, Mexico, Newfoundland, New Zealand, Panama and Shanghai City, China.

Postal cards and post cards—private mailing cards—for all foreign countries will be subject to the 2 cent postage unless they fulfill the conditions for "prints," in which case they will be payable for 1 cent each.

Cards which bear no more writing or typewriting than is authorized upon printed matter will be subject to the 1 cent rate as "prints."

All letters which do not bear the 3 cent stamp will be returned to the writer for an additional cent in case the sender's name is known. If the sender's name is unknown the letter will be dispatched to its destination

and the addressee must pay the deficient postage.

Citizens of New York need not hope for a modification of the three-cent postal rate between Manhattan and Brooklyn until the new postal law has been amended by Congress. Postmaster Patten said on October 25.

Mr. Patten, who has been in Washington discussing the law, reached the conclusion that the provision of the act was specific, even though it did not take into consideration the peculiar political subdivisions of the Greater City.

Action may be taken by New York representatives in Congress to have the law as affecting New York City amended as soon as Congress convenes, Mr. Patten said.

The postmaster emphasized the importance of sending Christmas gifts to soldiers as soon as possible. "The limit is November 15," he said. "Parcels for the expeditionary forces mailed after that will not reach the men in time for Christmas."

FOREIGN LICENSES.

Complaints that the Post Office Department is consuming much time in issuing permits to foreign language newspapers are being made by editors who have not yet been able to obtain their licenses.

It is declared by the department that they are being granted just as rapidly as possible, however, and that every effort is being made to relieve the foreign language publications of the expense and trouble involved in filing translations of war matter with postmasters.

The first foreign language publication to be granted a permit was the Texas Wochenblatt, a weekly newspaper published in Austin, Tex.

A Federal warrant has been issued for the arrest of A. H. Steinbeck, owner of the Union (Mo.) Republican Headlight, because of an alleged disloyal editorial which appeared in his paper.

PIONEER PAPER QUILTS.

The West Bend (Wis.) Beobachter, founded in 1880 has ceased publication.

Editor Carl Quickert of the Beobachter continues editing the News.

ANOTHER GERMAN DIES.

The Helena (Mont.) Staats-Zeitung is no longer being published. Before the entry of the United States into the war, the paper had sided with the German government.

NEW TEXAS PRESS CLUB.

A press club is being organized in Fort Worth, Tex. An active interest is being taken by Garfield Crawford.

POLITICAL SUITS IN N. Y.

A suit for alleged libel has been instituted against the New York World by Charles F. Murphy, head of Tammany Hall.

Another suit against the World has been begun by John F. Hylan, the Democratic candidate for mayor, in addition to the actions already started against the same paper and the New York Globe.

NEW OWNER RAISES PRICE.

The Belzoni (Miss.) Weekly Banner has been purchased by W. L. Toney of Belzoni and will be managed by T. L. Turner, who was formerly connected with the paper. The subscription price will be raised to \$2 a year on December 1.

The retiring owner of the Banner is F. R. Birdsall of Yazoo City.

NEW TRADING STAMP LAW.

After January 1, 1918, all trading stamps and similar devices used in the state of Wisconsin must be redeemed in cash only by those who issue them.

PAPER FIRM'S NEW NAME.

The name of the Birmingham & Seaman Company, New York, has been changed to the Seaman Paper Company.

THAYER'S NEW POST.

John Adams Thayer, well known magazine publisher, has become executive secretary of the Periodical Publishers Association, with headquarters in New York.

The
Baltimore Sun
and
The Monotype

THE SUN
 SUN SQUARE, BALTIMORE, MD.

October 2, 1917.

LANSTON MONOTYPE MACHINE CO.
 PHILADELPHIA, PENNA.

Gentlemen:

I take pleasure in advising you that we have decided to retain the additional Type Caster recently installed in our Casting Room, as we find that this machine, together with the other casting and six composing machines, gives us exactly the equipment we need for handling our display advertising.

We have had an exceptional opportunity for testing out the availability of this equipment for our display advertising work since the first of the year, as we have had to take care of an increase of 739,907 lines of display advertising over the first nine months of 1916; the total amount of display advertising handled in our composing room between January 1st and October 1st amounting to 7,006,943 lines.

As you probably know, The Sun is one of the first eight papers in the United States in the total volume of advertising carried, and our ability to handle the steadily growing business has been due in a large measure to the adaptability of the Monotype equipment. Its flexibility, combined with the range of type faces which it makes possible, has enabled our composing room to turn out work highly satisfactory to our advertisers.

Again thanking you for the courteous and the prompt attention given to our requirements, I am,

Cordially yours,

(Signed) PAUL PATTERSON,
 Business Manager.



THE SUN is not only using Monotype Type & Rule Casters to provide material for the use of its hand compositors, but is also setting all of its display advertising on the Monotype Keyboards.

The Monotype equipment comprises six Keyboards, six Composing Machines and two Type & Rule Casters.

Are You ready to consider the Monotype and Non-Distribution in your Ad-room?

We are ready to help you.

**LANSTON MONOTYPE
 MACHINE COMPANY**
 PHILADELPHIA

NEW YORK, World Building BOSTON, Wentworth Building
 CHICAGO, Plymouth Building TORONTO, Lumaden Building
 Monotype Company of California: SAN FRANCISCO, Rialto Building.



SOUTHERN PUBLISHERS AND POSTAL REFORM.

THE STORY OF THE S.N.P.A. FIGHT FOR THE McKELLAR AMENDMENT—IT WILL BE CONTINUED.

The Southern Newspaper Publishers Association's Bulletin says:

"Waldon Fawcett, writing in THE FOURTH ESTATE, in commenting on the 'bug-a-boo' of an increase in the second class rate when it suddenly bobbed up once more when the War Revenue Bill 'went to conference' certainly didn't have a Southern publisher in mind when he said 'a number of publishers received the surprise of their lives,' they having labored under the impression that the whole subject was disposed of for good and all in the Senate.

"The committees of the Southern Newspaper Publishers Association, realizing that the fight had only just begun, did not pack their grips and return home to look after their own pressing matters of deep interest.

"Instead they remained on the job. Members of the association in close touch with the situation, realizing that the time had arrived for reinforcements, held a conference by telegraph and long-distance telephone, with the result that a delegation promptly went to Washington, where for several days they rendered Major Stahlman and his committee valuable assistance.

"Other members who were made aware of the situation promptly followed suggestions made them, doing some telling and effective work.

"The activities of the S.N.P.A. in its fight against the excess profit tax and increase in second class postage rates was in the opinion of many not without helpful results, although the report recommending a new zone system in lieu of the House zone tax imposes burdens which, in the opinion of members of the association, should not be placed on newspapers.

"This fight had its origin in the S.N.P.A. when a motion was made at the meeting of the executive committee at Chattanooga, February 12, 1916, by Victor Hanson of the Birmingham News that telegrams of protest be sent the 23 Southern Senators against the rider providing for 1/2 cent per pound increase in second class rates, which was then incorporated in the Post Office and Post Roads Appropriation Bills.

"G. F. Milton, editor of the Chattanooga News, who met with the committee, was requested to prepare the telegram, which follows:

"Executive committee of Southern Newspaper Publishers Association, in session here today, begs to bring before you the fact that newspapers already have great burdens placed on them by enormous increase in cost of white paper, and in all other expenses of publication. Hundreds have been forced out of business and others probably will be if additional burdens are imposed.

"We protest against increase of pound postage under bill reported by post office committee in Senate. Subscriptions are paid for largely in advance and with no anticipation of such an increase in postage. If advance is found absolutely necessary on second class postage we believe zone system to be fairer and will not impose such unjust burdens."

WORK FOR McKELLAR AMENDMENT.

"The telegram, when read in the Senate by Senator Kenneth D. McKellar, made a strong impression. On February 13 the Senate, by a vote of 37 to 34, refused to suspend its rules and permit attachment to the Post Office Appropriation bill of the amendment increasing the second class postage rate.

"It was thought then that the matter was disposed of until the finance committee of the House reported a modified zone system changing in material points the original Moon proposition.

"No sooner had the Kitchen Bill been passed by the House, carrying the modified Moon proposal, than the Southern Newspaper Publishers Association began an aggressive fight to have a zone system adopted. This was begun by the introduction in the Senate of the old Moon bill by Sen-

ator McKellar of Tennessee as an amendment to the War Revenue Bill and as a substitute for the House zone plan.

"This McKellar amendment completely wiped out the excess profits feature and provided a reasonable zone system to the end that the present rate of postage of one cent per pound should not be increased within the first zone of 300 miles.

"At the annual convention of the association in Asheville, N. C., July 9-11, after discussing the sections of the bill relating to second class postage and excess profits, the following resolution was passed and put in the form of a telegram and sent to the members, to their Senators and Representatives of their respective states and to chairmen of committees, the National Editorial Association in session in Minneapolis, and to a number of others:

"The Southern Newspaper Publishers Association, composed of 105 of the leading daily newspapers of the South, in convention assembled today, unanimously passed a resolution expressing the keenest sympathy with the Government's needs in the present extraordinary financial situation; the most cordial willingness to cooperate in raising the necessary additional revenues, and their desire to stand their just and fair proportion of the increased taxation.

"The convention, however, unanimously voiced the opinion that the proposed extra tax on the net revenues of newspapers, which does not apply to other lines of business, is unjust, unfair and discriminatory.

"In reference to the proposed increase in second class postage rates, this association believes that it has no place in a revenue bill, and the proper rate or rates should be determined by an impartial investigation.

"If, however, an increase in postage rates is absolutely necessary at this time, this association believes that the only fair and equitable basis is the zone system, the theory of which is fully outlined in Senator McKellar's amendment, with the present rate applying for the first 300 miles, which investigation has shown already affords the Government a profit, and increasing rates for longer distances, in proportion to the cost to the Government for services rendered publishers."

THE COMMITTEE.

"A committee was appointed comprising Major E. B. Stahlman of Nashville; Colonel Louis J. Wortham of Fort Worth; Robert Ewing of New Orleans, assisted by Urey Woodson of Owensboro, Ky., and Lafayette Young, Jr., of Des Moines, Ia., who at once went to Washington and took charge of the fight.

"It encountered a gigantic and

seemingly powerful lobby representing the magazines and periodicals and favoring the Senate plan.

"Led by Major Stahlman of the Nashville Banner, the ground work was laid. Major Stahlman during the last week of August prepared his brief, showing conclusively, based upon reports from the Post Office Department, that the newspaper postage did not cause a deficit for the Government, but, on the contrary, a profit, but that the carrying of magazines and periodicals caused the loss and was a dead expense to the Government.

"Major Stahlman took the position that the newspapers of the country were not and have never been wards of the Government, and are asking nothing except to pay their proportionate part of the expenses of the war and a dollar for a dollar's worth of service in delivering their publications, nothing more and nothing less.

"This brief of the committee created attention in both branches of Congress, and resulted in the McKellar Amendment being adopted by the Senate committee of the whole, though it lost by six votes when before the Senate proper.

"Undaunted by this temporary defeat, Major Stahlman remained on the ground and was again reinforced by Messrs. Wortham and Woodson and later by Messrs. Robert S. Jones, Asheville (N. C.) Citizen; John A. Park, Raleigh (N. C.) Times, and Wade Harris, Charlotte (N. C.) Observer, who remained until the fight was concluded.

MAGAZINE OPPOSITION.

"The magazines and periodicals used every device to warp public opinion, even insisting that the religious press of the country would be exterminated, when, as a matter of fact, the McKellar amendment did not affect it, such being excluded from its provisions.

"In conducting the fight the committee, led by Major Stahlman, worked incessantly and indefatigably. The briefs were distributed, every editor and publisher of a daily newspaper in the United States, some 1,800 in number, was written a personal letter, and the forces of the newspaper world mobilized to secure justice and to escape the onerous and unjust rate and tax proposed.

"At the same time, the association headquarters office, in close touch with the committee, kept the membership advised through the Bulletin of the association; letters and telegrams as to the situation securing undivided or collective cooperation whenever necessary.

"The newspapers of the country owe a debt of gratitude to Major Stahlman and his committee, who have thus far waged the contest at their own expense and outlay, paying out of their own pockets for printing, postage and distribution of the briefs and the present enormous hotel bills in Washington.

"The newspapers of the country owe a particular debt to Senators Hoke Smith of Georgia; Shields and McKellar of Tennessee; Robinson of Arkansas; Bankhead and Underwood of Alabama, and Martin of Virginia, for the valiant fights made to secure justice to the newspapers. That the fight will be continued along even more vigorous lines there is no doubt.

"The newspaper publishers in the Senate as a rule opposed the McKellar Amendment, doubtless following this course rather than bring criticism upon their course.

"The Senators from big magazine publishing centers, such as Senators Wadsworth of New York; Lodge of Massachusetts, opposed the McKellar amendment, and, led by Senator Weeks of Massachusetts, favored doing nothing at this time."

NO MORE DELAY IN WAR NEWS.

HOLDING BACK OF ANTILLES REPORT BRINGS PROMISE FROM SECY DANIELS.

Secretary of the Navy Daniels has taken occasion to express his regret that when the news of the sinking of the Antilles reached the Navy Department on October 19 there had been such an unwarranted delay in making the facts public.

He explained that it had been held up in pursuance to the departmental policy of not announcing casualties until the relatives of men dying in active service could be informed. In this instance he said this delay was wholly unnecessary and that different instructions would guide his publicity advisers in the future.

The first news of the disaster came to the War Department in a brief cable message from General Pershing between 3 and 4 o'clock p. m. Secretary Baker gave directions that the message should be given to the press immediately.

Shortly thereafter the Navy Department received the longer message from Vice Admiral Sims. Secretary Daniels went immediately to the War Department for a consultation with Secretary Baker, and as a result of this it was announced that no statement concerning the news would be available until 7 o'clock.

At the time this announcement was made nothing was known as to the exact nature of the news except to a few officials of the War and Navy Departments. It was indicated that bad news had come, but officials declined to say anything further. They would not confirm the general supposition among newspaper men that a transport had been sunk or furnish even a hint as to what had happened.

Prior to 7 o'clock, however, the substance of the information received from General Pershing and Vice Admiral Sims had gotten out and the Associated Press was able to send a bulletin stating that a returning transport had been torpedoed and sunk and that 67 men were missing.

The War Department, the Navy Department and the Committee on Public Information declined to confirm this. Officials refused to go further than to say that an announcement would be made by the Committee on Public Information at 7 o'clock.

A promise was given to explain the reason for the delay when the announcement was made. Before 7 o'clock the news room of the Committee on Public Information was crowded with newspaper men. They surrounded the official of the Bureau who was to give out the news.

At exactly 7 o'clock this official opened a drawer of his desk and took from it a bundle of mimeographed copies of Vice-Admiral Sims' dispatch, which he handed to the newspaper men. These copies had been prepared some time in advance.

When the promised explanation for the delay was asked for, an official of the Committee on Public Information said:

"Under the practice and custom of the Navy Department the information as to the Antilles was not made public until fair opportunity had been given to notify the next of kin of those lost in the disaster."

FIRE CAUSES DAMAGE.

Damage estimated at \$20,000 was done to the plant of the Pittsburgh Chronicle-Telegraph by fire, caused by the explosion of a gasoline can.

ANOTHER ONTARIO SALE.

R. H. Davis, former publisher of the St. Mary's Argus, has purchased the Uxbridge (Ont.) Times.

Philadelphia

The Third Largest Market in the United States

DOMINATE Philadelphia, create maximum impression on both dealers and customers at one cost by concentrating in the Dominant Newspaper, the

PHILADELPHIA BULLETIN

The newspaper situation in Philadelphia is different from almost any other market in the country—because one newspaper (The Bulletin) goes into nearly every home in and near Philadelphia, making it possible for advertisers to send their selling appeals to practically every possible buyer in one medium at one cost.

**“In Philadelphia Nearly Everybody Reads
The Bulletin”**

Practically 100% of the entire potential market.

Net paid average two-cent circulation for six months from April 1 to September 30, 1917, (as per report to U.S. Post Office Department).

363,115 Copies
a Day

The Largest Two-Cent Circulation in the East

WILLIAM L. McLEAN, *Publisher*

NEW YORK
Dan A. Carroll
Tribune Building

CHICAGO
J. E. Verree
Steger Building

AWAITING PAPER MAKERS' PROFITS DISCLOSURES.

PUBLISHERS ARE CONFIDENT THAT THE WAR REVENUE BILL WILL CAUSE CONGRESSIONAL ACTION.

BY WALDON FAWCETT.

A new ray of hope has been discerned on the Washington horizon by some of the newspaper publishers who are praying for relief from current news print prices.

The latest sign of succor is found in the disclosures that will shortly be made as to the profits of American paper manufacturers. The logic of the optimists is that once Congress has a peep at the gains of the news print producers that body will be more kindly disposed toward some plan of Federal price fixing or price regulation.

As though good were to come out of evil, it is the workings of that self-same War Revenue Law that imposes such a burden upon publishers who use the second class mails that is counted upon to shed new and convincing light upon the profits of the paper makers.

Under the corporation tax system that has been in force for several years past the United States Government has, of course, had more or less data as to the net incomes of all corporations, including the firms engaged in the manufacture and sale of print paper. However, the information heretofore on file is as nothing, on the score of completeness, with that which will now become available through the tax returns covering "excess profits," surplus, etc.

Furthermore, Uncle Sam is going to scrutinize with a rigor heretofore unknown the items of good-will, trade-mark valuation, etc., which manufacturers are wont to deduct in figuring net income. In other words, the searchlight is to be turned upon "intangibles" in order to make sure that there have been no slips in figuring profits.

Publishers who have followed closely the Federal Trade Commission investigation and the whole controversy over news print prices are confident that when we get down to brass tacks it will be revealed that the toll the paper makers have been taking from the publishing industry has been and is today much heavier than the average Congressman has any realization of.

What is going to make the disclosures especially convincing is that under the system to be followed by the Bureau of Internal Revenue in computing and collecting "excess profits" or "war profits" taxes it will be essential to figure and compare profits in the pre-war period with profits made by manufacturers since the war began.

That means that the earnings of American paper mills in the supposedly normal years of 1911, 1912 and 1913 will be set in deadly parallel against the rake off during 1916 and 1917, when news print prices have been in the clouds.

PUBLIC PROPERTY.

The publishers who are counting on the moral effect upon Congress of the tale that the tax figures will tell are not supposing, you may rest assured, that these figures will become public property and thus be brought to the attention of the national lawmakers.

It is realized full well that the information obtained by the Internal Revenue Bureau in connection with the assessment and collection of the new tax will be held confidential. At the same time it is believed that if the statistics afford evidence as important as is anticipated a way may be found for the Treasury Department to, under seal of secrecy, transmit the fact to those members of

Congress or those committeemen with whom must originate any move for legislative regulations of the paper industry.

Newspaper publishers who have been on the firing line at Washington during the time that the news print dilemma has been under discussion are well aware that nothing has seemed to more deeply impress both Congressmen and officials in the executive departments than evidence as to the profits the paper making and distributing interests have been drawing down.

To be sure, only a limited amount of such evidence has thus far been available but such "exhibits" as have been available have struck home.

Readers of THE FOURTH ESTATE who have read the report on Government control and regulation of the print paper industry made by Senator Smith of Arizona from the United States Senate Committee on Printing could not fail to note the stress that was laid upon the "vast profits" of the paper companies.

The citation of the 1916 profits of the International Paper Company and the Laurentide Company of Canada was not any chance reference, but was intended by Senator Smith as perhaps his most damning evidence. Incidentally this peep at profiteering is shrewdly designed to bestir general curiosity in Congress as to whether the lavish profits of 1916 have been further increased in 1917.

Whereas the report made to the Senate in the closing days of the special session took account only of the International's phenomenal spurt in net earnings during the year 1916 it is no secret that the joint committee on printing has been going deeper into this subject and has obtained some illuminating figures with respect to the inflated surplus that the International Company has piled up since the war-time prosperity hit the industry.

PAPER COMPANIES' SURPLUS.

According to information in the possession of Senators the surplus of the International has jumped from \$814,000 in the year 1908 to considerably more than \$16,000,000 at the present time. It was because of this that Congressmen only smiled when President Dodge, ordered to supply news print to the Government at the price of 2½ cents for use in printing the Official Bulletin, protested that the figure named "is not a price which will give this company a profit."

It is anticipated that more fuel will be added to the flames when the Federal Trade Commission issues in the near future its full report on the

book paper industry and shows in detail the swollen profits made by this class of producers.

An incriminating evidence on the profits proposition the Federal officials have recently come into possession of interesting balance sheets covering what is accounted one of the best-equipped and most modern paper mills in the country.

This shows that in the case of the concern mentioned—with a capital stock of only \$300,000—the net earnings jumped from \$15,000 in 1912 to \$30,000 in 1913; to \$58,000 in 1914, went back to \$50,000 in 1915 and soared to nearly \$150,000 in 1916, when, as publishers grimly appreciate, there began the "fireworks" of which one paper manufacturer wrote so gleefully.

Nor must it be forgotten that the exalted net profits that most of the paper-producing properties have lately been returning represent "velvet" after the deduction of all interest charges.

One of the experts of the Federal Trade Commission recently told the writer that in some instances paper mills have bonds outstanding in amounts in excess of the total valuation of the plants thus covered by mortgage. That is to say, the public is holding the bag.

NEWSPAPER CENSORSHIP.

From the Philadelphia Evening Bulletin.

Mr. Burleson might do better if he were not to attempt too much detail in prescribing the rules of censorship which the Postmaster General may enforce under the new "trading with the enemy" act.

Censorship is unpleasant, but it is necessary in the circumstances of war. Broadly stated, it generally is recognized that publication which is calculated to defeat or obstruct the purpose of the Government in carrying on the war is improper and should be prevented.

But it is not easy to formulate in advance a complete category of such improper publication, or even to illustrate definitely what may, or may not, be put in print, especially in the expression of opinion and in the course of discussion.

Generally, the American newspaper press has passed careful judgment on its publication, either of opinion or news, since the war began, and such occasion as there has been for interference from Washington has been in a very limited group of papers, where deliberate motive has at least seemed so apparent that repressive and even punitive measures have no excuse or argumentative justification.

But for the great body of printed publication in the United States, there is little need of officious restraint, and the less that is said of censorship, the better. Such discipline as shall be required for necessary restraint and regulation can be far more effectively administered as individual cases shall warrant than by the promulgation of a code which cannot be comprehensive in detail without being unjust and oppressive.

HUTCHINSON STAFF SHIFTS.

Chester Leasure, former advertising manager of the Hutchinson (Kan.) Gazette and previously publisher of several small dailies and weeklies, has become managing editor of that paper, succeeding John Schwinn, who is attending the officers training camp at Fort Sheridan, Ill.

Leo Baddely of the advertising force is now advertising manager.

Helen M. Hayes, society and general assignment editor, has become telegraph editor, succeeding Herbert Waggoner, who has enlisted in the Ambulance Corps.

Nellie May Schall from the Lawrence Gazette is filling Miss Hayes' position.

"DRYS" TO DO BIG ADVERTISING.

SEVERAL HUNDRED THOUSAND DOLLARS TO BE SPENT IN NEWSPAPERS.

Several hundred thousand dollars in newspaper advertising will be spent within the next few months to further the abolition of all manufacture of alcoholic beverages within the United States. The money has been contributed by prominent prohibitionists.

Ten men in Philadelphia will be named as a central committee for the advertising campaign.

These ten will select the others, and the ten so named will each have the right to nominate ten additional. A committee of one thousand will thus be formed to carry on the work.

TO OBTAIN FOOD PLEDGES.

Samuel G. McClure, publisher of the Youngstown (Ohio) Telegram, has been appointed chairman of a committee to obtain householders' pledges of support to the state food conservation movement.

TO REPRESENT OHIO.

George F. Burba, editorial writer on the Columbus (Ohio) Dispatch, was one of Ohio's representatives at the national testimonial dinner to Samuel Gompers in New York on October 17.

E. K. Jenkins has purchased the Medora (N. D.) Herald from L. G. Warner.

*Finest
Quality*

FELT PRESS and MOULDING BLANKETS

DIRECT
from Factory
to Newspaper

at

ONE PROFIT

Write for prices to
Newspaper Dept.

Chas. W. HOUSE
& Sons
UNIONVILLE, CONN.



The illustration shows only one-third of the battery consisting of two Triple Octuple Multi-Unit Presses installed; for

The Detroit News

DETROIT, MICH.

BY

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

This Ideal Press Room Equipment

is admitted by all to be the finest in the world. All the Units are on the same floor level with every part within reach of the operators, giving plenty of room to go around the machines. The temperature being the same on all presses, it enables an even distribution of the ink and prevents melting of the rollers.

There Are No Idle Sections On This Machine

as it can be operated as Twelve Quadruple, Eight Sextuple or Six Octuple Presses. This is a great advantage for any paper and enables you to meet any conditions that may arise. No matter what your requirements are, you will obtain the maximum output possible.

Every Progressive Publisher or Manager

of a newspaper should take a trip to Detroit and inspect this up-to-the-minute plant. It will be time well spent; and having seen it, we know that you will give us an opportunity of helping you to solve your press room problems.

NEW YORK
1457 Broadway

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager.

CHICAGO
Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: Waltscott, New York

CODES USED: ARC (5th Edition) and Our Own

THE VALUE OF NEWSPAPER ADVERTISING SPACE.

A NATIONAL ADVERTISER TELLS WHAT EIGHTY-NINE MILLION READING POWER REALLY MEANS.

"I do not know any better way for the advertiser and the seller of a reputable article to get to the man on the piazza or in his back office than to go to him with the thing that he takes to his piazza or his back office, that represents the human interest of his own town, and that is a newspaper."

"I think that is a strong argument in favor of the newspaper.

"There is no newspaper in the world that has a circulation maintained that has not got a reason for that circulation. It is the reason that makes the paper successful."

This is what Nat Olds, sales and advertising director of Julius Kayser & Co., told the members of the advertising staff of the New York Times at their luncheon meeting last Saturday in advising them on the value of newspaper space and how to sell it. And he added:

"I do not have to tell you men that I have always been, and still am a believer in newspapers.

"I believe that the newspaper is today the legitimate advertising medium for commodities that are worth advertising and the reason that I use newspapers is not because salesmen tell me to. They helped me a good deal, but I had to get a better reason.

"How was it going to profit me and my concern to use the newspaper? I scratched the surface and looked underneath.

"I did not know until I began to learn by facts and figures. I began to see that the newspapers today have a power that is astounding.

"In this country, the United States of America, there are 11,035 towns; in each one of them there are one or more newspapers.

"There are in the United States also towns, from 1,000 population up to New York—five or six millions—and they number 5,043, which leaves newspapers published in towns under 1,000—5992.

"In those 11,035 towns there are published, daily or weekly, 23,367 newspapers.

"The dailies number 2,514 and the country papers and weeklies, 20,000.

"The circulation of the dailies is 28,436,000 and the circulation of the weeklies is 45,000,000, which makes a total of 73,436,000 circulation.

"Add 570 Sunday papers—16,446,000—and you get a grand total that is a little over 89,000,000 circulation.

"This is 89,000,000 human beings with human wants, human desires, that are reading these papers to get those human wants and human desires satisfied.

"That is almost one paper—more than one paper—to every man and

woman in the United States.

"There are 1,054 newspaper published in New York alone—but just consider 89,000,000 human beings all wanting something.

"They got the newspapers to satisfy their needs. My experience has been that when I do business with a merchant I can do business a great deal better with him if I can get inside his front page and sit on his plaza with him or in his back office and talk business with him there.

"If I can know how he thinks; know his relations with his fellow townsmen, I can talk his own language.

"I think a newspaper makes a mistake in quoting figures alone. I say to an advertiser 357,000 and he doesn't know what I am talking about.

"Three hundred and fifty-seven thousand dollars would mean something.

"Suppose I said 357,000 women. A man thinks of a suffrage parade or a great demonstration—some women or group of women he knows. I have often thought about that electric sign of the Times. It says 357,000. Well, I thought if you put under that 'people' you would have a better advertisement than you have now.

"I think if you inject the thought that the Times is asked for and demanded by 357,000 people who are going to demand some human want there would be more appeal. We do business for profit; the woman who reads the Times reads it for profit. She likes it better than some other paper. Salesmanship, as I said, is dealing profitably with other people and the minute you leave the people out—the human interests or the human demands, you lose your contact point and the current gets short-circuited.

"I think that mass business is big stuff. People like to think of enormous masses. Eighty-nine million people buy newspapers—what a force that is.

"I read in some magazine not long ago that in 1916 newspapers in the twelve largest American cities carried 424,000,000 lines of advertising. That does not seem very illuminating, but I analyzed it and found it meant this:

"If that space could be cut out in column width and pasted together, it would reach from where we are sitting today in Yokohama, via San Francisco. I think if you can make a picture in a man's mind you have him thinking."

AD MEN IN ROCHESTER.

The meeting of the Advertising Affiliation, composed of the ad clubs of Rochester, N. Y., Buffalo, N. Y., Detroit, Cleveland and Canton, Ohio, is in session at Rochester at the time of going to press.

BANQUET OPENS SEASON.

The Chicago Press Writers Club will open its season tomorrow with a dinner.

EASTMAN WOULD BE GOOD.

Max Eastman, editor of the New York Socialist magazine, the Masses, recently barred from the mails, has applied to the Postmaster General for the restoration of second class privileges, adding that the editors will be "perfectly willing to abide by the regulations recently laid down by Postmaster General Burleson in a letter to President Wilson." A new issue of the magazine is sent with the application, and a statement given out by Mr. Eastman says publication will be continued until the courts decide whether exclusion from the mails bars distributing agencies from handling it.

Eastman's letter to the Postmaster General promises that he will refrain from publishing any matter detrimental to the interests of the United States in its prosecution of the war, but says the magazine will reserve the right of criticism as far as it does not give aid to the enemy, and that it will discuss the demand for peace with freedom of seas, peoples and markets, world union, and disarmament.

PALMER GETS APPOINTMENT.

A. Mitchell Palmer, publisher of the Stroudsburg (Pa.) Times-Democrat and former Representative in Congress, has been appointed Government alien property custodian, under the Trading with the Enemy Act.

He will act as trustee for all enemy property within the United States and issue licenses exempting enemy concerns from his supervision. He may require the transfer to himself of any property held for any debt owed to an enemy or an enemy ally, and any person holding such property or owing such money may transfer the property or pay the money to the custodian with his consent.

The alien property custodian will hold such property or money until the end of the war, and then deal with it as Congress may direct.

SPECIAL EQUIPMENT EDITION.

The publishers of the Decatur (Ill.) Daily Review printed a special 40 page number on October 21 to introduce to its readers and advertisers the up-to-date features of the Review's composing room, prompted by the recent edition of two Ludlow Typographs. The edition was all slugset—not a line of foundry type was used.

"We find our advertisers much interested in anything we do that tends to make better advertising," B. C. Whitesitt, the Review's advertising manager, tells THE FOURTH ESTATE.

NO McKITTRICK SUIT.

The libel suit brought by James McKittrick of New York against his father, George McKittrick, for \$10,000 damages has been dismissed for non-prosecution.

George McKittrick is publisher of McKittrick's Directory of Advertisers and his son was at one time connected with his directory business. The suit was the result of a business disagreement.

THE A.A.A.A. PLANS.

The Association of American Advertising Agents has not yet opened its New York central office, but Executive Secretary James O'Shaughnessy of Chicago is expected here next week to take up his work. It has not been announced yet where the office will be located.

BUSINESS TROUBLE.

The Springfield (Mass.) Homestead Newspaper Company publisher of the Homestead, a semi-weekly, filed a voluntary petition in bankruptcy in the Federal Court here on October 20 showing assets of \$18,679, and liabilities of \$19,067.

CORRECTION FROM N. Y. CALL.

EDITOR THE FOURTH ESTATE.

SIR: In your issue of October 20 you carry a news item to the effect that the hearing in the case of the New York Call, cited by the Post Office Department to show reason why it should not lose its mailing privileges, had been adjourned until October 24. This is a mistake.

You may be interested in the following brief resume of the facts:

On Monday, October 8, the Call received a citation, dated October 2, citing us to appear October 9 at Washington. This notice was delayed in the New York Post Office for five days. We wired Third Assistant Postmaster General Dockery and he postponed the hearing to October 15.

On October 12 we published our reply to the Post Office and the following day, October 13, we received a telegram from the Post Office authorities stating we would be given a bill of particulars at the hearing October 15.

The next night, Sunday, October 14, 35,000 people tried to get into Madison Square Garden to protest against what they believed was an attempt to suppress their paper.

At the hearing in Washington October 15 we were given seven days from the receipt of a transcript by us of the proceedings in which to reply. We received this transcript last Friday, October 19, and our reply will be ready and in Washington on October 26.

We are publishing daily a very interesting exhibit of the articles and pictures which the Post Office Department takes exception to.

RAYMOND WILCOX,
Business Manager, of the New York Call.

POST OFFICE STATEMENT ON THE N. Y. CALL.

Officials of the Post Office Department were indignant on October 25 over a charge by the New York Call that a decision in the case brought against it by the Government, on which decision rests the suppression of the paper, was being held up until after the mayoralty election in New York.

When told that the Call had made this charge, the department made the following statement:

"The New York Call, which was recently cited by the Post Office Department to show cause on October 16 why the second class mailing privilege should not be revoked on account of the publication in it of alleged non-mailable matter, under the espionage act, published on Tuesday a statement to the effect that for political reasons the Post Office Department was deferring final action in the case until after the mayoralty election in New York City.

"Final action in this case by the Post Office Department has not been possible for the reason that at the hearing the attorney for the Call applied for and received permission for time within which to file an answer and brief in the case. Up to this time the Call has not filed these papers, which are expected to be received in the next few days."

TRANSFER IN LIVINGSTON.

Formal transfer has been made of the Livingston (Mont.) Enterprise by Jerome G. Locke to a syndicate composed of James F. O'Connor, T. M. Swindlehurst, John A. Lovelace, W. C. Busche and Dr. B. L. Pampel.

Ralph Bibbitt has been made general manager.

FINE TRIBUNE EDITION.

The New York Tribune issued a splendid "Literary Number" as a part of its Saturday, October 20, issue.

HOLLISTER'S CIRCULATION ORGANIZATION

ON THE

St. Louis Republic AGAIN

"Results Mean Repeat"

If you want more circulation, write or wire C. B. Hollister, care of ST. LOUIS REPUBLIC

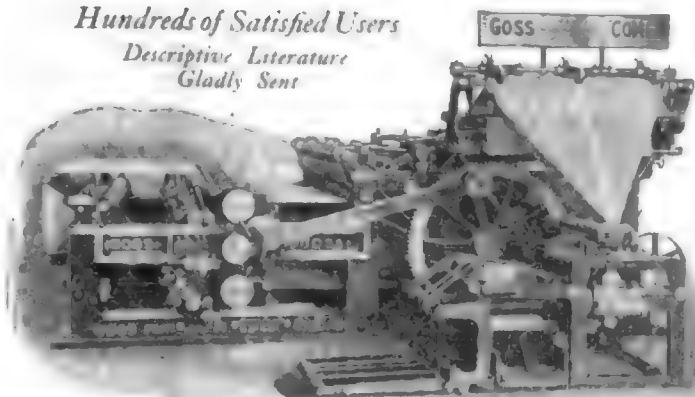
The Northeastern Circulation Co.
Home Office: DAVENPORT IOWA

THE GOSS COMET

Prints 4, 6 or 8-page Newspapers
from Type Forms and Roll Paper

This Press Will Increase Your Profits
Let Us Tell You How

Hundreds of Satisfied Users
Descriptive Literature
Gladly Sent



THE
GOSS
PRINTING PRESS
COMPANY

16th Street and Ashland Avenue
CHICAGO, ILL.

SECRET SERVICE BY NEWSPAPER.

AMERICAN REPORTERS OUT- WITTED BEST BRAINS OF GERMAN EMPIRE.

How "just a plain everyday garden variety of American newspaper reporters was able to outwit the best brains of the entire foreign service of the German Empire" in obtaining facts concerning German plotting in the United States before this nation's entry into the war, was told by John R. Rathom, editor of the Providence (R. I.) Journal to the members of the Philadelphia Association of Credit Men on October 23.

Some of the instances of the secret service work done by members of the Providence Journal staff, as related by Mr. Rathom, follow:

"At the beginning of the war we were fortunate in having in the Providence Journal two sets of wireless apparatus. From the day that war was declared in Europe we had ten men, working in relays of twos, who took and copied every wireless message that went to Germany from the Sayville and Tuckerton wireless stations. We got more material than can ever be used.

"The Germans used three codes, all of which were very difficult. One of them we have never been able to decipher. The other two we worked out after an effort of several months. After we had been collecting these messages for a few months we presented what we had to President Wilson and gave him certain facts about the wireless situation.

"In a number of the messages we caught there was a reference to the death of 'Little Emily.' Each time she died she was buried in a different place and different relatives attended the funeral. I told the President that I doubted if little Emily could die

eight times in two weeks, and he said he did too.

"Then we began a search and made careful investigations from the Atlantic to the Pacific. But it was essential to get on the inside. We were fortunate in having a representative in the German Embassy in Washington. He was one of our reporters. He had been there seventeen months.

"In other cities we had our men in the consular branches of the German and Austrian Governments.

"Then Dr. Albert came over with a \$40,000,000 slush fund. He was going to bring this country to the side of Germany. When he arrived in New York he discovered that Count von Bernstorff was in the Adirondacks. He at once wrote the Count a letter. Our man in the embassy opened it.

"We then went to Dr. Albert just to talk to him. He spent an hour trying to persuade us that he was really Dr. Albert and gave us the basis of much of our material which we used in the future disclosures. He had \$4,000,000 in cash with him.

"When Bernstorff returned to the embassy on the following Tuesday he opened the letter which had been opened by our embassy man the Sunday before and sealed up again. He never knew what had happened until he sailed for Halifax.

"In July, 1915, one of our men brought in a copy of a conversation sent by Ambassador Dumba to Count Bernstorff saying that Mr. Bryan had told him that the President didn't mean what he was saying and to go ahead. Mr. Bryan has never denied this, although he has assailed the Providence Journal."

SORORITY MEETING.

A conference of Sorority editors was held in Chicago on October 24, 25 and 26.

PROVISIONS FOR REPORTERS AT CAMPS.

Commanding generals of nine of the National Army camps have telegraphed the War Department that they can accommodate newspaper correspondents in camp.

These posts are Camps Travis, Lee, Pike, Dodge, Taylor, Jackson, Grant, Sherman, Devens, and Upton.

Quarters will be provided for correspondents at Camp Gordon, but they will be admitted to officers' mess only if all news sent out is censored.

Camp Dix offers to turn over some farm houses when barrack construction is finished.

Camp Meade will have some farm buildings available after November 1.

Camp Lewis has made no provision for correspondents.

Camp Funston offers a dormitory without mess when space becomes available.

Camp Custer will have space when the cantonment is completed and transfers effected.

Camp Upton will have room in barracks.

PUBLISHERS FALL OUT.

Edward Doty of Tuscaloosa, president of the Alabama Press Association, one of the best known newspaper men in the South, is not expected to survive an alleged attack, which he says was made on him by fellow publishers of the Tuscaloosa News.

Three prominent Alabamians are in jail on charges. The quarrel followed an argument over the control of the newspaper, so it is said.

ON TRADE COMMISSION.

Ernest N. Judd, formerly of the Columbus (Ohio) State Journal business staff, has been appointed a special representative of the Federal Trade Commission and assigned to duty in connection with the coal situation in Ohio and Indiana.

FRENCH NEWSPAPER'S SALE SCANDAL UP AGAIN.

The arrest on October 25 in Paris of Pierre Lenoir and William Desouches, charged with trading with the enemy, has again brought scandal to the fore in the French newspapers.

According to newspapers, the money received by the men amounted to \$2,000,000, and it came from Switzerland in such a manner that the customs authorities could not examine it. It is asserted \$1,800,000 was used to purchase the Journal from its original proprietor, Henry Letellier, and \$200,000 was kept by Lenoir as his commission.

The newspapers also say that Lenoir held a position in the censor's department dealing with foreign telegrams, which enabled him to communicate with Switzerland without restriction, and that he frequently went to Switzerland for week-ends, sending word to his chief that he was ill and unable to report for duty.

EMPLOYEES' INSURANCE AND NEW AD MANAGER.

Every employee of the Brooklyn (N. Y.) Standard Union has been insured by the publishers for a total amounting approximately to a quarter of a million dollars without cost of any description to the employee, under a plan of what is known as group insurance.

William F. Reynolds has been appointed advertising manager of the Standard-Union.

COVERED CHURCH COUNCIL.

T. T. Frankenburg, a newspaper man, was responsible for the publicity for the Council of Congregational Churches recently held in Columbus, Ohio, covering both the advance stories of the meeting and furnishing reports to the newspapers while the convention was in progress.

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE XV

COMPLETING THE COST ACCOUNTING—FINDING OUT EXACTLY WHAT EACH INCH OF AD SPACE COSTS.

BY EDMUND WALKER.
Herald Building, Chicago.

In each mechanical department we now have *daily time sheets*, as already described and these having been passed by the foreman are turned over to the accounting department to form the basis of our cost calculations and also to permit the calculation of the weekly pay roll.

Each column in the separate time sheets is added and each employee's account is posted from these sheets. The sheets used for this purpose are divided into six columns—one column for each month.

Each column is then *sub-divided* into three parts—the first will show the total number of non-productive hours each day of the month; the second the total number of productive hours; and the third will be ruled to record the weekly payment made.

A separate sheet is now prepared, which will show in total the number of *productive and non-productive hours* in each of the mechanical departments. The individual employees' record does not appear on this recapitulation statement. This sheet will at the close of the month when added up tell us that 774.7 productive hours have been spent in the hand composing room and that 648.7 productive hours have been spent in the machine composing room and so on for the press and stereo rooms.

We now wish to know the *cost of one productive hour* and if we could eliminate the question of overhead expenses it would be arrived at by dividing the total number of hours into the total of that particular department's expenses for the month.

However, each of these productive departments must bear its pro rata share of the overhead. This is achieved by setting out the monthly "*Profit & Loss Account*" on a *special prepared form*, which will display all the non-productive departments—first in columns, one along side of the other across the sheet and then the productive departments.

The total of the non-productive departments will then be added and spread over the productive departments each productive department being "*burdened*" with its pro rata amount of the on-cost expense.

We will see then that whereas the direct departmental expenses of the hand composing room amounted to \$2400 last month—the amount now charged to this department is \$2700, making a total of \$5100 into which figure we will divide the number of hours of time spent by the employees in that department to ascertain the *cost of one pay roll hour*—and the number of productive hours to ascertain the *cost of one productive hour*.

Having obtained this figure, we will carry out the same operation in each of the other mechanical departments—

with the result that we now know the cost of one productive hour in the hand composing room, the machine composing room and in the press and stereo rooms.

The entire principle of newspaper costing should now be considered and the best method of describing the process will be to take an imaginary case and work it out.

Here is the calculation:

Total expenses this month	\$10,000.00
Deduct circulation revenue	2,000.00
Deduct sundry revenue, discounts, etc.	5.00
	\$7,995.00
Deduct:	
774.9 hours hand composition @ \$3.75	2,885.96
1,429.1 hours machine composition @ \$2.64	3,772.82
	\$1,986.22
No. of inches run, 24,750.	
Cost of 1 inch composition	.240 cents
Cost of 1 inch space	.078 cents
Total cost	.318 cents

From this we see that our average cost of one inch of advertising space was .318 cents, and we therefore know that we cannot afford to sell any advertising at less than this figure.

You will say that we are not yet at the point where we can tell which class of advertising should be sold higher than the present rate—these are average figures.

Suppose we select the display advertisement of Marshall Field & Co., as an example. The operation will be as follows:

The composing rooms will be instructed to keep a record of the time spent on the setting and preparing of this particular copy. The time sheets will be marked by it accordingly. We will know exactly how many hours it required to set that particular copy.

It is now simple to calculate the cost of producing that advertisement, because we already know the cost of one pay roll hour in each department from the large recapitulation sheet—thus we will be able to go to Marshall Field's with an individual cost sheet dealing with his advertisement only and demonstrate how it cost us more to produce this particular copy than the amount paid.

The advertising department can now induce the advertisers to use machine composition work rather than hand, which costs more. It will know month by month exactly what

ratio exists between the machine and hand production.

Next week we will take up the question of ascertaining the cost of any single issue of the paper—the profit or loss made "yesterday."

You will note that any costing system which is not based on an efficient accounting system is worse than useless. Some so called "cost experts" merely deal with a string of forms and rulings—and ignore the most vital point of all—the fundamental basis of costing which is the actual financial record.

REPORTER KEEPS MUM.

Robert E. Holloway, Jefferson City (Mo.) correspondent for the St. Louis Republic, has been remanded to jail by the Missouri Supreme Court for contempt of the grand jury.

Holloway printed a story in the Republic to the effect that the grand jury had voted seven indictments against John W. Scott, dismissed commissioner for the permanent seat of government, in connection with the state coal scandal. In all eight indictments have been returned against Scott, but at the time the article was printed the jury had not made any return.

When Holloway was called before the jury he refused to tell where he obtained his information. Thereupon he was remanded to jail for such period as he refused to make satisfactory answers to the queries of the grand jury, or until such time as the court adjourns for the November 21 term.

TO FILL WAR VACANCIES.

The American Association of Newspaper Managers announces from its Chicago headquarters that it has established a bureau of employment for the use of the members.

The plan is to keep a list of available men on file, with records, etc., for the use of the members of the association.

The department expects to be of assistance in furnishing reliable men to fill the numerous vacancies created by the present unusual conditions.

AUTOISTS, ATTENTION!

The New York Globe will award \$100 in cash prizes to those of its readers who offer the best suggestions on how to employ economy in the use of gasoline for automobiles.

"Our government," says the Globe, "will doubtless require vast quantities of gasoline for war purposes, but it would be a calamity to place serious restrictions on the use of automobiles if the necessary economy can be effected by any other means."

DUBUQUE CHANGES.

Frank R. Morrissey is now the editor of the Dubuque (Ia.) Telegraph-Herald.

W. E. Wendt has become managing editor of the Herald succeeding J. H. Lowry.

J. E. Rock has become court reporter, succeeding Payson Berg.

Robert Stribley now has C. A. Wilhelm's old place as police reporter.

Miss Vivian Brandt is taking the place of Miss Nana Lowry as society reporter.

A CAMP SPECIAL.

The Columbus (Ohio) Athletic Club Journal has made its debut in the weekly field with a special "Camp Sherman Issue," which consisted of 100 pages bound in a gray paper cover, on which is printed the photo of Major General Glenn, commandant at the camp.

TRADE AND CLASS PRESS.

The New York Business Publishers Association on October 22, at a meeting in the offices of the United Publishers Corporation, elected officers as follows for the ensuing year:

President, Henry Lee of the Simmons-Boardman Publishing Company; vice-president, Roger Allen of the American Hatter; treasurer, Chester W. Dibble of the McGraw-Hill Publishing Company; secretary, Robert H. McCready of Playthings.

The above four officers and the following make up the executive committee: H. E. Cleland of the McGraw-Hill Publishing Company; David Beechcroft of the Class Publishing Company; and George H. Griffiths of Hardware Age.

The name of the Grand Rapids (Mich.) Western Undertaker, issued by the Periodical Publishing Company, has been changed to the American Funeral Director.

Candy and Ice Cream, published by the Modern Confectioner Company, Chicago, has been admitted to membership in the Associated Business Papers, Inc.

Kirk Taylor has been made Western manager of Printers' Ink and will have charge of the Chicago office as well as of the Detroit office, succeeding J. C. Ashley, who resigned as Chicago manager to enter into business for himself.

TRADE PAPERS AND SECOND CLASS POSTAGE.

EDITOR THE FOURTH ESTATE:

SIR: I want to express my personal appreciation of the intelligent and fair-minded way in which THE FOURTH ESTATE has handled the controversy about second class postage rates.

The publishers of trade and technical papers are particularly gratified at the refusal of THE FOURTH ESTATE to lend its columns to the propaganda of certain short sighted publishers who thought they had discovered the solution by attempting to shift the entire burden upon publications other than theirs.

Eventually these publishers will wake up to the fact that we are all in the same boat, with interests that are interdependent, and that we cannot afford, even from a selfish standpoint, to divide our forces.

Moreover, we have a still greater incentive in standing firmly for what is right and just at the hands of Congress. It is wholly beside the question for one set of publishers to attempt to tell Congress how they may burden another class of publishers.

So I say that it is a source of real gratification that THE FOURTH ESTATE has held out consistently for a fair and just consideration of this whole matter in the best interests of the entire publishing industry. It is quite evident that such a consideration cannot be undertaken as long as the question of postal rates is made a football of politics and is used as a weapon by disgruntled Congressmen to make publishers stand up, lay down, roll over and jump through.

A TRADE PAPER PUBLISHER.

AN IOWA CONFERENCE.

The third annual conference of Iowa Newspaper men will be held at Iowa University, Iowa City, November 23-24. The conference was attended last year by ninety-two newspaper men.

A.N.P.A. ELECTION.

The Niagara Falls (N. Y.) Gazette has been elected to active membership in the American Newspaper Publishers Association.

What we claim and prove for the Automatic Blanket

It will save 50% of printed waste.
It will save 100% tympan cloth.
It will give 50% better printing.
It will increase press efficiency 10%.
It will save 10% of power.
It will eliminate 90% of paper breaks between the cylinders.
It will print a blacker, cleaner paper.
The cost but little more than Repressed Felt.

Write for sample and descriptive matter.

FOR SALE BY

Walter Scott & Co. Goss Printing Press Co.
R. Hoe & Co. Duplex Printing Press Co.
California Ink Co., San Francisco, Cal.
and the Manufacturers.

**NEW ENGLAND
NEWSPAPER SUPPLY CO.**
WORCESTER, MASS., U. S. A.

The **World.**
AUDITORS OFFICE

New York August 24, 1916.

New England Newspaper Supply Co.,
Worcester, Mass.

Gentlemen:-

The automatic press blankets, which we have recently installed on our presses, are giving excellent satisfaction. We can already see a saving in press clothing of at least \$2,000 per year.

We have also noted increased efficiency in our Press Room by fewer breaks, less print waste, better printing, increased press product and valuable time saved from the reduced number of press interruptions.

Yours very truly,

THE NEW YORK WORLD
W. A. Bolles
Auditor.

GERARD SERIES IN KANSAS CITY.

ANOTHER REPLY TO THE POST
FROM PUBLIC LEDGER SYNDICATE ATTORNEY.

EDITOR THE FOURTH ESTATE.

SIR: The Public Ledger would never have thought of publishing any article regarding its controversy with the Kansas City Post had it not been for the act of the Post in sending to your valued publication the article attacking the Ledger—an article which was so untruthful and misleading in character that the Ledger felt a reply was demanded.

Mr. Lowe's suggestion, therefore, that such issues are "ordinarily in the West" determined in courts and not newspapers is one which should be directed to his client, who originated the controversy in the newspapers.

I do not intend to prolong this discussion, but I desire to say very emphatically that the statements that the Kansas City Post honestly misunderstood the offer of the Ledger, which led to their counter-offer, accepted on August 13, is so wholly without foundation that it can only be characterized as an untruth.

The original offer to the Post, contained in a night letter dated August 6, was that the Gerard story was offered to the Post for release, "beginning September after series completed by Public Ledger."

It was this offer which led to the further interchange of telegrams, resulting finally in a contract.

I am not concerned about what "any enterprising publisher" would have done upon receiving such an offer, or with the extent of the circulation of the St. Louis Post Dispatch.

The facts are as stated above. I have never said that the giving of the bond was required by the Court at the request of the Public Ledger Company; what I did say, and now repeat, was that the amount of the bond was fixed by the court over the protest of the Kansas City Post, at \$15,000 instead of the small sum the Post was willing to give.

T. R. WHITE,
Attorney for Philadelphia Public Ledger Syndicate.

EDITS DEFENSE PAPER.

Lawrence E. Meyer, formerly on the local staff of the Oshkosh (Wis.) Northwestern, has been chosen editor of Forward, the official organ of the Wisconsin state council of defense.

FILM AD MEN IN DETROIT.

The members of the Advertising Film Producers Association are meeting in Detroit, at the Hotel Statler, at the time of going to press.

NOTED SPECIALIST TO EDIT KANSAS CITY WEEKLY STAR.

Dr. Henry J. Waters, for nine years president of the Kansas State Agricultural College and formerly dean of



DR. HENRY J. WATERS.

the department of agriculture of Missouri University, is to become editor of the Weekly Kansas City Star.

Doctor Waters enjoys a national reputation in all matters pertaining to agriculture. He was successively assistant secretary of the Missouri state board of agriculture, investigator of the Missouri agriculture experiment station, professor of agriculture in Pennsylvania State Col-

lege, dean of the college of agriculture and director of experiment station of the University of Missouri and president of the Kansas State Agricultural College.

In 1914, Doctor Waters was chosen by the United States Government as special commissioner to the Philippine Islands, where he investigated problems of agriculture and education. Lately, Doctor Waters has been placed on the Government board of food administration and has been made "wheat executive" of the Hoover board.

Dr. Waters will assume active charge of the Weekly Kansas City Star as soon as his successor as president of the Kansas State Agricultural College has been selected.

CREDITS LIBERTY LOAN SUCCESS TO AD MEN.

George W. Perkins attributed the success of the Liberty Loan to the splendid co-operation of the advertising men of the nation in an address on "Why Advertise," which he delivered Thursday at the luncheon of the New York Advertising Club.

"Without co-operation," he said, "where would the nation and the world be today? It was by the highest development of co-operation that Germany stands where she is today, and that is why it is taking half the civilized world to whip her. Furthermore, it has been by the valiant co-operation of you advertising men from coast to coast that this second Liberty Loan is being put over."

PAPER AND PULP COMING.

The Publishers Paper Company is loading, at its Grand Falls mill, a 7,000-ton steamer with a cargo two-thirds news print and one-third wood pulp. It is due in the United States next week.

THE TERRE HAUTE TRIBUNE

The big home
evening paper
of its section
of Indiana.

In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

FIRST REPORT OF TRADE BOARD.

MORE NEWS PRINT MADE IN SEPTEMBER—IMPORTANT FIGURES GIVEN OUT.

Weekly reports for the last two weeks of September were obtained from 36 United States news print companies operating more than 56 mills.

The reports indicate that shipments increased more rapidly than production. The total stocks reported by these 36 companies on September 30, 1917, amounted to about 50,000 tons. This figure does not include the stocks of two companies not reporting and probably some stocks held at delivery points.

The total production of the companies reporting for the 9 months ending September 30, 1917, as compared with the corresponding period of last year, was:

9 months, 1917...950,847 tons
9 months, 1916...923,197 tons

Seventeen companies show an increased production this year over last year and 19 companies show a decrease due in some cases to increased production of other grades. One or two additional companies not reporting have gone off of news print entirely this year, but the figures show a net gain for the whole United States of more than 10,000 tons.

IMPORTS AND EXPORTS.

Imports of news print paper for the first eight months of 1917, which were almost entirely from Canada, show a gain over the corresponding figures for the preceding year, while exports show a decline.

IMPORTS.

4 months, 1917...358,160 tons
4 months, 1916...319,091 tons

EXPORTS.

8 months, 1917...49,456 tons
8 months, 1916...53,802 tons

Exports to the United Kingdom in particular fell off from 3,150 tons for the first eight months of 1916 to 734 tons for the corresponding period of this year.

Exports to Mexico, on the other hand, increased from 1,531 tons to 4,934 tons.

NEWS PRINT PRICES.

Available information indicates that most of the contract tonnage of roll news is being delivered at prices from \$3 to \$3.25 per 100 lbs. f. o. b. mill.

Reports from the 36 companies showed deliveries on old contracts at less than \$2 mill and others were reported at \$4 or more.

The 36 companies reported only nine new contracts for roll news print aggregating 3,475 tons. The prices ranged from \$2.50 f. o. b. mill to \$3.60, the average being \$3.13.

The condition of the news print market is best shown by the fact that the current prices of both roll and sheet news were not far from the prevailing contract prices. Roll news in car lots was quoted at from \$3.25 to \$3.80 by a number of mills and sheet news in car lots sold as low as \$3.25 less 3 per cent.

PULP PRICES.

During the month of September sulphite pulp was shipped on contract at prices ranging from \$36.50 per ton f. o. b. mill low to \$95.27 per ton f. o. b. mill high. The current prices reported were \$44.25 f. o. b. mill low and \$100 per ton f. o. b. mill high.

Ground wood was shipped in contract during the month at \$24.38 per ton low f. o. b. mill low to \$50 per ton high, while current prices ranged from \$38 per ton low to \$50 per ton high.

The figures on stocks and production given above cover not only

standard news print but also similar grades, such as special news, novel news, hanging, poster, lining, tablet, etc.

DERNBURG — PAVENSTADT MATTERS EXPLAINED.

Bernard H. Ridder, son of the late Herman Ridder, who with his brother Victor is now publishing the New York Staats-Zeitung, has made the following statement (on Adolph Pavenstadt's testimony before the state attorney-general that Dr. Bernhard Dernburg, former German colonial secretary, paid \$15,000 to his father to get the Staats-Zeitung out of financial difficulties and that \$5,000 of Pavenstadt's own money was also devoted to the relief of the newspaper):

"In 1914 my father, the late Herman Ridder, borrowed money wherever he could procure it in a vain effort to pull through to success the International Typesetting Machine Company. He visited many banks among them the Guaranty Trust Company, the Metropolitan Bank and G. Amsinck & Co. At the latter institution he negotiated a loan of \$20,000, making his notes payable to Amsinck & Co. and offering as security stock of the Staats-Zeitung Company.

"It now transpires that Pavenstadt, instead of lending my father the money of Amsinck & Co., went to Dr. Dernburg, interested him in the deal and from him procured \$15,000, adding \$5,000 of his own money to bring the sum up to the full quota. My father never knew this to his dying day, and we boys, who took hold of father's badly tangled affairs in an effort to straighten them out and pay off his obligations dollar for dollar, did not learn of it until Pavenstadt came to the Staats office one day last week and told us of his testimony before Attorney-General Lewis.

"The moment we heard of this phase of the case we at once got in touch with the Department of Justice and with the post office authorities. We frankly told them of our surprise to learn that we had been handling German money, but fortunately we were able to prove that not one dollar of this money was used by the Staats-Zeitung, for the simple reason the Staats never was financially crippled and needed no aid. Every penny went into the maw created by the International Typesetting Machine Company, which ruined my father financially and physically.

"I can state this without fear of contradiction. Knowing my father as I did I can assure you he never took a dollar of German money wittingly, nor could any one have prevailed upon him to do so after he so fearlessly and loyally proclaimed his attitude and that of his newspaper to this country."

V. H. Polacheck, speaking for the New York Deutsches Journal, has stated that the \$30 check drawn by Adolph Pavenstadt in favor of his newspaper was in payment of advertising space in the twenty-first anniversary number of the paper. Mr. Polacheck accompanied his statement by a photograph of the cashier's slip crediting the Journal with the amount.

HEADS PUBLICITY BUREAU.

"Phil" Norton, who recently brought a publicity campaign concerning the "Apache Trail" and other Arizona scenic and pleasure places to a close, is now installed as manager of the publicity bureau of the Seattle Chamber of Commerce and Commercial Club.

R. H. Mattison, former secretary of the Seattle publicity bureau, will continue with the chamber as industrial commissioner.

NEWS PRINT ASS'N PAPER REPORT.

PRODUCTION AND SHIPMENTS FOR SEPTEMBER AND NINE MONTHS OF 1917.

The news print manufacturers association's report of news print production, shipments and stocks on hand for September, 1917, says:

"Actual production in September was lower than the production in August, owing to the smaller number of operating days, but an amount equaling 100.7 per cent of maximum productive capacity was obtained against 99.5 per cent in August, 1917; 91.4 per cent in September, 1916; and 91.2 per cent in the whole year

of 1916.

"The actual daily production in September, 1917, was 100 tons larger than in the same month last year, although the maximum productive capacity was 400 tons less.

"Shipments in September were in excess of maximum, although less than August, 1917, and September, 1916.

"Stocks on hand in the United States have decreased and are the smallest since May of this year.

"The increase in Canadian stocks was almost entirely represented by the increase in stocks at one of the large exporting mills."

The figures follow: (The News Print Manufacturers Association represents about 78 per cent of the total product of the United States and Canada):

PRODUCTION.			SHIPMENTS.	
Month of	Actual in Tons Per Month.	Per Cent Maximum.	Total Tons During Month.	Per Cent Maximum. All Points.
UNITED STATES MILLS.				
1916—Whole Year...	1,068,415	99.1	1,069,585	91.8
1916—September	85,638	89.0	89,570	93.1
1917—January	84,995	94.6	87,445	97.3
February	75,919	94.3	73,106	91.6
3 Months	160,244	94.6	160,611	94.6
March	86,045	95.8	84,579	94.1
4 Months	246,249	94.9	245,190	94.5
April	80,774	97.1	85,492	109.8
5 Months	327,062	95.4	330,653	96.5
May	91,233	101.5	95,333	95.0
6 Months	418,296	96.7	416,016	96.8
June	86,592	100.0	85,798	99.2
7 Months	504,815	97.2	501,814	96.7
July	81,379	97.7	83,024	99.8
8 Months	586,097	97.8	584,848	97.1
August	88,500	99.7	87,119	98.1
9 Months	674,597	97.8	671,907	97.8
September	78,680	99.7	82,406	104.5
10 Months	753,277	97.8	754,432	98.0
CANADIAN MILLS.				
1916—Whole Year...	582,251	95.6	542,564	97.5
1916—September	43,470	96.4	43,635	96.8
1917—January	47,669	97.0	51,851	106.2
February	44,330	95.8	41,537	93.8
3 Months	91,999	96.7	93,398	98.2
March	46,904	93.9	50,387	96.6
4 Months	140,903	95.8	143,775	97.7
April	43,009	97.1	53,546	106.2
5 Months	188,918	96.1	197,321	100.4
May	53,551	100.3	53,094	99.4
6 Months	242,463	97.0	250,415	100.2
June	49,906	97.1	49,032	95.3
7 Months	292,422	97.0	299,447	99.2
July	45,670	96.4	48,585	98.1
8 Months	341,093	96.9	347,968	98.9
August	52,303	98.0	50,540	95.7
9 Months	393,396	97.4	398,572	98.7
September	47,998	102.2	45,009	97.8
10 Months	441,394	97.9	444,431	98.6
UNITED STATES AND CANADIAN MILLS.				
1916—Whole Year...	1,650,666	91.2	1,612,149	98.6
1916—September	129,108	91.4	133,205	94.1
1917—January	132,464	95.7	139,296	100.4
February	119,579	94.8	114,703	90.9
3 Months	259,245	95.8	258,999	95.9
March	124,949	93.1	124,906	95.1
4 Months	327,199	95.3	325,965	95.8
April	125,753	97.1	130,039	104.8
5 Months	515,975	95.7	518,497	97.9
May	144,784	101.1	138,437	94.6
6 Months	660,759	96.6	666,431	97.6
June	126,461	98.9	124,880	97.7
7 Months	797,240	97.2	801,361	97.6
July	129,949	98.0	131,569	99.2
8 Months	927,188	97.3	932,530	97.9
August	140,805	99.3	137,650	97.2
9 Months	1,067,993	97.6	1,070,480	97.8
September	126,678	100.7	126,375	102.0
10 Months	1,194,671	97.9	1,198,864	98.2

\$2 FOR NEW YORK WEEKIES.

At the quarterly meeting of the Central New York Publishers Association, at Syracuse, a resolution was passed favoring the \$2 rate for all country weeklies. This action was taken as the result of discussion of a paper read by Willard C. Wheeler of the Tully Times, in which he expressed the belief that except in rare cases the \$1.50 rate was about as high as was practicable in view of the competition of large city papers.

A resolution was passed favoring paid advertising for the next Liberty Loan.

It was also decided to enroll the members of the association in the National Editorial Association.

The guest of honor was Frank E. Gannett, publisher of the Elmira Star-Gazette and of the Ithaca Jour-

nal, who is president of the state press association. Mr. Gannett spoke on the print paper situation.

The next meeting of the association will be held at Syracuse on the second Saturday in January.

WRITERS HIGHLY HONORED.

"Seeing ourselves as others see us" is a diversion afforded Columbus (Ohio) newspaper editors, business managers and cartoonists in the current issue of the Athletic Club Journal, dedicated to the local fourth estate. The "newspaper number" shows portraits of leading newspaper men and carries sketches of them.

Frank B. Wilson is publisher and Sherman A. Cuneo, associate editor of the Athletic Club Journal.

The Sanish (N. D.) Pilot and Sentinel have consolidated.

AD MEN AND THE LIBERTY LOAN.

NATIONAL ADVISORY BOARD
FURNISHES EVEN BETTER
REPORT THAN BEFORE.

The splendid work of advertising men for the Second Liberty Loan is outlined in the October 20th weekly report of Vice-Chairman William H. Rankin of the National Advertising Advisory Board to Chairman Herbert S. Houston, which follows:

"Our New York office has received 302 requests for full page mats from newspapers as a result of the four-page advertisements prepared and illustrated by Mr. Rinehart and our Mr. Faul in our New York office.

"In Chicago, we have had requests for 600 full-page mats as the result of sending out the Liberty Loan News. Then Hans Reig of the foreign language department of the Liberty Loan ordered 500 mats for distribution among foreign language papers.

"So, taking it altogether, we have sent out 1,400 full-page newspaper mats. Mr. Reig of the foreign department agreed to pay for the mats and the newspapers are paying for their mats; so that expense will not have to be borne by the Government or by ourselves.

"Today I received a request from C. W. Patman of the A.A.C.W. national commission, Indianapolis, for 1,500 copies of Liberty Loan News. He would like to send a copy to all the sustaining members of the Associated Advertising Clubs, as he thinks it would be one of the best means to show these men what the advertising clubs are really doing.

"I really think the results obtained from this Liberty Loan News will be so good that it will redound to the credit of the Associated Advertising Clubs in a bigger way than anything that has ever been done. As stated above, we have furnished over 1,400 full-page mats to newspapers and Liberty Loan committees.

"The work in the William H. Rankin Agency has been just as much, if not more, as in the handling of \$500,000 for Goodrich or Marshall Field & Co. Our men have been working day and night to take care of copy and detail work.

"This insures a better report insofar as the Advertising Board is concerned than we furnished last time—in fact, much better. I find, too, that the Washington Star, the Washington Herald and the Washington Times are using the Chicago plan of advertising, using the copy furnished by our New York office or from the copy shown in Liberty Loan News. This is certainly 'carrying coals to Newcastle.'

"Just have your secretary send for the complete week's issues of the Washington papers and take a look at the fine showing of advertising in those issues for the Liberty Loan, paid for by business men of Washington. The copy was either furnished from New York or Chicago.

"On October 20, Chicago had already gone beyond its minimum quota and it certainly will go beyond its maximum quota, which is only five billion."

NOW A WEEKLY.

The Mount Union (Pa.) Twice-A-Week Republican has announced that owing to war conditions it will appear hereafter as a weekly.

TELLS OF BIG FIRE.

Michael Ahern, fire reporter on the Chicago Tribune since 1867, was one of the speakers at a meeting held by the Chicago Fire Veterans Association to celebrate the anniversary of the great Chicago fire. Ahern was one of the men who helped cover the story of the fire.

Twenty-five Publishers INVESTED MORE THAN \$325,000 IN INTERTYPES

during the past eighteen months

THESE publishers, and hundreds of other purchasers during the period mentioned, have expressed their confidence in the INTERTYPE and the stability of the company back of it in this most striking way.

Before you buy an INTERTYPE satisfy yourself that it is

"The BETTER Machine"

INTERTYPE CORPORATION

General Office and Eastern Sales Department

50 Court Street

BROOKLYN, N. Y.

CONTRACT NOT BINDING.

The Zacapulco Plantation Company need not fulfill its advertising contract with the People's Magazine, published in Minneapolis by A. G. Johnson, according to a decision of Judge W. E. Hale.

The company signed a contract with the magazine editor, but wished to withdraw from the columns of the publication when the latter devoted most of its space to speeches by Senator La Follette and Congressman Lundeen. Johnson refused to cancel the agreement.

Editor Johnson has been indicted by the Hennepin County grand jury on a charge of interfering with enlistments by publishing speeches of Representative Ernest Lundeen of Minneapolis and Senator La Follette of Wisconsin in the September issue of the magazine.

CLUB BUYS LIBERTY BONDS.

The board of governors of the Baltimore Press, though Edward H. Pfund, the treasurer, offered a resolution to withdraw \$500 from the sinking fund and purchase with same ten \$50 Liberty Bonds.

The resolution was unanimously adopted.

BRITONS CHANGE NAME.

The British Society of Weekly Newspaper & Periodical Proprietors has changed its name to the Weekly Newspaper & Periodical Proprietors Association.

PAPER KEPT IN FAMILY.

Allan B. Augustin has succeeded his brother Howard Augustin as associate editor of the Glenwood City (Wis.) Tribune.

Charles J. Augustin, their father, who has been publisher of the Tribune intermittently for the last twenty-seven years, intends to resign in the near future and will turn over the management of the paper to the new associate editor.

Howard Augustin, who had previously been on the editorial staff of the Minnesota Daily, published by the students of the University of Minnesota, at Minneapolis, is now with the National Army at Camp Grant, Ill., and has been appointed historian and general press representative of Company D, 341st Infantry.

ILLINOIS EDITORS MEET.

The third annual convention of the Southern Illinois Republican Editorial Association was held at the Elks' Club in East St. Louis, October 26.

Among the speakers announced by the program committee were Governor Frank O. Lowden of Illinois, Joseph Cannon and W. B. McKinley.

HOWLAND SPEAKS.

Industry's contribution to national safety, individual welfare and human progress was described by Ellis L. Howland of the New York Journal of Commerce, special representative of the national industrial conservation movement, at a recent luncheon meeting of the Columbus Chamber of Commerce.

MONTREAL MAIL AND NEWS OWES ABOUT \$535,000.

About \$535,000 is the amount owed by the Montreal Daily Mail Publishing Company, Limited, and the Evening News Company, Limited, according to proceedings before Justice Allard, in the Practice Division of the Superior Court, in connection with a meeting of the creditors of the two defunct newspapers.

The creditors number nearly 300 of whom 125 are former employees, who claim unpaid salaries.

John D. Wallace was appointed liquidator, and five inspectors were appointed. Both the Mail and News were under one management, the News ceasing publication a few months before the Mail, a morning paper, discontinued.

MORE CANADIANS WANT PRICE RAISING.

At a meeting of News Brunswick Province newspaper publishers of the North Shore, held a few days ago at Newcastle, a discussion was held on the rate of subscription to newspapers. The majority of the papers on the North Shore have adopted the \$1.50 rate and it is likely that the others will follow.

Printing prices were taken up for comparison and decision on a standard price for standard job work, and a schedule was drawn up and agreed to, thus doing away with price cutting among the printers and encouraging fair dealing to all customers.

Another meeting will likely be held in the near future to organize a North Shore Press Association.

N. Y. TRIBUNE APPOINTMENTS

Neal Jones, formerly managing editor of the Omaha (Neb.) News, has been appointed day managing editor of the New York Tribune.

Frank J. Pope has been made night editor of the Tribune.

Mr. Jones started his newspaper career as a typesetter on the Iowa City Citizen.

After working as a reporter there he went to the Muscatine (Ia.) News-Tribune and later to Des Moines, where he was employed on several papers. He next became city clerk of Des Moines, but his inclination toward journalism led him to become connected with the Cleveland (Ohio) Press. He became managing editor of the Omaha (Neb.) News and resigned from this position to go with the Tribune.

SOCIALIST IN TROUBLE.

Isaac Bainbridge, a Canadian Socialist editor held in custody for some time past in Toronto, charged with a breach of the Defence of the Realm Act, has been admitted to bail of \$1,000, after he pleaded guilty to a new charge of publishing a seditious libel.

He elected to be tried by a jury and was remanded. Bainbridge is editor of the Canadian Forward, a Socialist publication, and it is alleged that he distributed a reprint of an article by Irwin St. John Tucker, entitled "The Price We Pay." This article held up Socialism as the panacea for all evils.

CHANGE IN NAME.

The Calgary (Alta.) Nut Cracker will not appear again under the present name, but in the next issue will be rechristened the Alberta Non-Partisan. Rev. William Irvine will continue as editor and J. H. Ford will remain as business manager.

LONGER COLUMNS.

The Wausau (Wis.) Daily Record-Herald has increased the length of its columns from 20 to 21 inches. There is no other change.

"PATHFINDER" FOR CITY'S SHOPPERS.

THE NEW YORK EVENING POST CONDUCTS A UNIQUE SERVICE DEPARTMENT.

New York abounds in novelties but few people have the leisure to explore for them.

One New York newspaper maintains a separate department which does just that. Every morning a discriminating young woman is afield, sometimes on the broad reaches of the avenue and sometimes in little-known streets and daily she writes an article for the New York Evening Post, describing her discovery—perhaps a pottery shop, a perfumer, a book store, a tea room that has individuality.

Above the article appears the caption, "The Particular Person." This particular person is more than a person—an institution, at any rate a department.

At various times various young women have conducted it, always with skill and success.

Miss Elizabeth Miner King created the part. From time to time in strolls about town she found subjects which interested her and which she felt would interest the readers of the paper. One day she wrote a description of a place just visited. The sketch was submitted to the chief and he at once accepted it. It had sincerity; it was gracefully phrased; it caught and expressed the spirit of the shop about which she wrote. And it appeared in print.

More articles of the kind were written. Two and three a week appeared tucked away now on this page and now on that. No address was given. Then letters to the editor began to arrive, many on stationery that bore distinguished crests.

Inquiries by telephone and by letter asking for the addresses multiplied. Then the publisher saw the importance of a regular sustained interest and "The Particular Person" department was created.

The articles are now reprinted in booklets, "Unusual Shops of New York City" and "Unusual Tea Rooms of New York" and distributed on request.

Four editions in all have so far appeared. Addresses of the shops that advertise are given.

Miss King was made a member of the news staff and is now among the "stars." Some months ago she wrote a symposium of articles on the food situation which attracted wide attention. For a time different persons played the role of "The Particular Person." Then Mrs. Agnes Melville Brown took charge of the department and carried it on with signal brilliance.

The management of Macy's asked and received permission from the Evening Post to have her write its daily advertisements for that paper, using the title at the top.

Later Miss Amy Bonner succeeded to the title and for several months she has been traversing the highways and byways, and writing articles that cause Miss Manhattan or Mrs. Brooklyn or Mrs. Somebody-else to write for further facts. Miss Bonner enjoys her work and her style has vitality that appeals.

The other day her services were secured for writing a series of advertisements about "The Mansions," newly completed palatial apartment houses, and her advertisements took her readers on a tour of the building.

In mammoth scrapbooks which are among the guarded treasures of "The Particular Person" are letters galore. They prove that people are guided by what they read in reputable newspapers.

Some of the questions would seem to require a knowledge of the occult. Others, which merely inquire where one can buy white crepe de chine waists for \$4.98 or a \$10 walking hat, or the location of the gown studio, are more easily answered by the young woman who has the role of official "pathfinder" in the city of six millions.

OHIO MEN IN U.P. SERVICE.

Cleveland and other Ohio cities are well represented in the list of feature writers now serving the United Press in one place or another. The list includes:

C. C. Lyon, Cleveland, with the Pershing force in France;

Ed. L. Keen, formerly of the Cincinnati Post, now general European manager of the U.P. at London;

William G. Shepherd, formerly Scripps newspaper man in Cleveland, now in Petrograd;

C. P. Stewart, formerly city editor of the Cleveland Press, now at Buenos Aires;

William P. Simms, formerly of the Cincinnati Post, now at British front;

Wilbur S. Forrest, formerly with the Cleveland Press, now manager of the Paris bureau;

Kenneth Payne, formerly on the Cleveland Press, now in London;

Henry Wood, also of the Cleveland Press, now on the French front.

KENOSHA DAILIES SOLD.

The Kenosha (Wis.) Evening News and Telegram Courier, which for the last twenty years have been published by the Head-Simmons Publishing Company, have been purchased by the Kenosha News Publishing Company.

W. T. Marlatt becomes editor and publisher of the News and Courier; Ralph S. Kingsley is managing editor, and Clarence Head is the third director.

LINOTYPE INSTALLMENTS.

Recent purchasers of multiple magazine Linotypes are:

Watertown (S. D.) Public Opinion; Johnstown (Pa.) Democrat; Westfield (Mass.) Evening Journal; Raleigh (N. C.) Times; Christensen & Bensen, Brooklyn, N. Y.; Monessen (Pa.) Independent;

Lock Haven (Pa.) Express-Republican; Parsons (Kan.) Daily Sun; Shenandoah (Va.) Sentinel-Post; St. Joseph (Mo.) Gazette; Baltimore (Md.) News; John H. McGrath of Easton, Pa.

NEWSPAPER MEN EJECT.

Franck C. Havenner of the Bulletin was chosen president of the Newspapermen's Club of San Francisco at the annual election on October 13. Other officers are: William H. Jordan, vice-president; John P. Doran, secretary; Arthur M. Johnson, treasurer; and Walter F. Crowley, James Yeiser, Fred Goodcell, Raymond Richmond and James Tufts, directors.

BETTS FOOD SECRETARY.

Charles H. Betts, editor of the Lyons (N. Y.) Republican, has been chosen by the New York state food commission as executive secretary, with a salary of \$5,000 a year.

MAYOR HEADS PAPER.

J. G. Tilden, ex-mayor of Ames, Ia., is president of a new corporation, which controls the Ames Daily Times.

UNIQUE EXHIBIT IN CHICAGO.

PERMANENT AGRICULTURAL AND INDUSTRIAL SHOW FOUNDED BY HERALD.

Ward D. Williams, industrial commissioner of the Chicago Herald, has made a success of a great publicity enterprise.

About a year and half ago Mr. Williams conceived the idea of a permanent agricultural and industrial exposition, to be conducted in Chicago under the Herald auspices. This project was planned on broad lines and has required a great deal of hard, persistent work to bring it to fruition. A minimum sum of approximately \$100,000 was required to finance the undertaking.

One of the first requisites was a large and centrally located building in Chicago which would admit of displaying exhibits in an attractive way. There had to be approximately thirty



WARD D. WILLIAMS.

charter members to assure success, including states, immigration bureaus, development associations, railroad companies, industrial corporations who cater to the farmers and others of the highest class.

The Chicago Herald's Agricultural and Industrial Bureau has been open for a period of about one year and a half, has beautiful quarters occupying the entire banking floor of the Ashland Block, corner Clark and Randolph streets, in the heart of the great loop district of Chicago. The agricultural and industrial exhibits, installed by the different members, cover in the neighborhood of 8,000 square feet of floor space.

Thus the start has been made.

Outlining the purpose of the Herald's exposition to THE FOURTH ESTATE, Mr. Williams said:

"The underlying plan and purpose was to establish a great clearing house and market place where the Herald readers and the public at large could obtain authentic and reliable information regarding homes and investments in all parts of America, also in promoting and exploiting America's agricultural and industrial sections.

"With this was a realization of the fact that the people as a whole have much to learn regarding the resources and opportunities in different parts of the American continent. There will not only be trade expansion in all directions accord-

ing to this view, but many new lines of activity will have to be established to meet present conditions.

"That there is an immense public service to be performed along this line the Herald management clearly perceived, and the project has had vigorous and enthusiastic support.

"There was considerable expense in the preliminary work of establishing this permanent bureau. No small concern would have been able to promote the enterprise, few individuals would have dared to undertake it alone.

"It has taken large faith and much capital before the earning point was reached. All who have studied the proposition feel that it is a great one, even when measured only by practical results. In the appeal to public spirit, as well as the broad scope of the project, there is much to please those who are observant of present commercial possibilities.

"The service given to its patrons in this permanent bureau by the Herald Company includes floor space for exhibits, educational advertising publicity in the Herald and thousands of feet of educational moving picture travels, exhibited at the moving picture auditorium at the bureau and sent out and exhibited to thousands of cities and towns throughout the United States.

"Charter membership covers a period of months. I feel that the Herald Bureau will be permanent and ideas for its future, and enlargement are now taking shape."

Mr. Williams has become known chiefly in connection with land and industrial departments of the Chicago Herald, but before locating in Chicago he was for years with the Minneapolis Journal, under the management of Lucien Swift. He has had broad experience and has personal friendships all over the United States.

KITTSON EDITORS ORGANIZE.

The newspaper publishers of Kittson County, Minn., met at the St. Vincent New Era office recently and organized the Kittson County Publishers Association.

A. G. Sand of the Hallock Weekly News was chosen president, W. A. Dahlquist of the Lancaster Herald, vice-president, and Roy C. De France of the St. Vincent New Era, secretary-treasurer.

The purpose of the organization is to promote a fraternal feeling among the newspaper men of the county; to protect the legitimate industry of newspaper publishing; to promote the future welfare of the newspapers of the county and to foster cooperation in giving better service to the various readers of the different papers within the county.

Those present at the meeting were: A. G. Sand of the Hallock Weekly News; J. E. Bouvette of the Kittson County Enterprise; J. A. Estland of the Kennedy Star; O. S. Nordine of the Karlstad Advocate; W. A. Dahlquist of the Lancaster Herald and Roy C. DeFrance of the St. Vincent New Era.

LARGER NORFOLK PLANT.

The Norfolk Virginian-Pilot will shortly occupy a new two-story annex, erected in the rear of its main office building and fronting on Brooke avenue.

New equipment will be installed in the composing room, which will be transferred from the third floor of the main building to the second floor of the annex. A new Goss press is being installed and the press now in use will be transferred from the main building to the annex press room.

HEARD HIS SONG BY 'PHONE.

While 50 instructors sang a new national anthem, "America, My Country," at the educational war conference at the Minnesota College of Agriculture recently, Jens K. Grondahl, the writer, who is editor of the Red Wing (Minn.) Republican, sat in his office and heard the song distinctly over the long distance telephone.

FAR EAST NOTES OF THE CRAFT.

JAPAN PUTS EMBARGO ON PAPER EXPORTS—RULES FOR CENSORSHIP.

The Japanese Government has placed a ban on the export of paper, as the first addition to the list of embargoed articles proclaimed in September, 1914. Export licenses may be granted, but their provisions are so strict that for several months it is considered that the ban represents a complete prohibition of the exportation of paper from Japan.

Later, other goods are to be added to the list, as the result of the early September governmental "decree controlling the prices of commodities."

The value of paper exported from Japan in 1917, in the seven months ending August 1, is stated to be \$750,000. With Japanese paper mills all expanding their plants, and adding new and improved machinery, and with the export ban into effect, Tokio paper dealers are predicting an early fall in price. The present market quotation in Tokio for news print paper is 9 cents a pound.

Thomas F. Millard, proprietor and editor of Millard's Review, Shanghai, has gone to the United States to report on political and financial conditions in the Far East. He is also on a business trip. While in Tokyo Mr. Millard obtained a deeper insight into the foreign policy of Japan through a frank conversation with Viscount Motono, Minister for Foreign Affairs.

Frederic Coleman, an American war author, left Tokio on October 1 for Peking, after spending six weeks in Japan. He is representing the American State Department and the British Foreign Office in ascertaining the present situation in Japan and China, as it is of interest to the Allies. The quantity and quality of news published in vernacular papers concerning Allied countries form part of his research work, as well as the probing of public opinion. In short, he is acting as the eyes and ears of two governments, on an Allied job.

Two large liners run from Vancouver to Yokohama. The newspapers of Japan, after having been permitted to state for months that "a certain large liner from Vancouver" will arrive, or has arrived, on a certain date, were notified in mid-September that they could thereafter publish the names of the boats. Now it is permitted to publish the names of all boats leaving Japan on trans-Pacific trips.

The Japanese Government had prohibited the naming of Vancouver boats at the request of the British Foreign Office. The present action is taken to indicate that Great Britain is convinced that the Pacific is free of submarines, and will remain so.

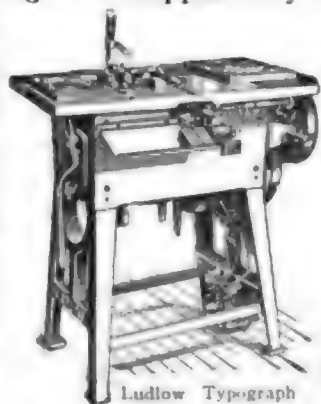
The American Government has decided to take an interest in American publicity in Japan. Through Post Wheeler, charge d'affaires in Tokio, it has distributed scores of photographs to Japanese newspapers showing the Ishii mission in various cities, and also supplied theaters with cinemato-

The RIGHT WAY to Set Display

ANY SYSTEM for display composition that necessitates the casting and storing of nearly one hundred times the amount of type actually needed, is *economically wrong*. The investment required for metal, storage equipment, and floor space is not only big, but is 95% non-productive.

The LUDLOW TYPOGRAPH offers the only system for display composition that is *economically right*. It supplies any quantity of display type when

you want it, and requires only the actual amount of metal which goes into the forms.



Ludlow Typograph

Know the Economical Advantages of Ludlow Slug-Composed Display. Send for Ludlow Literature.

Sole Selling Agents

**MERGENTHALER
LINTYPE CO.**

Tribune Building, New York
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

graph views. Thus virtually every Japanese was given a concrete idea of the nation-wide welcome and hospitality tendered to the viscount and his colleagues.

The American Red Cross Missions to Russia and Rumania, which recently passed through Tokio, were voted to be made up entirely of good fellows by the foreign and native newspaper men of the capital.

Miss Yasuko Hori, a writer, has sued the editor-in-chief of an Osaka monthly, the Human Society, for printing an alleged interview with her without her knowledge.

The strike of employees of the Oriental Printing Company, Tokio, was ended recently when the employers promised to increase the wages in accordance with the degree of excellency of work done, although they did not agree to increase the wages 20 per cent, as demanded. About fifteen men who then refused to return to work, were placed in custody in a police station, but the police said that the arrests had nothing to do with the strike.

K. Yamada has left for New York to become correspondent for the Kokumin Shimbun of Tokio. The Kokumin, which claims a daily circulation of 240,000, is owned and edited by I. Tokutomi, the "Editor Roosevelt" of Japan.

OFF FOR FORT DODGE.

Garth B. Hyatt of the Chicago Tribune reporting staff has joined the 313th Field Artillery Signal Corps at Fort Dodge, Ia.

NORSE EDITORS ARE LOYAL.

ASSOCIATION PROUD OF BEING ABLE TO AID THE U. S. IN THE WAR.

The result of the deliberations of the recent meeting of the Norwegian-Danish Press Association of America, held in Fergus Falls, Minn., left no doubt as to where this part of our foreign press stands in this war. This organization is the first of its kind to go on record in this matter.

President P. O. Thorson of Grand Forks, in his keynote speech, sounded the call of loyalty and declared that the Norwegian and Danish speaking press of the country never had faltered in its duty to the government and the flag.

The resolutions adopted by the organization pledge continued and united cooperation with the govern-



P. O. THORSON.

ment in its war work and pointed with pride to the large number of Americans of Norse blood who have flocked to the colors.

At the annual dinner N. A. Grievstad, formerly United States minister to Uruguay and Paraguay, was greeted with a tremendous demonstration of applause when he declared that the Norse press and the Norsemen in America felt that it was a privilege to the present generation to take a part in this great struggle, bloody and cruel at it is, because out of it will come a new and better world.

Following are the officers of the association:

President, P. O. Thorson, publisher of the Semi-Weekly Norman, Grand Forks; first vice-president, Dr. Th. Eggen, editor Lutheranen, Minneapolis, Minn.; second vice-president, O. A. Hain, editor Folkebladet, Minneapolis; secretary, John B. Wist, editor Decorah-Posten, Decorah, Ia.; treasurer, A. M. Sundheim, Augsburg Publishing Company, Minneapolis.

CHASSELL'S NEW POST.

H. D. Chassell, formerly editor of the Le Mars (Ia.) Sentinel, has resigned as state railroad commissioner of Iowa to become secretary and treasurer of the Farm Mortgage Bankers' Association of America.

OHIO COURT PROTECTS THE "B.V.D." TRADE MARK.

The United States Court for the Northern District of Ohio has decreed that trade marks like "B.V.B." are an infringement on the mark of the B.V.D. Company and the use of such marks will not be permitted.

It also forbade using "Made for High Grade Retail Trade" on labels. The case was the B.V.D. Company versus the Greenwald-Reich Company of Cleveland, Ohio.

The defendant agreed to destroy approximately one million labels, tags, etc., and has satisfied the plaintiff in respect to profits, damages and costs. The court decided the words "Made for High Grade Retail Trade" conflicted with the panel, "Made for the Best Retail Trade," used by the B. V.D. Company in its labels.

NORTHCLIFFE GOES WEST.

After a brief stay in New York on his return from Canada, during which he attended to some important business matters, Lord Northcliffe spent the last week touring Dayton and Cleveland, Ohio; St. Louis, Chicago and Kansas City. In these cities Lord Northcliffe delivered addresses on the conservation of food and the shipping problem.

He is accompanied by some members of the British War Mission and will return to New York about the end of the month for two or three days, and then go to Washington.

JEWELERS CO-OPERATE IN ADVERTISING.

This month the retail jewelers in Buffalo will start a cooperative advertising campaign in Buffalo newspapers and continue it up to the Christmas holidays. Every effort is being exerted to make the coming season a jewelry Christmas.

The Detroit News

Invites You to Visit its

NEW HOME

Newspaper Men, Advertising Agents, Advertisers and all others interested, are extended a cordial invitation to visit and inspect the new plant of The Detroit News at any time.

Men who constantly travel among newspaper plants pronounce that of The Detroit News the *finest* in existence.

It's size, artistic design and finish, practical arrangement of departments and ultra modern mechanical equipment exist to facilitate the varied forms of service which a newspaper must render the reading and advertising public.

YOU ARE ALWAYS WELCOME.

The Detroit News

DAILY and SUNDAY

NOTE:—Commencing October 14th, the Sunday issue of The Detroit News, formerly called the Detroit News-Tribune, became the Detroit Sunday News.

THE DETROIT NEWS PLANT IN OPERATION.

CONTAINS EVERY FACILITY POSSIBLE FOR
NEWSPAPER-MAKING EFFICIENCY
AND EMPLOYEES' COMFORT.

When the staffs of the Detroit News moved from their old home on Shelby street, which they occupied over 40 years, to the magnificent new building occupying the entire block on Second avenue, from Lafayette Boulevard to Fort street, the change marked a new era in newspaperdom in this country.

No newspaper in America has a more beautiful setting, or more perfect or more modern equipment.

The entire environment, from the strong, dignified medieval lines of the exterior of the huge edifice to the rich interior decorations and wonderful modern inventions for the rapid production of a newspaper of today, places the business of journalism before the public impressively as it should be—a great modern institution.

At various times during the past twenty-five years the News has contemplated the erection of a new building. At three different times the plan was about to mature, when the growth of Detroit and also of the paper outgrew the plans.

At one time the plans were accepted and blue prints made and work was about to begin, but the site then selected—the present site of the Orpheum Theater—could be tucked into a corner of the new building.

The evolution of the housing of the News, from the little one-story brick shack in 1873 to the present castle-like structure, is like a wonder-dream.

Three elements entered into all plans that were considered in the erection of this modern newspaper plant—utility, harmony and cost, respectively.

The visitor is strikingly impressed the moment the Arabian hand-wrought iron doors are passed and the vast lobby with its Florentine decorations, rich rugs and furnishings, are seen for the first time.

This impression grows even stronger as the office furnishings and mechanical time and labor-saving devices are inspected.

BUSINESS OFFICES.

The business office is a huge affair in English fumed oak. Nothing but a sea of desks is visible. The desks, several hundred of them scattered through the building, are steel, baked enamelled to harmonize with the fumed oak, with battleship linoleum tops, and cost \$127 each. Instead of the customary drawers on the right are dummy drawers that by pressing outward bring a typewriter into view and ready for operation. A hundred new typewriters were ready for use.

By opening the panels of oak in the side walls of the business office, lavatories, filing spaces, shelves and everything conceivable (even to a private elevator next to the circulation manager's desk that enables him to reach the press room in a fraction of a minute) can be found.

An interesting idea in all departments is a concealed steel chute for the disposal of waste paper that leads direct to balers.

A feature of the advertising department is a long, specially designed table, with switchboards inserted for a crew of 10 girls to take classified ads. Small buttons of light indicate where to make connections to take the ads.

A private barber shop with the very latest improvements in the tonorial lines, is one of the adjuncts to the business office.

EXECUTIVE OFFICES, RESTAURANT, LOUNGE, STOCK ROOMS.

The offices of George Booth, president of the Detroit News Association, are on the mezzanine floor.

The main floor, above, contains the offices of H. S. Scott, general manager and treasurer; William E. Scripps, vice-president and managing director; E. G. Pipp, editor and secretary; Herbert Ponting, business manager; and H. W. Moore, advertising manager. These offices, with their beautifully carved and massive Elizabethan period oak doors, rich rugs and other handsome appointments, are probably the finest group occupied by newspaper executives anywhere.

An idea of the richness of the appointments can be formed from the fact that a marble clock about fifteen inches high with original bronze and gold decoration cost \$400. This was recently presented to Mr. Booth by the News staff and is in perfect harmony with the balance of the decorations.

A restaurant for employees is as well equipped and decorated as any restaurant in Detroit. Everything that is new, from an electric garbage incinerator to an automatic dish washer, has found its way in the equipment.

The stock room is an interesting place with its steel drawers for holding everything from lead pencils to paste pots, all obtainable only by a requisition from a department head. This department also has its own printing plant for stock forms, etc.

A large conference and lounge

room, handsomely decorated and furnished to resemble a huge drawing room or salon, with a grand piano, is to be used as an open forum for staff discussions, but can be immediately converted into a lecture room for public gatherings by unfolding 350 comfortable chairs concealed when not required.

NEWS ROOM, LIBRARY, "SCRAPARIUM."

The news room has been given considerable thought in arrangement and an intercommunicating system has been devised whereby the city editor can immediately be put in touch with the various departments either personally or by a private separate switchboard.

Thirty steel desks are used in the news room, each equipped with heavy, comfortable swiveling chairs.

The telegraph room, a sound-proof room adjoining the news rooms, has provisions for sixteen operators.

The news room also has a private entrance to the editorial library and scraparium—the new name for the "morgue." All of these departments are models of perfection.

The library is a most compact arrangement of 7,000 volumes carefully selected by George Catlin, the expert of the editorial staff. Reporters are encouraged to visit the library and they have a private telephone connection from the city room while there. A feature of the library is a compact steel case occupying very little space that contains the very latest maps of the world, any section of which can be immediately located by an index system within the case. A few movements place greatly enlarged sections before one so they can be studied while sitting down.

The "scraparium" is a room of steel filing cases and drawers that are constantly being filled up by a staff of experts with the latest developments on any subject of interest to the reading public. Where in the past "obits" filled the "morgue," the modern scraparium is filled with obituaries to be, plus a greater volume of real live matter.

ART, ENGRAVING AND MECHANICAL.

The art section is one of the finest, if not the finest, in America. The artists' room has its own color scheme of buff and blue with a deep panel of murals illustrating the development of art from the stone age to date. The entire scheme is extremely pleasing and restful.

This section also includes a modern photograph studio that is per-

fectly equipped with everything known in the line of apparatus and lights.

There is an extensive engraving plant with a "maze" dark room that can be entered in the sunlight without ruining negatives being developed. The engraving equipment is the last word in perfection and arrangement.

In connection with the art and photographic departments, the roof has been arranged for action pictures, large groups, etc.

Dressing rooms for subjects are also provided.

A complete telephone exchange has its room. Twenty-five trunk lines are subscribed for. The Telauto machine is connected with all departments where the noise is too great to carry on a conversation when the presses are running. Written orders are dispatched by this means.

The composing and stereotyping rooms are on the top floor. The roof is of trussed steel and glass. The factory efficiency principle, that dominated the arrangement of all the mechanical details, is noticeable in the arrangements of these two departments.

The Linotype experts have a room with steel drawers of all sizes in which are wooden boxes, sometimes twelve fit snugly in a drawer. Each box contains Linotype parts and any of the 37 Linotypes can be almost reconstructed at a moment's notice. Lathes and a complete machine shop are part of this department.

A large switchboard in this room controls every machine in the composing room. A system of light signals informs the superintendent of any trouble with any machine, and he cuts it off from the control board, thereby avoiding the possibility of accident while it is being repaired.

The entire composing room is of steel. Steel cabinets, steel "stones," and steel "leads," slugs and steel rules are used exclusively.

The stereotyping department adjoins the composing department and consists of two batteries of Auto-plate machines. Two automatic elevators to the press room are next to the finishing machine and three minutes after the plate is finished it is in the press room. Having the stereotyping and composing rooms on the top floor permits all gas fumes to



THE TWO-MILLION DOLLAR HOME OF THE DETROIT NEWS.

pass away at once, and everything is done in clear daylight.

SELAS SYSTEM FOR STEREOTYPING.

The Selas system for burning gas is used throughout the stereotyping department. This is said to be the "last word" in saving fuel, making uniform heat and absolute control.

The principle of this system is to draw in a definite, predetermined proportion of gas and air, and to thoroughly mix them together (carbureter principle), at the same time distributing this mixture through the service mains under a constant high pressure. As the mixing of the air and gas to obtain the highest working efficiency is done automatically and mechanically by the Selas system, the operator has only the temperature of the metal to watch. As the amount of air and gas supplied at a given opening of the control valve is constant, the temperature of the metal remains the same if the production is uniform. Thus even the slightest adjustment of the control valve is reduced to a minimum.

The burners in the Auto-type pots are arranged in four series to simplify the control and operation. When the metal is to be heated for a run (two burners are always lighted when the pot is not in use to avoid the danger of cracking due to the strains of expansion and contraction, excessive cooling and quick heating), the four series of burners are lighted.

After the metal has reached the proper temperature for working, part of the series of burners is completely turned off and the run is generally made without any further regulation. The arrangement of the burners and the design of the combustion space are such that an even distribution of heat is maintained over the entire surface of the pot, so that the metal is at a uniform temperature throughout.

All communication with the composing room in the matter of copy is by pneumatic tubes from the business and editorial departments. Special instructions come by Telauto machine.

WONDERFUL PRESS AND CIRCULATION FACILITIES.

The press room is very interesting. The "circle" principle of doing things which is followed out in the various departments is best illustrated in the press rooms.

The paper, for example, is lowered by an electric "hoist" from the truck to a small four-wheel conveyor on narrow-gauge rails. These rails are embedded in concrete and run all around the press room from piers to presses and in such manner that the roll can be pushed by one man any place. In case the direction is to be changed small turntables permit.

The paper is usually pushed to one of fifteen concrete piers with an incline toward the presses. These piers hold two days' supply. From the piers the rolls are adjusted to Stone reels that hold three rolls and are so arranged that when one roll is exhausted, a new roll is taken up and fed without stopping the press.

The presses are the new Scott multi-unit principle. Twenty-four units of these low construction presses take up the whole long block on Second street.

TWENTY-FOUR SCOTT PRESSER.

The chief feature of the Scott triple octuple Multi-Unit equipment is that all the units are on the same floor level, with every part within reach of the operators. An even temperature on all the units enables an even distribution of ink, and prevents rollers from melting.

The equipment can be operated as twelve quadruple, eight octuples, or six octuple presses. This arrangement is calculated to meet any con-



GEORGE BOOTH
PRESIDENT OF THE DETROIT NEWS ASSOCIATION.

dition that may arise in the matter of production.

GOSS COLOR AND HALF-TONE PRESS.

Another important part of the News' press room equipment is a Goss three-decker, straightline design—two-plate wide, half-tone and color press. This machine has a capacity of 24,000 per hour, four, six, eight, ten and twelve-page papers in book form; or 12,000 per hour sixteen, twenty and twenty-four-page papers in two collected sections.

The press has a top deck combination for three-color printing; center color is extra printing couple including one plate cylinder and one blanket cylinder complete with inking device; extra color fountain at both roll end and folder end—third deck, also roll end—second deck.

All color fountains are divided in the center.

The folder is high speed with spring-nose former. Products are delivered half-page newspaper size or full page magazine size.

The press has oil set device on all rear impression cylinders and all color impression cylinders on top deck. Double tension roll frames—V tension; hand power roll hoist; 30 H. P. Goss Simplex drive motor equipment with variable speed controller—manual control—current 110 volts, D. C.

Conveyors from the presses take the papers to the large steel tables designed by the News staff, where they are bundled and thrown on a broad traveling belt and delivered to waiting automobile trucks and wagons.

RECEIVING AND DELIVERY.

Adjoining the press room is a wide steel glass-covered delivery building with entrances on two streets, and capable of housing about 100 trucks. All goods are received and papers delivered from this point.

In the front of the press room is a large space with banking house bronze fixtures where boys can purchase papers. Checks are purchased for papers at one window and the papers are delivered from another. The sale, however, is very light, about 3,500 a day, as the system of delivery by automobile to numerous points throughout Detroit is so com-



H. S. S. SCOTT
GENERAL MANAGER AND TREASURER.



WILLIAM E. SCRIPPS
VICE-PRESIDENT AND MANAGING DIRECTOR.



E. G. PIPP.
EDITOR AND SECRETARY.

plete that few boys have to go to the building.

ONLY ELECTRICAL PLANT OF ITS KIND.

There are two interesting features in connection with the press room, one is an Edison remote-control sub-station, and the other is the way the ink is handled.

The electrical sub-station in the press room receives alternating current which is converted by step-down transformers to direct current at usable voltage. After all the current necessary to run the various machines in the building (everything is run by electricity) the overflow goes out to be used elsewhere.

This is said to be the only sub-station of its kind ever installed. It is started, stopped and regulated at Edison sub-stations, and needs no heat, no attendant and little light.

The ink delivery is rather unique. The ink is forced by pipes from the ink mill to a large tank and pumped from this tank to a large tank in the News press room. From this tank, the ink is pumped direct to the presses. The ink is thereby never exposed to the air or dust from the time it is made until it is distributed by the rollers.

The entire building is supplied with washed air, thermo-static ventilation, refrigerating plant, and has every known sort of safety control device, and as the publisher of another Detroit paper said, "It is certainly the last word in newspaper making."

POINTERS ON THE DETROIT NEWS.

The Detroit News was first published August 23, 1873, by James Edmund Scripps, and issued from a building on Woodbridge street near Griswold. In November the paper moved to the very site lately abandoned. Mr. Scripps died in 1906.

The new home of the News has a frontage of 150 feet on Lafayette boulevard and Fort street and 280 feet on Second avenue. There are five floors, including the mezzanine, with a total area of 149,000 square feet. The content is 2,673,000 cubic feet.

The architecture is essentially American, even middlewestern, but suggests a medieval prototype. The architect was Albert Kahn.

The building material was concrete, steel and Indiana limestone.

The monograms and symbols carved in the stone below the third story windows are the insignia of master craftsmen in the early days of printing.

The inscriptions on the parapet, front and rear, were prepared under the direction of Professor F. N. Scott of the University of Michigan.

The carved stone figures at the heads of four piers on the Lafayette facade are of four pioneers in printing, Gutenberg, Plantin, Caxton and Franklin.

Decorations in the first and second story lobbies are of a modified Renaissance character. The coloring and modeling used in the ceiling of the entrance lobby are purely Renaissance of a very refined character.

Two suites, the executives' and the president's, are elaborately wainscoted in modified Elizabethan style.

The wrought steel vestibule and steel grilles in the tympanums at each end of the entrance lobby are masterworks in craftsmanship.

Mural decorations in the art department, depicting the development



BEAUTIFUL ENTRANCE TO THE DETROIT NEWS BUILDING.

of pictorial art, were painted by the director of the department. Joseph Kraemer, and the cartoonist, Burt Thomas.

Regular employees immediately concerned with the operation of the plant of the News number 475, and they are assisted by more than a score of part time employees.

Three hundred and eighty-seven "liner" stations in the city serve News advertisers, and they are augmented by 10 girls who do nothing but take classified advertisements over the telephone.

Five thousand boys sell or carry

the News in Detroit; in excess of 3,000 throughout the state.

Twelve hundred news-stands and 90 supply stations in Detroit as well as 950 state agents, assist in the distribution of the paper.

The News owns and operates 40 automobiles in the handling of its circulation.

The telephone switchboard in the News requires three operators and controls nearly 125 telephones on 25 trunk lines.

The three greatest news gathering and disseminating agencies serve the News, supplementing its own report-

ing organization, which includes over a thousand correspondents in Michigan, special correspondents in all leading cities, and bureaus operated by members of the editorial staff in Washington and New York.

Pictures are supplied by the five leading photographic services, and special articles by 15 "feature syndicates."

Sixteen telegraph instruments in the building carry news of the outer world to the editorial desk.

The color press, which is capable of printing four solid colors at one time and a large number of other shades and colors through blending, turns out comic supplements at the rate of 11,000 an hour.

Half a ton of ink is consumed daily by the News, and this ink is never exposed to the air from the time it is manufactured in a Detroit factory till it goes onto the white paper. No other newspaper has achieved this desirable end. The ink is conveyed to the News in an air-tight tank trailer.

The engraving department can produce from a photograph, by the half-tone engraving process, a "cut" ready to print in 21 minutes. No such speed is ordinarily attempted.

The presses of the News are 265 feet long over all, and, being unified, may be considered as one press of 24 units. Their maximum capacity is 432,000 complete 16-page papers, printed, cut, folded, counted and delivered to the mailing department every hour.

During the past year the News consumed a hundred rolls of paper a day. In each roll there are approximately six miles of paper. The year's total was 219,000 miles of paper.

The 15 concrete piers on which paper is stored in the basement are emptied by the presses every two days.

The "scraparium" contains over 20,000 "cuts" of more or less public personages. Twice that number were thrown away when the News moved. Data and pictures touching 50,000 subjects or persons are also there.

Four hundred and eighteen steel filing cabinets house this material, to which constant additions are being made.

The private library of the News contains over 7,000 volumes.

Electric cranes hoist the rolls of paper weighing three-quarters of a ton from motor trucks and drop them into a tunnel where they run on cars to the storage piers; they are carried to the presses on other cars, hoisted by the ingenious new Stone reels, fed through the presses and conveyed automatically to the bundlers; endless belts carry the bundles to the waiting delivery trucks at the shipping room platform. Heavy manual labor is reduced to a minimum by elaborate mechanical devices everywhere.

The electrical "control board," which governs the presses, contains more than 50 feet of panels. One hundred and four combinations of the press units are possible, though the News uses only 25.

The News is said to be the only newspaper in the world whose power is drawn from a sub-station within its own walls. Here alternating current is transformed to direct current. Only electric power is used.

The automatic plate casting and trimming machines in the stereotyping department are capable of turning out 18 plates a minute. In



MAGNIFICENT LOBBY GREETS THE VISITOR.

a day they commonly melt and cast 53 tons of metal into the semi-cylindrical sheets which print the papers.

When the News installed its first stereotyping outfit and web press in 1880, 12 plates a day was a good record. Today 800 plates are frequently made.

A pressure of 700 pounds to the square inch is exerted in taking an impression of a type page, and the moistened matrix is dried on an electric table where 11 tons of pressure and 350 to 400 degrees of heat are applied.

The composing room, where type is set and "made up" into pages, employs 125 men. Each of the 37 Linotype machines, which work night and day, is capable of doing the work of five or six old time hand compositors. Twenty-four machines are devoted to editorial matter and 13 to advertising and job work.

Two Ludlow machines cast extra large lines of type, principally for advertisements.

The photographic department is said to have no equal in equipment in the newspaper world. An automobile is reserved for the use of the photographers.

Pneumatic tubes carry "copy" from the editorial and business offices to the composing room in five or six seconds.

Practically the entire equipment of the old News building has been "scrapped." The exceptions are a very few machines recently installed.

Three employees of the News were with the paper when it started 44 years ago. Many others have been employed from 20 to 40 years.

The hospital of the News is perfectly equipped for any emergency not involving a large number of persons.

A cafe, elaborately equipped, is operated for the employees. The kitchen has every discoverable convenience of importance, even to automatic dishwashers and garbage incinerators. A special refrigerating system is also installed.

The building contains a barber shop for employees.

All air breathed in the News building has been washed. All drinking water is filtered and chilled by a chemical process not involving the use of ice. All rooms have thermo-static regulation of heat. The building is equipped fully with vacuum cleaners.

Except in private suites and the conference room, desks are exclusively steel, finished with baked green enamel, trimmed with brass and topped with battleship linoleum.

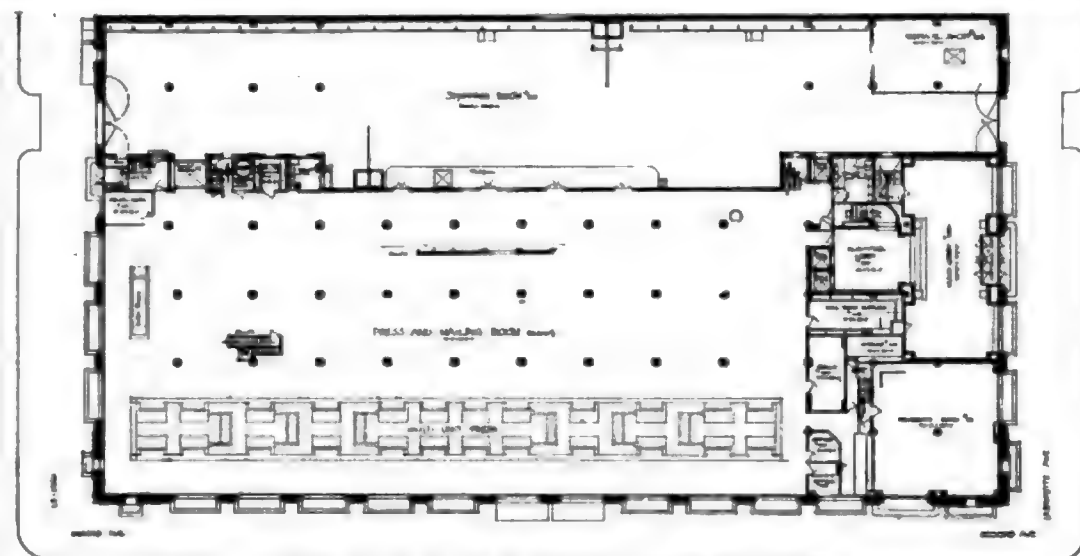
The bronze bust in the second floor lobby is a portrait of the founder of the News, James Edmund Scripps.

Other views of the Detroit News plant are shown on twenty-second page.

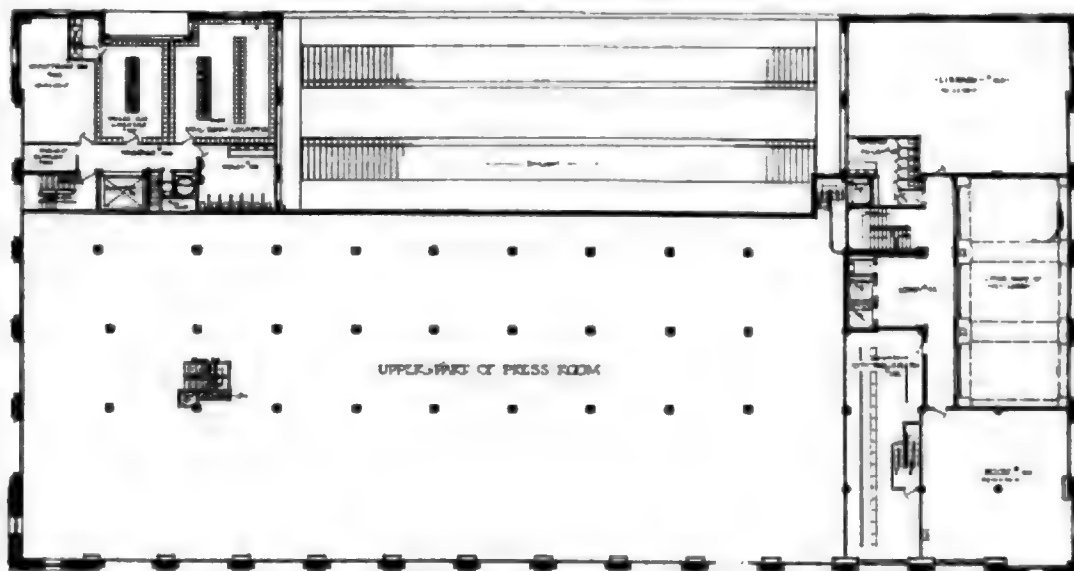
WHAT THE AUTOMATIC BLANKET WILL DO.

The New England Newspaper Supply Company, of Worcester, Mass., announces that all press manufacturing companies have adopted its Automatic Blanket as standard equipment on rotary presses and that seventy-five per cent of all the newspapers have been using it since 1915, including every daily newspaper in New York City.

Among the results the makers guarantee to produce are: Reduction of 50 per cent in printed waste; sav-



FIRST FLOOR PLAN OF DETROIT NEWS BUILDING.



MEZZANINE FLOOR PLAN.

ing of 100 per cent in tympan cloth; 50 per cent better printing; 10 per cent increase in press efficiency; saving of 10 per cent in power; elimination of 90 per cent in paper breaks between the cylinders; and a cleaner and blacker paper.

DOING BUSINESS ABROAD, ACCORDING TO CUSTOM.

To how many American business houses, advertising abroad for foreign trade, does this warning from Consul General Brittain, at Sydney, Australia, apply?

Many commercial houses in the United States, when writing to Australian importing houses, fail to indicate when the merchandise will be delivered, and frequently fail to allude to the abnormal conditions caused by the war, reports Mr. Brittain from Sydney.

While the Australian importer realizes that certain difficulties exist, he expects some assurance as to when he may expect delivery when placing his orders, also whether he can depend on prices quoted being in force

when the merchandise is exported.

"There is no difficulty in selling American merchandise in Australia provided the purchaser can be given assurance when the goods can be delivered," says Mr. Brittain. "One importer informs me that he received a letter from the United States saying that any merchandise purchased must be paid for before it leaves the United States and that it must be paid for at the prices prevailing when the merchandise is shipped instead of when the contract is made; further, that the shipper will not assume responsibility for the delivery of the goods."

It can readily be seen that such terms would not favorably impress any Australian importer.

The following information comes from the United States Commercial Attaché at Melbourne, Australia:

One of the largest advertising agencies in the United States recently sent a representative to Australia to arrange a local advertising campaign on behalf of an article nationally advertised in the United States. The special representative was for-

warded 268 advertising plates which had been successfully used in the United States, all but three or four of which had to be scrapped.

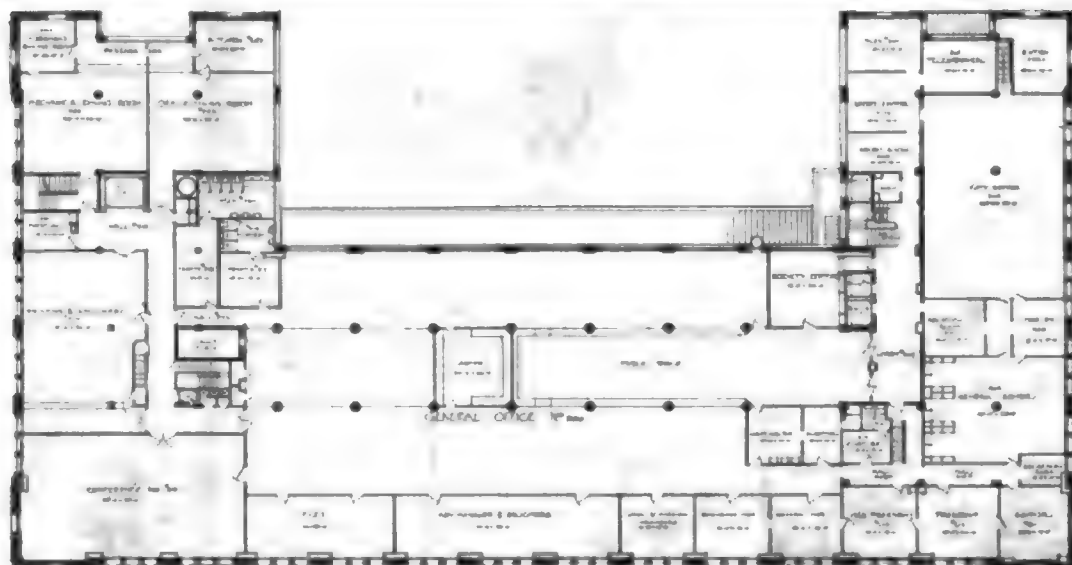
Although these plates fit American magazines and newspapers, they were of no use in Australia. The substantial loss suffered was increased by the duty—charge, which on electrotypes or stereotypers is 48 cents per block of 12 square inches or under, with 4 cents additional for each square inch over 12.

The best practice is to send drawings from which plates can be made locally.

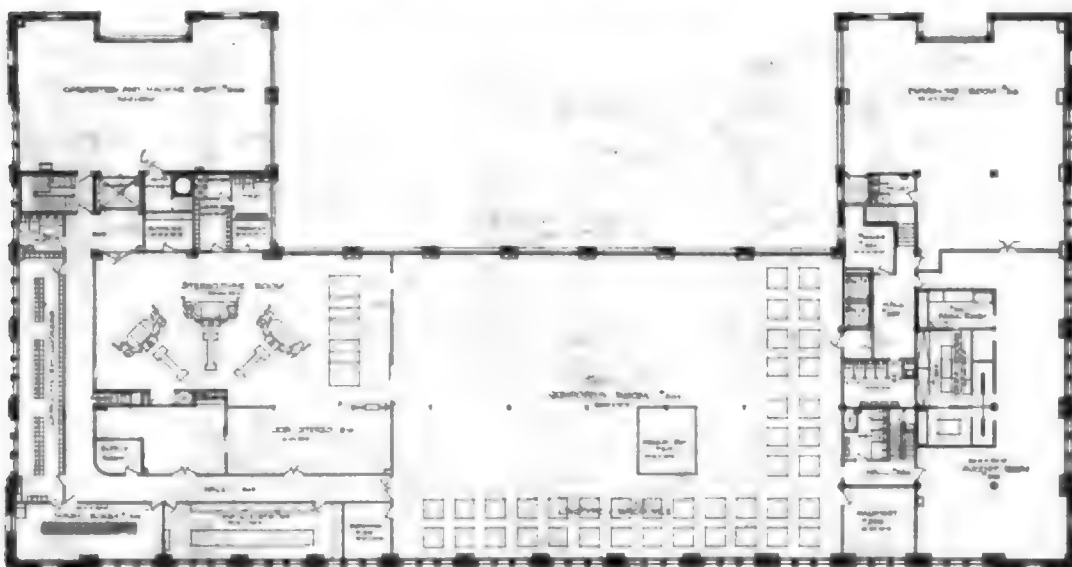
The custom has not yet been adopted in Australia of giving advertising agencies a standard rate of discount, and a certain amount of bargaining must be done by American advertising agencies desiring to make direct arrangements with Australian mediums.

Moreover, some satisfactory method of payment must be devised if one would meet with a favorable response.

A leading metropolitan daily recently urged the press to advocate a



SECOND FLOOR PLAN OF DETROIT NEWS BUILDING.



THIRD FLOOR PLAN.

system of guaranteed circulation, similar to that in use in the United States, but received little, if any, encouragement.

The only assurance which can now be had as to circulation is the unsupported word of the publication.

MORE IOWA CLUBS.

Each of the twelve Iowa Associated Ad Clubs has pledged itself to organize one more club during the coming year as one means for bringing the advantages of state meetings to the attention of a larger number of people.

NEW JUNIOR AD BODY.

The value of the Junior Advertising Club of St. Louis in helping the St. Louis Advertising Club arrange for the 1917 A.A.C.W. convention there has led the San Francisco Advertising Club to start forming a junior organization in that city.

INDIANANS IN GAS CITY.

The Indiana Associated Weeklies meeting is being held today at Gas City.

A.A.C.W. DATES.

The San Francisco convention of

the Associated Advertising Clubs of the World will be held July 7 to 11. It is announced from the headquarters office of the association at Indianapolis.

LATIN-AMERICAN CLUBS.

Acting on a suggestion of William B. Morris, advertising manager of the Northwestern Knitting Company, Minneapolis (approved by the A.A.C.W.) J. W. Sanger, who is soon to leave for South America as a special agent for the United States Government to investigate advertising conditions there, will also aid in organizing the ad clubs on the Southern continent.

JOVIAN LEAGUE GUESTS.

The Denver ad men recently were hosts to the Denver Jovian League and the electrical bureau of the civic and commercial organization.

EDUCATIONAL PUBLICITY.

At a recent meeting the Advertising Club Bureau of the Civic and Commercial Association of Denver, Colo., heard discussions on the work Denver's educational institutions had done in advertising the city. Representatives of various schools re-

viewed the accomplishments by their respective organizations.

FOR GREATER VIGILANCE.

With the addition of Will P. Green to the National Vigilance Committee of the A.A.C.W., the committee will make a greater effort to systematize and promote the work of local bureaus and vigilance committees. Particular attention will also be given to the organization of new vigilance committees, so that the protective arm of the national organization may be a working part of every local club.

In connection with this campaign the first number of the monthly publication for vigilance workers, *Better Business News*, is being issued soon. This publication will be a medium for the interchange of ideas between bureaus, vigilance committees and national headquarters. It will have its special appeal in making each club and bureau familiar with the methods used by other clubs and bureaus in vigilance work. Brief reports on investigations will be featured as well as news of general interest to vigilance workers.

BACK FROM CAMP.

After serving at Camp Dix, Wrightstown, N. J., as a drafted man

for one month, Philip Payne, city editor of the Union Hills (N. J.) Hudson Dispatch, has returned to his old position.

Mr. Payne was rejected by surgeons at the Camp Dix base hospital because of defective vision. At the time of his rejection he was a member of Headquarters Company of the 312th Infantry, which is commanded by Captain George Hyde, formerly of the New York Times.

Jack Masters of the New York Tribune is also a member of Headquarters Company of the 312th Infantry.

HOME FROM FRONT.

Flight Lieutenant Stanley McCruden, formerly with the Toronto Telegram, is home on a furlough until November, recovering from an injury.

CONDENSED NEWS NOTES.

Will S. Cooper has suspended publication of the Snyder (Tex.) Courier and has joined the army.

The business men of South Haven, Minn., will publish the Leader while Harry Boyd, its editor, is in military service.

The Brookings (S. D.) Home Messenger, published by G. N. Breed, has discontinued publication.

Henry W. Paul has purchased the Schleswig (Ia.) paper from Fred Freeman.

The Seneca (Neb.) Thomas County Clipper has been sold to C. E. West by George P. Hanna.

The A. E. Schaar and the P. W. Haber printing companies have been consolidated.

Edward Dig has sold the Truman (Minn.) Tribune to Theodore C. Raddle.

C. O. Western has disposed of the Havana (N. D.) Union to B. L. Bierce.

Albert E. Donly, an employee of the Colby (Kan.) Tribune, has been drafted.

R. B. French will be the editor of a new weekly in Bowman, N. D.

The Dixon (Ill.) Evening Leader has succeeded the Morning Leader.

A. T. Morton and son have purchased the Douglas (Neb.) Enterprise.

The Vindicator and Republican Company has changed its location in Emmetsburg, Ia.

The Gaylord (Minn.) Enterprise has been leased to E. C. Clasen.

G. D. Woods has taken over the Paden (Okla.) Weekly Sun.

"Joe" Myer, formerly of the Purcell Register, is the new editor and owner of the Bliss (Okla.) News.

The Townier County Farmers Publishing Company has taken over the Cando (N. D.) Record.

The Eureka (S. D.) Northwest Blade has been sold to Armand V. Pallving, by Mauser & Froh.

The German Press Club of Chicago has voted to invest all its surplus funds in Liberty Bonds.

FIRES.

WILLIAMSBURG, KAN.—The building and plant, including several large presses, of the Williamsburg Star, were destroyed by fire recently. The loss is covered by insurance, according to R. K. Trivett, editor and owner.

TRENTON, MO.—A recent fire did damage estimated at \$150 to the plant of the Trenton Times, all of which is covered by insurance.

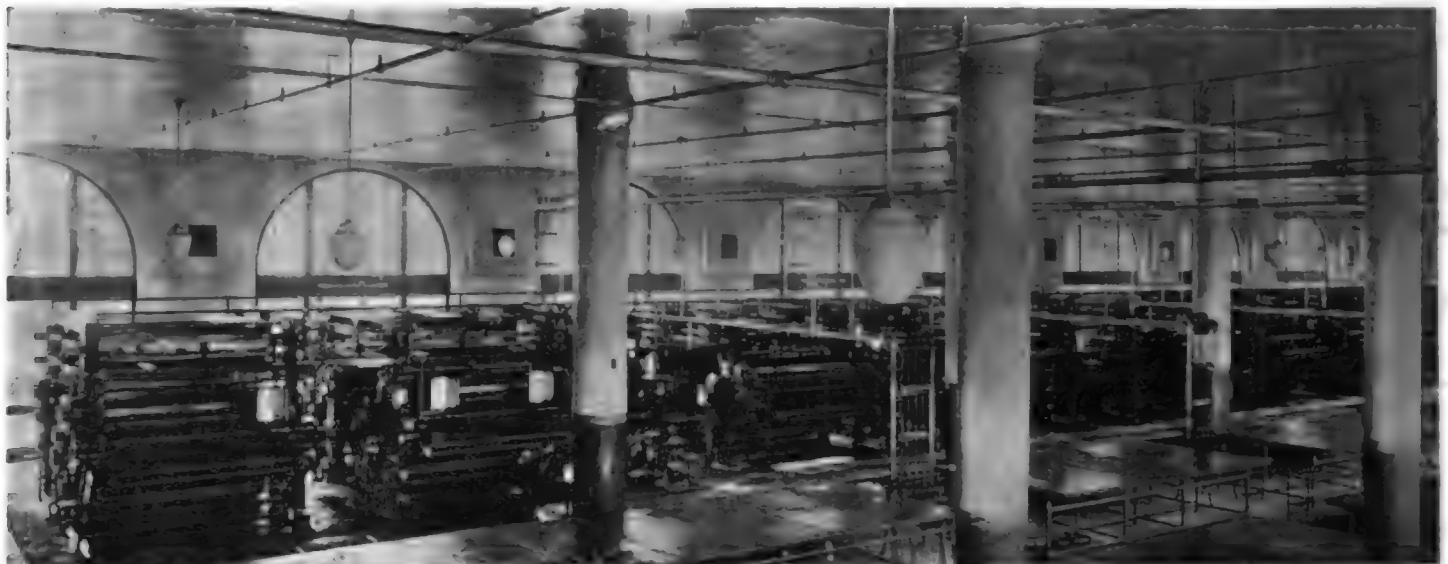
FLORENCE, ARIZ.—Damage to the extent of \$10,000 was done by a recent fire here to the building occupied by the post office and the printing establishment of the Weekly Blade-Tribune.



PRESIDENT BOOTH'S OFFICE IN DETROIT NEWS' HOME.



DETROIT NEWS' MAIL ROOM SHOWING ELECTRIC CONVEYERS.



DETROIT NEWS' PRESS ROOM, SHOWING THE GIANT BATTERY OF TWENTY-FOUR MULTI-UNIT OCTUPLE PRESSES.



STEREOTYPING EQUIPMENT. WITH SELAS GAS SYSTEM.



PRESSROOM PAPER RAILWAY AND STONE REELS.

NEWS NOTES FOR SUPPLY MEN.

CHANGES IN INTEREST.

POTTER, KAN.—Rev. E. A. Taylor and Samuel Parker have purchased the Potter Kansan from J. E. Remsburg. Mr. Taylor assumes editorial management.

WEIR, KAN.—Phil Moore has purchased the Journal from L. H. Waddie.

TYRONE, KAN.—A. L. Heibert, owner of the Observer, has leased that paper to Joe Miller, and will enlist in the army.

CALLAO, MO.—L. Roy Sims, editor of the New Cambria Leader, has purchased the plant of the Callao Journal and will continue the publication of that paper, which has been suspended.

YORK, NBS.—The York Republican was sold on September 1 by T. E. Sedgwick to J. G. Alden, formerly of the Aurora Republican.

EL DORADO, ARK.—Fletcher Smith of Conway has purchased the Tribune from J. M. Rains.

FAYETTEVILLE, ARK.—David A. Gates, Jr., for four years editor of the Fayetteville Democrat, daily and weekly, has sold his interest in that paper to Dr. Charles Richardson, who will operate in partnership with Jay Fulbright, who retains his interest in the paper.

HARDIN, MO.—G. E. Kelso, former editor and owner of the Hardin News, has again purchased and taken charge of that publication.

ATHOL, KAN.—William H. Jackson, formerly connected with the Norton Courier, has purchased the Athol Record.

SUMMERFIELD, KAN.—Charles E. Jones, editor and owner of the Sun, has leased his paper to George Marshall, and will enlist in the army.

MOUND CITY, MO.—LeRoy Locke, for the past two years editor of the Craig Leader, is now connected with the Mound City News-Jeffersonian.

ISABEL, KAN.—C. K. Strong has succeeded Don Bell as editor and publisher of the Isabel Star.

EVERETT, KAN.—R. E. McBride is the new owner and editor of the Enterprise.

DETROIT, TEX.—J. E. Lancy has purchased the Herald from James L. Crosby.

HARDIN, MO.—The News, which has changed hands three times during the last few weeks, is again owned and managed by Fred Sanderlin.

SILVER LAKE, KAN.—Miss Mary Ellis is the new city editor of the Silver Lake Mirror.

EL DORADO, KAN.—Mr. Childs has purchased a half interest in the Times, with J. B. Adams as his partner.

SUMMERFIELD, KAN.—Mr. Backus of Du Bois, Neb., will be the new owner and editor of the Sun.

ST. JOSEPH, MO.—John E. Dolman bid in for \$40,000 the printing plant and building of the American Printing Company when it was sold recently at court by Walter P. Fulkerson, trustee. The subscription list of the Fruit Grower, which has been

published by the company, has been sold for \$5,000.

SEWARD, NEB.—Arthur V. Shaffer has purchased and assumed control of the Tribune.

ALLEN, NBS.—Henry L. Balcer, for the past seven years editor and owner of the News, has sold that paper to Millard M. Martin.

SAVRE, OKLA.—Walter Hornback has succeeded J. L. Paschal as editor of the Standard.

TOPEKA, KAN.—The X-Rays Democrat, the only Democratic newspaper in this city, has been sold by A. P. Tone Wilson, Jr., to J. Charles O'Connor of Kansas City.

PALCO, KAN.—Miss Lulu B. Ross has leased the News to W. A. Tucker.

CALUMET, OKLA.—P. E. D. Underwood, formerly editor of the El Reno American, and lately editor and owner of the Calumet Chieftain, has sold the latter to Elmer Petree, who has assumed control.

STOCKDALE, TEX.—E. M. Brownlee of this city has purchased the Stockdale Times printing plant from Mrs. Mary A. Haskell, and will continue the publication of that paper. R. L. Stovall will be connected with the paper.

STOCKTON, MO.—F. L. Church, for thirty-five years associated with the Stockton Leader, has leased that paper to A. W. Hawkins, who has taken charge.

NORWICH, KAN.—George E. Smisor has sold the Herald to C. C. Page of Wichita, and has purchased a half interest in the Protection Post.

LIBERTY, MO.—Charles S. Storms has sold the Advance to Harry H. Boggs of Kansas City and C. S. Murray.

ZENDA, KAN.—J. C. Sims has purchased the Citizen from Hernan Kirkpatrick.

TYNOME, OKLA.—B. B. Miller is the new editor and owner of the Observer.

MABLES HILL, MO.—Dean B. Hill has sold his interest in the Press to G. L. Chandler.

GARDEN PLAIN, KAN.—Forrest G. Summers is the new publisher of the News.

COLUMBUS, KAN.—C. W. Grant is now the sole owner of the Modern Light, buying out his partner, John T. Burke.

FREDONIA, KAN.—The Herald office is now operated as the Herald Publishing Company, with Ben S. Hudson as president and William S. Cady as general manager and editor.

ODOLGAH, KAN.—J. J. Bybee has sold the Tribune to Gay Berridge.

RECENT INCORPORATIONS.

NEW YORK.—Angle Art Press, Inc.; printing; capital, \$2,000; incorporators, David Greenbaum, Moses Lewis, I. Alfred Levy.

Master Reporting Company, Inc.; general stenographic reporting bureau; capital, \$10,000; incorporators, J. L. and F. S. Sweeney, H. V. Montague.

Printing Industries Corporation; capital, \$10,000; incorporators, C. S. Lorentzen, F. A. Butler, G. Zeese, Great Neck Station, N. Y.

Auto Poster Service, Inc.; general advertising business; capital,

\$100,000; incorporators, F. Vernon, C. Nicolay, T. C. Connors.

Minute Man Publishing Company; capital, \$5,000; incorporators, W. T. Wetmore, C. C. Diener, H. Ringrose.

Millard Corporation; general advertising; capital \$5,000; incorporators, G. W. Karnick, J. Amat, A. V. Fox.

BROOKLYN, N. Y.—F. W. Meyer Printing Ink Company, Inc.; capital, \$10,500; Frederick W. Meyer, George B. Palmer, Ellwood M. Rabenhold.

PLAINFIELD, N. J.—Bank Note Press Company; manufacturing printing machinery; capital, \$25,000; incorporators, George W. V. Moy, Morris C. Vanarsdale, Harry W. Marshall.

PITTSBURGH.—National Discount Advertising Company; advertising; capital, \$50,000; incorporators, Wilber A. McCoy, W. I. N. Oofland, George W. Morgan.

HAMMONDSPORT, N. Y.—The Herald Company; capital, \$20,000; incorporators, E. B. Leo, L. B. and W. S. Brown of Hammondsport.

HOUSTON, TEX.—Cumming & Sons; job printing and stationery; capital, \$25,000; incorporators, William Cumming, M. E. Foster, Fred Fox, A. A. Tomlinson and E. C. White.

ST. LOUIS, MO.—Patience Worth Publishing Company; general printing and publishing business; capital, \$50,000; incorporators, Casper S. Yost, Pearl L. and John H. Curran.

BUTTE, MONT.—Bulletin Publishing Company; to publish paper; capital, \$50,000; incorporators, Alex Mackel, Thomas Campbell, W. F. Dunn.

BISMARCK, N. D.—Northwestern Service Bureau; capital, \$10,000; incorporators, George A. Totten, George W. Purcell, W. J. Brinton.

WEBSTER, N. Y.—Webster Herald Corporation; printing and publishing; capital, \$5,000; incorporators, F. L. Lowell, A. D. and E. J. Andrews.

AKRON, OHIO.—Rural Newspaper Association; advertising; capital, \$50,000; incorporators, Glenn E. Crane, G. Cook.

WILMINGTON, DEL.—George E. Cook Company; printing of magazines, books, etc.; capital \$1,000,000. Bunting Publications, Inc.; general publishing and printing; capital, \$40,000.

NEW ENTERPRISES.

PICHER, OKLA.—W. C. Greening, cashier of the Miners State Bank, D. O. Humphrey, and W. Scott Luce, editor of the Picher Miner, have purchased a site at First and Main sts., and will start immediately the erection of a concrete building, where they will install a new daily newspaper, to start publication about October 1.

BAYARD, NEB.—C. W. Clifton is starting a new paper here.

LITTLE ROCK, ARK.—The Little Rock Daily News, a penny afternoon paper, has just made its first appearance here. R. B. Robbins is president and editor of the paper, Dr. M. F. Dickinson is secretary-treasurer, and C. C. Williams, formerly of the Stuttgart Free Press, is vice-president.

LINCOLN, NEB.—The Nebraska Republican, a new weekly, was launched here September 1. The headquarters

are at Eleventh and M streets, and Kline & Smith are the publishers and owners. New presses and a complete line of Linotype machines have been installed.

TOPEKA, KAN.—The Church Outlook is the name of a new sixteen-page publication here, issued monthly by the Topeka Federation of Churches and edited by Rev. J. P. Hicks.

WICHITA, KAN.—E. E. Prescott, who was for ten years connected with the McCormick-Armstrong Press, has opened a job printing and bookbinding establishment at 106 West 1st street.

HUXLEY, IA.—The initial number of the New Era has been issued. Woods & Hendrickson are the publishers.

ST. LOUIS, MO.—Textile Publishing Company, incorporated under the laws of New York. The capital of the company is \$10,000, of which \$4,000 is to be used in this state, with office in this city.

HUTCHINSON, KAN.—A regimental newspaper is to be edited and published by the headquarters staff of the Second Kansas Infantry. It will consist of eight pages and will be issued every Saturday. Captain F. E. Boone of Wichita is editor-in-chief.

OKLAHOMA CITY, OKLA.—A new daily socialist newspaper is to be started here soon by J. Luther Langston.

INSTALLING EQUIPMENT.

VINITA, OKLA.—The Vinita Journal, a local weekly, is buying a new Intertype machine.

ST. LOUIS, MO.—The Butterick Publishing Company has leased about 15,000 square feet on the third floor of the Ferguson-McKinney Building at 1201-09 Washington street. After extensive alterations it will move in about January 1.

MADISON, KAN.—The Madison News, of which Eugene Kelley is editor and owner, has just moved into a new building.

ALLEN, NEB.—Millard S. Martin, who has just purchased the Allen News, is contemplating the purchase of new presses and type.

CHETOP, KAN.—Rolla Conderman has changed the size of the Chetopa Clipper from a 6-column to a 7-column all home print newspaper.

WICHITA, KAN.—The Western Lithograph and Supply Company is going to construct a new two-story building, 100 by 143, costing \$35,000, at Minnesota and Douglas avenues. W. A. Vincent is president of the company.

Leading by over Two and a Half Millions

In nine months this year, the New York Times published 6,957,730 agate lines of following eighteen important classifications, 2,598,908 lines more than the next newspaper:

Dry Goods and Specialty Shops, Real Estate and Building Material, Financial, Automobiles, Resorts, Hotels and Restaurants, Books and Magazines, Men's Furnishings, Miscellaneous Display, Musical Instruments, Transportation, Office Appliances, Foodstuffs, Boots and Shoes, Beverages, Newspapers, Public Service, Charity and Religion, and Candies and Gum.

Total number of lines carried from Jan. 1 to Sept. 30, 1917: 8,979,948.

CRAFTSMEN WITH THE COLORS.

The Atlanta Journal's service flag shows 50 staff members at the war. They are:

Editorial Department—Charles T. Phillips, city hall reporter, first lieutenant 128d (Fifth Georgia) infantry, detached to Fairfield O., aviation training school; Clifford V. Anderson, courthouse reporter, lieutenant 128d (Fifth Georgia) infantry; James S. Moore, Jr., Federal building reporter and sport writer, first lieutenant 6th United States infantry, Fort Oglethorpe, Ga.; Lawrence T. Stallings, courthouse reporter, lieutenant United States marine corps; Angus Perskerson, Sunday magazine editor, officers reserve corps training camp, Fort Oglethorpe, Ga.; Thomas B. Sherman, feature writer, officers reserve corps training camp, Fort Oglethorpe, Ga.; Estes Doernum, copy desk, lieutenant United States reserve corps, Camp Gordon; Carl Taylor, Federal building reporter, private ambulance company No. 29, Camp Gordon; Lawrence Jones, reporter, lieutenant United States reserve corps, attached to adjutant general's office, Washington; William M. Matthews, courthouse reporter, University of Virginia ambulance unit, "Somewhere in France"; Malcolm Vaughan, reporter, University of Virginia ambulance unit, "Somewhere in France"; Lewis W. Thomas, courthouse reporter, private in national army, Camp Gordon.

Business Department—Meredith Gray, Captain Royal Dublin Fusiliers, British Army, killed in trenches on Arne front, August 12, 1916; Roger W. Alling, 128d (Fifth Georgia) infantry; J. M. Outler, Jr., lieutenant United States reserve corps, Camp Gordon; R. G. Thomas, ambulance company No. 29, Camp Gordon; Dee Landley, 128d (Fifth Georgia) infantry; J. H. Maddox, Jr., private in aviation corps, San Antonio, Tex.; Robert Harrell, 128d (Fifth Georgia) infantry; T. C. Tonikin, private in aviation corps; A. J. Gibbs, private in national army, Camp Gordon; Joe Schaffer, seaman, navy.

Composing Room—George Sumlin, seaman, navy; Archie Gray, 128d (Fifth Georgia) infantry; G. T. Terry, 128d (Fifth Georgia) infantry; Tom P. Wier, seaman, navy; John Kieffer, private 17th engineers, "Somewhere in France"; Howard Sutton, private 17th engineers, "Somewhere in France"; B. B. Jordan, ambulance company No. 29, Camp Gordon; Herbert Roethfeld, private 17th United States infantry; Fort Oglethorpe, Ga.; H. B. Bonay, private 17th United States infantry, Fort Oglethorpe; Louis Cleveland, private quartermaster corps, United States army, Norfolk, Va.; Jeff Abercrombie, Chatham artillery, Georgia national guard.

Circulation Department—S. P. Broward, lieutenant United States reserve corps; John Mann, 128d (Fifth Georgia) infantry; John Thompson, 128d (Fifth Georgia) infantry; James McDonald, private 17th United States infantry, Fort Oglethorpe, Ga.; Edmund De Bray, private 128d (Fifth Georgia) infantry; Hemphill Jones, private 128d (Fifth Georgia) infantry; Clarence Oliver, private 17th United States infantry, Fort Oglethorpe, Ga.; James Adams, seaman, navy; Thomas B. Upchurch, private 4th Alabama infantry; C. E. Peacock, private national army, Camp Gordon; G. C. Tribble, private national army, Camp Gordon.

Press Room—R. M. Davidson, private national army, Camp Gordon.
Engineering Department—Tom Davis, 128d (Fifth Georgia) infantry; Buck

Brown, seaman, navy; Hoyt Tucker, seaman, navy.

The thirty-seven employees of the New York Tribune with the colors are:

Editorial Department—Franklin P. Adams, editor of "The Evening Post," captain, quartermaster's department; Blanton Barrett, reporter, captain of infantry, National Army; James C. Summers, sports department, junior lieutenant, U.S.N.; William S. Lahey, copy reader, second lieutenant, infantry, National Army; E. N. Lewis, reporter, second lieutenant of infantry, National Army; G. Sterling Patterson, reporter, first lieutenant, aviation corps; W. C. Wren, copy reader, Plattsburg; W. O. McGeehan, sports editor, Plattsburg; Philip Kerby, reporter, Plattsburg; W. Q. Wilgus, reporter, Plattsburg; Parkhurst Whitney, reporter, Plattsburg; Frank O'Neil, sports department, private, 1st New York Field Artillery; Walter E. Roderick, rewrite desk, private, National Army; Austin O. Parker, reporter, Lafayette Escadrille; E. H. Weller, reporter, American Ambulance Corps; Marquis James, reporter, Plattsburg.

Advertising Department—R. H. Waldo, manager, Plattsburg; Sidney Hydemann, private, National Army; Arthur L. Bunnell, Henry H. Nutt.

Service Department—William McFadden, 18th Coast Artillery; Roy Kuts, quartermaster's department.

Circulation Department—J. J. Dancy, Naval Reserve; Jacob Garry, Naval Reserve; F. S. Barr, Naval Reserve; C. W. Slagle, Naval Reserve; Frank George, Naval Reserve; G. M. Copeland, sergeant, Battery C, 1st Pennsylvania Artillery; Bernard C. Tyler, Canadian contingent.

Accounting Department—John Hennessy, quartermaster's department; Waldemar Heggum, 42d Highlanders (British).

Composing Room—Reuben Alpert, William McLaughlin, J. J. Walsh.

Pressroom—G. Siefert.
Stereotype Room—H. Miller.
Building Force—Julius White, 5th New Jersey Infantry.

The following members of the Advertising Club of New York are in the Government service:

W. Thomas Ackerland, C. J. Babcock, L. G. Bruggemann, Major Mortimer D. Bryant, J. P. Doyle, S. Judson Dunaway, James M. Ethridge, Jr., Walter H. Farley, Ensign Milton M. Fisher, Louis H. Frohman, T. W. Garvin, Captain Edward E. Gauche, Ensign Henry Hale, Jr., James R. Hanniford, Lloyd Herrett, Nigel Cholmondeley Jones.

Raymond B. Kiefer, Maurice R. Landers, Karl M. Mann, H. I. Marble, W. R. McIlargue, Grafton B. Perkins, Captain Mortimer Remington, Theodore Palmer Seymour, Carroll Swan, Edward C. Tattall, W. H. Townsend, C. R. Tov, William A. Vollmer, P. Wainer, Richard H. Waldo, John L. Ward, Arthur W. Wilson.

"Jack" Burroughs of the San Francisco Bulletin is overseas with the 18th Engineers.

Albert J. Porter, assistant city editor of the San Francisco Chronicle, is in the Navy, acting as cable censor, with the rank of ensign.

Keneth Adams of the San Francisco Examiner local staff, has been drafted.

Edward Kenny of the Scranton (Pa.) Republican is at Camp Meade, Maryland.

Charles O'Malley of the same paper has enlisted as an aviator and is temporarily stationed at Fort Slocum, N. Y.

Harold Rosa, former waterfront reporter of the San Francisco Call, and Roy Kirk of the copy desk of that paper, have arrived in London with the 18th Company of Engineers.

Arthur H. Dutton, also of the Call copy desk, is in the Navy as a first lieutenant.

Lee Nelson of the sports department of the same paper has joined the Medical Corps.

Minott Saunders of the copy desk is in the Aviation Corps.

C. H. Bailey, army reporter, has

'NEWS' IMPORTS AND EXPORTS FOR 1917.

The American Newspaper Publishers Association's paper committee reports:

"On account of the war Australia is finding it almost impossible to obtain her paper supply from England as usual or from any other source. For this reason both South America and Australia are pressing hard in this market for paper and obtaining some quantities. Figures of exports and imports published by this Government do not show the true situation in this way.

"Reports have come to hand that arrangements have been made for 20,000 tons of paper from Powell River for Australia. This is taking away from Canada paper which would ordinarily come into this market. "In addition to this the International, Belgo-Canadian and Laurentide together shipped about 3,000 tons in September to Australia.

"Another order has just now been placed for 3,300 tons shipment to Australia in November. All this paper has considerable effect in the American market.

"Direct exports from the United States, as will be seen by the figures published, are greatly reduced. The export license and embargoes have affected this wonderfully. It is impossible, however, to control paper shipped from Canada and elsewhere to Australia, although this directly affects our market.

The United States' news print imports and exports for 1917 (tabulated by the paper committee) are:

	1914	1915	1916	1917
January	23,769	24,156	25,936	41,022
February	21,598	24,942	25,828	23,467
March	26,613	26,852	41,959	47,229
April	24,625	28,854	38,082	42,571
May	27,739	28,155	43,727	48,050
June	25,310	34,840	41,453	47,140
July	26,580	31,531	40,126	47,328
August	28,064	31,245	36,475	49,781
Total for eight months	204,797	239,617	318,538	356,659
September	28,525	31,947	36,360	
October	28,229	34,618	35,561	
November	26,988	36,182	38,756	
December	28,113	36,042	36,468	
Total for year	318,661	368,407	463,683	

These imports are practically all from Canada.

	1914	1915	1916	1917
January	2,294	5,104	4,546	5,143
February	2,408	2,239	6,158	4,601
March	3,480	4,112	5,264	4,008
April	6,854	4,204	4,545	4,486
May	3,042	2,199	6,071	5,844
June	6,015	7,397	7,300	5,938
July	6,610	2,407	7,458	6,757
August	5,794	4,192	10,394	5,977
Total for eight months	28,421	32,308	62,059	42,499
September	9,948	7,377	6,714	
October	9,272	6,305	4,940	
November	5,272	5,245	5,617	
December	4,995	5,831	5,899	
Total for year	64,911	65,064	75,199	

received his commission as captain in the Quartermaster's Corps in Texas.

Morris Miller, formerly a member of the New York American's advertising staff, is understood to have been on the transport Antilles when she was recently torpedoed. His name does not appear on the official lost report.

David Davidson, a member of the advertising department staff of the Greater Vitagraph Company, New York, has been drafted.

Former Columbus (Ohio) newspaper men will have charge of the official newspaper at Camp Sheridan, Montgomery, Ala.

F. L. Westerman, former Citizen reporter, and Bernard Bergman, former Dispatch reporter, are to be editors.

Henry Farrell, formerly City Hall reporter for the Citizen, will be one of the regimental editors.

All camp news will be gathered, written and edited by the soldiers. The paper will be printed in a Montgomery newspaper office.

Sapper "Jack" A. MacLachlan, a former employee of the Toronto Mail and Empire, who is now in the Division Signal Company, Canadian Engineers, was presented with a handsome wrist watch and pocket wallet by his fellow-workers, on the occa-

sion of his going East. The presentation was made by James Gairdner.

Paul O. Murphy, son of William J. Murphy, publisher of the Minneapolis Tribune, is in New York, preparatory to his sailing for France with the American Ambulance Corps.

Paul Martin, formerly city editor of the Battle Creek (Mich.) Evening News, now a lieutenant at Camp Funston, Kansas, is engaged in the interesting task of giving bayonet instruction. Lieutenant Martin specialized on bayonet work during his training at Fort Sheridan.

Do you notice any paper that takes Fine Half-Tones, on hurry-up work, and better than that on which THE FOURTH ESTATE is printed?

LASHER & LATHROP
(Incorporated)

PAPER

29-33 Lafayette St., NEW YORK
Successors to MOLLESON BROTHERS
Established 1869.

PRESS WANTED

Wanted, second hand stereotype press; 4, 6, 8, 10 page capacity at one run.

Address Jesse C. Long, Gen. Mgr. The SUN, Jackson, Tennessee.

JOURNALISM IN THE COLLEGES.

Frank B. Thayer has been appointed as head of the journalism department of the University of Iowa, following a year's service in the University of Kansas journalism school. He received the degree of master of arts in journalism at the University of Wisconsin, and has been connected with the Springfield (Mass.) Republican, Cleveland Press, Columbus (Ohio) State Journal, Erie (Pa.) Dispatch and other newspapers.

J. Newton Colver, Sunday editor of the Spokane (Wash.) Spokesman-Review, has been appointed to teach news writing at the Lewis & Clark High School in Spokane and to direct the publication of the school journal. He intends to change the latter from a monthly magazine to a weekly paper, with a news basis, and two big annual publications in January and June. Mr. Colver started on the Spokesman-Review as a "cub" fourteen years ago and was sporting editor for ten years.

A course in journalistic composition has been added to the curriculum of the Northern Normal and Industrial School, Aberdeen, S. D., for the coming school year. Students enrolling for this work will be charged with the responsibility of editing and publishing the Weekly Exponent, the students' paper. Credit in English will be given. Paul W. Kieser, an experienced Dakota newspaperman, will be in charge of the work.

The high cost of materials may put a number of the Harvard College student publications out of business.

The Harvard Illustrated, which for more than ten years has been issued fortnightly has left its quarters in Massachusetts avenue and is temporarily without a home. This magazine may decide to suspend publication for the next year.

The Harvard Lampoon, the college comic paper, and the Harvard Crinson, the daily newspaper, are both sure to print their editions regularly, but they may raise their subscription rates to cover the added cost of paper.

Two other magazines, the Advocate and Monthly, are on the uncertain list. The Monthly ceased publication temporarily just before the close of the last college year.

The Yale Daily News and the Brown Daily Herald will be lessened in size.

Among the new extension courses offered by the Ohio Western Reserve University is one on modern advertising.

The Missourian, official daily newspaper of the University of Missouri School of Journalism, has begun its tenth year of publication and marks the anniversary with a change in type face. The Missouri School of Journalism, also starting its tenth year, claims to be the oldest in the world and now has 149 graduates, more than 85 per cent of whom are engaged in some phase of journalism.

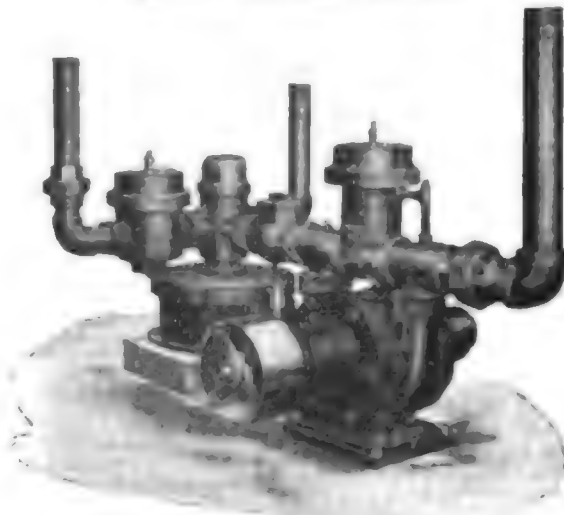
The first graduating class in 1909 had only one member. The class of 1917 had thirty-eight members. From the outset the school has been under

The Efficiency Experts of the DETROIT NEWS

Selected

The SELAS WAY

for their Stereotype Department on account of its thorough efficiency and great saving of fuel.



The Selas System for Burning Gas is recognized as the best system because it is the most economical, makes for better production, uniform heat and absolute control. If you are interested in decreasing the fuel cost in your stereotype and composing rooms, write

THE SELAS COMPANY

NEW YORK

the direction of Dean Walter Williams, upon whose ideas the school was founded.

The position of J. Wainwright Evans, who resigned as instructor in journalism at the University of Kansas, has been filled by Vaughn Bryant. Mr. Bryant received his newspaper experience on the Kansas City (Mo.) Star, with which he affiliated himself after his graduation from the University of Missouri. He taught journalism at the University of Texas in Austin for three years.

Samuel P. Johnston, president of the San Francisco Ad Club, presided at a recent meeting of the University of California extension class in advertising which was addressed by Miss Mary Ennis of the advertising department of the Emporium, San Francisco. Miss Ennis discussed advertising from all angles. She explained the method of writing ads for special sales, for regular selling and for new goods.

W. A. Dill of the Portland Oregonian staff has been appointed instructor in the school of journalism at the University of Kansas.

For ten years he was with the Eugene (Ore.) Register in various capacities, leaving the Register several years ago when he was news editor to become managing editor of the

Springfield News. He returned to Eugene about two years ago to become city editor of the Guard. About six months ago he joined the news staff of the Oregonian. Mr. Dill really entered the newspaper field in Portland some years ago as "devil" in the office of the old Evening Tribune of Portland. He is a member of the Sigma Delta Chi journalism fraternity.

Oregon Exchanges, the newspaper for newspaper men of Oregon, which is published by the school of journalism of the University of Oregon, Eugene, Ore., and the University Press Bulletin, will hereafter be edited by the journalism class in editing.

Orpha Hoover of Columbia, S. D., has been appointed editor of the Exponent, a weekly published by the students of the Northern Normal and Industrial School of South Dakota. Alice Chamberlain of Aberdeen, who has had a year's newspaper training, is the news editor.

The University Pastime, a six by eight-inch, four-page magazine, published semi-monthly in 1878 by two students, Meservy and Thatcher, was the first student publication of the University of Kansas.

The Harvard Register, containing the vital facts of the social, literary and sporting life of the undergraduates, will be issued this year as last, in spite of a greatly depleted

staff of editors. The volume will be put on sale early in December, with no advance in price.

The new board for the publication of the Register is as follows: President, George C. Barclay; business manager, P. Zach; managing editor, D. S. Guild; assistant managing editors, W. T. Selg and F. C. Southworth; circulation manager, G. C. Houser.

Officers and editors of the Harvard Law Review, the publication edited by Harvard Law School students, have been elected as follows: L. H. Landau, president; T. A. Lightner, note editor; R. W. Pyle, case editor.

The students elected to the Law Review Board are: Hogo Moning, Sigurd Ueland, Irving H. Fathschild, A. D. Platt, C. M. Thorpe, C. T. Lewis, G. F. Ludington, J. M. Russell and J. T. Herbert.

A class of twenty pupils of the South High School, Columbus, Ohio, is taking a course in news writing under the direction of Miss Edna Armstrong.

R. P. Crawford, a Lincoln newspaper man and magazine writer, has been appointed agricultural editor of the University of Nebraska in Lincoln.

Gilbert Weigle of the San Francisco Examiner will conduct an extension course in practical journalism for the University of California, Berkeley, consisting of fifteen lectures given in the San Francisco city hall.

George Turnbull, who is returning to the University of Oregon as professor in journalism under Dean Eric W. Allen, has had a wide practice in newspaper work and printing, beginning in 1894. He has been proof-



GEORGE TURNBULL

reader, copy-reader, telegraph editor and reporter on the Marysville (Wash.) Globe, Fairhaven (Wash.) Herald, Whatcom Reveille, Bellingham Reveille, Seattle Post-Intelligencer and Seattle Times.

He was born in 1883 at Newcastle-on-Tyne, England, but came to America when he was nine years old and went through to Puget Sound. He is a graduate of the University of Washington and a member of the Phi Beta Kappa and Sigma Delta Chi societies.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1904. Issued every Saturday by THE FOURTH ESTATE Publishing Company.
Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary. 282 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c.; to other countries in Postal Union, \$1.04.
Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.
Single copies, TEN CENTS (except Special Editions, 25 cents.)
Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
282 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1234.

FOR THE WEEK ENDING OCTOBER 20, 1917

"WINDOW DISPLAY WEEK" SIGNIFICANCE.

No newspaper solicitor need advance mere theories to prove that an article can be nationalized by newspaper advertising or that dealers prefer advertising in their home newspapers to any other kind.

All he will have to do is to point to the results of the fourth annual International Newspaper Window Display Week conducted under the auspices of the Bureau of Advertising of the American Newspaper Publishers Association.

Previous "window weeks" have been impressive. Each year the event has been larger than in the preceding year but this year it assumed record breaking proportions.

The table of figures showing the number of newspapers participating and the number of cities where displays were held does not tell the story nearly as impressively as the thousands of photographs are pouring in to Director William A. Thomson of the A.N.P.A. Advertising Bureau from all parts of the United States and Canada. With the reports are also coming such comments as these:

"Great improvement over the previous year. Our merchants now understand the significance of the event and vie with each other in making displays."

"So increasingly great is the demand for newspaper advertised lines that many stores are featuring the same and in some cases are doing so exclusively."

"Biggest success we have ever had on Window Display Week. The merchants entered into the proposition with great enthusiasm."

"Interest in newspaper advertised articles is increasing among the dealers as they see the benefit of same. The articles that are advertised through local papers, instead of magazines, they appreciate best and are pushing."

"We found the dealers more willing to cooperate this year and next season we expect to get an earlier start."

Comments like these could be repeated by the column. The special features of this year's event were notably displays in many large cities like St. Louis, Salt Lake City and New Orleans, where all the papers united to put it over.

In Philadelphia and in Washington, the home city of Chairman Fleming Newbold of the committee in charge

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 340 lines to the column; 560 lines to the page).

One page, \$380; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 18 lines in depth of column) double price.

of the Bureau of Advertising, the wonderful dealer support indicated the great turn towards newspapers on the part of retailers.

The reports and photographs will be utilized in literature by the Bureau of Advertising to tell the story to national advertisers of "window week" and its significance in showing dealer interest in newspaper advertised products.

The Advertising Bureau states that fully 600 newspapers in the United States and Canada participated in Window Display Week, and that nearly 450 cities had displays of nationally advertised goods during the period.

NEWS SLACKERS.

The man or woman who in these critical times fails to read a good newspaper regularly is a slacker, declared Professor Willard G. Bleyer, head of the department of journalism at the University of Wisconsin, in addressing the students of the library school.

It is the patriotic duty of every person in this country to keep informed in regard to the epoch making events and utterances that are reported in the press from day to day.

"The food of opinion is the news of the day," as President Wilson has well said, and it behooves every citizen not only to read the news but to form intelligent opinions in regard to it.

Intelligent public opinion, without which we cannot have true democracy, is the sum total of the opinions of individual citizens, and the opinions of these citizens must be formed largely from the news which is printed in newspapers.

By failing to read the news and to consider its significance, a man is shirking his duty to his country just as truly as he is when he fails to express his opinions by casting his vote at an election.

ADVERTISERS! TAKE A TIP.

"Newspaper advertising has brought us so much business that we have decided to abandon our catalogs, amounting to over 3,000,000 copies yearly, and spend the money with the New York Evening Journal and other high class newspapers," declares Jesse Froelich, vice-president of the Times Square Auto Supply Company, of New York and Chicago, known the world over as a pioneer in exploiting automobile advertising.

As a result of the present vigorous, widespread advertising campaign in the newspapers of the twenty leading

cities, where it has branches, never in over fifteen years of business career has the firm enjoyed greater business returns than during the past ten days.

FILM AD POSSIBILITIES.

One of the most important executives in the moving picture business recently told THE FOURTH ESTATE that the advertising possibilities of moving picture theaters had never been properly cultivated, and pointed out the Seattle Times and Chicago Tribune as examples of what can be done in that direction.

Each of these papers carries a large volume of this particular class of advertising. The same authority said that there were 15,000 moving picture theaters, with 11,000 owners, of which not more than 2,000 know anything about advertising.

The proper kind of cultivation would create 9,000 new advertisers, according to the man who knows the field.

A case was cited in which a man bought a moving picture house that was yielding a good income and everyone was well satisfied.

The new owner, however, concluded to do some newspaper advertising.

The result was that the profits were doubled, although the schedule and pictures were exactly the same before and after advertising.

The new owner simply interested more people.

CASE WOULD BE OF INTEREST.

It was reported in Chicago recently that one trade paper contemplated prosecuting another on the ground of "restraint of trade" because of misquoting circulation.

The paper that is talking of prosecuting says that the claim of the opposition of a greater circulation, which the Government report shows is in reality less than the paper seeking damages, has caused the latter to lose advertising patronage. A test of this kind would prove interesting in many ways.

NOTE AND COMMENT.

A well-known special representative tells THE FOURTH ESTATE that he has more business contracted for than ever before at the same time in any of the past sixteen years. He also said some very well known firms that had never before used newspapers were testing their use with such success locally that the campaigns were bound to become national in scope.

"Advertising is being gradually developed. It is being demonstrated more clearly that to newspaper advertising is due the credit of big achievements. This is not only true as to commercial manufacturing interests, but every interest that appeals to the general public. Newspaper advertising is undoubtedly the developer of all interests, commercial or public."

"The newspaper circulating and appealing directly to all readers (every member of the family) is the medium recognized generally as the most profitable one to use."—Edwin T. Jones.

At a vigilance luncheon of the Iowa Associated Ad Clubs held in Muscatine during their recent convention the clubs pledged themselves for \$1,000 as a fund for possible legal expense in connection with giving the new Iowa Truth-in-Advertising Law a thorough test in the courts.

W. I. White, superintendent of immigration and director of the Canadian government's publicity bureau, in an address before the Columbus (Ohio) Advertising Club, emphasized the value to a nation of a well-organized

publicity bureau by stating that Canada has spent \$700,000 annually in attracting immigration to populate the farm lands of the Dominion. Through this advertising immigration of this kind to Canada in six years has increased from 4,000 to 40,000 yearly.

The value of a state organization of advertising clubs was never better demonstrated than at the recent meeting of the Associated Clubs of Iowa held at Muscatine.

There are 1,381 publications of all kinds now being issued in Canada, including 138 dailies, 4 tri-weeklies, 40 semi-weeklies, 921 weeklies, 222 monthlies, 1 bi-monthly and 16 quarterlies.

Those who read the Christian Science Monitor know that they read a paper strong in special articles and diversified in its array of correspondence.

What many of its readers do not know, however, is that the policy of editorial management savors somewhat of the old Chicago Times style and that a staff of old-time Chicago men have been directing it.

The late Archibald McLellan, a veteran Chicagoan in newspaper work, gradually assembled quite a string of fellow Westerners in the Monitor; John J. Flinn being one of the most noted.

The New York Tribune gave unusual publicity to the second Liberty Loan campaign by using original Liberty Loan posters as inserts in the Sunday issue of October 21st. In common with other New York morning newspapers, the Tribune also distributed bond application blanks.

A page Liberty Bond advertisement, which was prepared by the copy department of the Washington Post and run in the issue of October 24 is said by Business Manager Arthur D. Marks of the Post to have given the public the first news of President Wilson's \$15,000 contribution to the Second Liberty Loan. In other words, it was an "advertising and newspaper scoop."

The Pittsburg Post, in observance of Liberty Loan Day, devoted the entire front page of its issue of that date to the Second Liberty Loan. Several Cabinet members sent messages to the Post for the occasion.

Through the efforts of Frank Armstrong, secretary of the Associated Vigilance Committee of Iowa, vigilance work in that state has been put on a strong footing.

"I have always felt that the right kind of publicity is education. The San Francisco Ad Club has done wonderful work in the standardization of goods and in educating the public to demand standardized goods, but it seems to me that too much attention has been paid to the selling side and not enough to the productive side."

This is what Dr. Aurelia H. Reinhardt told the members of the San Francisco Ad Club at their last week's luncheon in suggesting ways of extending the club's scope. The speaker said further:

"It is little wonder that today we are compelled to cooperate in the conservation of food. Statistics show that in the last decade productive farmers have increased 33 per cent in number, while the number of laborers in manufacturing has increased 103 per cent. The cold figures tell the story of frenzied conservation which is sweeping our country. We are not growing the things we should grow in the places they should grow. Educate the people along this line and better results will obtain."

PURELY PERSONAL.

John C. Shaffer, editor and publisher of the Shaffer list, has acquired 4000 acres of land in the Salt Creek oil field near Casper, Wyo., and organized the Chicago Oil Company with \$5,000,000 capital to develop the field.

George V. Rogers, general manager of the New York Tribune, is on his vacation until November 1.

William Baldwin, editor and manager of the Medina (Ohio) Medina County Gazette, and previously editor of the Beacon-Journal, has been elected Grand Commander of the Grand Commandery of the Ohio division of the Knights Templar.

Horace H. Daugherty, Columbus correspondent for the Cleveland (Ohio) News, is the father of a new son.

J. Taylor Spink, of the St. Louis Sporting News, was one of the official scorers at the baseball world series.

Ethelene McCord of Gadsden, Ala., who has done newspaper work in her home town and in Birmingham, "hobnobbed" her way from Birmingham to Chicago last week looking for a newspaper job. Just yet she hasn't "landed," but her unusual feat earned rather general publicity for her in the Chicago papers.

Einar Graff is covering the state convention of the Illinois Federation of Labor at Joliet for the Chicago Herald.

A. O. Hilton, a former Rochford (Ill.) newspaper man, has been appointed superintendent of the Illinois Industrial Home for the Blind in Chicago.

Frank G. Weaver, night editor of the Grand Rapids (Mich.) Herald, is also handling the work of the state desk in view of the shortage of men in the office due to military inroads upon the staff.

Harold Myers, political reporter for the Scranton (Pa.) Republican, has been chosen publicity manager for the Republican county ticket in Lackawanna County, Pa.

Tom J. Brislin, sporting editor of the Scranton (Pa.) Republican, has been elected secretary-treasurer of the Providence Basketball Association.

Irving N. Brant, dramatic critic and special story writer for the Des Moines (Ia.) Register and Tribune, has returned to his desk after a short vacation with friends and relatives in and around Iowa City.

Gordon Williams, sports editor of the Johnstown (Pa.) Democrat, spent several days of his vacation in Scranton, where he was formerly employed on the Scranton Daily News.

C. A. Joseph, editor of the Farley (Ia.) Advertiser, has been seriously injured as the result of fall from a tree.

Arthur M. Howe, editor of the Brooklyn Eagle, has recently purchased a new residence in Brooklyn, N. Y.

Roger S. Steffen of the Cincinnati Times-Star was toastmaster at the Delta Chi Fraternity banquet in Columbus, Ohio, on October 19.

Percy Harrison, formerly Boston representative of the New York Sun and now a lieutenant in the Naval Reserve, was in from Machias, Me., recently to visit his many Boston friends.

Lieutenant Colonel J. A. Watrous U. S. A., who is a member of the staff of the Milwaukee Sentinel, is lecturing for the food administrator.

Riley P. Morton, a former Chicago suburban reporter and editor, has returned from a service of nine months in the American Red Cross

military hospital in France and is giving occasional public talks relating his experiences.

Louis Wiley, business manager of the New York Times, was a speaker at the opening of the National Service Home Club for sailors, soldiers and marines in New York on October 25.

Emmett Phillips of the Sacramento (Cal.) News underwent a surgical operation last week in Lane's Hospital, San Francisco. He has been a sufferer from a gastric disorder for some time and the operation became necessary while he was on his vacation.

Oscar Eby, owner of the Hesperian (Ont.) Herald, has been appointed county registrar. Mr. Eby is one of the best known newspaper men in western Ontario.

H. L. Woods, editor of the Wellington (Kan.) News, recently underwent a successful operation for throat trouble.

M. C. Robbins, general manager of Iron Age and former president of the New York Press Association, was a recent speaker before the Chicago Advertising Association.

William Allen White of the Emporia (Kan.) Gazette, and Henry J. Allen, of the Wichita Eagle, who have been in France on a special Red Cross mission, have returned to the United States.

"Bob" Blake, formerly of the Chicago Tribune art department, but now a soldier at Camp Mills, N. Y., contributed a series of cartoons on army life recently to the Tribune.

Walter S. Wood of Chicago is the father of a boy, born last Saturday. Mr. Wood is publisher of Child Betterment.

Val Heath, for the past seven years editor of the Raymond (Wash.) Herald, is reported doing well after an operation at the Portland Surgical Hospital.

WEDDING BELLS.

John Draper Erwin, formerly Associated Press operator at Chattanooga, and now Washington correspondent for a number of Southern newspapers, was married on October 4 to Miss Emma Hicklin of Washington.

Miss Eva K. Jones, who for a number of years has been society editor of the Wilmington (Del.) Morning News, of which her brother, Royden K. Jones, is city editor, will shortly become the bride of Henry E. Hoffman of Newark, N. J.

Miss Frances Seitz, society editor of the Patchogue (N. Y.) Argus, and Frank Palmer Johnson of Patchogue were married on October 19.

NEW BASEBALL WRITERS' ASSOCIATION.

An aftermath of the recent world series is a movement to organize a so-called "deans' association" as an organization subsidiary to the Baseball Writers' Association. The membership will be limited to men who have been reporting major league baseball for not less than fifteen consecutive years.

Among those who are qualified to enroll in the new organization are:

Charles Dryden, Chicago Examiner; I. E. Sanborn, Chicago Tribune; Sam Crane, Joseph Villa and W. B. Hanna of New York; Thomas Rice, Brooklyn; W. G. Weart, George Young and J. C. Isaminger of Philadelphia; J. S. Jackson, Detroit and Harry P. Edwards, Cleveland.

VISITORS IN NEW YORK.

Among the visitors in New York during the past week were: Elbert H. Baker, publisher of the Cleveland Plain Dealer, and Frank P. Glass, editor of the Birmingham News.

STAFF CHANGES.

W. P. Epston, head copy reader of the San Francisco Call, who resigned to become Pacific Coast manager of the International News Service, has been succeeded by Fred Johnston.

Emile J. Gough, city editor of the San Francisco Call, is now the managing editor, taking the place of Robert R. Hiestand, who has joined the Examiner. Mr. Gough is also holding down the city desk.

Eugene B. Block has been made assistant editor of the San Francisco (Cal.) Call.

H. E. Eckert, former church editor on the Harrisburg (Pa.) Patriot, is now with the Evening News, in place of L. Paul Miller, who is at present on the mathematics staff of the Lewiston High School.

Colin E. Spangler, for ten years San Francisco correspondent for the Oakland (Cal.) Tribune, is now covering the city for the International News Service.

John R. M. Polk, formerly of the St. Louis Globe-Democrat, is now with the Associated Press at St. Louis.

W. G. Long has resigned from the advertising staff of the Atlanta (Ga.) Journal to become connected with Brigrum Motors Company.

Charles Borjes, for several years staff photographer of the Norfolk Virginian-Pilot, is now connected with the photographic department of the Hall Optical Company, Norfolk, Va.

Angus McLean, who has conducted a newspaper in the West for the past six months, has rejoined the Forest (Ont.) Free Press staff.

Theodore Gillette, for many years Revere correspondent for the Boston Globe, has turned over that work to "Eddie" Supple.

Clarence M. Dillon has retired from the news staff of the Wilmington (Del.) Evening Journal to take up special publicity work. He is succeeded by Charles Baker, a former member of the staff.

Edward M. Cannon, who recently resigned as a member of the news staff of the Wilmington (Del.) Evening, to resume his studies at Delaware College, is doing special work for the Wilmington papers. His place on Every Evening has not yet been filled.

Joseph A. Rawlings, for several years a reporter on the Springfield (Ill.) State Register, has become a filing man with the Associated Press in Chicago.

Miss Constance Naar, daughter of the late Joseph L. Naar, for many years editor of the Trenton (N. J.) True American, has joined the staff of the Ridgewood (N. J.) Editor.

Miss Dorothy De Jagers a graduate of the school of journalism in the University of Missouri, has come to New York to join a magazine.

H. F. Doolittle, for the past ten years associated with his father, E. S. Doolittle, in publishing the Ellsworth (Wis.) Pierce County Herald, will edit the River Falls (Wis.) Journal during the absence of Stanley R. Morse, who has been drafted and is now serving as a corporal in Company D, 341st Infantry, at Camp Grant, Rockford, Ill.

J. B. McNeely has resigned as associate editor of the Fredonia (Ky.) News.

Miss Alice W. Proctor has assumed the management and editorship of the Byers (Kan.) Journal.

Roger B. Stafford has resigned as news editor of the Canton (Ohio) News to join the staff of the Cleveland Plain Dealer.

Elliott McEldowney, former Detroit and Washington newspaper man, has

joined the staff of the New York Evening Mail.

Jerome Walsh, formerly on the New York Evening World staff, has resigned to become publicity man for the Standard Brewing Company of Scranton, Pa.

Martin Hayes has been added to the city correspondence staff of the Scranton (Pa.) Republican.

T. E. Dillon is now managing the Valentine (Neb.) Democrat.

James E. Grube, formerly city editor of the Middletown (Ohio) Journal and later in Xenia, is now with the Columbus (Ohio) Dispatch.

Harold T. Slaughter of the advertising department of the Saginaw (Mich.) News has resigned because of poor health and will take up life anew as a farmer. He is succeeded by Harold C. Elson of the Flint Journal.

Arthur Myhrum is covering Wisconsin, Minnesota and Iowa for the Chicago Tribune in place of Chalmers L. Pancoast, who is now in New York for the Tribune in charge of the New England territory.

Miss Marion Lewis, who was a member of the staff of the University Daily Kansan, published at Lawrence, Kan., by the students of the University of Kansas, is now school editor of the Minneapolis Journal.

Will F. Gaddis has bought out the interest of his partner, Ellis Gaddis, in the Lovilia (Ia.) Press, the latter having gone to war.

George W. Walter, formerly with the Christian Science Monitor, has joined the local advertising staff of the New York Evening Journal.

GRIFFITH A MANAGER.

William J. Griffith, who has just been appointed classified advertising manager of the Pittsburgh Chronicle Telegraph, has been connected with



WILLIAM J. GRIFFITH

the classified departments of the different Pittsburgh newspapers for the last twenty years. He is also councilman for the Borough of Emsworth, having recently been elected to serve for a term of four years.

NEW A.P.A. MANAGER.

C. B. Cahanis has been appointed general manager of the American Press Association, New York. He has been the Western manager.

Service Banners

Size 15x10 inches. Printed in four colors on a heavy enameled stock. Shows large picture of the American flag in colors, with "Our National Anthem" and with special printing in bold type at the bottom.

"A Man From This House Is Fighting For His Country."

Can be given free or offered on coupon plan for five cents. Price \$35 per thousand. Many thousands are being used. This banner should be in every home. A custom in other countries; now being adopted here.

Write today for sample.

S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEWS NOTES OF CIRCULATORS.

Paul E. Eastland is circulation manager of the Rock Island (Ill.) Daily Union. Through error he was listed as representing the Rock Island Argus in the list of those attending the I.C.M.A. meeting in Atlanta, as printed in THE FOURTH ESTATE last week.

Sidney D. Long of the Wichita (Kan.) Eagle, is an enthusiast on Kansas oil properties. THE FOURTH ESTATE is just in receipt of a postal-photo from Mr. Long showing the newest 20,000-barrel Kansas "gusher" in full action. "This one well is producing \$40,000 worth of oil a day; only twenty-two miles from the Eagle office. Pretty nice, isn't it?" notes Mr. Long.

Michael Cohen, formerly country circulator of the New Orleans Daily States, is now in charge of the circulation department of the Beaumont (Tex.) Daily Journal. Harry Herzog, late of the States, is Mr. Cohen's assistant.

The Blooming Prairie (Minn.) Times announces it will be mailed free to any Blooming Prairie volunteer whose address is given to the editor.

The Chetopa (Kan.) Advance and Clipper have advanced their subscription rates to \$1.25 per year.

The date of the next meeting of the New York State Circulation Managers Association has been changed to November 15, instead of November 14. The shift was made necessary on account of plans of Syracuse members, in whose city the gathering will be held.

This association was organized in August with J. M. Annenberg of the Schenectady Union-Star as president, and those joining now are eligible for charter membership. The membership fee is \$5, \$3 of which must accompany the application. The other \$2 must be remitted at the time the application is accepted.

The Newark (N. J.) Sunday Call will begin tomorrow to include a photograph section with each copy sold. The price of the Call remains the same.

As a supplement to the edition of October 19, the Jeanette (Pa.) News presented each reader with a copy of the booklet "How the War Came to America," issued by the Committee

The True News

FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg. NEW YORK

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

on Public Information. This is a splendid educational idea for any newspaper that would do a world of good in answering questions on the United States' participation in the war. The pamphlet, consisting of 32 pages, was dressed up by the News with a special front and back cover carrying a striking band of the national colors.

W. C. Kaley, the new assistant circulation manager of the Portland (Ore.) Evening Telegram, like many other rising newspaper men, began as a newsboy. After becoming first a carrier and later an agent in the



W. C. KALEY.

middle states, Mr. Kaley secured a position on one of Scripps' papers.

He was later connected with the Portland Morning Oregonian, with which he was associated for almost four years, gaining experience in various branches of circulation work. Mr. Kaley joined the Telegram in May, 1917.

That a health column in newspapers be made as indispensable as the

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

National Electric Bulletin
Corporation.
NEW LONDON, CONN.

Late Orders

from Detroit Journal, St. Louis Times, Toronto Daily Star, Buffalo Times, Rochester Times and Chicago Abendpost (covering six features), show which way the wind is blowing.

The International Syndicate

Established 1899. BALTIMORE, MD.

humorous column was a suggestion offered by Dr. John W. Trask, assistant surgeon general of the United States Public Health Service in an address before a section of the American Public Health Association in Washington on October 19.

It was also urged that family magazines and educational periodicals "increase their usefulness by maintaining well edited departments for the discussion of matters relating to personal and community hygiene" for "instruction of the people in the principles of hygiene and sanitation is instruction in how to live successfully and is fully as important as instruction in reading, writing and arithmetic."

C.M.A. OF I. TO MEET NOVEMBER 13.

PRESIDENT VANCELEVE WANTS EACH MEMBER TO GET ANOTHER ONE.

The next meeting of the Circulation Managers Association of Illinois will be held in Springfield on November 13, at the St. Nicholas Hotel. President L. V. Vancleve, of the Rockford Daily Republic says:

"A fine program has been prepared for this meeting and a profitable time is assured the membership of this rapidly growing organization.

"It is urged that each member secure a new member and get him or her to attend the Springfield convention.

"Although the C.M.A. of I. is less than a year old, much good work has already been done, and the membership has been quick to see the profitable opportunities presented by such an organization.

"Any circulation manager or publisher interested in this organization can get full details by writing.

"The C.M.A. of I. is made up of circulation managers who are full of 'pep' and enterprise and believe in getting together for their mutual interests and those of the publishers they represent."

BAN ON NATION LIFTED.

It is understood that the British Army Council has removed the prohibition of the foreign circulation of the Nation, of London.

The London Star says: "Apparently the bad effect produced in America by the stoppage of the Nation's circulation in that country has at last compelled the War Cabinet to give way.

Complete BOOKLOVER'S PICTUREGAME SUITABLE FOR NEWSPAPERS OF LARGE OR SMALL CIRCULATION. \$350.00

which includes everything—8,000 Competition Booklets—complete copy service—sets of all 48 pictures—expert supervision throughout.

An original feature that will wake up every department of the newspaper—and make a profit. Possible only through the originators in this field.

The Booklovers Sales Co.
Incorporated
110 West 40th St., New York City
SEND FOR THE DETAILS.



I Get the Money!

J. A. McAVOY

Special Editions
Weekly Review Pages
Cartoon Books

Nat'l Exch. Bk. Bldg.
PROVIDENCE, R. I.

CABINET OF THE I.C.M.A.

MEN WHO WILL ASSIST THE PRESIDENT IN HANDLING ASSOCIATION AFFAIRS.

President I. U. Sears of the International Circulation Managers Association has appointed the following committee, chairmen for the ensuing years:

Entertainment—D. B. G. Rose, Louisville (Ky.) Post;
Finance and auditing—William Elder, Toronto (Ont.) Telegram;
Membership—Sidney D. Long, Wichita (Kan.) Eagle;
General welfare—James McKernan, New York World;
Transportation—William Henry, New York American;
Convention—John M. Schmid, Indianapolis (Ind.) News;
Newsboy welfare—Joseph R. Taylor, Grand Rapids (Mich.) Press;
Publicity, promotion and general utility—A. E. MacKinnon, Philadelphia North American;
Program—A. E. MacKinnon, Philadelphia North American;
Necrology—Clarence Eyster, Peoria (Ill.) Star;
Audit bureau—Harold Hough, Fort Worth (Tex.) Star-Telegram;
By-laws—William L. Argue, Toronto (Ont.) Star.

A LAND SHOW EDITION.

The San Francisco Chronicle is used a "Land Show Section" on October 13 which contained detailed information about the gigantic California Land Show opening that night.

THE BROOKLYN DAILY TIMES

announces the
appointment of the

L. H. CRALL
COMPANY

Tribune Building, CHICAGO

AS ITS

Western Representative

CANADIAN CIRCULATORS NOW ORGANIZED.

TO WORK THROUGH NEW COMMITTEE OF THE C.P.A.—FIRST MEETING BRINGS IMPORTANT RECOMMENDATIONS.

At the first meeting of the newly formed Canadian Press Association's circulation committee, of which J. R. Henderson of the Montreal Gazette is the chairman, the number and importance of the resolutions adopted indicated the need for a committee to consider and deal with all matters affecting the circulation interests of the C.P.A. membership.

A most important matter dealt with by the committee was that of subscription rates. In this connection a resolution recommending rates for daily newspapers, weekly newspapers, and farm papers, respectively, was adopted.

Each publisher was particularly recommended to take steps to ascertain the actual cost of production of his publication as a guide in deciding the question of subscription rates. It is the opinion that if publishers will do this they will find that the recommendations of the circulation committee as to minimum subscription rates are quite justifiable.

The resolution is as follows:

"That it is the opinion of the circulation committee that in their efforts to meet the rising cost of production, publishers should depend on receipts from circulation to greater extent than has been the case in the past;

"And that it is also the opinion of the circulation committee that the rates quoted below would be practicable and reasonable as minimum rates for the various classes of publications listed:

"Daily newspapers: Single copy 2 cents, by mail \$3 per year.

"Town and rural weekly and semi-weekly newspapers: \$1.50 per year.

"Farm publications: \$1.50 a year."

THE RETURN PRIVILEGE.

The circulation committee passed the following resolution regarding the allowance of returns:

"That in the opinion of the circulation committee the return privilege represents a waste of paper and an unnecessary expense to the publisher and should be discontinued."

Following a discussion on the question of complimentary copies, the committee summed up its views in the following resolution:

"That the circulation committee is of the opinion that while it may be advisable to give complimentary copies in some cases in which real service is given in exchange, the number of such complimentary copies should be reduced to a minimum, and in cases in which delivery must be made the party receiving the complimentary copy should pay the cost of delivery. And that the circulation committee recommends that each publisher should go over his complimentary mailing list at least once each month with a view to preventing the accumulation of names that might be deleted."

The committee placed itself on record

in the following resolution regarding the use of premiums, voting contests, etc., as a means of promoting circulation.

"That while the use of premiums, special inducements and contests to secure subscriptions has grown to be widely unpopular with publishers generally, this committee believes that in the best interests of the publishers the practice should be wholly discontinued for the reasons that subscriptions so secured are in the end unstable and unprofitable and are obtained by an inducement other than the merit and value of the publication."

It was suggested that circulation managers in the various cities and towns should cooperate with each other in the matter of collection of ac-



CHAIRMAN JAMES R. HENDERSON.

counts against wholesale dealers. Any circulation manager desiring to secure collection of an account against a wholesale dealer in another city or town may send particulars of such account to the central office of the C.P.A. in Toronto and steps will then be taken to secure the cooperation of the circulation managers in that particular town or city.

INCREASING PRICES.

The publisher of the Guelph (Ont.) Mercury has announced a new schedule of subscription rates to go into effect November 1. The subscription rates of the daily will be increased as follows: Delivered by carrier, from 35 cents to 45 cents a month and from \$4 to \$5 a year. By mail, reaching destination day after publication, from \$2 to \$3 a year. The Weekly Mercury subscription rate will be advanced from \$1 to \$1.50 per year to any point in Canada, outside of Guelph, and from \$1.50 to \$2 in the case of Guelph or United States subscribers.

At a meeting of the Wellington County Press Association, held at Elora, a resolution was unanimously adopted, recommending a minimum rate of \$1.50 for all weekly papers in the district of 8 pages or more and a minimum of \$1 for 4-page papers. The date agreed upon as the most desirable for putting the increase to \$1.50 into effect was November 1 and it is understood the following newspapers have announced the \$1.50 rate to apply on and after that date:

Guelph Mercury, Elora Express, Fergus News-Record, Palmerston Spectator, Ar-

thur Enterprise, Harriston Review.

The Harriston Review, included in the above list, has had the \$1.50 rate in force for some time and reports very satisfactory experience with it.

The Burford (Ont.) Advance has announced the \$1.50 rate to go into effect January 1, 1918.

A raise to \$1.50 and making that rate strictly in advance is the double accomplishment reported by Thornbury (Ont.) Review-Herald.

The Western Prairie, at Cypress River (Man.) put the new rate into effect October 1.

The Redcliff (Alta.) Review has been \$1.50 ever since it commenced publication.

The Consort (Alta.) Enterprise reports having put the new rate into effect August 1, 1917, and that not a single subscription has been lost on that account. "We also find," says the Enterprise, "that renewals and new subscriptions are coming in just as well as before the raise."

"Complaints from subscribers as to the price of \$1.50 are as rare as buffalo on these western prairies," says R. E. Johnson, publisher of the Meyronne (Sask.) Independent, which paper has had the \$1.50 rate in force for more than a year.

The Wilkie (Sask.) Press, Miami (Man.) Herald, Strathclair (Man.) Plain Talk, Stirling (Ont.) Leader, Richmond Hill (Ont.) Liberal, Springfield (N. S.) Mining Journal, and Huntsville (Ont.) Forester, are other weeklies that have adopted the \$1.50 rate.

NEW ENGLANDERS' NEXT MEETING.

IMPORTANT SUBJECTS TO BE DISCUSSED AT HARTFORD SESSIONS.

The New England Association of Circulation Managers will hold its next quarterly meeting at Hartford on November 8 and 9, in the assembly hall of the Chamber of Commerce. Among the subjects to be discussed will be:

"Distribution and promoting circulation through districts controlled by circulation departments," by J. P. Barry of the Providence (R. I.) Journal.

"Small city circulation—its value to the general advertiser and to what extent should newspapers cooperate," by Sidney Sibley of the Fitchburg (Mass.) Sentinel.

"The circulation problem met at the Ayer (Mass.) army cantonment," by George H. Reynolds of the New Bedford (Mass.) Standard.

"Abolishing the wholesale dealers and controlling the business from the office," Charles M. Schofield of the Worcester (Mass.) Gazette.

"College and preparatory school circulation," by Seth J. Moore of the Lewiston (Me.) Journal.

"How to hold up morning street sales in the winter," by H. R. Frickenhaus of the New Haven (Conn.) Journal-Courier.

"How to obtain the co-operation of newsboys in the running of a club organized for their benefit."

"Daily circulation—best methods of securing and retaining it in a small city."

While in Hartford, the members will inspect the Hartford Times plant and be the guests of the Times at a banquet in the Hartford Club.

On November 9, there will be an auto trip over the city.

WISCONSIN DAILY SOLD.

A. A. Porter has sold his interest in the Portage (Wis.) State Register and the Portage Daily Register to Messrs. Pinkerton.

A DAILY AID.

EDITOR THE FOURTH ESTATE:

Sir: I need your publication in my business every day.

E. G. WENDLING,
Circulation Manager Portland (Ore.) Telegram.

TROUBLE OVER ARMY CAMP.

CIRCULATION MANAGERS TO APPEAL TO WASHINGTON ON CAMP DIX CASE.

Because of the high percentage demands made by authorities in charge of the post exchanges or canteens from persons holding the exclusive newspaper delivery concessions, and inability to perfect adequate distribution facilities, the New York and New Jersey newspapers on October 28 temporarily suspended shipments to Camp Dix at Wrightstown.

An automobile service was inaugurated instead and the circulation managers may appeal to Washington in behalf of the concessioner for a reduction in the (canteen's) demand.

George Emtage of New York, who for the past four weeks has been distributing the newspapers to the twelve canteens, has been losing, it is stated, more than \$20 a day, while tons of the papers have gone to waste because he was unable to cover the extensive camp.

On September 18 the circulation managers made an arrangement with Captain Wanamaker, purchasing agent of the post exchanges, whereby Emtage was appointed the representative of the newspaper distributors. Emtage was allowed the wholesale price by the newspapers, but he was forced to pay to the canteens a fixed charge of 35 per cent gross. It was a losing proposition for Emtage from the very start and he told a committee of the circulation managers the extent this had reached.

Beginning on October 22 two automobiles were used by a new agent to get the papers to the canteens, the newspapers bearing the cost of these, and other overhead costs will be reduced.

At the same time the circulation managers will endeavor to secure a more favorable arrangement for the purchasing agent through recourse to the Army authorities.

SECRETARY IS HONORED.

In recognition of twenty-five years of service as secretary-treasurer of the Toronto Printing Company's Employees' Benefit Society, Thomas Jeffery has been presented by the members with an arm chair and pipe.

H. V. Ferguson made the presentation and read an address complimenting Mr. Jeffery on his conduct of the affairs of the society and expressing regret over his retirement.

OWNERS AND MANAGERS.

Mr. and Mrs. William Meyerholt are managing the Irene (S. D.) Tri-Country News, which they have purchased.

E. F. Kluckholm has purchased the Collins (Ia.) Gazette from William Burney.

ONE HUNDRED DAILY NEWSPAPERS NOW USE THE THOMPSON TYPECASTER

Complete Non-Distribution System—
Type, Leads, Slugs.
Costs \$500 less than any other
and does more.

Thompson TYPE MACHINERY CO.
223 West Erie Street 38 Park Row
CHICAGO NEW YORK

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
604 West 59th Street NEW YORK

BUSINESS OPPORTUNITIES.

\$10,000

available for first payment on an evening newspaper property. Tennessee and North Carolina locations preferred. Proposition P. V.

CHAS. M. PALMER

NEWSPAPER PROPERTIES
235 Fifth Ave. NEW YORK

Easy Money

Only paper in modern Central West city of nearly 30,000, splendidly equipped and showing annual profit to owners of about \$30,000. Three-fifths interest offered for \$75,000. Ask for Proposition 623x and give financial references.

Who wants to take advantage of a real newspaper opportunity in North Carolina, valued at \$30,000? Proposition 623x.

H. F. HENRICH

NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

FOR SALE—Whole or half interest in California morning paper that is making over 10 per cent on money invested, with limitless field; a going concern, with almost new plant, complete in every detail; located in a city that has doubled population in past six years, a city that is growing faster than any town on Pacific coast. Beautiful city of homes, no saloons; a great citrus shipping point, also magnesite industry's output \$10,000 daily. If interest is sold, business management goes with it; must be a young man trained in the business end, a developer of business. Address California, care The Fourth Estate.

Job Plant For Sale.

FOR SALE—Fully equipped Job Plant and Bindery, now connected with daily paper in capital city. Desire to segregate. Will sell for \$10,000—this includes several state contracts. \$5,000 cash, balance on time. Three Meihle presses, model 6, 4 Chandler Price jobbers, ruling machine, power paper cutter, stapling and stitching machines, binder and hundreds of fonts of type. This is the biggest snap on the market today. For particulars address Carl, care The Fourth Estate.

Afternoon Daily For Sale

For Sale at Big Sacrifice—Afternoon daily in small and very attractive Eastern city. Own building, modern equipment. Owner has other interests. Represents \$80,000 investment. Control to reliable party with reasonable amount cash; balance on terms or suitably endorsed notes. Address Box 907, care The Fourth Estate.

I want to buy a good afternoon newspaper in a live town of 10,000 up. Don't reply unless you have something worth while as I know what a good opportunity is. Price must be right. Address Box 906, care The Fourth Estate.

FATHER SUCCEEDS SON IN MARINETTE.

On account of Werner Schomaker being scheduled to go to the National Army Camp Grant, at Rockford, Ill., the editorship of the Twin City Laborer of Marinette, Wis., will be assumed by his father, Herman Schomaker, who will also be publisher.

Herman Schomaker has been in the newspaper field for the past twenty years. He founded the Marinette Volksbote in 1898 and was its editor for seventeen years. The Twin City Laborer is a weekly devoted to the advancement of organized labor.

BUSINESS OPPORTUNITIES.

**Sales
Purchases
Consolidations
Appraisals of
Newspaper and
Magazine
Properties**

AUDREY HARWELL HENRY F. CANNON

Harwell & Cannon
Times Building NEW YORK

AMUSEMENTS.

Aeolian Hall—43d st., between 5th and 6th avs.—Oct. 16, Allan Taffs; Oct. 27, Gabrielle Gills; Oct. 31, Mme. Mina Holesco; Nov. 3, Mlle. Guisomar Novas; Friday afternoon, Nov. 9, Societe des Instruments Anciens; Nov. 11, Eddy Brown.

Astor—B'way & 45th—"The Very Idea."
Belasco—W. 44th—"Polly With a Past."
Booth—45th, west of B'way—"The Masquerader."
Bijou—W. 45th—"The Torch.".
Broadhurst—44th, west of B'way—"Misalliance."

Broadway—At 41st st—"The Adventurer."
Century—62d and Central Park W.—"Miss 1917."

Geo. M. Cohan—B'way and 43d—"Here Comes the Bride."

Cohan & Harris—West 42d—"A Tailor-Made Man."

Comedy—41st near B'way—"The Barton Mystery."

Casino—39th and B'way—"Furs and Frills."

Cord—48th and B'way—"Mother Carey's Chickens."

Criterion—44th West of B'way—"Anthony in Wonderland."

Eltinge—West of 42d—"Business Before Pleasure."

Empire—B'way & 40th—"Rambler Rose."

39th St.—Near B'way—"De Luxe Amuse."

48th St.—East of B'way—"Peter Ilkerson."

Fulton—B'way and 46th—"The Claim."

Gaiety—B'way, near 46th—"The Country Cousin."

Globe—B'way and 46th—"Jack o' Lantern."

Harris—West 42d—"Romance and Arabelle."

Raymond Hitchcock—44th St.—"Hitchy-Koo."

Hippodrome—6th av. and 44th—"Cheer Up."

Hudson—West 44th—"The Rescuing Angel."

Krackerbocher—B'way and 38th—"Hamilton."

Lexington—51st & Lex—"Shore Acres."

Loror's—7th av. at 124th st—"The 13th Chair."

Lycium—West 45th—"Tiger Rose."

Lyric—42d West of B'way—"Theda Bara in Cleopatra."

Liberty—West 42d st—"Out There."

Longacre—W. 48th—"Leave It to Jane."

Manhattan Opera House—West 34th—"Chu Chin Chow."

Maxine Elliott—39th st. East of B'way—"Eyes of Youth."

Morocco—46th West of B'way—"Lomhard, Ltd."

New Amsterdam—W. 42d—"The Riviera Girl."

Park—Columbus Circle—"The Maid of Belgium."

Adventures of Carol—Playhouse—48th East of B'way—"Eve's Daughter."

Plymouth—45th West of B'way—"A Successful Calamity."

Princess—39th near B'way—"Oh, Boy."

Standard—B'way and 90th—"I Like Time."

Shubert—44th, W of B'way—"Maytime."

Winter Garden—B'way and 50th—"Doing Our Bit."

PRISON PAPER DIES.

With the issue for October marking the tenth number of the fourth volume, the Prison Monitor, which has been published by the prisoners at the Vermont State prison, suspends publication. The step is due largely to the high cost of paper.

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. \$2,24, 26, 28, 30 and 32 page papers at \$6,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE, Model 1, Serial No. 8011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

FOR SALE cheap, one Goss, two Platen steam table with boiler. Extension table, turtles and chassis. Minneapolis Free Press Herald, 207 Sixth st., So., Minneapolis, Minn.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

STEREOTYPE FLAT SHAVER.
For Sale—A stereotype flat shaver in good condition. Address for price and description, The Wichita Eagle, Wichita, Kan.

Do your own typesetting. Get a No. 5 Model LINOTYPE as good as new, for less than half price. Address Box 902, care The Fourth Estate.

A few first-class No. 5 Model LINOTYPES, as good as new, at a sacrifice. Address Box 902, care The Fourth Estate.

WANTED TO PURCHASE.

WANTED—To buy second hand stereotype press, 4, 6, 8 and 10 page capacity at one run. Communicate immediately with The Sun, Jackson, Tenn.

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.
YARD'S NEWS BUREAU
184 W. Washington Street, CHICAGO

SERVICE CORNER.

610—"We wish photographs, or better, plates of news of the day. Will you kindly forward this request to some of your advertisers who will be interested?"

611—"Where is there a market for satirical editorial matter that can be applied to local political campaigns anywhere by merely filling in the name of candidates?"

612—"Can you help us to find out the whereabouts of Edward Knighton, formerly on New York and Boston papers? It will be to his advantage for us to get in touch with him."

613—"Please give me the names of the best daily newspapers, in which to place an advertisement, in New Britain, Ct., Binghamton, N. Y., St. Johnsbury, Vt., and Rutland, Vt."

STATE HEALTH PUBLICIST.

Announcement of the three highest men who took the recent civil service examination for the position of director of publication for the Ohio Health Council Vinton E. McVicker, of Columbus was first; Earl L. Trifitt of Gibsonburg, second; and Jerome W. Moss, of Cleveland, third.

The position, which pays \$1800 a year, has been filled for some time by Earl W. Baird.

FAVORS PROHIBITION.

The Columbus (Ohio) State Journal has declared editorially in favor of statewide prohibition.

HELP WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

Wanted—Sample copies for Representatives for Ohio. The Ohio Novelty Exchange, Youngstown, Ohio.

Ad Solicitor Wanted

Wanted—An Advertising Solicitor who can and will get advertising. The Billboard, the leader of the weekly theatrical papers and boasting by far the largest circulation, wants a man with pep, energy and perseverance. Excellent proposition to the right party. Address The Billboard Publishing Company, 1465 Broadway, New York.

WANTED—Name and address of managing editor experienced in some Southern city of more than 60,000 population who is ready to make change within 60 days. Prefer to get in touch with one who is good rewrite man and acquainted with afternoon newspaper work. Address Attorney, Box 901, care The Fourth Estate.

Contest Man Wanted

Steady employment for high-class, experienced contest man who understands outside work. Must be a real producer. State experience and last employer, papers employed on. Salary and commission. Address Box J. P. M., care The Fourth Estate.

Bodoni Type

Is one of the most legible and beautiful of modern type faces.

As an up-to-date, modern trade paper serving its readers with the best

THE
**IMPROVEMENT
BULLETIN**

MINNEAPOLIS, MINN.

is set in Bodoni. Not lobbed out, but set in its own composing room, the paper is thus able to avoid mistakes in its building news which makes it valuable to the architects, contractors and dealers of the Northwest.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices
378 Fourth Avenue NEW YORK

POLLOCK'S NEWS

You can reach 2,000 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is \$5,000 of them in a year for ten dollars. Send for samples and display rates.
710 Temple Court, MINNEAPOLIS

SITUATIONS WANTED.

Somewhere, Some

live publisher can use the services of a first grade advertising solicitor who is seeking to make a change. Prefer New York City connection, though not averse to traveling.

He is possessed of a superabundance of initiative, tact, character, health, enthusiasm and that indescribable quality known as personality.

These in brief are his cardinal virtues. His references are unquestionable—his ability likewise. Age 33. Draft exempt, and if you will write Box 918, care The Fourth Estate, he will call at your leisure.

EDITOR AND PUBLISHER

of complete, all-round newspaper experience open for engagement. Will work on salary and profit-sharing basis. Box 918, care The Fourth Estate.

THE SOUTH'S MOST BRILLIANT CIRCULATION MANAGER

would not consider \$50 per week, yet the next best would. Have made wonderful record. No schemer or premium man. Excellent references. Now employed. Address for further information in strictest confidence. Box 919, care of The Fourth Estate.

Managing Editor

Wanted—Position as editor, managing editor or news editor of strong daily, afternoon preferred, in city of from 25,000 to 75,000 population. Now employed but desire change. Wide experience and clean record. Salary expected \$50 per week. Address M. W. J., care The Fourth Estate.

ADVERTISING MANAGER

Wish immediate connection with some wide-awake daily as advertising manager. Twelve years' experience in newspaper advertising. Temperate and energetic business producer. Salary not less than \$2,500 per year. Address Wideawake, care The Fourth Estate.

CARR IN ATLANTA AGAIN.

"Jack" Carr went back to the Atlanta Georgian and Sunday American, Hearst publications, on October 20 as manager of the foreign department. He was formerly with those papers as assistant advertising manager under George Auer and later as advertising manager under Walter G. Bryan, now the publisher.

Although just thirty years of age, Mr. Carr has built a wide reputation as an advertising man. Starting some years ago as advertising manager for the Wilmington (Del.) Evening Journal, he has held that position for such papers as the Richmond (Va.) Evening Journal, the South Bend News Times and the Spokane (Wash.) Press. He was also connected with the Hearst papers in San Francisco before going to Atlanta three years ago.

Mr. Carr resigned as advertising manager last fall to open his own agency and letter shop in Atlanta, and in less than a year's time has built up a large business.

In appointing Jack Carr as foreign advertising manager Mr. Bryan is carrying out his plans for establishing a trade-aid service department of the Hearst papers in Atlanta.

EDITOR IN DISPUTE.

Thomas Callery, editor and publisher of the Nanticoke (Pa.) News, has caused a warrant to be issued for the arrest of Michael F. Shannon, lawyer and tax collector in Wilkes-Barre township, charging him with assault and battery.

The editor declares that the lawyer pummeled him in the course of a political argument.

RAND IN CHICAGO.

"Jerry" Rand is acting as managing editor of the Muskogee (Okla.) Times-Democrat in the absence of Edson K. Bixby, who is now in military training at Fort Logan H. Root.

SITUATIONS WANTED.

To Newspaper Owners!

Is your newspaper the leader in its field?

Advertising and circulation up-to-the-limit?

Paying you a good liberal profit?

Not! Then it's in a rut and needs rejuvenating.

You need outside help.

I am a retired newspaper man with many years of varied and successful experience along the right lines and know how to put your property on a paying basis. Can make your paper the leader in its field and pay expenses out of increased business. Have doubled the income of many prosperous papers; put many a lagging on the road to success and saved some bad propositions from the shambles. Can do as much or more for you.

Bring character, ability, experience and all around newspaper knowledge to bear.

A week's consultation, investigation and advice costs but a small amount and will be worth all and more than it costs; a month's demonstration will pay for itself; three or six months' good work will accomplish wonders with a lasting effect.

Have an open date now—do you want it?

For terms, address Box U. V., care The Fourth Estate.

Managing Editor

Young enough to travel at top speed, experienced and old enough to hold your confidence.

Peppery, original, economical—an expert on make up and features, capable of handling men and getting results.

Want place good afternoon paper in city pleasant enough for permanent home. Tell me what you expect and what you can pay and I'll tell you if I can fill your want.

Address Box 920 Fourth Estate.

ONE OF THE BEST

equipped newspaper advertising men open for engagement as advertising manager. Address Box 918, care The Fourth Estate.

Foreman Composing Room, now employed, wants position on metropolitan paper, morning or afternoon; married; age 32; good executive; one who has made a thorough study of the composing room and can obtain high-class results at least possible expense. Address Box 900, care The Fourth Estate.

Circulation Manager

DESIRES GOOD OPENING; 35 YEARS OF AGE; 15 YEARS CIRCULATION EXPERIENCE ON WELL-KNOWN AND HIGH-CLASS NEW YORK CITY AND WESTERN PAPERS; EFFICIENT IN OFFICE ROUTINE AND PROMOTION WORK. REFERENCES THE VERY BEST. ADDRESS BOX 900, CARE THE FOURTH ESTATE.

Position wanted by circulation manager with years of experience; can furnish best of references; now employed. Address Box 899, care The Fourth Estate.

Advertising Man

with 15 years' experience as advertising manager live newspapers desires to make change. Ten years on one paper. Strictly high-grade solicitor and good mixer. Produces effective advertisements. Capable of handling advertising on any newspaper under 100,000 population. Built up advertising on two run-down newspapers to paying basis. Address Box 913, care The Fourth Estate.

MANAGING EDITOR

able to show the way to "the best in the country" will take position advertised. Address Box 917, care The Fourth Estate.

SITUATIONS WANTED.

Small City Daily Management Wanted

Business Manager. I am seeking the management of a small city daily. Am now holding important position in metropolitan field and have "made good" as small town manager. Exceptional record as a business builder in advertising and circulation with an A No 1 record in efficiency and detail work. Preference for proposition demanding careful, economical development. Address Box 906, care The Fourth Estate.

Position on copy desk

in city of more than 50,000 on evening paper. Five years' experience; references. Address C. M., care The Fourth Estate.

Practical, experienced newspaper man, now employed, desires change. Two years present place. Absolutely sober, always on job. Best references if required. Desk or reporting. Twenty-five years in harness. Consider nothing under \$30. C. F. Drake, editor Daily Telegraph, Sharon, Pa., No. 26 Columbia ave.

MR. PUBLISHER

OR

BUSINESS MANAGER.

Do you want an experienced advertising man to take charge of your advertising department. Over 40 years of age, well known by publishers and thoroughly understands how to get contracts, page, stunts, classified ads; know how to handle men and get the business. Must have a good salary, but will earn it and then some. For quick action write H. Y. W., care The Fourth Estate.

Advertising Manager

solicitor; now employed, desires change. Would go South or anywhere else; A1 references. Address Box 912, care The Fourth Estate.

Circulation Manager formerly connected with Eastern Daily and for the last 8 years Promotion Manager with the largest daily in the West, desires position in Eastern field. Pay me a living salary until I can show results; I am no rolling stone; want to get back in God's country. Box 899, care The Fourth Estate.

SITUATIONS WANTED.

Live, energetic newspaper man, experienced city country, wants position as business-advertising manager. Daily or weekly. Can take publishers' place. At liberty October 29. Good salary or salary and profit sharing. A real mixer and "live wire." Address Box 910, care The Fourth Estate.

Promotion and Service Man

now employed, 30 years' newspaper experience, aged 43, desires change. Have assisted in purchasing, handled classified department and promotion and service work; excellent credentials; salary must exceed \$50 a week. Address Box 904, care The Fourth Estate.

Business Manager

Business manager on daily in city of 100,000 desires change. Has thorough knowledge of newspaper work in all branches. In present employment 15 years; 6 years business manager and still giving satisfactory returns. Worked from newsboy to present position. Best of references. Address Box 911, care The Fourth Estate.

CIRCULATION OR MAILING

At it since January, 1904. Seven years in mailing department, four as foreman, followed by three years in charge of circulation department, afternoon daily, since 35,000; followed this with two and a half years' weekly magazine combination work. A thorough believer in system and efficiency. Twenty-nine years of age; honesty and integrity above reproach, as former employers will testify; at present in another line; want position with a future; either department; (exempt). What have you. Ray A. Glass, 2334 Prospect ave., Kansas City, Mo.

Experienced man wants advertising, business or entire management of small city daily in live community or circulation management metropolitan field. Thorough knowledge all phases business end, personal habits guarantee reliability. Located Pacific Coast; prefer remaining elsewhere if advantageous. Address H. C. A., care The Fourth Estate.

HEMSTREET
PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings you: self—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

NOW CRITCHFIELD AND COMPANY.

WELL KNOWN CHICAGO FIRM CHANGES NAME OWING TO CLAGUE'S RETIREMENT.

The name of the Taylor-Critchfield-Clague Company, Chicago, has been amended to Critchfield & Company by the unanimous vote of its stockholders.

This means no change whatever in the personnel or control of the organization, except that Stanley Clague, whose release was granted a few weeks ago in order that he might accept the management of the audit bureau of circulations, is no longer connected with it.

Major E. E. Critchfield has been active in the company in an official capacity since the founding of the organization and has been its presi-



MAJOR E. E. CRITCHFIELD.

dent for nearly six years. Under its new title the management of the organization, its standard of principles and the make up of its directorate are the same.

The home office of Critchfield & Company is in the Brooks building, Chicago, and important branches are maintained in New York, Boston, Detroit and Minneapolis.

The company's activities in the world of advertising and selling cover a period of twenty-five years. In addition to its work covering every department of advertising throughout this country, the company has established a successful export department and its sales and advertising operations extend to South American and European countries, to Japan, Australia and other parts of the world.

This formality in the way of change of name means no revision of policy. The company will continue to serve its clients in the way that has enabled it to arrive at its present position in the advertising field.

There are no changes, official or departmental, other than as above indicated.

NEW SPECIAL AGENCY APPOINTMENTS.

The Lockport (N. Y.) Niagara Daily Press, the Galt (Ont.) Reporter and L'Opinion, of Philadelphia have appointed the George H. David Company, New York and Chicago, to represent them in the national advertising field.

BUSH PLAN IN THE AGENCY FIELD.

NEW COMPANY ORGANIZED IN NEW YORK WITH J. F. ATKINSON AS MANAGER.

The Bush Advertising Service, Inc., of New York, has been organized to conduct a general advertising agency business. It is an extension of the Bush Service idea, which has been worked out so successfully in the vast Bush Terminal plant in South Brooklyn, where manufacturing, transportation and warehousing facilities are provided for manufacturers in practically all lines of business on a basis of efficiency and economy said to be without parallel.

The same idea prompted the organization of the Bush Sales Service and the erection of the thirty-story Bush Sales Building at 42d street and Broadway, New York, which when completed will house the sales and showrooms of many of the world's leading manufacturers, and on three of its floors will provide a luxurious home for the Buyers' Club of America.

The Bush Advertising Service, Inc., comprises in its organization men of broad experience in merchandising and advertising. Among them are W. R. Cummings, Frederick D. Hull, George F. Howard, F. K. Beebe, W. S. Manning and G. T. K. Norton.

The agency will occupy a floor in the new Bush Sales Building as soon as the building is ready, which will be about January 1. The present offices are at 100 Broad street, New York City.

A fully equipped office has been established in London, England, under the management of Louis M. Porter, and the agency expects to develop a considerable clientele among European manufacturers who are or may become interested in American markets.

The new agency claims to begin business with more than a dozen important magazine and newspaper accounts of national scope. The officers of the company are Irving T. Bush, president; J. F. Atkinson, vice-president and general manager; H. F. H. Reid, vice-president; R. G. Simmonds, treasurer; W. R. Cummings, secretary.

NEWS OF THE AD AGENCIES.

A. W. Hobler, for six years connected with the Appleton Manufacturing Company, has rejoined the staff of the Gardner Advertising Company, St. Louis, with which he was first associated upon leaving college.

The address of the C. J. Oliphant Advertising Agency, of New York, is 1 West 34th street, instead of 2 Rector street, as was printed in the recent Advertising Agents Directory published by THE FOURTH ESTATE.

E. G. Johnson, formerly of the copy department of the Chicago office of the J. Walter Thompson Company has joined the staff of Edwin & Wasey, Chicago.

Simon Ostrow, formerly of the advertising agency of Williams & Cunningham, Chicago, but who enlisted in Uncle Sam's service some time ago, has written to Chicago friends from "somewhere in France."

J. A. Sims has joined the service department of the William H. Rankin Advertising Agency, Chicago. He is the brother of J. D. Sims, private secretary to Mr. Rankin.

The directors of the H. E. Reisman Advertising Company, Chicago, have

officers for the ensuing year as follows: H. E. Reisman, president and treasurer; J. A. Simpson, vice-president; H. J. Gray, vice-president; George E. Anderson, secretary.

F. H. Gillespie, formerly vice-president of the H. E. Reisman Advertising Company, has rejoined the Chicago agency staff of Erwin & Wasey.

Harry E. Myers, formerly of St. Louis and the Lord & Thomas Agency in Chicago, has become associated with Erwin & Wasey, Chicago.

The H. K. McCann Company of New York has enlarged its Cleveland office staff by the appointments of Harry L. Adams, formerly of the Baker Vawter Company and the Toledo Scale Company; Walter C. Barnes, late of the Garford Truck Company; and Paul Tees, who formerly conducted an agency of his own in Cleveland.

R. G. Zimmerman has been added to the staff of Cole & Freer, Chicago magazine representatives. He is from the William H. Rankin Agency.

E. St. Elmo Lewis and Clifford A. Sloan, vice-presidents, are now in charge of the New York office of the Campbell Ewald Company of Detroit, with headquarters at 347 Fifth avenue.

D. J. Hinman, late of Street & Finney, has become associated with the new W. A. Patterson Company, Inc., in New York.

The firm of Hutson-Burd-Wheaton, Inc., of New York City, has been chartered by the state to conduct a general advertising business. The organizers are A. H. Burd, E. F. Wheaton and E. J. Hutson of 305 West 98th street.

AD FOLKS' NEWS.

The Advertising Club of Atlanta, of which Frank E. Lowenstein is president, is devoting a large portion of its time and energy to civic affairs. To help carry out this policy a committee on public affairs has been appointed which takes precau-



FRANK E. LOWENSTEIN.

tions against making the organization a public forum, remembering that it is always an advertising club.

The association feels a responsibility in representing the advertising men of Atlanta, one of the pivotal

cities of the South, and is attempting to pursue a course which will be a guidance for the other advertising clubs throughout its section of the country.

The educational committee of the club, headed by A. C. Keiser, teacher in advertising and member of the faculty of the commercial branch of the Georgia School of Technology, will formulate a publicity campaign for the Atlanta Anti-Tuberculosis Association, which contemplates an extensive educational campaign on home sanitation, symptoms, prevention and cure.

The vigilance committee is composed of R. S. Fahy, chairman, advertising manager of Chamberlin-Johnson-Dubose Company; C. H. Crawford, advertising manager of M. Rich & Brothers Company; and George Lowman, advertising manager of Byck Brothers & Company. The committee considers that its primary work will be along the lines of education and example until the community at large has been acquainted with the ideals for which it is striving.

George M. Leathers, formerly treasurer of the Henry O. Shepard Company, has been chosen by the directors of the Advertising Association of Chicago to fill a vacancy caused by the resignation of Hugh Brennan, treasurer of the Dooley-Brennan Company.

Guy Core, formerly advertising manager of the Redden Motor Truck Company, has succeeded Robert T. Walsh as advertising manager of the Briscoe Motor Corporation, Jackson, Mich.

The first of the 1917 series of Tuesday-noon weekly luncheons of the Pilgrim Association of Boston was held on October 23.

Griffith E. Roberts, a Columbus (Ohio) advertising man, and Miss Emma G. Harris are to be married.

J. R. Phillips, who was in charge of service and advertising for the Sheldon Axle & Spring Company, Wilkes-Barre, Pa., for the past two years, has become assistant sales manager with the Torbensen Axle Company, Cleveland, Ohio.

Miss Mabel Graswinckel, formerly advertising manager of the American Steel Export Company, has been appointed art supervisor for the fashion division of Montgomery, Ward & Co. She will be located in New York.

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
515 Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kreage Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
22 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



where she is treasurer of the League of advertising women.

Officer candidates of the Advertising Club of St. Louis have been nominated for the annual election, to be held at the City Club on October 30, as follows:

President, John Ring, Jr., advertising manager Mercantile Trust Company;

First vice-president, Max Kneingsberg, advertising manager Famous-Barr Company, and C. L. Brittain, Scruggs-Vandervoort & Barney Company;

Second vice-president, Arthur Siegel, St. Louis Poster Company, and Bert Barnett, advertising manager Friedman-Shelby Shoe Company;

Third vice-president, Edward Mead, Passaic Metal Ware Company, and H. O. Ross, Ross-Gould List & Letter Company;

Secretary, Charles R. Ketchum, St. Louis Republic;

Treasurer, F. H. Staley.

Following the election of officers on October 30 the following speakers will address the meeting: Sidney Wilson, president of the Cleveland Advertising Club; Don C. Seitz, business manager of the New York World; F. D. Gardner, governor of Missouri; Henry Kiel, mayor of St. Louis.

The governor and mayor are both members of the Ad Club of St. Louis. It is also expected that General W. W. Brandon of Alabama will be among the noted speakers for this event.

The San Francisco Ad Club will present "In Ad Land," a musical extravaganza, on November 22, 23 and 24 at the Savoy Theater to raise funds with which to entertain the Associated Advertising Clubs of the World at their annual convention in San Francisco next July.

The book and lyrics were written by George A. Cummings, a San Francisco business man, and the cast will include more than 100 young girls and men of the bay cities. Later the show will be sent through several states.

The production will be directed by "Jack" Reber and a committee composed of W. B. Reynolds, chairman; Albert M. Meyerfeld, Fred S. Nelson, Miss H. Coleman, George Caldwell, J. B. Bierma, Seth Heaney, Harry Marcus, Judson T. Sargeant and Don E. Gilman.

The Walter M. Lowney Company, cocoa and chocolate manufacturer, Boston, has become a member of the Association of National Advertisers, being represented by Harry R. Wellman, vice-president.

The Advertisers' Club of Jacksonville, Fla., is assisting in every possible manner in the food conservation campaign now being carried on throughout the nation. It has donated great banners, which hang across the city streets, urging the co-operation of the citizens.

R. C. Keagy of Clinton, Ia., is at the head of a new church advertising department of the Iowa Associated Ad Clubs. A recent church advertising luncheon was attended by numerous prominent laymen as well as clergymen, and it gave church advertising in that section great impetus.

At this week's luncheon of the Baltimore Advertising Club David I. Lewis of the United States Tariff Commission spoke on "National Economics."

Nominations were made to fill vacancies on the board of governors.

Speaking before members of the Columbus (Ohio) Advertising Club at luncheon W. G. Chandler of Cleveland declared that advertising copy

is secondary in importance to the right selection of the medium through which to "tell the story."

He declared a great many people are too prone to select their advertising mediums because of their physical appearance rather than the class of readers to whom they go.

Ellis L. Howland, New York, special representative of the national industrial conservation movement, said: "The American consumer must be taught that every bit of labor trouble or unwise business legislation reacts disastrously, not alone upon the nation, but upon himself, affecting him in a hundred different ways, the most obvious of which is the inflation in the cost of living, due to the increased cost of production."

With all other club activities placed in the background, President Frank Effinger of the Advertisers Club of Milwaukee called for a big All American demonstration meeting at which the main topic of discussion was "Loyalty versus Disloyalty."

The course in advertising at Johns Hopkins University, Baltimore, will be conducted along lines somewhat different from methods heretofore pursued.

Students in the course will receive instruction relative to analyzing a business, merchandising its products or service, planning its advertising campaign and the execution of the advertising to the very last detail.

E. Lyell Guntz, formerly president of the Baltimore Advertising Club and now chairman of the education committee of that association, will conduct the advertising course.

The salesmanship course will be directed by E. C. Palmer, chairman of the Advertising Club's salesmanship section.

Willard S. French, formerly with the C. S. Von Poettgen Advertising Agency and at one time advertising manager of the Denby Motor Company, is now director of the sales for the Monarch Governor Company, Detroit.

The course in public speaking at the New York Advertising Club will begin on Monday, November 12, and will continue, under the tutelage of Professor J. A. Mosher of the College of the City of New York every Monday thereafter for ten weeks. The fee for the course is \$10.

The club will hold its first annual "Harvest Home Festival" on October 30. The affair will be informal and it has been arranged to have thirty tables, seating ten persons each.

In co-operation with the Pilgrim Publicity Association of Boston, the Boston Y.M.C.A. is giving a course in "Newspaper Making and Publicity" which began on October 23 and will consist of fifteen sessions. Pilgrim John D. Allen is conducting the course, for which the registration fee is \$6.

Preparation will include news gathering and writing, editorial and advertisement writing, proof-reading, make-up, subscription solicitation and record keeping, advertising solicitation and newspaper accounting.

In an address before the Minnesota Advertising Forum, Charles W. Mears, advertising director of the Winton Automobile Company, Cleveland, Ohio, attacked those who are asking all to "spend less and save more," and declared that conservation of the products of nature rather than of mere money is what should be effected.

The speaker showed that the market, or business, furnishes the only medium through which the billions of dollars needed for Government use during the war may be obtained, and that without this medium the resources of the country, the hope of the Allies, must dwindle to nothing.

INTRODUCING AD FOLKS.

Freling Foster, who recently joined the merchandising staff of the Society for Electrical Development, in New York, has been active in electrical advertising circles of Chicago for several years.

For the past year and a half, he was advertising manager of the Hughes Electric Heating Company.



FRELING FOSTER.

Previously to this, he was connected with the Chicago office of the Electrical World and the publicity department of the Commonwealth Edison Company where he was associate editor of the Electric City Magazine for more than two years.

His agency experience was gained at the former Mahin Advertising Company and in newspaper writing he received his initial training as the dramatic editor of the Chicago Saturday Evening Telegraph.

John J. Cuddy, the new account executive of the San Francisco office of the H. K. McCann Company, is



JOHN J. CUDDY.

still in his twenties, having been born in New York City in 1890. Forced to leave college because of family

trouble, Mr. Cuddy secured a position with the National Bank of Commerce, New York, at the same time attending business courses at night at New York University.

He next affiliated himself with the National Biscuit Company and in six months became bakery foreman in the New York plant, meanwhile studying cost accounting, manufacturing efficiency, welfare work and factory organization, and continuing his study of the classics and doing some short story writing.

After two years in the factory he went with the Frank Seaman Agency, New York. He later obtained a position with the New York Times, but remained only a few months before becoming assistant advertising manager of the Royal Typewriter Company.

On the first of January, 1915, Mr. Cuddy became advertising manager of that concern, and for over two years conducted extensive campaigns for the Royal Typewriter, also editing the company's house organ. He terminated his connection with the Royal Typewriter Company to go to San Francisco to fill the position he now holds.

ANNUAL KANSAS MEETING.

Editors of the fifty-seven newspapers in the Second Congressional District of Kansas held their annual meeting at Lawrence, October 26-27.

George W. Marble of the Fort Scott Tribune and Monitor; E. R. Heisler of the Kansas City Sun, and A. F. Converse of the Wellsville Sun were among the speakers.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO-ENGRAVING COMPANY
154 Nassau Street, NEW YORK
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Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

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STANLEY PROCESS
quality not
to a down
up made to a price
TYPE METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 32d Street NEW YORK

THE PITTSBURG PRESS

HAS THE Largest DAILY AND SUNDAY CIRCULATION IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

BOOKS USEFUL TO EDITORS AND ADVERTISERS.

"THE NEW BUSINESS DEPARTMENT," by T. D. MacGregor; the Bankers Publishing Company, publisher.

It is unfortunate that this little volume is dedicated so definitely to banking institutions, for the idea of a new business department is applicable to any commercial or trading organization. The department is intended to afford a definite channel for the efforts of officers and employees of any company to obtain new business for all departments. The principles involved and methods used are clearly stated by Mr. MacGregor and can be utilized to advantage in any company having goods or service to sell.

"GRAPHIC CHARTS FOR THE BUSINESS MAN," by Stephen Gilman, B. Sc., C.P.A.; La Salle Extension University, publisher.

The use of any means of graphical representation in the business world is a comparatively recent development. The use of charts is rapidly spreading. The data thus presented is so much more rapidly grasped that the chart form is bound to replace wherever possible the statistical form. Any business man who is not familiar with chart methods and their possibilities should acquire this information at once. This pamphlet, one of a series of lectures in the La Salle Extension Courses, will be helpful.

"THE THEORY AND PRACTICE OF SCIENTIFIC MANAGEMENT," by C. Bertrand Thompson; Houghton-Mifflin Company, publisher.

Mr. Thompson, who has taken a considerable part in the more recent developments of scientific management, is thoroughly qualified to present this summary of the movement. The literature of the science of management has been so voluminous that a definite need has existed for a classi-

The Open Door
to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending October 1, 1917,
showing net paid circulation.

33,924

Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN.

fication of works and an orderly presentation of the results they have disclosed. The bibliography appended is of carefully selected titles and the error of being all-inclusive is happily eliminated from this portion of the book. This book should receive the attention of all those who are students of scientific management, and will direct to the proper reading source the interest of the more general reader.

"ECONOMIC DEVELOPMENT OF MODERN EUROPE," by Frederic Austin Ogg, Ph.D., associate professor of political science in the University of Wisconsin; Macmillan Company, publisher.

The author of "The Governments of Europe" and "Social Progress in Contemporary Europe" presents in this history a most elaborate and painstaking compendium. Professor Ogg's purpose is to indicate the origins, and explain the character and effects of the more important economic changes in Europe during the last three hundred years. The greater share of the reader's attention is directed to the great development in labor organization, trade expansion, socialism and social insurance. These are, of course, more interesting than the more technical phases of economic discussion. The book will be found useful to those who desire to found their knowledge on logical exposition of fact and not on the less studied and more easily harbored basis of prejudiced opinion.

"SCIENTIFIC OFFICE MANAGEMENT," by W. H. Leffingwell; A. W. Shaw Company, publisher.

While the manufacturing problems of the commercial world were being studied and solutions offered by the followers of scientific management, very little has been heard of the application of the science to office management problems. The comprehensive treatise has been missing until the publication of this book—"a report on the results of applications of the Taylor System of Scientific Management to offices, supplemented with a discussion of how to obtain the most important of these results."

The book is exceptionally rich in suggestions adaptable for immediate and profitable use in any office employing even a small clerical force. The photographic illustrations are particularly well chosen and serve to strengthen many of the suggestions. The publishers have already issued several supplementary pamphlets in connection with the book and no doubt intend to continue this

BOSTON POST

CIRCULATION SEPTEMBER, 1917
"NO RETURNS"

The Daily Post 516,346

The Sunday Post 345,997

KELLY-SMITH CO., Representatives
230 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid  For Every
Guaranteed Issue

GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

policy, which is an interesting innovation.

An "Office Manual" is issued (by the same publishers) which includes a suggested "Policy Book" and "Standard Practice Instructions." This manual serves as a model both as to form and as to subject matter in assembling and compiling a manual for use in one's own organization. Mr. Leffingwell's book has already met with the praise of century wide interest and use.

"THE 1918 LOCKWOOD'S DIRECTORY OF THE PAPER AND STATIONERY TRADES"; Lockwood Trade Journal Company, Inc., publisher.

This is the forty-third annual appearance of this standard work that is indispensable to anybody having anything to do with the paper trade. All the departments have been revised and expanded this year, and several new features add to the usefulness of the directory. The mill section especially has been considerably enlarged by the addition of data on the numerous mills that have been erected in the United States and Canada in the past year. The publishers note that "not for a long time has it been necessary to record so many new enterprises in any edition." Changes in equipment and ownership are more numerous than usual.

"PRACTICAL FOOD ECONOMY," by Alice Gitchell Kirk; Little, Brown & Co., publisher.

The "gospel of the clean plate" is here written—not for the dining room alone, but for the kitchen also. Mrs. Kirk presents her suggestions in a simple and practical manner, and the housekeeper who desires to do "her bit" in food planning and food saving will find aid in this book.

"HOSPITAL FRENCH," translated by Ernest Perrin; E. P. Dutton & Co., publishers.

The practical nature of the conversation (English-French) given in this little book is its most striking feature. It was prepared under the auspices of the base hospital division, New York County Chapter of the American Red Cross, for use by the doctors and nurses of the hospital units working in the base hospitals in France.

The Kansas State High School Editorial Association recently met in convention at Salina.

1916 Broke All Records
of the

Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.
Member A.B.C.

Represented by PAUL BLOCK, Inc.
280 Fifth Avenue, NEW YORK
Mailers Building, CHICAGO
301 Devonshire St., BOSTON
Krease Building, DETROIT

YOU MUST USE THE LOS ANGELES EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than 150,000

INK PENETRATION OF PAPER.

The penetration of paper by ink varies with the fineness of the paper fibers; in woodpulp papers the varnish easily penetrates to the back side of the paper.

If the printed paper is dried at too high a temperature, the varnish penetrates quickly and the pigment separates on the surface and is easily rubbed off; the drying temperature should not exceed 50 degrees Centigrade.

Drying may be carried out above 50 degrees Centigrade, however, if manganese borate be added to the printing ink.

Rosin size, though effective in preventing penetration of writing ink in writing papers, does not prevent the penetration of printing ink varnish; indeed the varnish penetrates a paper containing 20 per cent of rosin size more readily than it does unsized paper.

MUNCIE CHANGES.

Leon Parkinson, formerly of the Muncie (Ind.) Star, is now with the Richmond (Ind.) Palladium.

Mr. Parkinson has been succeeded on the Star by John L. Ferris, who for the past seven years has been employed by the Muncie Evening Press, first as Winchester correspondent and later as police reporter in Muncie.

Arthur De Greve of Hartford City, Ind., has taken the place of Mr. Ferris at the Muncie Press.

ADAMS' NEW BOOK

George Matthew Adams of Chicago, who syndicates newspaper features, is the author of a new book. "Take It" is the unusual title of the volume, which is a book of optimistic philosophy based on the motif that the determined individual can get what he wants these days.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue

Over 200,000 Circulation

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
J.A. Klein, Metropolitan Tower, New York

TOLEDO BLADE EMPLOYEES "ON THEIR TOES."

Forced measures and precautionary measures due to the war situation are serving to keep Toledo Blade employees "on their toes." To date eighteen employees have either enlisted or been called in the draft.

The ones on the job are learning to stop the leaks in war times and throughout the plant places where possibilities of breakdowns show up are strengthened.

Throughout Ohio possibilities for a continuous gas supply for this winter are not promising so a hydro-carbon gas system has been ordered for the stereotype room.

In the composing room a type and and rule caster has been added to key in with the non-distribution system on which the room has been operating with remarkable results for two years.

In the press room provision has been made for the storage of a large number of extra gears and other parts, which are likely to break and hold up one of the presses.

Blade employees have subscribed for \$15,000 worth of Liberty Bonds of the first issue and will probably duplicate this on the second issue. The Blade Company purchased \$50,000 worth.

Grove Patterson, managing editor and silver-tongued orator, has preached purchase of Liberty Bonds, not only through the columns of the Blade but has spoken on behalf of the issue in church pulpits, on movie stages and from the balconies of department stores.

A LOYAL WOMAN EDITOR.

Mrs. Lucy Easton, editor of the Chattanooga (Okla.) News, has sent three sons to the army.

Mrs. Easton is said to be the oldest woman editor in point of service in Oklahoma.

GREELEY COMES OUT.

After having been boxed up by the subway builders for two years, the statue of Horace Greeley in Herald Square, New York, has again been uncovered to the public view.

LARGEST Morning Circulation in the Nation's Capital.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.

220 5th Av., N. Y.; Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 88,775

September, 1917,

Gain over

September, 1916, 12,902

Special Representatives

DAN A. CARROLL
New York

J. E. LUTZ
Chicago

GOVERNMENT MAY HAVE NEW PUBLICITY BUREAU.

A bill that has been referred to the Senate committee on commerce provides for the establishment of a publicity bureau to be conducted in connection with the Department of Commerce at Washington.

The board will have an experienced advertising man as director, and a publicity conference board consisting of all the cabinet members will meet with him from time to time and outline the publicity needs of each of their departments.

The bureau is to keep on file at all times data relative to all representative advertising media in foreign countries; also other data reported by American consuls. Foreign advertising experts are to be employed, and advertising campaigns are to be planned for foreign countries "to promote prestige and public favor for American colleges, institutions, merchandise and service of all kinds, which it is desired to promote abroad."

The bill, in addition, provides that "the bureau of publicity shall co-operate with all organized interests in promoting and in securing legislation to compel honesty and reliability in both the domestic and foreign advertising of all firms, individuals and institutions, and is authorized to employ counsel or experts in the furtherance of this work, subject to the approval of the publicity conference board."

WAR PICTURING IS RISKY.

Donald Thompson, a war photographer who has just returned from Petrograd, declares that the physical risks run by newspaper men in Russia are greater than ever. After being saved by a crowd in Petrograd, Thompson was picked up by an armored automobile and fired on by a man later identified as a German spy. He expects to return to Europe to represent Leslie's weekly, New York, as soon as he completes arrangements for the production of his new film.

OHIO AD OPPORTUNITIES.

The Select List of Ohio Dailies has issued a publication called "Ohio Opportunities" devoted exclusively to furnishing information of value to national advertisers and advertising agents on advertising opportunities in their state.

William O. Littick of the Zanesville Time-Recorder is president of the Ohio Select List and Robert E. Ward of Chicago and New York is its national representative.

St. Louis Globe-Democrat

dominates the morning field.

Government Statement

six months ending
September 30th, 1917

138,252

The clean home-going family newspaper.

PATERSON

New Jersey's Famous
Manufacturing City

PRESS

GUARDIAN

Its BIG
Independent
Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

CALL OF NEWSPAPER LIFE WAS TOO STRONG.

Earl H. Hopkins is back with Jones & Baker, New York, in the publicity department, which now comprises over fifty people, and one of the numerous activities of his department is the publishing of a weekly



EARL H. HOPKINS.

illustrated newspaper called Curb News, containing stock market news, editorials, cartoons and biographical sketches.

Mr. Hopkins, who is a former newsboy, reporter, advertising man and photo-engraving house manager, last year opened up an investment security business of his own. This venture was closely followed by the entry of the United States into the war, and the resulting unsettlement of investment conditions caused him to close up shop, after which he was connected with a number of Wall Street houses in editorial and publicity capacities. He says that from what he has learned outside he is more than ever convinced that the old firm is "the only place." His office is at 50 Broad street.

The Bronte (Tex.) Enterprise has suspended publication.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S
GREATEST
NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

WM. J. MORTON CO., Eastern Reps.
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

COAL EMBARGO EFFECT ON CANADIAN PULP.

Commenting on the United States embargo on the shipment of coal to Canada, the Pulp and Paper Magazine of Canada says:

"If it continues till the close of navigation it seems certain that some localities will suffer severely this winter.

"The irregular receipt of bituminous coal from the United States due to the shortage of both fuel and cars is being felt by many paper mills and has caused anxiety with other industrial firms at Ottawa.

"None of the paper plants so far have the supply of coal they should have or which they stocked or placed in reserve in peace times. Already some of the plants have to draw on their reserves on account of the irregular shipments.

"Prospects for a regular delivery sufficient to permit storing of reserve supplies appeared to be bright in July and August, but during September irregular shipments to the paper mills were made with the result that the outlook for the present, considering present stocks, is none too bright."

SPECIAL CATHOLIC EDITION.

The Providence (R. I.) Visitor, the official Catholic paper of Rhode Island, is preparing a "Diocesan Historical Number" under the direction of J. F. McAvoy.

This is the fifth Rhode Island special number that Mr. McAvoy has compiled—two for the Providence Tribune, one for the Providence Woonsocket, and recently one for the Providence News.

The Amery (Wis.) Polk County Journal has suspended publication.

THE PITTSBURGH

POST

ONLY
Democratic
Paper In
Pittsburg



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

Member A. B. C.
EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY,
280 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW BEING PLACED BY THE AGENCIES.

WALES, 824 Kansas av., Topeka, Kan.—Placing accounts of the Santa Fe Watch Co., Militaire Watch Co., and Wolf Packing Co., all of Topeka.

DAKOTA, Aberdeen, S. D.—Placing account of Dr. Doran, Minneapolis, Minn. N. W. Mfg. & Milling Co., Western Hide & Fur Co., Aberdeen Business College, all of Aberdeen.

KIRTLAND-ENGEL, Lytton Bldg., Chicago—Placing orders in agricultural and class publications for A. B. Shubert, furs, Chicago.

McJUNKIN, Mellers Bldg., Chicago—Placing orders in religious and farm papers for American Woolen Mills and Paragon Tailoring Company, Chicago.

Placing small newspaper copy in middle west for Wa-Ne-Ta foot tablets.

WESTERN, Racine, Wis.—Making up list for advertising Belle City Incubator Company, Racine, Wis.

FULLER, Studebaker Bldg., Chicago—Placing orders in magazines and class publications for Lyon & Healy, harps, Chicago.

MALLORY, MITCHELL & FAUST, Security Bldg., Chicago—Has secured account of Rueckhelm Bros. & Eckstein, "Crackerjack," Chicago.

DAKE, 121 2d st., San Francisco, Cal.—Sending contracts to farm publications generally and weeklies for Walter J. Fitzpatrick, "K" Stump Puller, San Francisco.

Also placing full page copy in Pacific Coast dailies for Hills Bros., "Red Can" coffee, San Francisco

Making contracts with Pacific Coast publications for F. J. Poss Co., distributor for "Avery" tractors, steam engines, motor cultivators, threshers and engine gang plows, San Francisco.

AYER, 300 Chestnut st., Philadelphia.

The BILLBOARD

The Leading Weekly of the Show World

leading in sections of the field covered—leading in each section of the field, leading in volume and variety of news published, leading in display advertising—leading in classified advertising and leading in immediate, definite traceable results to the advertiser.

Established 1893.

Member A.B.C.

The Billboard Publishing Co.
Broadway and 43d. Monroe and Dearborn
NEW YORK CHICAGO
CINCINNATI, OHIO.

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
280 Fifth Avenue, NEW YORK.
Mallory Building, CHICAGO.
201 Devonshire Street, BOSTON.
Krege Building, DETROIT.

THE Philadelphia Bulletin

has the largest circulation in the east. Net paid average for six months from April 1 to September 30, 1917, as per report to U. S. Post Office Department

363,115 COPIES A DAY.

"In Philadelphia nearly everybody reads the Bulletin."

phia—Placing advertising of C. G. Fleckenstein Co., "Flexoak," Muskegon, Mich., and the Bond Shoe Makers, Cincinnati, Ohio.

Reported placing orders in newspapers for Glessner Medicine Co., "Turpo" for shaving, 228 E. Sandusky st., Findlay, Ohio.

FREEMAN, Mutual Bldg., Richmond, Va.—Increasing advertising of C. F. Sauer & Co.'s flavoring extracts, Richmond, Va.

LEWIS & COFFEE, Third Nat'l Bank Bldg., Atlanta, Ga.—Reported to have secured account of Domestic Engineering Co., "Delco" Light, Dayton, Ohio.

SANDLASS, 7 Clay st., Baltimore, Md.—Placing copy with additional newspapers for Resinol Chemical Co., "Resinol Soaps and Ointments," Baltimore, Md.

BROWN, 99 Nassau st., N. Y. City—Placing copy for the Hercules Tire Co., N. Y. City, in a few selected daily papers

LYDDON & HANFORD CO., 200 5th av., N. Y. City—Placing new copy on contracts for C. S. Clark, "Textum," Rochester, N. Y.

MACAVINCHE, 32 N. Dearborn st., Chicago—Placing copy with newspapers for Cluett, Peabody & Co., collars, Troy, N. Y.

WARFELD, Bee Bldg., Omaha, Neb.—Placing advertising of Skinner Manufacturing Company, Omaha, Neb.

FLETCHER, Widener Bldg., Philadelphia—Placing advertising of Martin Truck & Body Corporation, York, Pa., manufacturing "Atlas" commercial cars.

BURNET-KUHN, New York Life Bldg., Chicago—Placing newspaper copy in Illinois, Michigan and Wisconsin for Chicago Tribune, advertising the Sunday feature stories by "Jack" Lait.

ATLAS, 450 4th av., N. Y.—Placing orders with newspapers for the Joy Products Co., 330 W. 50th st., N. Y. City.

BATTEN, 4th av. Bldg., N. Y.—Again placing orders with newspapers for Merrill Soule Co., "None Such" mince meat, Syracuse, N. Y.

Also placing contracts with a list of Eastern newspapers for Porto Rico Fruit Exchange, advertising grape fruit and pineapple, 202 Franklin st., N. Y. City.

DAWS, Gas & Electric Bldg., Denver, Colo.—Placing orders on contracts with newspapers for Carmania Oil & Refining Co., Casper, Wyo.

HOWARD, 432 4th av., N. Y.—Again placing 2-time orders with

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

newspapers in selected sections for D. E. Waterman Co., "Waterman's Ideal Fountain Pens," 191 Broadway, N. Y. City.

McCANN, 61 Broadway, N. Y.—Placing 40-inch 6-time orders with some New York State and New England newspapers for the Standard Oil Co., "Socony" gasoline, N. Y. City.

MOON, Proctor Bldg., Troy, N. Y.—Reported to be making up a list of newspapers for Hall, Hartwell & Co., "Slide Well" Collars and Hartwell Shirts, 553 River st., Troy, N. Y.

PEERLESS, 100 5th av., N. Y.—Placing orders with newspapers on an exchange basis for a cartoon service for the American Druggist Syndicate, Long Island City, N. Y.

GUNDLACH, People's Gas Bldg., Chicago—Placing magazine campaign for John A. Colby & Sons, Chicago, furniture and interior decorations.

PORTER, 18 E. 41st st., N. Y.—Again placing orders for the Funk & Wagnalls Co., publisher, 354 4th av., N. Y.

POWER, ALEXANDER & JENKINS, Journal Bldg., Detroit—Placing 2 1/2-inch 60-time orders with newspapers for W. H. Hill Co., "Hill's Cascara," Detroit, Mich.

RANKIN, 104 S. Michigan av., Chicago—Placing orders with some large city newspapers for the Illustrated World Magazine, Chicago.

VAN CLEVE, 1780 Broadway, N. Y.—Placing orders with a few Connecticut newspapers for Wilson Distilling Co., "Wilson" Whiskey, 303 Fifth av., N. Y.

WEIL, BLOW & WEILL, Flatiron Bldg., N. Y.—Reported will gradually extend the advertising for Crown Embroidery Works, 20 W. 33d st., N. Y. City, in rotogravure sections of newspapers.

WILLIAMS & CUNNINGHAM, 111 5th av., N. Y.—Again placing orders with some newspapers for American Tobacco Co., "Lucky Strike Cigarettes," 111 Fifth av., N. Y.

FEDERAL, 6 E. 30th st., N. Y.—Again making some newspaper contracts for Utica Knitting Co., Utica, N. Y.

JENNE & BUTLER, State Life Bldg., Indianapolis—Placing accounts of La Vianda Cigar Co., Dayton, Ohio; Indiana Electric Light Assn.; Edward X-Ray Mfg. Co. of Indianapolis, and the Auto-Truck Sales Co.

MAXON, Front & Ankeny sts., Portland, Ore.—Placing advertising of Camthol Co., Closset & Devers, Portland Flouring Mills and the Hazlewood Co., all of Portland.

NEMEYER, Charleston, W. Va.—Placing the advertising of the Chieftain Mfg. Co., and Kanawha Mfg. Co., both of Charleston.

MATHEWS, Marquette Bldg., Chicago—Placing orders in selected farm papers for Abraham Fur Co., St. Louis.

McMANUS, Krege Bldg., Detroit, Mich.—Placing account of Liberty Motor Co., Detroit.

TURNER, Transportation Bldg., Chicago—Contemplating a newspaper

THE SYRACUSE POST-STANDARD

October 1st, 1917
Government Statement

Daily (Net Paid) CIRCULATION 54,470

April, 1917 Figures—A.B.C. Basis.—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
280 Fifth Avenue, NEW YORK.
Mallory Building, Chicago.
201 Devonshire St., BOSTON.
Krege Building, DETROIT

BALTIMORE CITY OF HOMES and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, thoroughly cover city and state. Member A.B.C.
C. GEORGE KROGNES, CHICAGO.
VERRE & CONKLIN, Inc., New York

campaign for the Finola Mfg. Co., Fianell System of Power Scrubbing, Hannibal, Mo.

BASHAM, Inter-Southern Life Bldg., Louisville, Ky.—Placing large copy in daily papers for advertising of F. W. Cook Brewing Co., "Gold-blume" Evansville, Ind.

DARLOW, World-Herald Bldg., Omaha, Neb.—Placing advertising of W. N. Adams Fur Co., Fremont, Neb., in mail order publications.

SLOMAN, Schwind Bldg., Dayton, Ohio—Has secured accounts of Amazon Rubber Co., Akron, Ohio, and La French Spark Plug Co., Columbus, Ohio.

DIRECT—International Harvester Company, Harvester Bldg., Chicago, is sending some "Mogul" and "Titan" tractor copy to selected agricultural publications.

Indian River Gardens Corp., fruits, 10 S. La Salle st., Chicago, is placing orders direct with selected daily newspapers.

GAVE AWAY LOAN POSTERS.

The Harrisburg (Pa.) Telegraph presented each of its readers, as a supplement to its regular issue of October 23, with a handsome window poster advertising the second Liberty Loan. This poster measured 20 by 30 inches and was printed in colors.

The city of Harrisburg was one of the first in the United States to over subscribe its allotment in the first Liberty Loan and a vigorous campaign was led by its newspapers to insure the over subscription of the city's allotment of the second Liberty Loan.

The Telegraph's handsome posters, were displayed in twelve out of every fourteen homes in Pennsylvania's capitol city.

A Short Story: DETROIT SATURDAY NIGHT

—gained 35% in Advertising and Circulation in 1916

NOW IN ITS ELEVENTH YEAR

Represented by G. Logan Payne Co.
New York. Chicago Boston. Detroit.

THE Boston Herald (Morning and Sunday) and the Boston Traveler (Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

Joliet, Ill. (The PITTSBURGH) of the West

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News

ALCORN-HENKEL, Representative
New York Chicago

A TEXAS CITY EDITOR'S WAR PROBLEMS.

The hair of "Bert" J. McLean, city editor of the San Antonio (Tex.) Light, is getting grayer every day and now he has come to the long postponed alternative of replacing the men with women.

Just one instance of his troubles—Lieutenant Hare, financial editor and reporter, secured his commission. McLean took Lansing Beach from another run and put him on Hare's work.

Then Coulter got his commission. McLean hired a "cub" and had Beach train him so that Beach could take Coulter's place on the Army "run." Beach had been refused on physical disqualification for the training camp, the Regular Army, the Marine Corps, the Aviation Section and the Motor Cycle Corps in turn, so McLean felt reasonably certain he would stay and cover what is now one of the most important "runs" of the Light.

Two weeks ago Beach went to McLean with the request that he be given a week off in which to make a trip to Canada, explaining that he thought perhaps the Canadians had by this time eliminated some of the fancy ideas regarding physical fitness and would accept him for service.

His "boss" had no alternative but to let him go, and anyway he felt reasonably sure Beach would return. A week later, just after the copy-carrier had quit and a reporter doing the camps had announced that he was going to return to school (a decision made suddenly) along came a mee-

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

ST. PAUL DISPATCH and ST. PAUL PIONEER PRESS

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 58,678; the St. Paul Pioneer Press, an average total daily circulation of 46,000; the St. Paul Sunday Pioneer Press an average total Sunday circulation of 47,000.

They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION
St. Paul Dispatch (daily). Over 61,000.
St. Paul Pioneer Press (daily). Over 64,000.
Sunday Pioneer Press. Over 77,000.
They Cover the Field.

BRIDGEPORT

CONNECTICUT
(The Heart of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Published by
A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning
40,655 NET PAID average during 6 months period ending Oct. 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
700 Tribune Building, NEW YORK

sage from Beach: "The maple leaf forever. Have been accepted."

McLean says he went home that night and dreamed dreams of having to tear down the Rocky Mountains with a soldier's trench shovel as his only weapon.

Another instance: McLean had a man handling the National Army camp in El Paso—and it takes all of one man's time—paying him \$30 a week. The Bureau of Investigation secret service department offered him a job at \$40.

McLean next secured a man from Albuquerque, N. M., who worked eight days and then quit between two daylight. John Olive, secured from Houston, is now handling that job. The last word from McLean is:

"The same kaleidoscopic procedure has attended the filling of each of the other jobs left vacant by the boys who have gone to fight democracy's battles and left us poor unfit or aged ones to cope as best we can with the less glory but none the less onerous problems far from the front."

U. G. BAKER NOW AN OWNER.

U. Grant Baker, since 1907 editor of the Towanda (Pa.) Daily Review, has purchased of former State Treasurer C. Fred Wright and his son, F. Miller Wright, the Transcript Publishing business at Susquehanna, Pa.

The property includes the Evening Transcript, an afternoon paper, and the Weekly Ledger. Mr. Baker, who has had 23 years experience in all departments of the newspaper business, plans many improvements, including a special news service by direct wire, typesetting machine, etc. Mr. Baker learned the printer's trade in the Towanda Review office, and after eight years at the case, city collector, and special reporter, he became circulation manager of the Burlington (Vt.) Evening News and from there went to Toronto, Ohio, where for four years he was managing editor of the Evening Tribune. For a short time he was on the Akron Times-Democrat and in 1907 he went back to the Review at Towanda, as editor.

OHIO DAILY SOLD.

B. W. Ush of Indianapolis, Ind., is the new owner of the controlling interest in the Times-Age Publishing Company of Coshocton, Ohio, publisher of the Coshocton Daily Times-Age and the Weekly Times. Mr. Ush was formerly managing editor of the Zanesville Times-Recorder.

THE DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle NEW JERSEY'S LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

STREET COLLECTION BOXES FOR SOLDIERS' "SMOKES."

The Rock Island (Ill.) Daily Union is now further prepared to boost the "Smokes for Soldiers" fund. Fifty-two boxes have been placed in as many places of business scattered all over the city, where those who wish to bring cheer to Rock Island boys, in training camp, or when the time comes for them to join their comrades over seas, who are fighting in France, can have ready access to them.

The coins dropped into these boxes will be collected every Saturday and a constant stream of the "smokes" will be kept going to the boys who have gone from the city to answer the country's call.

TWO GOOD BOOKS.

John B. Woodward, advertising manager of the Chicago Daily News, heartily recommends reading two new books—"Christine" by Alice Cholmondeley; and "Salt of the Earth," by Mrs. Sidgwick. Mr. Woodward says:

"These are important books at this time of national crisis, for they make you see how the German thinks. They show, better than any propaganda could show, just why we are at war with Prussianism. Besides the message they bring, they are excellent stories."

The latest books, the best of the latest books and the people who write them are discussed each week in the Wednesday book pages of the Chicago Daily News.

CAPLAN MUST SERVE.

Conviction of David Caplan for manslaughter in connection with the blowing up of the Los Angeles Times building seven years ago, which caused the deaths of twenty men, was affirmed on October 22 by the District Court of Appeals in Los Angeles.

Caplan began serving a ten year term at San Quentin Penitentiary last January.

STAUNTON STAFF.

F. O. Riffe is now business manager of the Staunton (Va.) Morning and Evening Leader; R. D. Haislip is the editor; Gordon Nye is advertising manager; E. Lewis Knowles is city editor, and A. T. Lewis, Jr., is night editor.

ILLINOISANS MEETING.

East St. Louis is the meeting place today of the Southern Illinois Republican Editorial Association. Sessions are being held at the Elks Club.

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in CLEVELAND

Over 175,000 Daily. Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bldg., N. Y. JOHN GLASS, Western Advertising Representative, Peoples Gas Bldg., Chicago.

THE JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
People's Gas Building, CHICAGO.

HAS TWENTY-FIVE QUARTER-CENTURY EMPLOYEES.

The Lincoln (Neb.) State Journal has twenty-five men in its organization who have been connected with the paper for a quarter of a century or more. They are, with date of original employment:

C. M. Keeler, December 16, 1872; C. C. Jerome, December 16, 1872; A. C. Helweg, February 5, 1875; C. D. Trapnager, April 20, 1878; L. F. Helweg, September 1, 1878; H. W. Hebbard, May 6, 1879; C. D. Eppens, March 19, 1880; F. L. Dewitt, January 6, 1878; H. G. McVicker, April 10, 1884; J. R. Bain, June 22, 1885; J. W. Cronley, May 2, 1886; W. O. Jones, July 7, 1886; C. H. Jenkins, February 19, 1887; J. M. Thompson, April 1, 1887; J. C. Seacrest, April 25, 1887; J. H. T. Dobbin, October 13, 1888; F. H. Hebbard, July 16, 1889; Fred Wendard, November 20, 1890; W. C. Moyer, December 1, 1890; L. C. Schlegel, May 20, 1891; L. Bush, June 15, 1891; W. B. Richardson, July 19, 1891; A. L. Bixby, August 24, 1892; Fred Mann, October 5, 1892; Foster Seacrest, August 10, 1892.

In its issue of Sunday, October 7, the State Journal printed a group picture of the quarter-centennarians.

TYPEWRITING CHAMPION.

At the annual Business Show in New York the typewriting contest for the international championship title and a \$1,000 trophy cup was won by Miss Margaret Owens, who has held the title and trophy for four years. Her record was 143 words a minute for an hour. Miss Hortense Stollnitz who maintained a speed of 142 words a minute, was second, and Miss Bessie Friedman was third. She also had a speed of 142 words a minute, but in the counting up of work it was decided by the Committee on Awards that she was just a fraction of a word behind Miss Stollnitz.

Can we serve you or any of your clients at your National Capital, at present the most important city in the United States, and on which the world's eyes are centered?

THE Evening Star Washington D. C.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREB & CONKLIN, Inc.
Special Advertising Representatives
NEW YORK, DETROIT, CHICAGO

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has carried 110,364 lines more local business than its only competitor.

With the Springfield News (the two at .055 per line) it's a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

OBITUARY NOTES.

MRS. LEORA B. S. PIERSON, wife of Francis H. Pierson, for many years a member of the New York Herald staff, died suddenly in Brooklyn, N. Y., on October 20.

OSCAR E. BEINNER, an advertising man with offices in New York, was found dead of heart disease in the McAlpin Hotel, on October 20. He was fifty-four years old.

MRS. ANNIE L. CRATE SMITH, wife of Francis T. Smith, editor of the Pittsburg Catholic, died on October 19 at the age of seventy-two years.

WALTER P. ADAMSON, who began his newspaper career on the Atlanta (Ga.) Constitution and later served on the Brooklyn (N. Y.) Eagle, San Francisco Examiner, New York Evening Telegram and other Northern papers, is dead.

FAITH HOEL, an Omaha newspaper woman and one of the organizers of the Omaha Women's Press Club, died in that city on October 14, aged thirty-four years.

MRS. KATE I. DE YOUNG, wife of M. H. De Young, publisher of the San Francisco Chronicle died in San Francisco on October 20, after a long illness.

JOHN FILBIN, publisher of the Weekly Ruby City (Alaska) Record-Citizen, is dead at the Nulato Hospital, Dawson.

JOHN CALHOUN TUTT, at one time managing editor of the Louisville (Ken.) Evening Ledger, died on October 14 in Indianapolis at the age of sixty-six years. For eight years he had been in the proof-room of the Indianapolis Star.

FRANK BYRNE, a newspaper man, died in New York on October 24. Mr. Byrne was born in Iowa forty-five years ago. He came to New York early in life and worked on the local papers and for a publication called American Sports and then went to England, where he published the Actor Illustrated in London. He returned to New York in 1908 and had since been on the editorial staffs of the Jersey Journal, Bayonne (N. J.) Times and the Bayonne Review.

BENJAMIN F. MOULTON of the circulation department of the New York Tribune, died on October 18, aged forty-one years.

WILLIAM C. THOMPSON, a former advertising manager of the National Casket Company, died in New

W. D. BOYCE CO.

500-514 North Dearborn St. CHICAGO
305 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS

THE FARMING BUSINESS

High-class farm weekly, magazine form.

BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.

Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate
HENRY M. PINDELL, Proprietor,
CHAS. H. EDDY CO., Representative,
NEW YORK BOSTON CHICAGO

York on October 19. At the time of his death he was with the Corning Glass Company.

FRED SCOTT, a Texas newspaper man, died recently in Austin, Tex.

N. Y. EVENING POST INSURES ITS EMPLOYEES.

The death of Henry W. Polhemus recently was the second in the New York Evening Post establishment since its group insurance plan went into effect last Christmas, and within a few days after the claim was filed



HENRY W. POLHEMUS.

a check for \$1,000 from the Travelers Company was in the hands of the Evening Post for the beneficiary of Mr. Polhemus.

All employees are insured on a graduated scale according to length of service, the amounts ranging from \$500 to \$1,000.

NEW PRESS FOR SNOWDEN.

B. L. Snowden, formerly of the Portland (Me.) Express, has purchased the Petersburg (Va.) Daily Progress from Edwin M. Clements. One of the new owner's first steps has been to install a new rotary press.

The BEST Advertising BUY in CLEVELAND THE NEWS

Quality Evening Newspaper
With Quantity Circulation

THE LEADER

Sunday

Represented by PAUL BLOCK, Inc.,
350 Fifth Ave., NEW YORK
Mellers Building, CHICAGO
301 Devonshire St., BOSTON
Keezoo Building, DETROIT

U. S. P. O. and A. B. C. Report

THE NEW ORLEANS ITEM

period ending October 1, 1917
Daily 60,750
Sunday 77,438
Average 63,217

THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

NOW ONE PAPER IN SARNIA.

The Sarnia (Ont.) Daily Observer and the Weekly Canadian have been purchased and merged by a new company consisting of Leslie Macdams of the Canadian Printing Company, president; Andrew D. McKenzie, late of the St. Thomas Times, vice-president and managing director; and W. M. Lowrie, late of the Petrolia Topic.

The retiring owner of the papers is Henry Gorman. This amalgamation will make Sarnia a one-paper town. Port Huron, a city of 20,000 population across the St. Clair River, in Michigan, has only one newspaper, the Times-Herald.

For some years there was a third paper in Sarnia—the Post, but it ceased publication some time ago.

On his departure for Sarnia the business men of St. Thomas, where he was business manager of the Times, presented Mr. McKenzie with a purse of gold. The Times editorial department gave him an equipped club bag and the business department a gold handled umbrella. Mr. McKenzie has been connected with the St. Thomas Times ever since his youth, having entered its employ as an apprentice shortly before it was disposed of by the late Jonathan Wilkinson. He rapidly worked up to advertising manager and about five years ago was made business manager.

CHANGES IN CHARLESTON.

C. V. Talbott, formerly of the East Liverpool (Ohio) Tribune, is now news editor of the Charleston (W. Va.) Mail, succeeding Walter D. Sullivan, who is covering the State House.

Kyle S. Crichton is the new Federal Court man on the Mail in place of Charles J. Boling, now at Camp Lee, Va.

Albert V. Evans, formerly of the Columbus (Ohio) Dispatch, is now covering the Mail's county court beat.

JUDGE NO LONGER EDITOR.

George B. Heath has resigned as editor of the Tower (Minn.) News and will devote himself entirely to his duties as municipal judge until the expiration of his term, February 1, 1918.

Before going to Tower, Mr. Heath had been connected with the Coleraine (Minn.) Itasca Iron News.

The Center (Tex.) Optimist has consolidated with the Logansport (La.) Record to form the Logansport Interstate Newboy.

THE PITTSBURG DISPATCH

is the daily buying guide
in thousands of thrifty
households.

H. C. Reek, Real Est. Trust Bdg., Phila.
W. G. Brooks, 225 Fifth Ave., New York
Ford-Parrons Co., Michigan Ave., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond qualified
VIRGINIA, has 15,309 voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes.
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

ON SCRANTON REPUBLICAN.

Wallace Depew, Carbondale (Pa.) representative of the Scranton (Pa.) Republican, has been promoted to fill the position of Gerald Mackin, who is now with the 13th Regiment of the Pennsylvania National Guard at Camp Hancock, Augusta, Ga.

Charles Shaw, a "cub," will take Depew's place at Carbondale.

Morton L. Piper, formerly of the Binghamton (N. Y.) Press, is taking the place of Howard Mingo, who is doing recruiting work for the Army at Williamsport.

Local commercial photographers are doing the work of William Hagleton, who has been given a commission.

Jerome Myers, a member of the news force, is filling the position of George Somarindyk, Jr., of the advertising department, who has enlisted with the infantry.

Miss Marjorie David, a graduate of Syracuse University, is doing women's assignments and society.

NOT A SPY.

Charles T. Cunningham, a former New York newspaper man, was arrested as a spy at the Federal Aviation School, New York, on October 15, but was released the next day when examined by the assistant United States district attorney.

He had been working at the new war plant and his presence among all foreign born men had aroused suspicion.

EDITOR TALKS ON WAR.

Richard Lloyd Jones, editor and owner of the Madison (Wis.) State Journal, recently addressed a public meeting at the First Presbyterian Church, Oshosh, Wis., on "How the War is Socializing American Life."

If this territory presents a
sales problem to you, the

Merchandising Service Department.

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish Daily.

Reaches the cream of purchasing power
of the Jewish element in America.
CIRCULATION OVER 70,000
Despite advance in price
from one to two cents.

THE DAY *The National
Jewish Daily.*

Member A. B. C.

Main Publication Office:
188 East Broadway, NEW YORK

"ROMANUL"

The largest and oldest ROMANIAN
daily newspaper in the UNITED STATES
and Canada.

The only real guide of 250,000 thrifty
readers and positive success to its ad-
vertisers.

Full leased wire reports of United
Press Association.
634-628 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.

HOW NATIONAL ADVERTISING
CUTS DEALERS' RENTS.

(Copyright, Mallory, Mitchell & Faust.)

It is a matter of economy for
dealers to handle advertised prod-
ucts. Especially is this true in case
of the retail grocer.

Economy in any business may be
secured in three ways:

The expenses of conducting a busi-
ness may be grouped under four gen-
eral heads, viz.: (1) rent for land
and building, (2) wages and salaries
for employees, (3) interest on capital
invested, and (4) general overhead.
Economy, then, may be secured by
paying less rent, less interest, or by
reducing the general overhead.

A previous article pointed out how
the handling of advertised brands re-
sults in economy of wages, fewer
clerks being necessary to handle the
same volume of business. The pres-
ent article shows how economy in
rent is secured by handling adver-
tised brands.

This is based upon the principle of
consumer acceptance previously ex-
plained. Since customers are ready
to accept advertised brands, it fol-
lows that dealers may specialize on
fewer brands in each line.

This means a dealer will not re-
quire as large a stock in order to do
the same business. For if he carries
unadvertised brands he will find it
necessary also to carry some adver-
tised brands of the same product to
meet the demand of a part of his
trade who will insist upon the ad-
vertised goods.

By specializing on the advertised

The Circulation of the
NEW YORK
EVENING
MAIL

represents a greater pur-
chasing power per unit of
circulation than is found
in any other New York
Evening Paper.

THE
ST. LOUIS
WESTLICHE
POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY
IN NEW ENGLAND

Kurier Bostonski

27 Beverly St., BOSTON, MASS.
reaches 600,000 Poles in New Eng-
land. They want to buy your goods

Use Kurier Bostonski

brands which all will readily accept,
a smaller stock is required, hence
less shelf room for displaying the
goods.

The dealer will either require less
room in which to conduct his busi-
ness or he can utilize the same space
to better advantage by giving better
displays or more displays, either of
which leads to the same results—
economy of space, or of rent.

It is a matter of rent economy for
the dealer to handle advertised
brands.

THE AD MAN'S PLACE IN OUR
AFTER-WAR PROBLEMS.

Members of the New York Adver-
tising Club are still talking about
the splendid address made to them
by Francis H. Sisson, vice-president
of the Guaranty Trust Company of
New York, on October 4 regarding
the problems that will confront this
country after the war and the sharp
commercial and financial readjust-
ments that will then be necessary.
Mr. Sisson declared:

"One of the surest of the great things
that we see looking out across 'No Man's
Land' into the future is national unity.
This must be born of war. We must
have national unity if we are to meet
with our fullest power both our enemies
from without and our enemies from with-
in. There must be no North and no
South, no West and no East, no classes
and no masses. In unity of feeling and
community interests we must move on
as one people to our great common task,
and this unity must endure.

"No one can be more helpful and
spread better understandings than the
advertising man, and herein lies a large
field of usefulness for all those who
deal in the written or spoken word.

"We need to know each other better,
to know the problems of the
other fellow, and to be able to explain
each to the other. There is no more
important function in big business today
than that of interpreter, and none bet-
ter able to fill that function than adver-
tising men.

"At such a time as this, all of our em-
phasis should be placed upon our points
of agreement rather than upon our points
of difference. That the producer should
understand the consumer; that capital
should understand labor; that the banker
should understand the business man is
quite as important as that labor should
understand the producer and that the
business man understand the advertiser.
But to those of us who are admitted be-
hind the curtains, the duty develops to
attempt this explanation in the mediums
at our command."

W. D. Jamison will issue a Demo-
cratic newspaper at Shenandoah, Ia.
G. A. Buck is the new owner of
the Henderson (Minn.) Independent.

MONTREAL

is CANADA'S largest and wealthiest city
—sixth in America in population; fourth
largest French city in the world—and a
wonderfully fine market for all kinds of
advertised goods.

LA PRESSE

is Canada's largest circulating daily—
over 145,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.

J. MORTON CO., Special Reps.

NEW YORK, Fifth Ave. Building.

CHICAGO, Tribune Building.

LONDON, ENG., 10 Sicilian Avenue

Southampton Row.

PARIS, 6 rue du Rocher.

NARODNI List

Briscoe Motor Corp. of Jackson, Mich.,
has just placed 19,850 agate lines of Bris-
coe advertising in the Narodni List. This
is the best proof that the Narodni List is
one of the best advertising mediums in
the foreign languages for National adver-
tisers.

Ideal Newspaper for National Advertisers

Phone 2999 Beckman

61 Park Row, NEW YORK

MAGAZINE NOTES

W. R. Smith, for eighteen years
connected with the Kansas City Star,
has been made an associate editor of
the Saturday Evening Post, Philadel-
phia.

The Chicago Home Life Magazine
Company has been incorporated with
\$100,000 capital stock by Marion Luce,
Anna Thumstrup and N. C. Agard.

A Paris office for the centralization
of the work of the European staff of
Leslie's Weekly will be opened in
the near future with Lucian Swift
Kirtland in charge.

The new owners of Pearson's
Magazine, New York, have incorpo-
rated in Wilmington, Del., under the
name of Pearson's Magazine, Inc.,
with stated capital of \$175,000.

Mark A. Selsor, formerly adver-
tising manager of Review of Reviews
and Scientific American, is now
Western manager of Ruggles & Brain-
ard, Inc., of New York, with his
office in Chicago.

The Atlanta Monthly Company now
has its advertising headquarters at 3
Park street, Boston, instead of New
York City. N. J. Peabody, adver-
tising manager, will be located at
Boston; J. H. Lynch, formerly New
England manager, will be Eastern
manager with headquarters in New
York; and V. H. Young will be New
York City representative covering
Pennsylvania and the South as well.

T. H. Nixon will continue as West-
ern manager with headquarters in
Chicago.

AIDS MEN IN SERVICE.

The Fighters' Service Bureau or-
ganized by the Minneapolis Journal,
to keep the men of the Northwest
who are in Government service in
touch with the "folks back home," is
prepared to be of immense value.
The bureau has on file the names of
thousands of women and girls who
are prepared to aid in driving "lone-
liness, discouragement and discom-
fort from the ranks of the soldiers,
sailors and marines."

So successful has this project been,
says the Journal Bureau, that when
a young woman recently wrote the
War Department asking for names
of soldiers she and her friends wished
to write to, the department sent her
the literature of the Fighters' Ser-
vice Bureau with the notation that
it was the only place in the United
States where she could get this in-
formation.

The only journal outside of the
United States published in the in-
terest of newspaper men.

THE 30 pages Weekly
NEWSPAPER
WORLD

Annual Postal Subscription

Everywhere \$2.40.

(Established 1898)

Specimen Copy Sent Free

Address: 14 Cross Street
FINSBURY, LONDON, ENG.



A National American Daily and
Sunday printed in the Polish
language reaching over 150,000
readers.

A Splendid Advertising Medium

Phone Stuyvesant 2004

90 East 10th St., NEW YORK

The Only ITALIAN Daily Newspaper
in New England.
Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON

consolidated with La Tribuna del Popolo
and Il Messaggero di Worcester.

100,000 Italians in Boston.
300,000 Italians in Massachusetts.
1,000,000 Italians in New England.

THE JEWISH
MORNING JOURNAL
NEW YORK CITY

carries more advertising than any
other Jewish newspaper. Circulation
in New York City largest of all
foreign language newspapers.

Member A. B. C.

AT LEAST TRY TO
GET WHAT
YOU WANT
by advertising for it in
THE
FOURTH
ESTATE

Can we guarantee the results of
a want ad?

Of course not. If we could, we
should be foolish to let you have
the advertising so cheap.

But the chances are always very
much in your favor.

Many good news-aper men have
secured good positions through
an ad in THE FOURTH ESTATE.

Many employers have secured
good editors, business managers,
advertising managers, circulation
managers, etc., in the same inex-
pensive way.

Many newspapers, printing
plants, engraving plants, presses,
etc., have been bought, sold or ex-
changed through these columns at
the cost of a few dollars.

U. S. Stauffer has sold the Quaker-
town (Pa.) Free Press to Charles E.
Meredith.

The Wilmington (Del.) Every Even-
ing has installed additional labor
saving equipment.

George M. Kimball and Charles
Dins have purchased the Craig
(Colo.) Empire.



View of the Composing Room of the Detroit Daily News.

New Multiple-Magazine Linotypes in the background

THE DETROIT NEWS Installed 26 Multiple-Magazine Linotypes in its New Home

THE DETROIT NEWS was one of the first newspapers to adopt the Linotype way of machine composition. A battery of ten Linotypes was installed in 1893. So satisfactory was the service rendered by these machines continuously for more than twenty years that when it erected its new home—

THE DETROIT NEWS declared its faith in the Linotype well-founded by installing FIVE MODEL 9 (Four Magazine) Linotypes, SIX MODEL 17 (Double Magazine with Auxiliary Magazine) Linotypes, FIFTEEN MODEL K (Two Magazine) Linotypes, one Linotype Lead and Rule Caster, and two Ludlow Typographs.

Let Us Help You Solve Your Composition Problems

MERGENTHALER LINOTYPE COMPANY

HUNDREDS of other publications like the Detroit News have made *past performance* the deciding factor when replacing their earlier models with modern equipment. Their collective experience is of far greater value than individual experiment.

**New Home of
Detroit
Daily
News**

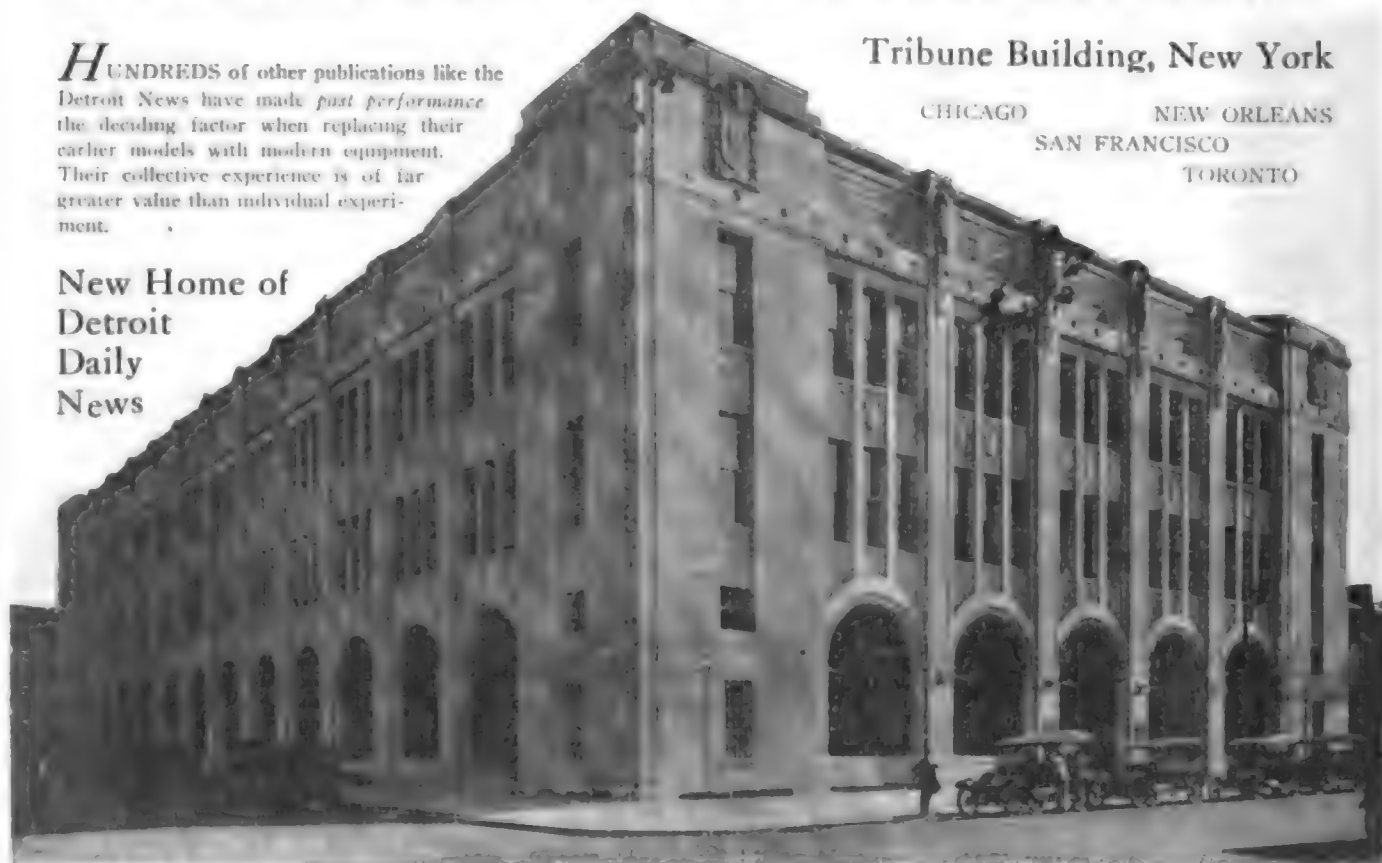
Tribune Building, New York

CHICAGO

NEW ORLEANS

SAN FRANCISCO

TORONTO



A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published every SATURDAY at
232 West 50th St. (near Broadway).

NEW YORK CITY

NOVEMBER 3, 1917

LIBRARY OF AON
THE
FOURTH
ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porter's Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship," Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1236

How to Reach the Great Cleveland Market

IT must be admitted that in the Cleveland market one finds tremendous opportunities; this is an undisputed fact. Let us suppose you are the *maker* of some particular product, or the one to whom is entrusted the very important task of *selling* that product.

You are looking for the most responsive market; you want quick returns on your investment; you want your product to get into the hands and homes of the consumer.

How can you *best* reach this great market? The answer is simple. Make your entrance into these homes, through the columns of the newspaper most of the *buying public* reads—

In Cleveland it's

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

Western Advertising Representative:

JOHN GLASS

CHICAGO, Peoples Gas Building

A.N.P.A. SAYS: "DON'T SIGN NEW PAPER CONTRACTS"

UNLESS PRICE IS IN VICINITY OF THREE CENTS AND THE TERMS MADE ARE AGREEABLE.

The paper committee of the American Newspaper Publishers Association authorizes the advice to publishers that they do not sign any contracts for 1917, except at a price in the vicinity of three cents, f. o. b. mill, and except the contract is offered on a basis in accordance with the recommendations of the paper committee and the Federal Trade Commission regarding standard contract.

The reasons for the committee making such recommendations are as follows:

"1. From all figures taken from reports of the News Print Manufacturers Association and the Federal Trade Commission, which were made available last week, there appears to be a very substantial increase in production available for this market.

"2. The difference between exports and imports is increasing favorably.

"3. The paper committee has brought into this market 65,000 tons of Newfoundland paper.

"4. Publishers throughout the country are going to two cents, cutting out returns and eliminating wastes, as a consequence of which the consumption of news print has been reduced substantially.

"5. No substantial increases in circulation are anticipated under war conditions, as the high point has already been reached.

"6. Advertising statistics show that the figures for this winter will run slightly below those of last year.

"7. It is estimated that there is in storage 200,000 tons of paper at mills and in publishers' warehouses. Most large publishers have from two to eight months' supply already in the warehouse.

"For these reasons, the paper committee is of the opinion that publishers' interests from past indications will be best served by buying in the open market; unless a publisher is offered a contract at an attractive price and under more reasonable conditions, he would be better off to buy on firm orders or short contracts during 1918.

"In addition to this, manufacturing conditions are very uncertain for next year.

"Labor troubles are in sight.

"Next August or September may see a wood shortage although there is plenty at the present time.

"The world is undergoing such rapid changes that none can forecast accurately conditions in future.

"Manufacturers making a year's price, in view of these conditions, will always estimate high and provide for contingencies all breaking against them, so that the publisher would be asked to pay a very much higher price than he should for no other reason than because he was buying on a year's contract."

For all these reasons, the committee has unanimously recommended publishers to accept contracts only under the above conditions and when the terms thereof fulfill the following requirements, which were submitted to the Federal Trade Commission in connection with the standard contract agreed on by the manufacturers last year, which follows:

A.N.P.A. RECOMMENDATIONS.

"The marketing of news print has already been surrounded by peculiar customs which have been the cause of much friction.

"One of these customs has been that the purchaser has been able to secure title only when the product has been consumed.

"Another has been an inability to purchase any at all until the ultimate consumer has been disclosed and then only for use for a certain specified publication.

"Under such conditions news print contracted for and delivered, but not consumed, during the life of the contract remained subject to the directions of the vendor.

"In fact, the purchase of news print in an open market for such use as the purchaser may wish has been and still is an impossibility.

"This method of control of the product by the manufacturers has been the cause of many abuses and is so pregnant with friction that it would seem that so long as it prevails, disputes and misunderstandings will be so frequent that friendly relations between the contracting parties may not be expected to ensue.

"But unbusinesslike and uneconomical as were these conditions matters have been made much worse by the introduction during the latter part of 1916 of a standard contract form, forced upon consumers at a time of helplessness, by the manufacturers acting in concert.

"These additional hardships upon the

consumer by the manufacturer's unity of action may be summarized as follows:

FORMER CONTRACT.	PRESIDENT CONTRACT.
1. F. O. B. sidewalk or cars publisher's city.	1. F. O. B. mill.
2. Tonnage required for the publication of a specified paper, to be taken as ordered.	2. A specific number of tons, taken in equal monthly installments.
3. Payment 30th of the month.	3. 15th of the month for all paper shipped previous month.
4. Cores. Freight paid by mill.	4. Freight paid by publisher.
5. Weight specified.	5. Not exactly specified, but of substantially 24x36 28-500," variation of 5 per cent.

"1. The selling of paper f. o. b. mill is a great hardship on publishers due to their inexperience in the handling of traffic matters. Paper is the only material in their business with which they are concerned in this way. The average quantity of paper used by all but the very largest publishers is not more than 25 cars a year. It would, therefore, be impossible for such a small amount of individual business to carry a traffic department. Experience has shown that the handling of such business requires an expert, otherwise losses and overcharge creep in very rapidly. Paper mills have large quantities of supplies to handle and must maintain traffic departments.

"On account of their experience and

(Continued on Thirtieth Page.)

OVERWEIGHT PAPER ROBS PUBLISHERS.

STARTLING STATEMENT BY A.N.P.A. PAPER COMMITTEE'S EXPERT—STEPS TO PROTECT CONSUMERS,

There is no single element in the present conditions in the manufacture of news print paper which affects publishers so detrimentally as overweight.

Publishers have by all kinds of economies saved paper, have cut the sizes of their rolls to the very minimum and watched every possible leak, but all this economy has been considerably offset by the practice in the past year of mills running overweight on their paper.

In an interview with THE FOURTH ESTATE yesterday A. G. McIntyre, special representative of the American Newspaper Publishers Association paper committee, said:

"A standard sheet of news print paper weighs 32 pounds for 500 sheets, measuring 24 by 36 inches.

"The standard contract imposed on publishers under duress by manufacturers last year gave them a leeway of 5 per cent, which means that mills may go as high under that contract as 33.6 pounds.

"Many mills have, however, even in violation of such a wide open contract gone to 34 and 35 pounds.

"Overweight has been the easiest method of overselling to the publisher, for the mills, relying on the carelessness of most publishers in checking, can usually get by.

"A few publishers have undertaken to check these weights and have invariably found mills running substantially over standard news print.

The paper committee has recommended that publishers do not sign any contracts for next year with this 5 per cent clause therein.

"The attempts to increase their weights by the manufacturers has been deliberate in many cases and necessitated by the fact that the heavy reduction of sulphite percentage required an increase in the weight of the paper to hold it together and make it go over the machine.

"The table accompanying shows just how these overweights affect the price of paper, so that a publisher buying from a mill that runs heavy to overweights may easily see whether he is paying too much money.

ELEVEN PER CENT OVERWEIGHT.

"Records made in this office show that some mills are running as high as 11 per cent overweight.

"This is a matter of such vital importance that the paper committee has gone so far as to recommend to publishers not to sign contracts at all for 1918, which contain this clause, but to insist that a reasonable maximum be fixed, certainly not more than half a pound limit, the contract to state the average weight of the paper supplied not to run over 32 pounds with a maximum of not more than 32.5 pounds in any particular parcel of the paper.

"Paper mills can run very close to weight, but a variation of one-half a pound is more than sufficient for a well operated mill.

"Mills formerly ran on a production basis and many now run on a yardage per ton basis. All the mills supplying paper to England have guaranteed a ton-yardage, which makes a much closer guarantee of weight than a variation of half-a-pound.

"The paper manufactured by the Anglo-Newfoundland Development Company for its English consumers does not have a total minimum to maximum variation of one-third of a

pound, in spite of which American manufacturers claim that they must have a variation of 5 per cent either way over or under 32 pounds, which practically means a total variation of 3.2 pounds compared to a well operated mill now manufacturing paper with a total variation of one-third of a pound.

"The argument that mills must have this variation to manufacture properly is unsound and absurd and would appear to be inserted in contracts

(Continued on Twenty-first Page.)

KROGNES GOES TO MINNEAPOLIS.

POPULAR REPRESENTATIVE MADE GENERAL MANAGER OF THE TRIBUNE.

C. George Krogness of Chicago has been appointed general manager of the Minneapolis Tribune.

Mr. Krogness for many years has been an advertising representative in Chicago for daily newspapers, among them the Tribune, and he served several terms as president of the Chicago Newspaper Representatives Association.

He is widely known among national advertisers. Mr. Krogness has not yet announced whether he will continue his representation list, which, besides the Minneapolis Tribune, consists of the Baltimore Star and American and the Boston Post.

STATEMENT BY SEAMAN COMPANY.

In an interview with THE FOURTH ESTATE George M. Seaman of the Seaman Company, formerly Birmingham & Seaman Company, said:

"Referring to our news print paper adjustment contracts, so far, only between six and seven thousand tons are affected, the original contract price for which was 3.10.

"Based upon the facts already in hand we have notified these customers that the increase in their prices, beginning with January 1, 1917, will be three-quarters of a cent per pound.

"In other words the price will be 3.85 instead of 3.10."

THE TABLES ARE TURNED.

It is of unusual interest to publishers of daily newspapers to learn that S. W. Backus of the Minnesota & Ontario Power Company, recently lost two of his leading daily newspaper customers through their being able to supply their wants for 1918 by purchasing supplies in the open market at a price less than that of Mr. Backus.

It is hoped that Mr. Backus has seen a new light.

Why Philadelphia Offers Greater Selling Opportunities to Merchants and Manufacturers

NOW is the time for every merchant to be alert, to forge ahead, to build up permanent business.

Here in Philadelphia—the Workshop of the World—every indication points to record business in retail lines, due to the fact that more than 58,000 business places (of which about 8,000 are manufacturing plants) employing about 700,000 male and 300,000 female workers, are running to full capacity.

Add to this the metropolitan area of Philadelphia, including the great new industries created by the needs of the United States Government along tidewater, such as the great ship-building yards which have been located at Camden, Chester, Gloucester, Bristol, Cornwalls, etc. Then the large munition factories at Eddystone and Essington; the big powder works at Wilmington, Pennsgrove and surrounding towns; the big steel mills at Wilmington, Newcastle and Claymont; the oil and gasoline plants at Marcus Hook, Point Breeze and other points.

These workers and their families are housed in approximately 375,000 separate dwellings in the city of Philadelphia. The net paid daily average 2 cent circulation of the Philadelphia Bulletin for the six months from April 1st to September 30th, 1917 (as per report to U.S. Post Office Department) was 363,115 copies a day.

There is in Philadelphia territory an immense outlet for advertised commodities among these families, who are enjoying the highest scale of wages in years.

Housekeeping needs alone run into a tremendous volume of sales, while food, raiment and other necessities required by this vast army create a market that is third in the United States.

The Philadelphia Bulletin is the one dominant newspaper through which to reach these consumers.

AD AFFILIATION HOLDS A ROUSING MEETING.

DELEGATES OF FIVE CITIES TALK SHOP AND PLEDGE THEMSELVES TO "LICK GERMANY."

The best business meeting that the Advertising Affiliation ever held, and one that ended in an inspiring setting of patriotic fervor, was held in Rochester, N. Y., on October 26 and 27 by the advertising men of Syracuse, Buffalo and Rochester, N. Y., and Cleveland and Canton, Ohio.

All the way through, the messages delivered by prominent advertising and business authorities were of the kind that will be of the greatest use to the advertising men and women, while the intelligent discussions and questions raised provided much more information of the kind that will without doubt add greatly to the efficiency of advertising as practiced by those of the five cities who took part.

The speakers were such men as George W. Hopkins of the Columbia Graphophone Company, New York; Brown Landone of New York; J. George Frederick of the Business Bourse, New York; Homer J. Buckley of Chicago; Merle Sidener of Indianapolis, chairman of the A.A.C.W. national vigilance committee; Elmer L. Clifford, advertising manager of the Minneapolis Journal; Warren S. Platt of the Cleveland Business Bureau; Frederic W. Goudy of Forest Hills, N. Y.; Gilbert P. Farrar of New York; O. M. Brodtkuehn of the Chicago Tribune; William Howard Taft, ex-President of the United States; George Edgar Vincent, president of the Rockefeller Foundation; and Douglass Malloch of Chicago, editor, author and poet.

And everyone of them was on hand and delivered his scheduled talk or address.

Officers elected were: President, E. D. Anderson of Buffalo, divisional advertising manager of the Bell Telephone system; first vice-president, J. R. Wilson of Rochester; second vice-president, Walter B. Cherry of Syracuse; treasurer, Martin Pierce of Canton, Ohio; secretary, L. E. Honeywell of Cleveland.

The next convention place will be chosen at a meeting to be held by the board of directors within the next month.

Great interest centered in the annual banquet speakers on Saturday evening, who were Messrs. Taft, and Malloch and Dr. Vincent, and expectations were fully realized. The nationally important messages they delivered aroused a patriotic fervor in all present such as they probably never experienced before.

In telling of America's changed relations with the world at large ex-President Taft traced back to the founding of the United States the national ideas and told why the United States entered the war against Germany.

"Germany, by her cruelty, wanton destruction of human life and wilful violation of international law, forced us into it," he said. Now the United States must demonstrate to the Germans the futility of their philosophy that they are superpeople and can rule the world by licking them. That is the task before us. We must nerve ourselves for it."

Every man and woman in the vast audience jumped to his or her feet with the cry, "We will!" that demonstrated every one of them is ready to do the utmost for the nation in its time of necessity. Mr. Taft continued:

"In the end Germany will get the punishment she deserves. The American people are equal to the test. We can't give up until we have defeated Germany and stamped out the evil of militarism that is a vice and threat to the future peace of the world."

"Hereafter the United States is to be of the world. No war will take place in Europe in which we will not have an interest. We will have no doctrine of isolation hereafter. This war will discipline our people and make them responsive."

"The power and potentiality that God has given us should be exercised not for ourselves but for the benefit of all mankind."

Ex-President Taft was present as a member of the Advertising Affiliation, he being a member of the Buffalo Club.

Douglass Malloch in a very humor-

ous discourse outlined the eight sins of business as: The liar; the gossip; the groucher; the pessimist; the quitter; the man who never starts to try; or the loafer; the business "grind," who does all the work himself; and the man who talks too much.

Dr. Vincent declared advertising men are meeting the test of loyalty to their country, which they are now being put to and have done noble work in furthering the campaigns to sell Liberty Bonds, aiding the Red Cross and the Y.M.C.A. and giving every other kind of service they were called upon to render for the welfare of the nation. "You ad men have a right to feel proud of what you have accomplished," he said.

"The task before Americans today is to organize democracy as efficiently as autocracy," said Dr. Vincent. By team work only can we win. It will never be said of Americans that they did not get into the game when called upon. Unless we emerge victorious morally, as well as physically, the war will have been in vain."

Dr. Vincent declared:

"America has had many meanings in the past. Some have endured for all time, and some have lost their validity and force. Some people feel that the country is only great by reason of its natural geography; but patriotism is something that cannot be measured in square miles."

"It is a great thing to be big, but far greater to be magnanimous. We are beginning to realize that we must change the old idea of opportunity into the new idea of service. We have survived long enough on such highly satisfying phrases as 'manifest destiny.' Phrases have been a delightful substitute for thought in America; but we are beginning to see the difference between trusting to luck and muddling through. We have let so-called destiny guide us too long."

"A great national purpose is the only thing individuals and nations can respect, and these are the days when we need to emphasize that great national purpose, and have done with, once and for all, the rhapsodical rhetoric of 'manifest destiny.'"

Mr. Taft paid the speakers' com-

mittee the compliment of saying that few times during his career had he ever enjoyed a finer program of speaking than that which preceded him, by Dr. Vincent and Mr. Malloch. He was enthused over what Dr. Vincent said as much as anybody in the audience, and he participated in the genuine merriment aroused by Mr. Malloch's witty remarks and droll philosophy.

An enjoyable feature of the Affiliation meetings is that all business routine, which usually takes up so much valuable time at conventions, is entirely eliminated. All business matters of the organization are attended to by the board of directors at special all-day meetings held between annual conventions.

It's a case of getting right down to "brass tacks" with the Advertising Affiliation and sticking there to the end. The result is that every member who attends the meetings gets full benefit for expenditure of time.

The business sessions were attended by 235 persons and the banquet by 550.

AD VIGILANCE DEFENDED.

Vigilance work and better business bureaus were explained by Merle H. Sidener, chairman of the vigilance committee of the A. A. C. W.; Elmer L. Clifford, advertising manager of the Minneapolis Journal; Warren S. Platt, chairman of the Cleveland Better Business Bureau; and S. A. Weissenburger, secretary of the Cleveland Better Business Bureau. The latter was chairman of this discussion.

All the speakers declared that the advertising vigilance work is being done for the expansion of business and not for its destruction—as so many critics say. Mr. Weissenburger announced that the Cleveland Advertising Club had raised a fund of \$6,500 for the promotion of its Better Business Bureau.

He condemned bad advertising as placing an unjust tax on clean and decent advertising, saying "ad clubs working for better advertising have something more than 'bunk' to talk about—something that means real dollars and cents."

Chairman Weissenburger introduced Merle Sidener as "no long haired propagandist, but the man who backed up 'Dick' Lee, when he was prosecutor for the national vigilance committee and told him to go to it."

AD MUST HELP CUT COSTS.

Mr. Sidener said that advertisement vigilance was more misunderstood and most other modern movements. He said:

"President Wilson in 1913 wrote that nothing was done then as it was twenty years before. Today we can say that nothing is done today as it was last week. Advertising men are under obligation to study business problems more so than they ever were before."

"The greatest problem of the nation now and after the war is to reduce selling costs—nothing will help do this like advertising. Advertising men must study now or be marked in the near future as business failures."

"Part of their national obligation is to eliminate fraudulent advertising. The person who invests in advertised goods must be given the worth of his money. The public must be made responsive to buying advertised goods. When this is accomplished the cost of selling goods will be reduced."

"No honest man has anything to fear from the truth in advertising movement. The national vigilance committee's work is to drive out national frauds and co-operate with the efforts of local bodies in doing the same thing and boosting business."

"Retail advertising is in the greatest need of a renewal of public confidence. The national committee is doing this, and is also helping the newspaper to make its space of more value by cleaning out the bad advertising and making room for clean and honest business."

COMPARATIVE PRICES GOING.

"One of the greatest reforms in which the national committee has been successful is in convincing merchants, big and

small, that comparative price advertising is hurting them and robbing them of public confidence."

"Among the great stores that have cut out comparative prices are: Marshall Field & Co., Chicago; Carson, Pirie & Scott, Chicago; John Wanamaker, New York; Philadelphia; Klen's, Kansas City; Stus, Baer & Fuller, St. Louis. All of them report that they are doing greater business, at a decreased advertising appropriation, than when they the comparative price agreement."

"Marshall Field & Co. now invest only about 1 1/2 per cent in advertising; Carson, Pirie & Scott about 3 per cent; etc."

Mr. Sidener said that the national committee is constantly advising newspapers on sources of dangerous advertising going out, by means of "red flag" bulletins. It also has ferreted out fraud within business organizations of advertisers that was damaging their business reputation, which had been built up in one instance on the expenditure of more than \$1,000,000 advertising.

PRaise FOR NEWSPAPERS.

"Newspapers," declared Mr. Sidener, "are the most progressive institutions in the world."

"They must be, because they are not of yesterday or the past, but of today. Where many newspapers formerly looked askance at the 'Truth-in-Advertising' movement, there are mighty few publishers that today have any doubt of the aim of the vigilance committee to help them. They are becoming more and more friendly and appreciative of what the committee is doing for them. Such papers as the Kansas City Star, the Des Moines Capital, the Indianapolis News, St. Louis Republic, St. Louis Globe-Democrat are among the leading endorsers of the national vigilance committee's work."

"No newspapers are not yet all perfect. But neither are all individuals, and I venture to say that they will reach the perfect state as soon as we do."

Mr. Sidener said there are at present fourteen Better Business Bureaus in the United States conducted by paid managers, but that in smaller cities and towns local committees of the clubs can do very effective work.

HOW NEWSPAPERS CAN CLEAN UP.

Elmer E. Clifford, advertising manager of the Minneapolis Journal, told how his newspaper had found it profitable to throw out \$50,000 worth of objectionable business five years ago. "Every year since then," he said, "the Journal has increased in advertising volume and raised its rates. This year it will carry 11,000,000 lines of advertising, while the circulation in the past five years has increased forty per cent, and the Journal now carries more food advertising than any other paper in the country."

He told how when a bad advertisement is printed in a contemporary paper or any other that comes to his attention, he makes a practice of writing a letter to prominent reputable persons in the line of business affected by the advertisement, pointing out the ad's objectionable features and urging that the people use their influence on the medium carrying the ad to stop it. In most instances this works out fine.

"What's the matter with the local ad clubs doing something to stop fake and unclean ads?" Mr. Clifford asked.

"The worst of it is going on right around them and they never raise a protest of any kind. Get after the publishers with a harpoon and they will stop carrying such business."

"Louis Wiley, business manager of the New York Times, wrote to me a short time ago that 'newspaper publishers are not vicious in the matter of carrying objectionable advertising—they are unconscious.' Wake them up."

SPIRIT OF THE HOME.

"Newspapers need to be in keeping with the spirit of the clean home. The home is their objective. I often find it effective to call to the attention of the wives of unclean advertisers the objectionable points in their husband's advertising. Many thus insist on it being cut out."

"It is good for newspapers to take

(Continued on Fourteenth Page.)

AS USUAL!
THE
NEW YORK WORLD
LEADS,

Occupying its Impregnable Position as the
PREMIER ADVERTISING MEDIUM
OF THE AMERICAN METROPOLIS

The official figures of the Statistical Bureau of the New York Evening Post show the WORLD every month as the newspaper carrying the greatest amount of advertising.

Here are the totals for the month of October, 1917:

World, .	1,337,110	lines
Times, . . .	1,254,096	"
American, . . .	905,416	"
Herald, . . .	678,857	"
Tribune, . . .	440,205	"
Sun, . . .	398,810	"

The WORLD habitually heads the list when an advertising campaign is inaugurated in New York.

FIRST *in* CIRCULATION,
FIRST *in* INFLUENCE,
FIRST *in the* MIND *of*
the SUCCESSFUL ADVERTISER

SPECULATION ON SECOND CLASS INCREASES.

NEWSPAPERS MAY ADOPT THE SPECIAL SECTION IDEA—READJUSTING THE PAY PLAN—THE BUSINESS PRESS.

BY WALDON FAWCETT.

Publishers are busy these days trying to discount, to their own satisfaction and that of their coworkers, the effect of an increase in second class postage rates.

An exceedingly interesting line of speculation concerns the possibility that one effect of the prospective readjustment will be the persuasion of publishers to issue at regular intervals "supplements" of special character designed to aid both the circulation and advertising departments.

The financial supplements and the literary supplements that have been adopted as regular features by some newspapers exemplify this supplement idea in the newspaper field, whereas indication that the idea is "catching" in the magazine field is seen in the recent action of the Independent in transforming a suburban and gardening magazine into a monthly supplement for the Independent.

Newspaper publishers who are beginning to wonder about the possibilities of this supplement idea, see in it a chance to get that same hold on readers that the trade paper has, that the New York Evening Post has on financiers, and that the Chicago Herald had on 20,000 readers in the days when William E. Curtiss had first column, first page position—a hold that defies the necessity for subscription advances to meet postal demands.

By means of automobile supplements, summer resort sections, etc., many newspaper publishers have flirted with this supplement idea but, as a rule, only irregularly or intermittently.

The idea of the special supplement as a regular, fixed permanent adjunct has been tried only on lovers of art and literature and not on motorists, amateur gardeners, poultry raisers, exponents of physical culture for the sake of good health, and the various classes of the community that have hobbies for the encouragement of which no reasonable outlay is begrudged.

WHO IS GOING TO PAY.

The one deduction regarding which there seemed to be virtual unanimity of opinion among the mourners gathered at Washington when Congress agreed to second class increase was that it will be extremely difficult if not impossible (save in isolated cases) to pass the additional expense on to subscribers.

There was no "bull" in the argument to this effect which the publishers put up to Congressmen. They were speaking from the heart and out of their solemn conviction.

Nevertheless, every person who has been on the inside at Washington knows that many Congressmen were swayed to the idea of the second class rate increase on the theory that here is precisely the sort of "war tax" that can be passed along. There has been a lot of talk on the part of the framers of the Revenue Act to the effect that their ideal throughout has been to devise taxes that can be assessed against the whole community

and from which no person rich or poor can escape.

The levy on talking machine records, the increased letter postage, the higher price on postal cards and the tax on the "movie" ticket or other amusement admission are all supposed to be on this pattern.

By the same logic, it followed that the average reader could be persuaded to pay a little extra for his favorite newspaper or magazine.

ZONE RATES PREPOSTEROUS.

Whatever may be the degree of sincerity in the belief of Congressmen on this subject, there are mighty few publishers that are willing to accept the premise. Almost all the publishers who have been in Washington are convinced that no increase in subscription prices can be made without serious losses in circulation and consequent diminution of advertising patronage, and as for a system of different subscription rates for the different sections of the country—in harmony with the postal zones—the publishers of periodicals of national circulation regard that as preposterous.

Some of them have had a "horrible example" of the effect of just such a discriminatory rate in their effort to capture circulation in Canada, where it has been necessary to quote an advanced subscription price.

For all the success of various newspapers in raising (since the newsprint situation became acute) the selling price per copy, most of the publishers of metropolitan dailies who "stood by" at Washington were dubious as to the possibility of increasing subscription rates. This apprehension is due to a realization that mail circulation is a very different proposition from street sales.

Furthermore, as is well known, some newspapers have been able to get away with the proposition for increased prices only by making the advance applicable merely to street sales, leaving the monthly subscription rate for delivery by carrier untouched or by making the increase applicable only in territory outside the city of publication, allowing the old price to hold for city readers.

EFFECT ON BUSINESS PRESS.

Oddly enough, the only class of publications which, in the estimation of publishers, may be able to pass the buck by increasing subscription price is the very class against which Congressmen unlimbered their heaviest artillery in debate, namely the technical, class and trade journals of the business press.

In committee rooms and on the floor of House and Senate, the orators of the occasion thundered at the Dry Goods Economist, the Iron Age, and other business papers as mere "advertising sheets", but the practical men, who realize the high esteem in which the average trade paper is held by its clientele, recognize that subscription advances in this quarter will be accepted with far better grace than will similar price boosts leveled against casual readers who peruse periodicals solely for amusement or entertainment.

Publishers who conclude that the trade paper publishers, alone among all the classes in the industry, are in a strong strategic position argue that a business man who is deriving real benefit from his trade paper—possibly can trace directly to it contracts or new ideas in his business worth hundreds or thousands of dollars—will, once he stops to think of his obligation, pay a subscription price of \$5 or \$10 or \$12 almost as readily as he pays the present merely nominal price.

As a matter of fact, hundreds and thousands of business houses in all lines of trade are today paying annual fees of \$25 or \$50 and upward to "business correspondents", "information bureaus", etc., located in Washington, which do not supply in their weekly printed or mimeographed "confidential letters" a tithe of the information that is obtainable through trade papers at a fraction of the price.

MAY HAVE TO EDUCATE.

Admittedly, of course, a campaign of education may be necessary to persuade business men to accept higher subscription costs for trade papers, and in certain classes of circulation, for example, that made up solely of small merchants, any sharp increase might be disastrous to circulation, but the general feeling among publishers is that the trade paper men are lucky in that they have a chance to convince a business public—a public fairly prosperous just now, thank you—that the business press is a laborer worthy of its hire.

BIG LONDON CHANGE.

The current number of the National Review includes a notice that its editor, Leo J. Maxse, will be henceforth associated with the direction of the London Globe.

The New York Tribune says:

"This marks the entrance into daily journalism of one of the greatest of magazine editors in England and one of the most powerful personalities in the journalism of the whole world."

PRICES UP IN JACKSON.

The Jackson (Mich.) Patriot raised its price last week to two cents in the city; twelve cents a week delivered by carrier; Sunday issue seven cents.

The increase was necessitated by the high cost of news print.

LOST—A FORD.

The Charleston (S. C.) News and Courier bemoans the loss of its Ford—a delivery car stolen by "joy riders" from in front of the News and Courier building.

PAPER AND PULP MEETING.

The annual convention of the American Paper and Pulp Association will be held in New York on November 15-16.

ROGERS OPPOSES "SET" PRICES.

CHARGES MAGAZINES BACK MATTER BEFORE TRADE COMMISSION.

The Federal Trade Commission heard complaints on October 23 from retailers throughout the country against manufacturers of branded articles, such as safety razors, watches, and other products bearing trade names, for which makers have fixed a retail price below which they refuse to allow goods to be sold.

The retailers allege that the action of the makers is contrary to the Unfair Practice Act, under which the Trade Commission operates.

Backing the complaint of the retailers, Jason Rogers, publisher of the New York Globe, appeared before the commission, arguing that the manufacturers were leagued against retail merchants who advertised cut-rate sales on the specified articles.

He alleged that the Fair Trade League, backed by magazines throughout the country, was advocating the campaign of the manufacturers in maintaining an arbitrary price for the retailers.

The commission will hear further evidence.

The question of price-cutting was debated at the annual meeting of the Dominion Board of the Retail Merchants Association held in the Windsor Hotel, Montreal, and a resolution was passed recommending that manufacturers producing trade-marked articles, the re-sale price of which is determined by them, should incorporate the price as part of their trade mark and that the Trade Mark Act be so amended that this will be possible.

BROOKLYN EAGLE BIRTHDAY.

The Brooklyn (N. Y.) Daily Eagle quietly celebrated its seventy-sixth birthday anniversary last week. During these seventy-six years the Eagle has covered three wars—Mexican, Civil and Spanish—and is now chronicling the marvels of a fourth. Commenting on this phase of its life, the paper says:

"William H. Sutton, who lighted the kerosene lamps in the old Eagle office for the first victory illumination of the Mexican War, is still on the working staff of the paper. He may yet turn on the current to light up the Eagle tower when the American army enters Berlin and the doom of kaiserdom is sealed forever."

Mr. Sutton is eighty-six years old and now edits the Eagle's fraternal news. He celebrated his last birthday anniversary by going to a watermelon party with the rest of the "boys."

MUTILATED FILES; FINED.

Pleading guilty to a charge of mutilating newspaper files at the plant of the Salem (Ohio) Publishing Company, C. H. Calley, representing the Winder Service Company, New York, was fined \$25 and costs. He had asked for permission to look over the files, and then proceeded to clip out portions which he desired to take with him. He left the city before his action was detected, but was apprehended in Massillon.

Louis H. Brush, publisher of the Salem News, hopes that this precedent will aid in breaking up the practice of mutilating newspaper files, which is so frequently done by traveling agents.

ON VERGE OF SUSPENSION.

The North Chicago Times-Review has sent out an S.O.S. for help from the citizens of its locality. It has been losing money and is on the verge of suspension.



DR. HENRY J. WATERS to Edit The Weekly Kansas City Star

DR. HENRY J. WATERS, for nine years President of the Kansas State Agricultural College and formerly dean of the Department of Agriculture of Missouri University, is to become editor of The Weekly Kansas City Star.

Doctor Waters enjoys a national reputation in all matters pertaining to agriculture. He was successively assistant secretary of the Missouri State Board of Agriculture, investigator of the Missouri agriculture experiment station, professor of agriculture in Pennsylvania State College, dean of the college of agriculture and director of experiment station of the University of Missouri and president of the Kansas State Agricultural College.

In 1914, Doctor Waters was chosen by the United States Government as special commissioner to the Philip-

pine Islands, where he investigated problems of agriculture and education. Lately, Doctor Waters has been placed on the government board of food administration and has been made a member of the "Wheat Executive" of the Hoover board.

The opportunity for service is what impelled Doctor Waters to give up a life work in which he had been conspicuously successful. In addressing nearly 350,000 families every week through The Weekly Kansas City Star, he felt that he would be carrying on his work in a more comprehensive way than would have been possible in any of the positions he had held in the past. Doctor Waters will assume active charge of The Weekly Kansas City Star as soon as his successor as president of the Kansas State Agricultural College has been selected.

THE WEEKLY KANSAS CITY STAR

A.A.C.W. MEETING IMPORTANT.

WILL BE HELD NOVEMBER 12
AND 13 BY EXECUTIVE
COMMITTEE.

There will be a meeting of the executive committee of the Associated Advertising Clubs at Indianapolis, the headquarters city, on November 12 and 13, and William C. D'Arcy, president of the association has also sent a special invitation to the presidents of advertising clubs affiliated in the association, and to members of the national advertising committee to attend.

It has been announced that many important things will be considered at this meeting, and there will be a full discussion of what the association and the individual clubs can do to make advertising do its full share in the winning of the war.

The meeting has been called for Indianapolis so that those who attend may have a better conception of the service the headquarters office of the association is prepared to render.

"Our program," said President D'Arcy in the letter to the club presidents, "will cover every phase of our work, but specifically, matters relating to the Liberty Loan—past and those to come; matters of our vigilance committee and its constructive work and what the future may expect of them; our educational work and what it has done and will do and what you want it to do; the matters of our finance will naturally be discussed and our magazine will come in for consideration.

"We want you to meet with us in Indianapolis because that is our national headquarters. You can see and understand what the organization has and how our work throughout the year is systematized and promoted. We want you to know and feel intimately what the various departments are capable of doing, so that when you return to your club, you will be in a position not only to help them, but to help the Association, which is organized to improve advertising."

IOWA NEWSPAPER MEN TO HOLD CONFERENCE.

Iowa newspaper men will gather in Iowa City for their third annual conference on November 23 and 24. The conference will be held under the auspices of the University of Iowa.

Definite plans and the complete program will be announced shortly. Meantime the committee on arrangements is scouring the country for one of the leading journalists to make a talk to the Hawkeye scribes.

The committee asks Iowa editors to get busy, arrange things in their shops so everything will be in shape for an assistant while the boss is attending the conference.

ONLY ONE IN GREENFIELD.

With the issue of November 2 the Greenfield (Ohio) Journal, for twenty years the Democratic official organ of Greenfield ceased publication. The paper and plant have been purchased by the Greenfield Republican, which now has no competitor.

The Journal was formerly edited by Postmaster John L. Strange, and for some years has been in charge of his son, William E. Strange, who will be connected with the Lima (Ohio) Times-Democrat.

A FIELD MEMORIAL.

The Chicago Press Club and Typographical Union No. 16 will be asked to co-operate in placing a memorial window for Eugene Field in the Chicago Public Library. A committee from the Old Time Printers Association has the plan in hand.

Advertisements Omitted.

OWING to the great demand for advertising space in The New York Times it is frequently necessary to omit advertisements.

On Friday, October 26, 34 columns were omitted and 121 columns were published. Discrimination in the assignment of space is forced upon The Times by these conditions.

Preference is given, therefore, to advertisements having news value and to those for which copy, including matrices, cuts or drawings, for the daily edition, are delivered before 6 p. m. on the day previous to publication; and to those for the Sunday edition for which finally approved copy is delivered before Friday night.

The New York Times

"All the News That's Fit to Print."

In the week ending October 25th the New York Times printed 1,086 columns of advertisements—a greater volume than it ever before published in a single week—a gain of 227 columns over the corresponding week last year. The Times is the only New York morning newspaper to record a gain in advertising in October over the corresponding month last year.

WALSH BACK IN ACTIVE NEWSPAPER WORK.

Townsend Walsh has become the dramatic critic of the Boston Traveler. He was born and reared in Albany, N. Y. At Harvard University, where he was graduated in 1895, he was an editor of the Advocate and afterwards engaged actively in daily newspaper work. For many years he has been intimately associated with the theater, making New York his home. Recently Mr. Walsh was publicity representative for Winthrop Ames' theatrical enterprises. Among his works has been writing the life of Dion Boucicault for the Dunlap Society.

Mr. Walsh began his career as dramatic reporter on the New York World. The lure of the road tempted him to travel in advance for Mrs. Fiske as business manager and he has since been identified with many prominent dramatic stars, including Mrs. Patrick Campbell, Blanche Bates, Ethel Barrymore, Grace George, Marie Dora, Otis Skinner, John Drew, John Mason, William Gillette and E. H. Sothern. For four seasons he handled the publicity work for the "Wizard of Oz," with Montgomery & Stone, one of the biggest money makers of the modern stage.

Mr. Walsh is a member of the Lambs, the Players and the Harvard Clubs and has a wide acquaintance among newspaper men in every section of the country.

SUN'S EDITORIAL PAGE GOES INSIDE AGAIN.

Beginning with the issue of October 30, the editorial page of the New York Sun will appear in the center of the paper instead of on the last page, as has been the case for the past year and a little more.

Publisher Frank A. Munsey in announcing the change said:

"We are changing the editorial page back to the center of the paper to free the last page for local and other important news. The war has come to command practically all the first page, one day with another, with the result that other 'first page' news is for the most part forced over to inside pages. By this shift of the editorial page, the last page, which, like the first page, is one of the show windows of the paper, will be freed for news that is entitled on its merits to show window space."

GRAHAM NOW IN CHARGE IN DOBBS FERRY.

Following the recent death of James L. Taylor, the Dobbs Ferry (N. Y.) Register has passed into the control of a corporation managed by Hugh F. Graham. The latter is a printer of twenty years' standing and was associated with Mr. Taylor for many years. The paper will be continued along Republican lines.

Mr. Graham is the Republican candidate for overseer of the poor for the town of Greensburg.

GET YOUR A.A.C.W. RESERVATIONS.

HOTEL COMMITTEE OF THE
SAN FRANCISCO AD CLUB
READY FOR WORK.

The Palace Hotel has been selected as headquarters for the San Francisco convention of the Associated Advertising Clubs of the World, July 7 to 11, next year; and with this announcement from the headquarters of the association at Indianapolis, there also comes word that hotel rates in San Francisco will not be advanced, but that the San Francisco Advertising Club, which has headquarters in the Palace Hotel, is especially desirous of making all reservations through its hotel committee.

While the hotel rates were not advanced for the Panama Pacific Exposition, and while the San Francisco advertising men have every confidence in the local hotel men that rates will not be advanced for the advertising convention, it is suggested by the headquarters office at Indianapolis that the best way to have absolute assurance that rates will not be advanced, is to make reservation through the San Francisco club.

The arrangements for the San Francisco convention are progressing rapidly. The general sessions and a part of the departmental sessions will be held in the Civic Auditorium, which is convenient to all of the leading hotels; and the advertising exhibit will be staged in the beautiful San Francisco City Hall. Mayor Ralph of San Francisco has pledged the San Francisco advertising men support of the broadest character along every possible line.

Frederick W. Kellogg of the San Francisco Call, who was recently appointed vice president of the Associated Advertising Clubs to represent the Pacific Coast, is very active in arrangements for the convention, and is the direct representative of the international association.

The whole Pacific Coast is indicating a definite interest in the success of the San Francisco meeting.

WIDE DISTRIBUTION FOR FOOD BULLETIN.

The Weekly Bulletin of the United States Food Administration's public information division is now being sent to every magazine and daily newspaper issued in the United States, in the belief that much of its technical information is of general interest.

The Weekly Bulletin was started in August, 1917, to gather and make available to technical editors information about industrial economies in food materials, transportation, fuel, and power. There was no thought of it being of more than technical interest; but Government officials, librarians, ministers, and editors asked to be placed on the mailing list, and items from it were quoted in the general press.

FAILURE IN ALABAMA.

The Huntsville (Ala.) Mercury Publishing Company has failed with a loss to creditors of \$18,625.45.

A voluntary petition has been filed in the Federal bankrupt court by the Mercury Publishing Company signed by Roy O'Neal as president. He was appointed receiver and under \$1,000 will endeavor to keep the paper going for the benefit of creditors until the outfit is sold by order of court within the next few weeks.

A.N.P.A. ELECTION.

The Brattleboro (Vt.) Reformer has been transferred from the associate to the active class of membership in the American Newspaper Publishers Association.

CRAFTSMEN WITH
THE COLORS.

Forty-seven men from the Brooklyn (N. Y.) Eagle are in service. They are:

Eugene Von Wening, second lieutenant, 1st infantry, Camp Wadsworth; Herbert L. Meyer, second lieutenant, O. R. C., Fort Devens, Ayer, Mass.; Harry L. Foster, second lieutenant, O. R. C., Camp Dix; George A. Currie, officers training camp, Plattsburg; Thomas H. Ormsbee, officers training camp, Fort Oglethorpe, Ga.; George V. Christie, Army hospital, "somewhere in France"; John Black, U. S. Army hospital, "somewhere in France";

Charles Downes, 1st cavalry, Camp Wadsworth; Robert Denver, naval reserve, Bridgeport, Ct.; Foster Gunnison, naval reserve, on yacht Calumet; E. H. Herlihy, Camp Upton; Joseph Quinlan; Harry Spencer, naval reserve; Warren H. Gilman, second lieutenant, O. R. C., quartermasters department, Camp Upton;

Felix McKenna, junior officer in coast guard, patrolling in Mediterranean Sea; Karl M. Elish, second lieutenant, O. R. C., France; Raymond M. Gunnisin, first lieutenant, ordnance department; Adrian Bangs, signal corps, "somewhere in France"; William Pitt, 23d regiment, Camp Wadsworth; Vernon Apy, 23d regiment, Camp Wadsworth; George Brady, 23d regiment, Camp Wadsworth; E. Brady, 13th coast artillery; James O'Rourke, National army, Camp Upton;

Steven Morgan, National army, Camp Upton; James Kennelly, National army, Camp Upton; Robert Stewart, National army, Camp Upton; Lester Merringer, National army, Camp Upton; Harry Curry, National army, Camp Mills; John O'Neil, National army, Camp Upton; Herman Garnjost, 23d regiment, Camp Wadsworth; Stephen Lambert, Navy; William Bridges, Army; Albert Green, naval reserve; Thomas Mainwaring, naval reserve; Edward Kaiser, naval reserve; Thomas Hayes, 13th regiment;

Joseph Shaw, National army, Camp Upton; Roscoe Allen, military police, Camp Wadsworth; Herbert Sullivan, National army, Camp Upton; A. Condon, 165th infantry, Camp Mills; Barrett Chamberlain, in France;

Henry Suydam, in Europe; Naboth Hedin, Paris; E. M. Clary, Camp Upton; J. J. Nolan, Camp Mills; James J. Murphy, Camp Wadsworth; Frank A. Regan, Fort Hamilton.

E. J. Stackpole, Jr., son of the editor and publisher of the Harrisburg (Pa.) Telegraph, is a captain stationed at the training camp in Augusta, Ga.

Others of the Telegraph who have joined the colors are:

Lieutenant H. A. Sounders, truck company No. 6, ammunition train; Second Lieutenant John C. Swank, National army training camp; Lieutenant Charles W. Thomas; Frederick O. Lyter, troop C, 1st Pennsylvania cavalry; William F. Dwyer, troop C, 1st Pennsylvania cavalry; Frank Redeker, engineers; Clifford Morton, company I, 8th regiment; William E. Mower, company I, 8th regiment;

Purcell Wightman, National army; Samuel Koplovitz, company K, 8th regiment; William Brown, officers training camp; Wilfred J. Reilly, aviation service; Robert Earl Owen, aviation service; Luther G. Smith, truck train, 7th division; Corporal Albert H. Stackpole, battery A, 12th artillery; F. L. Hosenberger, field service, army Y.M.C.A.; L. G. Hertzler, officers training camp; Nelson Roundley, aero corps, now in France.

A service flag bearing sixteen stars has been hoisted at the New York

FOOD WEEK

IN
TRENTON
NEW JERSEYEVER ALERT TO THE INTERESTS OF
*Housewife, Reader and Advertiser*THE
TRENTON
TIMES

because of its years of "food propaganda"

Thursday food feature department,
its half million lines of food
advertising a year—ONE OF THE GREAT FOOD
MEDIUMS OF THE COUNTRY—and all that that implies — woman's
paper, home circulation,
family influence,Leadership in civic affairs—independent
policy—has again engaged

SHERWOOD P. SNYDER

to conduct a Food Conservation Rally,
Lectures, Demonstrations, etc.

Week of November 19th to 24th

Our success in past years is an assurance
that this year our Food Exposition will
be better than ever.Space in hall may be engaged without
any rental charge by contracting and
using 2,000 lines of space in Trenton
Times during the period of 12 days—
November 15 to November 26, inclusive.

Flat Rate 6c per line.

Only Evening and Only Sunday.

Member A.B.C.

17 cents a week.

Send Your Order in Early for Space Reservation.

KELLY-SMITH COMPANY

NEW YORK: 220 Fifth Ave. Lytton Building. CHICAGO

Trenton Times—*The Greatest Community influence among New Jersey papers.*

Evening Post Building. Seven departments of the Evening Post are represented by the following men in some branch of war service:

Oswald Knauth, second lieutenant, Camp Upton; Harold Phelps Stokes, second lieutenant, Camp Upton; Harold A. Littledale, corporal 21st company, 23rd I. L. battalion, Kings (Liverpool) regiment; Stanley Went, Leicestershire regiment, British army; Forbes Watson, volunteer motor ambulance corps, France; William H. Baldwin, ensign, Navy.

Theodore P. Seymour, naval reserve; John Whitall, sergeant, company I, 305th infantry, 7th division, Camp Upton; Arthur Fox, 1st New York infantry, Camp Wadsworth; Norman Borchardt, cadet, royal flying corps, Canada; Herbert Groesbeck, Jr., reserve officers training corps, Plattsburg.

Arthur Weiss, naval reserve. George King, company D, 305th infantry, Camp Upton; Andrew Knocel, 4th New York infantry; Albert Newheller, Camp Upton; George Wilson, coast artillery.

The employees of the Evening Post recently presented a kitchen trailer to the American Red Cross for service in France.

J. H. Zerbey, Jr., son of the proprietor of the Pottsville (Pa.) Daily Republican, has been commissioned a lieutenant and is now stationed in Washington, D. C.

Chicago newspaper men have not found it difficult to secure non-commissioned posts in the new national army.

Harry B. Critchlow of the Chicago American, who enlisted in the medical reserve, has been made a sergeant and is now stationed at Fort Riley, Kansas.

Victor Barnett, also of the American, has been made a corporal at Rockford, Ill.

Stanley Grogan, formerly a member of the staff of the Scranton (Pa.) Republican and Daily News and who also served on newspapers in Bridgeport, Ct., expects to sail for France within the next week. Mr. Grogan holds a commission as a lieutenant in the United States reserve. He was a member of the training corps at Madison Barracks.

Miss Mary Elizabeth Bostwick, for more than three years a reporter on the Indianapolis Star, has joined the clerical staff of Indianapolis Base Hospital 32, and has received orders to go to Ellis Island, N. Y. The hospital will be sent to France within a very short time. Miss Bostwick was formerly on the Denver Post, the Kansas City Post and the Indianapolis Sun.

John Marshall of the Minneapolis Journal has enlisted in the Navy and is now in Company 37, Great Lakes naval training station. Frank Hammer, make-up man for the Journal, has volunteered for the 25th engineers and has gone to Ayer, Mass., where he will join Company D of that regiment.

Members of Newswriters Union No. 3 of Scranton, Pa., have decided to pay the dues and assessments of all members who enlist in the United States Army and Navy. The plan will be followed as long as the war lasts. To date two members of the union have joined the colors, Howard Mingo, assigned to recruiting work for the Regular Army in Pennsylvania, and James G. Mackin, now at Camp Hancock, Augusta.

The entire membership of the San Jose (Cal.) Mercury Herald editorial staff joined in giving a farewell dinner to Eric Johnson, the youngest member of the staff, who has gone to

(Continued on Page Thirteen.)

News Item from New York Times.

WOMEN DEMAND DISCOUNTS.

Willing to Carry Bundles Home, but Not to Pay for Delivery.

Special to The New York Times.
WASHINGTON, July 23.—At the initiative of Mrs. Newton D. Baker, wife of the Secretary of War, and the National American Woman Suffrage Association, Washington women have begun a campaign for discounts in return for the service they render in carrying home their bundles from department and other stores. The campaign for these discounts is a result of the efforts of the Commercial Economy Board of the Council of National Defense to persuade the women of the country to carry home their bundles in order to cut down delivery service so as to put more men at the service of the nation for the prosecution of a successful war. The campaign will be extended to other cities.

"We will demand," said Mrs. Baker, "that the merchants give a discount so that we shall no longer be paying them for the work we do ourselves."

Miss Barker, who is president of a committee which includes Mrs. Frank M. Roosevelt and Mrs. Harriet Blaine Beale.



Green Stamps

**A Discount of
Definite Value**

THE nationally popular and valuable **Green Stamps** offer the soundest and most practical method of rewarding those who render the service for which they pay the merchant.

By enabling a dealer to pay this discount at a minimum cost, the **Green Stamp** service is working for the best interests of all.

The SPERRY & HUTCHINSON Co.
2 West 45th St., New York

UNIQUE ST. LOUIS AD PLAN WINS.

WEEKLY GLOBE-DEMOCRAT PROFITS BY GETTING ADS FOR NEIGHBOR PAPERS.

A year and a half has satisfied the St. Louis Weekly Globe-Democrat management of the worth of an unusual plan designed to increase the efficiency of national advertising.

The Weekly Globe-Democrat has been actually securing local advertising for country newspapers on nationally advertised products from merchants who handle them.

The Globe-Democrat started in by securing the agreement of 500 newspapers, in Missouri, Southern Illinois, Arkansas, Tennessee and Kentucky to energetically solicit their local merchants when they are notified that any national advertising is to be done.

The purpose was that the man out in the country or in the small town who would be attracted by the manufacturer's advertising and be in a good mood to purchase the article advertised, would be again reminded of it when he read his local paper and in addition know exactly where he could purchase the article.

The Globe-Democrat has been placing in the hands of these publishers complete information regarding national campaigns, together with the "dealer helps" furnished by the manufacturer, so that they might make an energetic and intelligent solicitation. In other words, the Globe-Democrat has been creating business for the country publishers.

As a part of the plan a publication called "Team-Work" is being issued monthly and sent to those publishers and their merchants free of charge.

It is designed to educate the merchant up to a better comprehension of the value of advertising advertised goods and also of the importance of supporting their local newspaper.

The Globe-Democrat has limited the field of this plan to the states above mentioned with the idea of confining it to that territory in which the Globe-Democrat is best known and most influential.

The Weekly Globe-Democrat plan has at least three especially attractive points for benefiting the newspapers and advertisers who associate themselves with it. The plan helps:

1.—The local paper—by placing it in touch with the local dealer who carries the product of the national advertiser at a time when the latter is pushing his goods by advertising in a national medium covering that district.

2.—The local dealer—by hitching up the campaign of the national advertiser with his own announcement in the local paper, showing that he sells the goods advertised by the national advertiser—thereby allowing the local dealer to reap the benefits of the cumulative effect of the national advertising.

3.—The national advertiser—by getting the local dealer to push his goods by local advertisers and calling attention to the various agents who carry the goods.

The Weekly Globe-Democrat has been repaid for its work in the scheme by the added prestige that has been created for it among readers in general; also the plan helps to secure national advertising for it and gives the Globe-Democrat an opportunity to be of the service to the national advertiser, the local merchant and the local newspaper.

SPECIAL CARNIVAL EDITION.

The San Angelo (Tex.) Daily Standard, published by J. G. Murphy, issued a forty-four page edition on October 25 in celebration of the carnival and race meet staged in San Angelo.

NICE SEND OFF FOR CLAGUE.

A farewell luncheon was given to Stanley Clague by the Western Advertising Agents Association at the La Salle Hotel on October 11. Over 25 members of the association attended and it was one of the happiest events that had ever occurred in the history of the Western Advertising Agents Association.

The luncheon was presided over by William H. Rankin, retiring president, and there was also developed in its course the acceptance of the new chairmanship of the American Association of Advertising Agents by Paul E. Faust, and James O'Shaughnessy as the new executive secretary of the American Association of Advertising Agents.

Mr. Rankin in his address reviewed the history of the A. B. C. and the Western Advertising Agents Association and brought out very prominently the big service which Stanley Clague has performed not only for the agents but through his untiring zeal and work for the Audit Bureau of Circulations.

Mr. O'Shaughnessy and Mr. Faust, also B. F. Sawin, spoke along a like vein, and Mr. Clague, in his response, spoke very feelingly of the splendid associations and friendships that had been created for him through his work in the Western Advertising Agents Association and also in the A. B. C.

A vote of thanks was given Mr. Clague, with the good wishes and support of the entire organization of American Association of Advertising Agents pledged to him unanimously.

INDIANA WEEKLY EDITORS MET AT GAS CITY.

The Indiana Associated Weeklies met in Gas City on October 26-27 as the guests of the Gas City Journal. Features of the meeting were the welcoming address by John L. Thompson and the response by President John W. Small of the Waynetown Dispatch, who has been a printer for sixty-three years.

Among the other speakers were: Colonel A. B. Crampton, governor of the Soldiers Home, on "The country editor and his community," Ben F. Billiter of the Huntington Farmers Guide, on "Developing the country newspaper," C. E. Van Valer of the Gas City Journal on "Does the Linotype pay in the country office?" and John W. Mellon of Greentown.

The election of officers will take place at a meeting to be held next June.

RAILROADS ASK FOR HIGHER PAPER TRAFFIC RATES.

Representatives of Western railroads conferred in Omaha (Neb.) last week on the proposal to ask the Interstate Commerce Commission for an increase in freight rates on interstate shipments of paper and pulp.

W. H. Pierce, traffic manager of the Omaha, presided. M. D. Hurlburt, traffic manager of the Wisconsin Traffic association, represented paper manufacturers.

"Nothing definite resulted from the conference," Mr. Pierce said. "Another may be held later."

PRISON EDITOR RELEASED.

"Tex" Schapper, a model prisoner and former editor of the Square Deal, a publication of the Kansas penitentiary, has been pardoned by Governor Capper of Kansas. Schapper, who was sent to prison for bank robbery, was pardoned because of his desire to enlist in the army.

NEW QUEBEC DAILY.

La Franc-Parleur, a Quebec City weekly, is about to become a daily, according to reports. The publication is directed by Raoul Renault, former secretary of the Quebec harbor commission.

A "KEYSTONE" COST CONFERENCE.

**SHORTAGE OF EMPLOYEES—
PAY 3.25 FOR PAPER—GOOD—
NEWS ON STATE ADS.**

A meeting of inland Pennsylvania newspaper publishers was held in Reading on October 27, with J. H. Zerby of the Pottsville Republican presiding, to discuss production costs. The meeting was largely an executive session.

The publishers complained of a general shortage of employees—reporters, circulation men and clerks—and the enormous increase in cost of production.

The paper contracts signed by the members provided for an average cost of 3.25 f.o.b. mill.

One dealer offered his product at \$3.15 for the coming year. All others insisted on a monthly adjustment in prices.

A canvass of 100 dailies that have raised their circulation price to two cents showed that not one is willing to go back to its former rate, although few are able to reach their normal circulation again. They are all profiting financially by the change.

It was reported that the auditor-general will pay back-balances on state advertising bills caused by factional politics. This will amount to \$250,000. Hereafter five cents a line will be paid for state advertising for the first 1,000 circulation, twenty-five cents maximum per line for 25,000 circulation and over. The schedule calls for twenty cents for over 15,000 and twelve cents over 10,000 circulation.

The publishers agreed that the war has brought increased business, heavier expenses and a growing number of consolidation negotiations.

Many publishers are refusing to guarantee their circulation during the war.

HOUSTON CHRONICLE WINS MANY BOND FRIENDS.

When the banks of Houston, Tex., refused to go into the \$1-down-and-\$1-a-week, or the \$2-down-and-\$2-a-week plan of selling the Liberty Loan Bonds, claiming it would be too much trouble and annoyance to handle such small sums weekly, Marcellus E. Foster, publisher of the Houston Chronicle, took the matter into his own hands and showed how easily it could be handled at absolutely no chance of a loss, except for a little clerical help.

The Chronicle handled the installment plan of selling the bonds in fine style and made many hundreds of new friends.

It helped the men who subscribed, it helped the Government and incidentally it helped itself in the good will of the people at least.

TIME TO PAY UP.

An Illinois editor, having been called by the selective draft, made collection capital out of the event by sending out the following:

"J. F. Darnall, editor of the Broadland News, received notice yesterday that he had been selected for military service and to get his affairs in order to report upon 24 hours notice. Hence he's getting ready. If you owe him anything kindly come in at once and pay it so he can pay his own debts before leaving."

FERGUSON'S ORGAN.

Former Governor Ferguson of Texas, lately removed from office by impeachment proceedings, will launch a new farm weekly to be known as Ferguson's Forum. The publication will be published at Temple, Texas.

PARAMOUNT BACKS UP ITS ADS.

TEACHING MOVIE THEATERS
HOW TO BENEFIT BY ITS
\$1,000,000 CAMPAIGN.

Through the various Paramount and Arcraft exchanges in the United States, suggestions are being sent to exhibitors embodying the latest ideas and methods of linking up with the new million dollar advertising campaign of these producing and distributing concerns.

In a letter to film showmen it is pointed out that the popularity of Paramount and Arcraft pictures will be trebled in a short time as a result of the drive in the newspapers and national magazines.

It is explained that the million dollars are all working for the exhibitor and will continue to do so for the next year.

These dollars, the communication says in effect, are working in 300 newspapers at intervals of every day or two, occupying big advertising space and reaching an audience of about 30,000,000. They are also working in the big magazines.

Thus there is no human being in this country that will not see the names of Paramount and Arcraft before him. In every advertisement, explains the letter, appears a panel illustrated with trade marks of Paramount and Arcraft pictures. The accompanying text says:

"Three ways to know where to be sure of seeing Paramount and Arcraft productions:

"1. By seeing these trade marks in the newspaper advertisements of your local theaters.

"2. By seeing the same trade marks on the front of the theater or in the lobby.

"3. By seeing them flashed on the screen inside of the theater."

In a word the million is being spent to get the public to look for these things and to measure the attractiveness of the shows run by the individual exhibitors by finding them.

The exhibitors are urged finally, to lose no time in "tying up" with a pulling power that cannot fail.

The Paramount and Arcraft Corporations believe that there is no more direct means of benefiting the exhibitors, and that they are in every way lending assistance to the managers of the theaters the country over to get the best possible advantage from the campaign.

NEW PATRIOTIC PAPER.

The Patriotic Service League, with offices at 2745 Broadway, New York, has started a semi-monthly called Patriotic Service to "serve as a medium for the correlation and stimulation of patriotic activities among loyal citizens in support of the war program of the commander-in-chief for victory."

Ellery C. Stowell is the editor and Helen Zagat is assistant editor. The editorial board consists of Gertrude Atherton, author; Douglas Z. Doty, editor of the Century Magazine; and Fabian Franklin, formerly editor of the New York Evening Post.

BOOTH MUSEUM PRESIDENT.

Ralph H. Booth, of the Booth syndicate of newspapers in Michigan, has been elected president of the Detroit Museum of Art. He has served as trustee of the museum for a number of years.

EDITOR ILL, PAPER STOPS.

F. W. McQuitty, editor of the Correctionville (Ia.) News, underwent an operation at St. Joseph's hospital recently for appendicitis, thereby causing the temporary suspension of his paper.

Linotype Machines

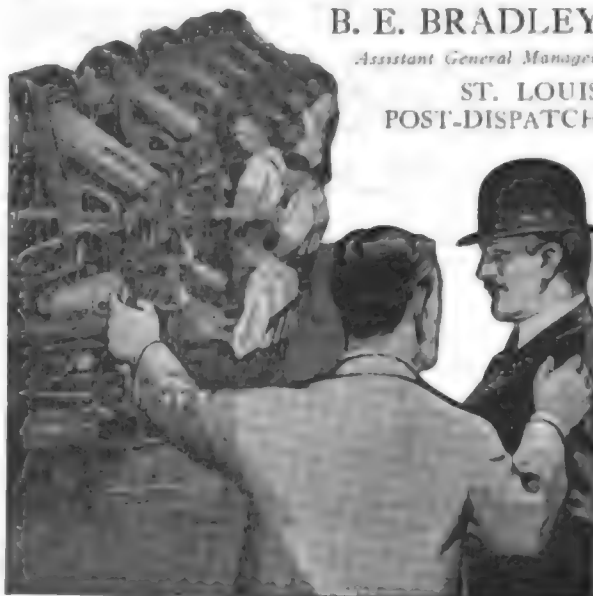
the office library, files and records

were the only things
we moved into our
new building.

B. E. BRADLEY

Assistant General Manager

ST. LOUIS
POST-DISPATCH



IT IS a significant fact that twenty of these Linotypes have been in use from ten to fifteen years, three shifts a day, and that the St. Louis Post-Dispatch still considers them good for many years more.

Can you afford to experiment?

LIBERTY LOAN

The Mergenthaler Linotype Company offers to receive from its customers up to and including November 15, 1917, Liberty Loan Bonds in payment of either their open or note accounts (due or to become due) or any part thereof, or as payment on new Linotypes ordered. Accrued interest on the Liberty Loan Bonds will be allowed in the settlement.

Mergenthaler Linotype Co.
Tribune Building, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

N. Y. CALL DENIES IT SHOULD BE BARRED FROM MAILS.

Certain articles published in the New York Call may have been impolite and the patriotism of publishing certain other articles might be questioned, according to the Call's answer to the demand of the Post Office Department that it show cause why it should not be denied mailing privileges.

But in every instance the Call insists that there is no provision in the Espionage Act making such publication, no matter how unpatriotic or impolite, unavailable.

The answer denies that the Call lost its standing as a newspaper, under the law, by publishing objectionable matter and insists, therefore, that the charges preferred by the Post Office Department be dismissed.

The Call is publishing its complete answer.

In several cases the department has objected to quotations from speeches made by United States Representatives or Senators, during debates, and published in the Call. Among these objectionable utterances is one made by Representative Clyde H. Tavenner, asserting that private firms are making from twenty to sixty per cent more on war munitions than it would have cost Government arsenals to furnish them.

"It must be borne in mind," the Call's attorney says, "that these statements are quoted from the Congressional Record, which is an official document. It certainly cannot be maintained that the Congressional Record contains matter advocating or urging treason, insurrection or forcible resistance to the United States."

NEW PARCEL POST PLAN WITH MEXICO.

The following notice has been issued by the office of the Second Assistant Postmaster General.

"A parcel post convention having been concluded between the United States and Mexico, notice is hereby given that said convention becomes effective November 1, 1917, and substitutes the parcel post conventions heretofore in force between the two countries.

"Under the new convention the weight limit has been raised from 11 to 20 pounds; the sender of a registered parcel is entitled, in case of loss, damage, or rifling thereof, to an indemnity equal to the amount of actual loss incurred, but not exceeding the equivalent of fifty francs; and the graduated charges of five cents for the first pound, and one cent per additional weight of four ounces collectible from the addressee, have been eliminated. The charges now to be collected will be the usual delivery fee of five cents per parcel, whatever its weight."

BROOKLYN EAGLE CONCERT FOR SOLDIERS' FUND.

Under the auspices of the Brooklyn (N. Y.) Daily Eagle, with the co-operation of the Philharmonic Society of New York and the Brooklyn Community Chorus, Brooklyn had an unusual musical treat last Saturday evening at the 23d regiment armory, in the way of a stupendous patriotic concert.

More than 8,000 people, occupying every seat in the huge armory, were there and the concert was probably the largest indoor concert ever heard in this city. It was a benefit affair for the relief of soldiers' dependents and several thousand dollars were raised for that purpose through it.

TAKES HUSBAND'S PLACE.

Mrs. Boyd B. Stutler will publish the Grantsville (W. Va.) News in the absence of her husband, who has entered military service.

CANADIAN NEWS PRINT INQUIRY CONCLUDES.

PRINGLE REPORT WILL BE PRESENTED TO GOVERNMENT TODAY—BOOK AND HALF-TONE PAPER NEXT.

The lengthy inquiry conducted by R. A. Pringle, K.C., into the news print situation in Canada concluded on Tuesday afternoon after auditors' statements, reviewing the operations of all the principal producers, had been considered by the commissioner.

An interim report deduced from the mass of evidence taken will be prepared and presented to the Government today at the latest and it is expected that a new order will be issued immediately.

The Order in Council fixing the price of news print at \$2.50 per hundred pounds expired on October 30, but the producers voluntarily agreed to extend the time until November 3, preferring to do this rather than advance their prices before the Government had an opportunity to decide upon the course for the future.

What this action will be remains to be seen, but the evidence taken was of such a nature as to indicate that the new order will considerably increase the maximum.

Plain intimation that they must obey the order which expired this week was given to the news print manufacturers by commissioner Pringle at a session of the investigation. Mr. Pringle declared that if the order had not been made by the Government a large part of the press of Canada would have been forced out of business.

The question of the enforcement of the order came up in connection with the case of the Donacoma Paper Company, which is supplying its waste output to the New York Times.

"It looks to me," said Mr. Pringle at another point in the evidence, "as if the Government should exercise control over the whole paper business during the war."

Figures supplied by J. R. Booth showed a large profit on sulphite, which is summarized in the following table:

	Cost Per Ton.	Selling Price Per Ton.
1916 average	\$39.12	\$50.14
3 mos. 1917 average	44.11	52.16
April	52.07	91.04
May	49.05	60.37

When the May figures were being considered, Mr. Thomas of the company pointed out that old wood was used. He estimated that had it been necessary to use new wood the cost would have been \$59.37.

Booth's news print costs for the first six months of this year were \$42.98; for each of three months, \$44.44, \$44.26 and \$50.17.

The sales prices for the corresponding periods were (three months) \$61.41, \$61.26 and \$62.54.

H. I. Thomas, who appeared in support of the statement, furnished more recent figures of news print costs as follows: June, \$51.94; July, \$51.88, August, \$50.92; and September, \$50.89. These figures do not allow for depreciation, etc.

Mr. Thomas claimed that Mr. Booth was losing between \$11 and \$12 a ton on paper he is supplying to Canadian publishers under the Government order. He said all Mr. Booth had made from the paper business had gone back into the development of his industry.

Tuesday's session of the inquiry was featured by the presentation of statements showing that the Lauren-

HELPS AMBULANCE FUND.

L'Italia, an Italian newspaper of Chicago, has been assisting greatly in raising funds for the American poets' ambulance project along the Italian front. Angelo Lo Russo of L'Italia is in charge of the campaign.

tide Company had made large profits on the sale of sulphite. The details of its operation in this respect in round figures were as follows:

	Sales Tons.	Cost Per Ton.	Profit Per Ton.
1916 average	23,707	\$34	\$26
January, 1917	1,032	39	41
February	681	38	35
March	1,053	37	39
April	1,840	37	44
May	2,346	35	36
June	1,361	41	33
July	2,514	42	32
August	1,733	38	31

In 1916, it cost this company from \$34.86 up to \$42.64 to manufacture sulphite.

It was brought out in the evidence that the company figured in its expenses on the manufacture of sulphite salaries paid to officers of the company serving with the Canadian expeditionary forces. The difference between the army pay and the salary paid by the company prior to enlistment, up to \$10,000 was paid.

This practice was commended by the commissioner, who pointed out that by distributing the expense over their products it made a difference of sixty-eight cents per ton in the cost of news print paper.

It was also brought out that the company figured in the cost of manufacture of sulphite the expense of maintaining golf links.

While the statement of the Eddy Mill was put up for consideration, H. A. Stewart, K. C., Government counsel, raised the question of proper allowance for selling expenses. He pointed out that in the case of the mill in question it was over \$2 still while other mills sold at as low a cost as sixty cents per ton, and others sold through the George H. Mead Company at the arbitrary figure of \$3.

The statement of the St. Maurice Company showed that in March last 263 tons of sulphite, which cost \$41.85 per ton to produce, were sold at an average price of \$90.57 per ton.

The statements submitted by the News Pulp and Paper Company showed that the cost of manufacturing news print, exclusive of ten per cent on capital, was \$38.81 in August.

In the case of the Howard Smith Company, which stopped making the product in July, it ran as high as \$78.93 during the six months of 1917.

Price Brothers' figures for September were \$42.08.

An investigation into the book and half tone paper situation will begin shortly, and at this inquiry the sulphite question will be gone into to a greater extent than at the news print probe.

THAYER IN AN IMPORTANT MAGAZINE POST.

John Adams Thayer, the new executive secretary of the Periodical Publishers' Association of America, has long been identified with publishing and advertising. He was the first advertising manager of the Ladies' Home Journal, Philadelphia; advertising director of the Butterick Publishing Company, and became one of the publishers of Everybody's Magazine in 1903, selling out his interest to his partners a few years later.

After some years' residence in Paris, he returned and purchased the Smart Set Magazine, which he edited and published for a number of years. Soon after the commencement of the war he disposed of the Smart Set and the corporation bearing his name went out of business.

NEW OMAHA DAILY NEWS MANAGING EDITOR.

A. A. Hoopingarner has been made managing editor of the Omaha Daily News to succeed Neil Jones, now day managing editor of the New York Tribune.

Mr. Hoopingarner formerly was city editor of the Cleveland Press and later news editor of the Columbus (Ohio) Monitor.

SCOTLAND NOT CHANGING.

Bayard S. Scotland is continuing with the Cleveland Macaroni Company as vice-president and director of sales and advertising, having withdrawn his resignation announced recently.

EVERY SUBSCRIPTION GOT A LIBERTY BOND.

The Kansas City (Mo.) Post pledged a \$10 subscription to the Liberty Loan for every new subscriber secured by the city circulation department.

Spurred by this offer to help the loan, the circulators became extremely busy and added 5,085 new names to the Post list within a week. The Post therefore subscribed \$50,850 to the Liberty Loan. The committee from the carriers and circulation department which carried the campaign to completion included Carl Strobel, Paul Carnes, Richard Lockridge, Nathan Minookin and Wilbur Edwards.

A.A.A.A. OFFICE TO BE IN THE METROPOLITAN TOWER.

The central office, in New York, of the Association of American Advertising Agents will be in the Metropolitan Tower, 24th street and Madison avenue.

James O'Shaughnessy of Chicago, executive secretary of the A.A.A.A., has not yet taken up his duties in New York, but expects to do so the early part of next week.

OLD KANSAS PUBLICATIONS.

The Kansas State Historical Society, at Topeka, is preparing a special room for the preservation of characteristic Kansas publications. All daily papers, many of the farm papers and other worth-while publications will have a place in the archives.



JOHN ADAMS THAYER,
EXECUTIVE SECRETARY OF PERIODICAL PUBLISHERS ASSOCIATION OF AMERICA.

The THOMPSON TYPECASTER NOW MAKES LEADS, RULES AND SLUGS

As well as Type in all sizes
up to and including 48 point

*Quick changes from Type to Leads—two minutes from
Leads to Slugs.*

Automatic Cutter cuts to Labor-Saving Lengths.

*The Fastest, Best and also the Cheapest Machine on the
market today.*

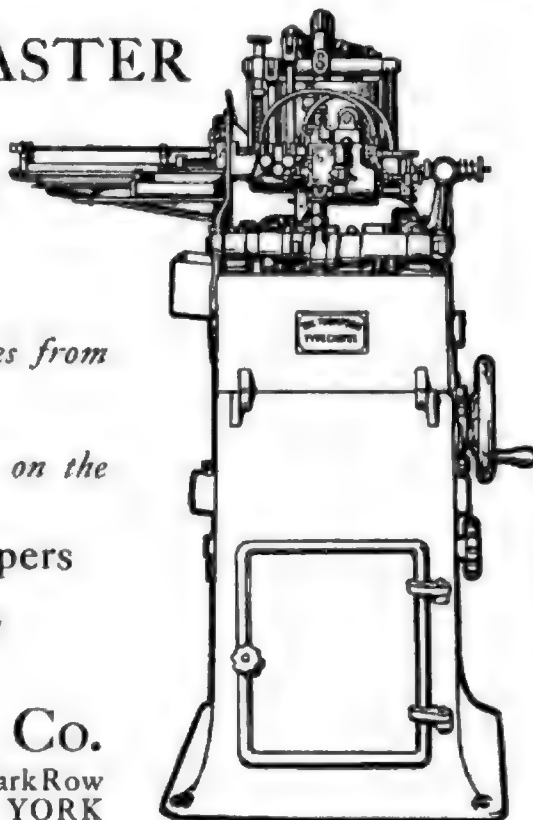
Used by One Hundred Daily Newspapers

*We have an "Easy Purchase Plan" which
it will pay you to inquire about*

Thompson Type Machine Co.

223 W. Erie Street
CHICAGO

38 Park Row
NEW YORK



CRAFTSMEN WITH THE COLORS.

(Continued from Page Nine.)

San Diego, Cal., for training before joining Uncle Sam's motor boat patrol.

Lieutenant Adolph S. Ochs II, of a family of newspaper men, is one of the new army officers to reach England preparatory to active service in France.

The New Haven (Ct.) Register has sent eleven members of its staff into various branches of naval and military service.

Lieutenant Carl ("Shag") Hood, formerly of the Chattanooga Times, was also in the first contingent of new officers to cross over.

The Post Exchange is a weekly paper published by men of the army ambulance training camp at Allentown, Pa. The editorial staff includes: W. W. Farley, editor; William C. Moss, managing editor; Basil L. Walter, city editor; Clifford T. Warner, sports editor; David Kelley, business manager; Sam Botsker, advertising manager. The men who edit are relieved from drill and issue the publication from an Allentown newspaper office.

Allan Rankin, formerly automobile editor for the Chicago Examiner, is now in France with the American flying corps.

Montgomery Shanks, formerly an employe of the Rochester (N. Y.) Herald, is now a yeoman in the Navy and stationed at Newport, R. I. Walter Shanks, a brother, is at the officers training camp at Fort Niagara.

The Reconnaissance is now being published weekly at Camp Bowie, Fort Worth, Tex., under the direction

of Captain Frank S. Tillman of Battery D, first Texas field artillery, a former newspaper man. Sergeant T. Arnold, formerly of the Dallas fourth estate, is among the contributors.

Kenneth Proctor Littauer, American newspaper man now flying in the Franco-Belgian Escadrille, has just been decorated by King Albert of Belgium with the order of Leopold the Second and the rank of Chevalier. Mr. Littauer was formerly a writer on metropolitan dailies and served in London and Paris as a staff correspondent. After studying aviation he joined the Belgian flying squadron. He has been also honored with the French war cross for flying and distinguished battery spotting.

Laurance B. Siegfried of Montclair, N. J., until recently associated with the Heintzemann Press of Boston, in the direct advertising department and later engaged in free lance advertising and literary work—has received a commission as ensign in the United States naval reserve, in which he enlisted as an ordinary seaman in June.

John G. Peterson, Abraham N. Rice, John L. Thompson and Harvey Michael reporters of the Sioux City (Ia.) Journal, have enlisted as radio electricians in the sea service. They expect to become students at the radio training school at Harvard University.

Lieutenant George Heffernan, formerly of the Wilkes-Barre (Pa.) News and Independent, has been ordered to report to the aviation school at San Antonio, Tex.

Theodore Delavigne writes The Fourth Estate, from Camp Sherman, Ohio, (where he is a member of ambulance company No. 331, sanitary train) as follows:

"We are having an interesting time here and a number of our men are

scribes. They include besides myself Fred Guertner Jr., former night editor of the Detroit Free Press, James G. Hanna and Jackson L. Darrimore of the Free Press staff; Howard Bowman of the Detroit News; Leon W. Frost and Paul H. Austin of the Grand Rapids Herald.

"It is a great study and a valuable experience for a pacifist soldier—this building up of an immense army—and only by actual enlistment can one understand it thoroughly. I would be delighted to have you visit us on your next trip this way."

WHEN IT IS WRONG TO CUT DOWN ADVERTISING.

"The correct thing for every business man to do, where leakage or waste exists, the great mistake that is made by a large percentage of our merchants and manufacturers, is the cutting down along the line most necessary for business prosperity, which is newspaper advertising.

"Newspaper advertising is as essential to the merchant and manufacturer as his stock of merchandise. It is his selling force. Diminish the selling force and you cut down your business. The cutting of newspaper advertising is not cutting down expenses—it is cutting down receipts."—Edwin T. Jones.

WOMEN START SEASON.

The Woman's Press Club of Indiana held its first monthly luncheon of the season on October 9, in Indianapolis.

Mrs. Blanche Foster Buruff, of Bedford, has been named delegate to the federation of women's clubs to be held in Fort Wayne.

THE I. N. S. IN FRANCE.

The International News Service again is enjoying the privileges of the French cables for sending news to America.

CONDENSED NEWS NOTES

Mark A. Spooner and Howard C. King have leased the Ashton Leader.

The Taylor (N. D.) Reporter has absorbed the Richardson Western Star.

M. Pease, editor of the Beemer (Neb.) Times has purchased the Fairview Republican.

C. J. Webb has suspended publication of the Wessington Springs (S. D.) Republican.

John J. Bybee has sold the Oologan (Okla.) Tribune to F. G. Berridge.

Luman F. Munson is now manager of the Colby (Kan.) Tribune.

David Ratson has leased the Robinson (Kan.) Index.

Publication of the Lamar (Ark.) Leader, which was suspended several months ago, has been revived by G. E. Bennett.

The Downs (Ia.) Independent is the name of a new paper published by J. C. Byrnes.

The Delta (Colo.) Independent, owned by the late A. M. Anderson, has been sold to Frank Stearns.

NEW POST FOR MILLER.

W. Warner Miller, for some years past secretary to Louis Wiley, the business manager of the New York Times, has been appointed manager of school advertising for that paper succeeding J. C. Mills, who is now in charge of the financial advertising for the Herald.

A SCHOOL NEWSPAPER.

The High School World of the Topeka (Kan.) High School will be issued this year in the form of a newspaper, rather than in the form of a magazine—its former make-up.

VISITOR FROM ST. LOUIS.

E. Lansing Ray, vice-president of the St. Louis Globe-Democrat, was a visitor in New York this week.

ADAFFIBATION METTING.

(Continued from Fourth Page)

clean baths—good for advertisers and readers also. The right kind of readers do not want to sit down and eat their breakfast with pictures of diseased human insides in front of them; nor lunch seeing disordered kidneys; nor dinner with exhibits of women's diseases in their view.

"This is the situation in the case of newspapers that place before their readers advertisements picturing or describing such objects."

Mr. Clifford exhibited a copy of the Baptist Quarterly to illustrate the need for ad vigilance even among church people.

He declared that Samuel Hopkins Adams of the New York Tribune was deserving of the greatest praise for the work he has done for clean advertising in the past nine years.

AD DISPLAY.

One session of the meeting was devoted to a discussion of advertising display. The speakers were O. M. Brodfuehrer of the Chicago Tribune, on "Newspaper display layouts"; Gilbert P. Farrar of New York on "Magazine layout"; and Frederic W. Goudy of Garden City, N. Y., on "The influence of the private press." The chairman of this session was Elmer Adler of Rochester.

Mr. Brodfuehrer, who is manager of the copy and art service of the Chicago Tribune, was invited to address the meeting on the ground that the Chicago Tribune is the best advertising-set paper in the United States. He explained to the ad men how the Tribune has developed its organization and service to build up and maintain this reputation.

He declared that the different classes of newspaper advertisers should have individual kinds of type and copy. Carefully organized departments of the Tribune look after the plan and lay out details for its local advertisers. Every advertising account of the Tribune must have a different ad layout. Its copy and art services relieve many advertising managers of the necessity of having anything at all to do with the layout of their ads. Seventy Tribune men turn out every night an average of 180 columns of copy from the raw material furnished by advertisers.

The Tribune is greatly aided in its efficiency by the non-distribution system used in its composing room. All type up to fourteen-point is used by the Tribune only once. The Monotypes in the office furnish fully 200 different faces of type. This is handled in 1,000 cases, and fifty tons of type are always on hand. The casting machines work sixteen hours every day, and an instance of their versatile efficiency was illustrated by Mr. Brodfuehrer by a recent instance when 400 border-corners of an unusual shape were needed and there was not a type office in the city that could furnish them in the required time. The Monotypes produced the 400 corners within a half hour.

Eight Linotypes and Intertypes work on ad composition and furnish sixty-three type faces and sizes. Besides these there are fifty-five Linotypes at work on the Tribune's news and ad matter.

The Tribune has issued a special type book showing the faces it uses in the office and advertising men who have seen it have been high in its praise. Copies were distributed by Mr. Brodfuehrer and were highly complimented by the Affiliation men.

The make-up of the Tribune is an important factor in its advertising-setting efficiency. No advertiser has the power to change a Tribune make-up, no matter who he is. The make-up is on the plan of the largest ad at

the top and running downward to the small ads at the bottom of the page.

In this way, Mr. Brodfuehrer says every advertiser has an equal chance to get close to reading matter, and, of course, the principal advertisers getting the best position. Ads are not scattered through the Tribune as they are in many other papers.

The Tribune also specializes in photograph ads and ads in the color-section running in four colors.

It is a policy of the Tribune to protect the original ideas of its advertisers by allowing no others to

imitate their ads in any detail.

The Tribune makes no charge for the preparation of advertising copy, except in cases where it is to be used in other media also. Nor is any charge made for presenting ideas of advertisers.

Mr. Brodfuehrer showed stereopticon views of typical Tribune advertisements that were recently displayed, especially a charity loan advertisement and another of the Parkway Hotel.

In explaining the illustrations he pointed out that Marshall Field &

Co. have no distinctive type styles, yet their ads are most attractive and there is no mistaking the house they represent, because Chicago people have come to know the house so well.

Charles A. Stevens & Brother are known by a unique border, which the house has used in its advertisements for the past eighteen years, and which is entirely individual.

NEWS MEN WRITE BEST AD HEADS.

In his discourse on "Magazine layout" Mr. Farrar said that reporters and news-trained men make the best headlines for advertisements, as they can pick out the essential news points of the ad and know how to display them in type to the best advantage.

He advised newspaper advertisers, as well as magazine advertisers, on the importance of such things in their copy as:

Forcefulness and simplicity in type and illustrations; using the right type and illustrations for the class of readers being appealed to.

Importance of drawing the reader to the copy and not keeping the attention away by borders that would make better garden fences.

Use photos only to show things that cannot be illustrated as well in any other way.

Make drawings mean something to the advertiser.

Beware of overdoing stunts, lest people remember too much the stunt and forget the point in the ad.

Don't use sensational type, because the office has had in a stock of it and assures you that it is the very latest thing out; build every ad around the class of reader you want to speak to.

The time is coming, Mr. Farrar declared, when the ad man must know the mechanical details of type setting and be able to give the printer the proper orders, making himself perfectly understood.

Mr. Goudy's talk on the influence of the private press appealed deeply to the ad men, who issue their own advertising literature, house organs, etc.

Mr. Goudy said:

"The objective of the private press is primarily an aesthetic one, whose challenge for support on its part is on the basis of a high standard, a basis only possible where commercial considerations are not in question, or where questions of competition with work done by other methods or other ideals are not necessary."

"The private press is not concerned with commercial development of printing, but with the joy of fine craftsmanship. Printing, as a trade, with its mass and hostile, its wonderful mechanical equipment, etc., pays too little thought to printing as a handicraft, to the quickening spirit of craftsmanship which would breathe life and beauty into the output of dead and deadening machines."

AD MANAGERS LAX IN LETTER WRITING.

Homer J. Buckley of the Buckley-Bement Company, Chicago, deplored the fact that so few advertising managers go to any trouble to properly answer inquiries on their advertisements. He told of trying out an experiment that revealed a startling condition of affairs. He took twenty-two advertisements of national advertisers at random and, on a plain, ordinary postal card, sent to each one a specific inquiry.

Only one of the twenty-two advertisers answered the inquiry immediately.

Five took six days to answer, and all the replies were unsatisfactory in that they sent circular-letter replies that didn't answer the specific inquiry made.

Six more took two weeks to answer, and only one of them answered the question.

The rest didn't answer at all. Mr. Buckley said that the mail order man had the only real appreciation of the value of inquiries on his advertising. He answers with real care any question asked of him; each represents dollars and cents to him. Mr. Buckley said that his answer to one unimportant looking postal card



E. D. ANDERSON,
PRESIDENT OF THE ADVERTISING AFFILIATION.

inquiry to an advertisement of his brought him an account worth \$27,000.

One of the most important things in an advertising manager's stock in trade is a proper system of answering inquiries and follow-up, said Mr. Buckley.

Mail advertisements should work with and follow-up newspaper advertising, telling, as one example, how he had found it profitable to send to certain trade papers proofs of newspaper ads in a nice personal letter the night before their publication. It made these people look for the newspaper advertisements the next time and showed tangible results.

Store advertising managers also should have a record of the credit manager's customers in order to trace active and inactive accounts and stimulate the inactive ones, Mr. Buckley said. The mail appeal will add to the effectiveness of newspaper advertising if it delivers a message. It should be written freely, as the writer would talk.

Another interesting point brought out by Mr. Buckley was that thirty-seven per cent of the advertising managers in the United States change positions every year.

SALESMANSHIP AND ADVERTISING.

Walter B. Cherry, sales manager of the Merrell-Soule Company of Syracuse, pointed to salesmanship as the biggest thing in the world today.

George W. Hopkins of New York, general sales manager of the Columbia Graphophone Company, emphasized the importance of being ready to meet business conditions in America after the war. He said that there will be greater competition than ever in all lines of business then, because thousands of factories and their workmen, now making munitions, will turn their attention to new products. He dwelt upon the human side of directing salesmen, and the art of developing a "clearing house for ideas," as he expressed it, and said that advertising must back up the salesmen.

Mr. Hopkins also discussed after the war conditions. When the factories that have been working at top speed turning out munitions slow down to their ordinary pace, he said, competition will be keener than ever before and we shall have to build up the kind of business that will hold our customers. "We shall have to look to our fences," he said.

Mr. Hopkins told of a vision on the value of lost time, in which a young man at college decided to sell the valuable time he could have used beneficially for himself. He did sell it. Later in life he decided he needed some of the time he had sold, and when he tried to buy it back he had to pay a very large interest on the original price.

In the opinion of Brown Landone of New York, the present methods of selling through salesmen and advertising by purely words have reached their full capacity, and expansion

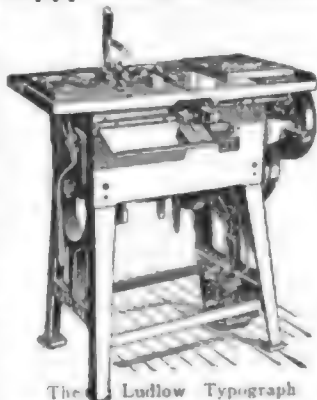
LUDLOW TYPOGRAPH

The Profitable Medium Between Two Extremes

ONE EXTREME is the system by which you cast and store fully a hundred times more display type than you actually need.

THE OTHER EXTREME is the system of buying foundry display type at a cost which keeps quantities down to the minimum—you never have enough in an emergency.

THE LUDLOW TYPOGRAPH is the happy medium because it is midway between the two extremes of *too much* and *not enough*.



The Ludlow Typograph

The Ludlow Typograph provides an unlimited quantity of type; requires only the metal that actually goes into the forms; and needs practically no storage space.

A request for Ludlow Typograph literature will bring you the complete information.

Sole Selling Agents

**MERGENTHALER
LINOTYPE CO.**

Tribune Building, NEW YORK
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

must be along new paths. He said that appeal must be conscious, instead of unconscious and to twelve senses—additional senses of motion and emotion having been developed by the moving pictures.

Hereafter it will be a case of the salesman and the advertising not saying so much, but doing things by adopting the action idea of the movie—making action develop the results. He said people, owing to new senses developed nowadays, remember what is done—not what is said. In advertising and sales argument visualize—show things. For instance, a billing machine advertisement shows how the machine accomplished phenomenal things that by other methods would have been impossible, etc.

NEW METHODS NECESSARY.

Mr. Landone also said:

"America need have no fear of German competition at the present time. Germany's good will and national credit are gone. What we will have to face after the war are the industrial problems of our allies. American business goes in circles. In 1914 it had the 'morning after the night before' feeling. Just at present it is intoxicated by prosperity."

"Personally I believe there will be greater prosperity for America after the war than now—greater than that of the last fifty years. The only question is: Will American business be prepared to take advantage of it? Business must be trained and trained now for after the war conditions."

Mr. Landone is chairman of the committee of direction of the international social and industrial betterment exposition, which will be held in the European countries after the war to aid in the reconstruction of those countries.

J. George Frederick, president of the Business Bourse of New York, was the other speaker Friday night.

He spoke on "The New Sales Management."

THE HOST OFFICIALS.

The officers of the Advertising Affiliation whose terms expired with the Rochester meeting were: President, R. V. Mitchell of Canton, Ohio; vice-president, W. P. Goodspeed of Buffalo; treasurer, J. R. Wilson of Rochester; and secretary, S. A. Weissenburger of Cleveland.

The committee on arrangements and their special details follow:

General chairman, Clinton G. Fish; vice-chairman, E. P. Crocker; treasurer, Eben B. Halley; speakers, William H. Campbell; program, Ralph M. Barstow; transportation, James B. Martin; banquet arrangements, Louis E. Groh; music, Jesse B. Millham; speakers' reception, Herbert W. Bramley; general reception, Lee Richmond; printing, Francis R. DeFoy; acquaintance, George Dietrich; registration, Don S. Curtis; checking, Harry C. Godwin; automobiles, Newton O. Tassel; publicity, Ernest A. Faviour.

The officers of the host-organization, the Rochester Ad Club, are: President, Joseph R. Wilson; vice-president, Ralph Barstow; treasurer, Eben Halley; secretary, "Jack" Knabb.

NEW SPECIAL AGENCY APPOINTMENT.

The Bristol (Tenn.) Herald-Courier has appointed Frost, Green & Kohn, of New York, Chicago and Atlanta, to represent it in the national advertising field.

BIG NIGHT IN CHICAGO.

The biggest thing ever attempted by the Cook County Press Club will be the first annual surprise party and presentation of new members, which is scheduled to be held in the Briggs House this evening.

A HUSTLING YOUNG "SPECIAL."

Scott Donahue, the newest addition to the New York staff of Cone, Lorenzen & Woodman, publishers' representatives, has been seven years in different branches of the advertising business, most of the time in Chicago.



SCOTT DONAHUE.

He had a short experience in the advertising agency business, then became advertising manager and sales agent for a bond concern, advertising manager of the Lydon Manufacturing Company, and spent considerable time as a solicitor.

Altogether Mr. Donahue's experience covers salesmanship, space buying, advertising writing and the general selling experience necessary to equip a man to become a member of the Cone, Lorenzen & Woodman staff.

EYESIGHT CAUSES CHANGE

John T. O'Brien, for several years in the editorial department of the Jersey City Journal, has left the journalistic field and is now New Jersey representative of the Fidelity and Casualty Company, N. Y. Mr. O'Brien has been suffering for some time from eyestrain and specialists had warned him of the danger he incurred in continuing at intensive newspaper work. In his present field that danger will be removed.

NEW POST FOR FLINT.

F. H. Flint, formerly advertising manager of the Winnipeg (Man.) Saturday Post, has just taken charge of the advertising department of the Winnipeg Daily Telegram. Mr. Flint was at one time a newspaper printer, working at the trade in Canada and the United States. Of late he has directed the advertising departments of several dailies of Ontario and Western Canada.

J. M. HUBER

Manufacturer of
Black and Colored
News Inks
Main Office: 65-67 W. Houston Street
NEW YORK CITY

Color, Varnish & Ink Factories
BROOKLYN, N. Y.
Carbon Black Works, DOLA, W. VA.

SERVICE BRANCHES
Boston, Baltimore, Chicago, Omaha,
Cincinnati, Los Angeles, St. Louis,
Philadelphia, San Francisco.

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
688 West 89th Street NEW YORK

PUTTING OVER



THE BIG CAMPAIGNS

ARTICLE XI.

COAXING THE BUSINESS MAN TO TAKE HIS OWN DICTATION IN THE LATEST APPROVED STYLE.

By W. LIVINGSTON LARNED.

Two business men were seated in a suburban train and the discussion had turned to advertising—to newspaper advertising.

One of the gentlemen had turned to a page upon which a very large display ad of the "Dictaphone" was in evidence. It dominated the paper—there was not the slightest chance of ever passing that advertisement unnoticed.

"I wonder if people really do read the advertisements in their morning paper," Mr. A. observed.

"I'm sure they do," was the emphatic response of Mr. B.

"What makes you so positive?"

"I've watched."

"On the train—here?"

"Yes, every morning, for a lengthy period. That same thought came to me. I was interested—I wanted to know. And I deliberately started in giving the problem a first-hand test. The man or woman, who unconsciously realizes that a certain product is necessary to their comfort or progress, eventually reads the advertising of that particular need."

"If I am dissatisfied with my heating system in the home bungalow, then, a furnace advertisement—or all furnace advertising—will command my attention?"

"Precisely—I watched you only a moment ago—you have read every line of that Dictaphone display. Been having trouble with dictation and stenography and delays in your office of late?"

"Well, yes, in a measure. I was wondering if what they say here is true. If it is true, then I can't afford to be without a Dictaphone."

"Good. On the other hand, the paper is full of interesting war news. You are eager to get at the latest from the trenches?"

"The trip is never quite long enough for me to get far beyond the editorials."

"Nevertheless, you did stop at the Dictaphone copy and you did read it through line for line, despite the big war. That's the way it is with every man on this train—or woman—war news can't stop them if the appeal in the advertisement is there—if it's test is convincing enough."

"And the secret of it—"

"Is simple. The right kind of advertising is really news, whether you want to call it that or not. And news concerning merchandise is as vital to us as war news or sporting news, or all the little and big varieties of everyday life. The Dictaphone copy has set you thinking. You realize that you are missing an opportunity to secure a higher degree of clerical efficiency. You'll end by putting in the Dictaphone."

DICTAPHONE ADVERTISING IS NEWS.

Which was exactly what happened. There is a remarkable story connected with this advertising account.

It has been more difficult to handle than might be imagined. There were stone walls to bump against and discouragements to fight down.

It seemed, for a while, that the public would never quite understand the Dictaphone; that there would always be a prejudice against its use.

Not that this marvelous instrument lacked in a single essential. It was perfect from the first. It did exactly what it claimed to do. But—guess the stumbling block.

Mr. Brown, in the silence of his private office, could not quite get used to hearing his own voice. It embarrassed him. There was a certain uncanny something about that verbal scance with no one present. Mr. Brown's voice had a queer sound to him. He suddenly became self-conscious, as he spoke to that chunk of cold metal. He couldn't warm up to it. There was no real ears to listen and no human brain to harmonize with his mental calisthenics.

If you've ever tried this form of dictation, you can sympathize with Brown, or Smith, or Jones. It is an odd sensation. The human element was missing. Face the wall and talk to yourself for five minutes—see what happens.

Executives would try the Dictaphone for a day and give it up in alarm.

They shivered for a week, at the mere memory of the experience. Those who "stuck it out," however, gradually became accustomed to the metal "stenog." For machines can become humanized, whatever you may think. There's your automobile, for instance. You're pals with a jolly old roadster, eh?

Dictaphone advertising faced this serious disadvantage. It was not so much of a case of combating petty mechanical arguments, as the argument of sensitiveness and personal embarrassment.

Nevertheless, the Dictaphone just could not fail.

It was as progressive and as invaluable as the telephone, or the typewriter, or the telegraph instrument. It was modern, up-to-the-minute, efficiency, personified in terms of real genius. And the advertisers knew that if they persisted, the Dictaphone would come into its own.

An ever-increasing amount of space was employed.

Newspapers were the favored medium.

Mr. Business Man was gradually wheedled into looking at the new machine without kicking over the traces. Here was a great invention. To ignore it was to discourage initiative and progress. No office could be considered complete without the Dictaphone. It was not in an experimental stage—the Dictaphone was a proven success. It worked—and there were a big number of business reasons why it worked in a labor saving manner.

All of these reasons were exploited, carefully, painstakingly, thoughtfully. Brown was made to realize that he was a sort of "baby," in his aversion.

If the big business executives were using the Dictaphone, then he, Brown, could do the same. There was nothing ridiculous after all in the thought of a man talking into a machine. That's what was done in the case of the telephone.

So Brown had a second fling.

He gained courage each day from reading about others who used the invention. His daily paper was interesting and educational, in its discourse on the metal stenographer. He remained over-time at the office one evening and lined up five or six sleek black cylinders of correspondence. The next morning at ten the letters were written and on his desk. He chuckled. It was bully!

ACTION IN THE COPY.

The story of Dictaphone economy and common sense has been told everywhere, locally, in striking pictures and in simple, rugged, matter-of-fact text.

There was the design showing the stenographer's pad, with its mass of hieroglyphics and its numberless little stubs of used up pencils. Think of the valuable time and energy wasted!

Business men have been constantly reminded in Dictaphone publicity, that the big, successful, progressive industrial concerns use the machine.

Four-column space is taken to present an illustration of immense steel plants, with the significant announcement that if a twenty-acre national enterprise finds the Dictaphone the solution of the correspondence problem, then you—even the one-floor man, should find it a labor-money-saving device. Big business is quick to employ big methods. It's the answer to why they are.

It is stated, on safe authority, that the use of this shrewd piece of mechanism cuts down the cost of writing the letter one-third. And they prove it.

The newspaper propaganda has been tactful. Its underlying current of, "Oh, but you're missing a trick when you write letters without the Dictaphone" starts Brown worrying. Then comes a strata of dissatisfaction and doubt.

He asks if his present way is the efficient way.

One rule has held good in Dictaphone publicity—especially of late—it isn't spectacular, it isn't "highfalootin'" and "smart." The showing of the machine in the biggest manner possible, the showing of its use, the comparison with obsolete methods, and the picture suggestion of great organizations employing it, are all the stuff that the powerful campaigns are made of.

WHERE THE NEWSPAPER "STRIKES TWELVE."

You touch a man where the skin is thin, when you suggest that he's a bit old-fashioned—that he isn't conducting his business as it should be conducted, and that the other fellow is beating him to an efficient measure.

And there's no whim to the Dictaphone.

It isn't late mornings.

It doesn't use cheap perfume and stay out two hours for lunch.

It doesn't run off and get married just when you're used to it.

It doesn't observe restricted office hours—it's "on the job" when you are, all the busy distance 'round the clock.

A month by month appeal might have taken years. A day by day appeal simply refuses to let up on the Browns and the Smiths until the machine is safely installed.

That's where your newspaper strikes twelve.

H. E. Barnes is now editor and publisher of the Wolsey (S. D.) Beadle County Herald, from which W. A. Baines has retired.

NEW MANAGERS FOR THE MADISON STATE JOURNAL.

William L. Miller has been appointed advertising manager of the Madison (Wis.) State Journal, to succeed W. C. Allman. Mr. Miller is from the Bismarck (N. D.) Tribune, where he has been advertising manager for the past two years.

T. F. McPherson has been appointed business manager of the State Journal. Mr. McPherson was for six years secretary of the Easton (Pa.) Gas and Electric Company and goes to Madison after several years of experience in all branches of the business side of newspaper work. He leaves the position of efficiency expert with the Keystone Type and Foundry Company.

NEW A. P. MEMBERS.

New members of the Associated Press are: Fort Morgan (Colo.) Evening Times, Danville (Va.) Evening Bee, Batesville (Ark.) Record, Union (S. C.) Times, Coffeyville (Kan.) Sun, Wichita Falls (Tex.) Tribune, Newark (N. J.) Morning Ledger, Yuma (Ariz.) Sun and Geneva (N. Y.) Daily News.

EDITORS AT CAMP UPTON.

Members of the Long Island Press Association paid a visit to Camp Upton, Yaphank, N. Y., on October 22. The editors found time only to inspect a few corners of the camp. A regular soldiers' meal was served and a business meeting was held during the afternoon.

JOINS N. Y. JOURNAL STAFF.

Shelley B. Ford, late of the New York Times, is now on the advertising staff of the New York Evening Journal.

TAKE IT TO POWERS!

"Fastest Engravers on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO-ENGRAVING

COMPANY

154 Nassau Street, NEW YORK

Telephone 4200 Beekman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving"

MANHATTAN PHOTO
ENGRAVING CO.

251-253 William Street NEW YORK

Phone, Worth 1987-8

STANLEY PROCESS

quality not

to down

made to price

METAL

SYRACUSE SMELTING WORKS

BROOKLYN, N. Y. and CHICAGO, ILL.

For Particular Printing come to the

ALLIANCE PRESS

110-114 West 51st Street NEW YORK

It would be more convincing to the advertiser if you could demonstrate with an individual cost sheet that, although you were efficiently conducting your business, nevertheless his rate was too low, as evidenced by his particular cost sheet.

It would not be so difficult to raise rates and at the same time establish confidence among your advertisers.

Do you know your Productive and Non-Productive Expenses—for example, do you know what you pay every Saturday for "Distribution?" Do you know on which display advertisements you are earning a profit and on which you are losing, and how much?

A Cost System will not necessitate any additional help in your clerical departments. It is an investment, not an expense. It will show you where your leaks are, and where expenses may be cut without risk of damaging the prestige and service of your paper.

Would you like the names of Publishers of Newspapers with approximately your circulation who are today using this system and who are saving money by its use? Would you like the names of Advertising Managers who will vouch for the benefits they have received? They are on the firing line and speak from their personal experience.

EDMUND WALKER

Manager Publishers' Audit Department

Keeley Handy Syndicate

The Chicago Herald

CHICAGO, ILL.

TYPE COMPOSITION IN THE NEWSPAPER AD.

STYLES APPLYING TO VARIOUS CLASSES OF BUSINESS—A REAL AD SERVICE DEPARTMENT.

BY O. M. BRODFUEHRER,

Manager of the Chicago Tribune Copy and Service Department.

[This is an address delivered by Mr. Brodfuehrer to the members of the Advertising Affiliation at their meeting in Rochester, N. Y., on October 27. In inviting Mr. Brodfuehrer to speak on the subject of "Type Composition as Applied to Newspaper Advertising," the program committee stated it conceded "that the pages of the Chicago Tribune were better typographically than any other newspaper in the country." Mr. Brodfuehrer presented a concise analysis of his subject by taking the Chicago Tribune as its basis.]

The value of a newspaper advertisement depends much on its ability to attract attention. Type is usually the basis of an advertisement, and as type tells the story of what the advertiser offers the buying audience it must exhibit enough attractiveness to draw the reader's attention.

The successful merchant—the successful store—reflects character and individuality.

Successful advertising reflects character and individuality.

Type, in the guise of an advertisement, is the silent salesman of the successful merchant and must therefore possess character and individuality. The wide variety of types in use today thus justifies itself, since every merchant, every institution, possesses an individuality peculiarly distinctive.

Individuality of an advertisement is determined by the size and shape of the ad, the kind of illustration, the selection of type faces and their composition, the style of border and the use of white space.

It is possible to conceive of one type only, with all the necessary sizes for every purpose. It could be neat—easy to read—easy to set, but as individuality is simply an expression of variety there must be types that express the many kinds of individuality and variety.

There must always be something new, different and distinctive, to portray, by the printed word, the many kinds of emotions and businesses in which mankind indulges.

INDIVIDUAL USERS OF TYPE.

Therefore a type face peculiarly expressive of every particular line of business has gradually been evolved. To illustrate, I find that the following rules usually hold:

Architects, decorators, florists, furniture dealers, furriers, glassware dealers, jewelers, millinery shops, piano dealers, toilet goods shops and other similarly genteel businesses prefer Della Robbia, Caslon Old Style, Bodoni, Art Craft Bold, Puritan Old Style, New Caslon, Caslon Old Style Italic, Camelot Old Style and sometimes Old English.

Automobile advertisers, bankers, druggists, electric appliance shops, foodstuff manufacturers, fixture dealers, investment houses, lumber dealers, machinery establishments, motor truck concerns, plumbers, railways, roofers, rubber goods stores, shoe dealers and tobacco purveyors find such types as Bookman, Machine Old Style, Cheltenham Wide, New Caslon, Cheltenham Bold, Art Craft Bold, Caslon Heavy, Franklin Gothic, Hancock and similar types for their use.

Clothing dealers, candy shops and laundries have a strong preference for Puritan Old Style, Art Craft Light, New Caslon, Cheltenham In-line, Caslon Old Style Italic and Cheltenham Bold Italic.

The printed matter of the junk dealer would look absurd printed in Della Robbia, Camelot Old Style, or Old English.

Your announcement of a Fashion Display De Luxe done in Gothic Square, Roycroft or Charter Oak would appear equally ridiculous. The cheap, gaudy bargain house with its \$7.98 Men's Suits or \$2.89 chapeaux displayed before a bargain-hungry reading public in Camelot Old Style,

Puritan Old Style, Clearface Bold Italic would lose its power of appeal.

"Gentility associates with gentility" and refined mediums and methods are its instruments.

The antitheses are just as true. The house catering to a clientele of distinction in dress or art, home furnishings or automobiles must maintain a harmonious relationship between the matter it prints and the materials it sells.

Your individual coal dealer is in a class of coal dealers, and there is a type that radiates a certain individuality that is analogous to coal.

Your women's apparel shops appeal to the instinct of beauty, self-adornment, personality. To secure maximum results for such advertisers the



O. M. BRODFUEHRER.

type and text must be in harmony.

The banker, broker and investment house usually runs to heavy, cold type.

Conservatism is rampant although the newer advertising of this class is beginning to take on the earmarks of greater attractiveness. But Gothic, Cheltenham and a little Old Style now and then still have the lead. Heavy borders, or slight variations thereof, enclose these every day, monotonous varieties of type, usually set

without thought to artistic arrangement. It is an example of "class type" brought to its highest fulfillment—the psychology of the crowd.

Your florist and jeweler, your shoe shop and food manufacturer display their advertisements in a different type face, type display, type composition, from your furnace man, your boiler manufacturer, your building material exhibitor or your real estate dealer.

An important feature of the usual newspaper advertisement is its illustration. On the staff of the Chicago Tribune we have a variety of artists, men and women who work in different mediums and styles.

Where we have a drawing done in a fine line, delicately maneuvered, the usual types used consist of Clearface Bold, Cheltenham Italic, Caslon Old Roman, Jensen and similar type faces.

Some of the artists wield a heavier pen or brush and then we use Gothic, Cheltenham Bold, Plymouth, Blanchard and types of that class. In other words, type and illustration must reflect an atmosphere of unity.

We have been considering the relationship of type to individuality as the basis of ad-setting. We know in setting an ad that we must take into consideration the nature of the advertiser's business and the standard of business he maintains. We see that type and art work are interwoven and therefore must be considered as a combination if we are to get the best results.

These things were brought to your attention first because they are the things which give the pages of the Chicago Tribune its world-wide reputation as the newspaper with the best record for clear, artistic, harmonious typography.

THE TRIBUNE ORGANIZATION.

This result is not due to "hit-or-miss" methods, but to the intelligent and arduous efforts of the various departments sharing in the responsibility. These departments include the composing room, with its seventy-odd hand compositors, its Linotype machines, Monotype and other equipment; the copy service and art department.

The copy service department has developed many of the "individualized" styles of accounts seen in the columns of the Chicago Tribune and has been so successful that in the last three years the number of accounts on which it has rendered service has grown four-fold.

Now we come to the active work of the Tribune ad-setting room. This is a highly specialized department. Its men are trained under the supervision of managers of broad ability and carefully defined policies.

The execution of ad-setting has been so systematized that many an advertising man is relieved of the necessity of preparing laborious layouts with exact measurements of types and rules indicated. If you could see the hodge-podge of copy which enters the composing room night after night and then see the same material coming out the next morning in attractively set proof form you would marvel at the efficiency of the system.

You would wonder how seventy men working under intense pressure could set approximately 180 ad columns of new material every night and produce such excellent results.

On some of the big nights as high as 235 columns have been set. It is a sight worth seeing and without boasting we are able to say that in the number of men employed, in the ability of these men, in the variety of type faces and in the quality of the type the Chicago Tribune is without a rival among Chicago newspapers.

FROM RAW TYPE.

Type is the raw material of which

ads are made and that is why the Chicago Tribune has spent so much time, money and energy in developing an efficient composing room for setting up advertisements that will bring profitable returns to the advertisers and readers who make this great institution possible.

You have probably noticed the clear, clean-cut appearance of the type itself in the Chicago Tribune. The reason for it is this: We use the "non-distribution system," that is, type up to 14-point in size is never used more than once. New type is used in each set-up and we make this new type at the rate of a ton a week.

The Tribune was one of the pioneers in the development of the Monotype for casting type and now has a Monotype machine with 200 different type faces, most of them ranging from 6 to 36 point.

More than 1,000 cases receive this type. Over 50 tons of type is kept on hand for use and the machine works 16 hours a day casting forth new type to take the place of used type. This machine enables the Tribune "ad-room" to meet not only its ordinary daily performances with facility and ease—and these common performances would stump some of the nation's best equipped shops—but it performs unusual "stunts" every now and then.

For instance, recently 400 corners of unusual shape were needed for the "boxes" in a double-page advertisement. No print shop in the United States had that many in stock, but the Monotype machine cast the required number within half an hour.

Within the last few months a wonderful new invention has been added to this machine so that now rules, borders, lines and slugs can all be cast in any length and up to 18-point sizes. The tremendous saving in time, labor and expense is readily apparent.

Besides the Monotype machine there are 8 Linotype and Intertype machines with 63 type faces and sizes. There are two double-deck Linotypes with 4 styles of type in the magazines of each. There is a total of 55 Linotypes for the news and ad department.

With this equipment no emergency can stagger the work.

The number of type faces in the composing room is comparatively small in relation to the hundreds of faces used today, but every type face in the establishment is useful stuff. The selection, in fact, might be called nation-famous because hardly a day passes that a request is not received for the Tribune's Type Book. Advertising agencies, advertisers, schools of journalism, smaller newspapers and several of the advertising departments now being established in the larger universities have requested copies because they consider that it shows a representative collection of the best faces for newspaper work.

TRIBUNE PLAN OF MAKE-UP.

An important feature of newspaper typography which is frequently overlooked is the "make-up" of the pages. The Tribune's make-up is so rigid in adherence to its rules that no advertiser, no matter how influential he may be, has power enough to change them. This is to protect all advertisers and readers.

By this system every advertiser has a better chance to secure space next to reading matter. As a result of "pyramiding" from left to right, commonly known as the "step-system," both the news and advertising sections have an improved appearance. There are no ads scattered all over the page in an apparent effort to give some advertiser preferred position, and incidentally make the page look unsightly and "messy." There isn't any

of that helter-skelter, scattered appearance so commonly seen even in some of our very best papers.

Another great development of the Chicago Tribune is its rotogravure section, printed in a beautiful green or brown tone. More artistic advertising is hardly conceivable and realizing its importance, this newspaper gives special attention to setting "roto" advertisements in a particularly careful manner.

As a general rule Bookman type is selected unless the illustration is of an exceptionally delicate finish. This type works well on "roto" since it is a smooth, even type of uniform thickness and has no sharp corners on thin lines.

Advertisers are now also offered the use of our colored magazine section, which is printed in four colors.

I have used the Chicago Tribune as the basis of my discourse because ad men who know what a good paper should be admit that the pages of the Chicago Tribune are at least the equal, if not the superior, of those of any other newspaper of the United States. I have shown how this result is produced by a combination of intelligence, skill and equipment.

KITCHEN ADDS TO HIS MANY ACCOMPLISHMENTS.

Karl K. Kitchen, whose smiling face is shown here alongside the aeroplane in which he has just completed a flight over New York City, has been for ten years writing about the theater for the New York World and is one of the best posted men on things theatrical in the newspaper business. Not only is he familiar with the New York stage, but with the theater in London, Paris, Berlin, Vienna, Rome



KARL K. KITCHEN.

—and even Petrograd and Moscow. He spent a year abroad making a special study of the theater in all the leading capitals of Europe.

In addition to being a member of the editorial staff of the New York World, Mr. Kitchen is the New York correspondent of the Cleveland Plain Dealer, in which his daily letters are an editorial page feature. Prior to coming to New York, Mr. Kitchen was Sunday editor of the Plain Dealer and he has been connected with that publication for fifteen years.

Two years ago Mr. Kitchen was sent to Germany by the World and the Plain Dealer. He made a trip through Belgium in addition to visiting all the war capitals. His book, "After Dark in the War Capitals," had a large sale. He has been "literary advisor" to Raymond Hitchcock, the celebrated comedian, for many years.

Joseph A. Whitstone, owner of the Glentanna (Mont.) Reporter and the Baylor World, has bought the Opheim (Mont.) Observer.

FINE ADVERTISING IN ROCHESTER.

SOME THINGS PUBLISHERS OF THAT HUSTLING N. Y. STATE CITY ARE DOING.

The Rochester (N. Y.) newspapers carried more business in the month of October than ever before in their history, but a great deal of this income must go to meet the year's increased production cost. So profits will not show a proportionate growth.

The Rochester Democrat and Chronicle is the only Rochester paper that has increased its price. The rate to out-of-town dealers has gone up a quarter of a cent a copy, now being three-quarters of a cent a piece.

General Manager W. C. Cook says that many out-of-town copies have been cut off, and still the paper is running daily 69,000 and Sunday 66,000.

When the supply of paper was low this year the management refused to take department store ads of more than four columns, where they were formerly a page. Although paper conditions are better now, Mr. Cook says advertisers in the Democrat and Chronicle are not yet allowed to use all the space they want.

Except on Friday and Sunday, the size of the editions is kept down to eighteen to twenty-four pages. On Friday, the Democrat and Chronicle is now running from twenty-eight to thirty-two pages, and on Sunday thirty-two to forty pages, exclusive of supplements.

George Schmelz is now telegraph editor of the Rochester Democrat and Chronicle in the place of Fred Walker, who has enlisted in the Canadian mounted rifles.

J. E. Morey, president and general manager of the Rochester Evening Times, expects to install a new press in the spring, and he is now working on plans to allow room for the additional machinery in the building on State street, which the newspaper owns. Mr. Morey is very proud of the fact that the Times circulation has increased 16,000 in two years, entirely unsolicited.

Another interesting thing about the Times organization is that eighty-two per cent of the staff has been with the Times for a period of fourteen months or more. For this reason, Mr. Morey says, there is a strong office spirit among the Times employees that most other newspapers do not have.

William J. Curtis, Jr., vice-president of the Union and Advertiser and manager of national advertising, is a second lieutenant at Camp Dix.

Besides a very satisfactory increase in business, the circulation of the Union and Advertiser is now about 2,000 more than last year in spite of the efforts of W. J. Curtis, president and business manager, and Circulation Manager J. A. Ritz to hold it down.

The Union and Advertiser has installed four new Intertypes, making a battery of six of these machines now in the plant, which includes two Linotypes also.

Led by Mr. Curtis the publishers of the five Rochester daily newspapers (the Herald, the Times, the Democrat and Chronicle, the Post-Express and the Union and Advertiser) contributed \$1,700 to the Rochester Liberty Loan fund.

Instead of the newspapers giving free advertising space to the Liberty Loan campaign, as they were asked to do, the publishers turned over the above amount to the committee and

said that advertising space could be purchased in any amount desired and that they would be glad to co-operate in every possible way in the matter of boosting the bonds through the news and editorial columns.

Thus the publishers contributed like every other contributor and six or seven pages of space were bought by the committee in each of the newspapers on a business basis.

The Rochester Herald is now completely installed in its new building, running from Aqueduct to Graves street. The business and circulation office is located on East Main street. The new Herald building is a seven-story structure, with about 36,000 feet of floor space.

A unique feature of the Herald's location is that it has water rights to a mill race of the Genesee River running directly underneath it. This will permit, whenever the Herald wants it, to install a water power electric plant of its own. As yet this has not been done, but L. M. Antisdale, the president and editor, says it may be in the near future.

On moving from the old plant on Exchange street, the Herald installed complete new steel equipment in its composing room and new Hoe stereotype machinery.

All of the seven floors in the Herald building are used by the newspaper, and there is room for the storage of about three car-loads of news print at all times.

The Herald has a new advertising manager in William Pfaff, who has taken the place of E. R. Mason. The latter is now vice-president of the Herald company.

Francis B. Mitchell, the president and general manager of the Rochester Post-Express, is very well satisfied with the way things are running for his paper. He and the rest of the management were much elated by the fact that the Post-Express was able to tack onto its publication of Edwin L. Clifford's attack, at the Advertising Affiliation meeting, on objectionable advertising carried by newspapers, the following note: "The Post-Express is one of the few papers that does not print objectionable medical ads."

The Herald maintained a pretty Liberty Loan display window in its business office on East Main street. A special attraction was a number of framed bonds issued by the Government to meet the Civil War debt, which are redeemable today at face value, plus the accrued interest of four per cent.

The Herald has an "Honor Roll" of twelve staff members with the colors. They are: Abram Bowitz in the Navy; Miles H. Dodge, marines; E. Dewey Kemp, Navy; Theodore Makowski, engineering corps; Clement G. Lanni, Navy; J. Charles McClelland, artillery; Harry F. Gibson, infantry; Samuel Phillips, artillery; John Sullivan, Navy; Albert B. Willey, signal corps; Gilbert Marvin, infantry; John McCarthy, marines.

PURCHASES INTEREST.

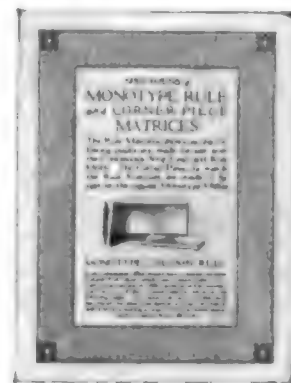
Scott McClure, editor of the Pomeroy (Ia.) Herald, has purchased an interest in the Storm Lake (Ia.) Register, owned by John R. Bell. Mr. Bell will be manager and Mr. McClure editor of the Register.

PRINTERS TAKE UP BONDS.

Members of the composing department of the New York World have subscribed \$5,200 toward the second Liberty Loan, it was announced at a rally in the composing room of that paper on October 23.

MONOTYPE FACES ARE IN BIG DEMAND.

The Lanston Monotype Machine Company of Philadelphia reports that

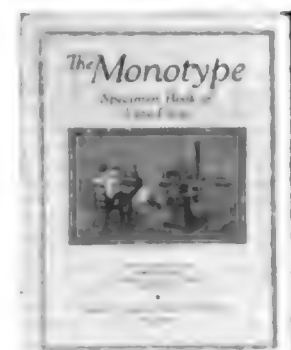


the steady increase in the number of new Monotype faces and the demand for matrices for existing faces are keeping a constantly growing area



trix department busy turning out matrices to supply the demand.

The September issue of the new specimen sheets consist of about eighty new pages and includes new



title pages for the border and ornaments and continuous strip rule sections of the company's big loose-leaf specimen book.

VETERAN RETIRES.

After serving for twenty-seven years as editor of the Purcell (Okla.) Register, W. H. Walker has retired from active service. Mr. Walker is said to have written the first editorial advocating one statehood for Oklahoma and Indian Territory. He was temporarily expelled from the Territorial Press Association because of this article.

BOSTON HERALD'S "COME-BACK."

AND THE MAN WHO HAS
AGAIN PLACED IT IN FRONT
RANK OF NEWSPAPERS.

It is an opinion expressed among many newspaper publishers throughout the country that the "come-back" of the Boston Herald in the last four years has not been duplicated by any newspaper in a large metropolitan center within the last decade.

In talking over this matter with James H. Higgins, general manager of the Herald, which recently took over the Boston Journal, *THE FOURTH ESTATE* gathered some facts and figures on the Herald's growth that are really remarkable. Mr. Higgins said:

"In 1912 the total volume of advertising carried in the Boston Herald was \$404,000.

"This year we shall add a million dollars on top of that. This is certainly a remarkable growth.

"In point of circulation within the same period the Herald has gone from an all-day circulation of 152,000 to a net paid sale of 220,000.

"The recent acquisition of the Boston Journal has proven from the present point of view to be a success exceeding our expectations. We have reason to believe that the combined Herald-Journal has, after eliminating duplications, service papers, etc., been able to take over practically the entire Journal circulation, and we are building today a paper that in our judgment will retain these readers.

"Although realizing fully that it will take some sixty or ninety days before a final determination can be made, we are confident that the final figures we shall be able to announce on January 1 will exceed our expectations.

"For the nine months of 1917 the Herald made greater gains in both local and foreign advertising than any other newspaper in Boston, and is still making rapid progress.

"The Sunday Herald has in the period from 1912 to the present time gone from a net paid circulation of \$8,000 to a present net paid of more than 120,000, and is still consistently showing progress."

From a severe financial loser in 1912, the Herald is today a profitable and prosperous institution.

THE STORY OF JAMES H. HIGGINS

The man who managed the Herald in its upbuilding furnishes another realization of the old story of a boy "farmed out" to the job printing business (at the age of seventeen years after trying many other things, from office boy in a coal office to painting blinds in the attic of a paint shop) working his way up the ladder of success.

James H. Higgins' first year's apprenticeship as a "printer's devil" was fully compensated in the opinion of his employer, in the munificent

HOLLISTER'S CIRCULATION ORGANIZATION

ON THE

St. Louis Republic AGAIN

"Results Mean Repeat"

If you want more circulation, write
or wire C. B. Hollister, care of
ST. LOUIS REPUBLIC

The Northeastern Circulation Co.
Home Office
DAVENPORT IOWA



JAMES H. HIGGINS.

GENERAL MANAGER AND TREASURER OF THE BOSTON HERALD AND TRAVELER.

sum of \$9 a month. The second year brought \$12 a month and the third reached the heights of \$15 monthly.

That was in the days when the youngster's employer was not privileged to advertise himself as a "steam printer," because the power to run the press was furnished by Higgins standing on one leg and "kicking" the press with the other. This was not exactly "fun" on days when a job was run on the half medium Universal.

At the end of the third year Higgins secured a one-third interest in his employer's business. In two years more he took on the entire business.

In 1887 Fred E. Smith launched the Newburyport (Mass.) Daily News, and shortly suggested the amalgamation of his newspaper with Higgins' job printing business. It was done, and that episode marked the beginning of his life in newspaperdom which has continued to the present.

In 1892 the News Building was

built, a fine brick building—a permanent home for the Newburyport News. In 1911 the News Publishing Company was incorporated with three old employees interested in the corporation as officers and stockholders. Mr. Higgins still continues as treasurer and general manager.

The Newburyport News was among the first of the country dailies to adopt the Linotype. Ten weeks' apprenticeship at the Mergenthaler factory comprised the foundation of knowledge which enabled Higgins to act as his own Linotype machinist for several years, until the paper was strong enough to employ a man in that capacity.

In 1898 Mr. Higgins was called to the Worcester Post to reorganize and systematize that paper and remained until the object was accomplished.

In 1908, with Fred E. Smith, Higgins acquired the controlling interest in the Gloucester Daily Times, forming the Gloucester Times Company and assumed the duties of treasurer and general manager, with Mr. Smith

as editorial executive. This lineup is still in operation.

In 1912, again in collaboration with Mr. Smith, Mr. Higgins purchased the Lynn Evening News, and they have operated that newspaper to the present time with Mr. Higgins as treasurer and Mr. Smith as editor.

In December 1911 Mr. Higgins was called to join the management of the Boston Traveler, and on July 1, 1912 it was consolidated with the Boston Herald: a coalition that worked out very successfully.

Mr. Higgins remained with the Herald institution as business manager until 1914, when he was elected treasurer and general manager of the Boston Herald, Inc., publishing the Herald (morning), Traveler (evening) and Sunday Herald, in collaboration with Robert L. O'Brien as editorial executive.

On October 8, 1917, the Herald acquired the Boston Journal and consolidated it with the Herald as the Boston Herald and Boston Journal.

Mr. Higgins' early experience comprised everything from washing rollers to the news and editorial line. The times when he went out in the night to "cover" a murder case, returned to the office to write it up, stood at the case to set it up (this before Linotype was known), made up the paper, ran it off on the press, and went out in the grey of the morning and sold the papers on the street, were not confined to one instance.

So, (like the old time shoemaker, who sat at the bench and built a shoe from start to finish as contrasted with the present day method, in which men know only cutting or lasting, or bottoming—specializing as compared to complete knowledge of the whole), James H. Higgins is doubtless of that class of men fast passing out of existence, whose whole life has been devoted to all parts of the printing business—a knowledge acquired in the school of hard knocks where the college colors are aptly said to be "black and blue."

NEW BROOKLYN HEAD.

William F. Reynolds has been appointed advertising manager of the Brooklyn (N. Y.) Standard Union. He has been associated with that paper for many years, having entered



WILLIAM F. REYNOLDS.

its service as a boy and worked his way up through the different departments.

For some time Mr. Reynolds has been handling the Brooklyn end of the Standard Union advertising.

OVERWEIGHT ROBS PUBLISHERS.

(Continued from Second Page.)

only to give mills an opportunity to increase the weight to the publishers and, therefore, to increase their already high prices.

ONLY ABOUT TWO EXCEPTIONS

"The right to these variations, which manufacturers have forced on publishers in a time of stress, has been under the year's operations very much abused.

"With probably not more than two exceptions, mills in this country are running much overweight, in many cases to 33 to 35 pounds and in a few cases, even over that, when they are contracted to sell standard news print on a 32-pound basis.

"Publishers are now paying sufficiently high prices for news print without paying prices increased by overweight.

"In addition to this, the country today is interested in every possible form of economy. In this campaign, publishers are co-operating, yet when

the country is in such stress, manufacturers are recklessly wasting raw material by increasing the weight in news print paper, so that a ton of paper does not go nearly as far as it did previously.

"The natural resources of the country, power and wood, are thereby wasted just to that extent, when we need every possible conservation.

"This on top of the unusual inefficiency of many marginal mills in the United States, which are attempting to make news print paper is probably as gross an example of deliberate waste and neglect as there is in the country at the present time.

A. N. P. A. WILL TEST SAMPLES.

"The paper committee has opened a testing bureau at 803 World Building, New York City, where all members may have their paper tested for strength and weight by submitting samples.

"There should be at least three samples, 3 feet square.

"Publishers are urged to send in samples and have their weights tested in order to know the manner in which their own mill is supplying paper."

PAPER WEIGHT TABLE.

The following schedule shows increase in cost per ton of paper for variation in weight, based on standard basis weight of 32 pounds.

Price per 100 lbs.	\$2.50	\$2.75	\$3.00	\$3.10	\$3.25	\$3.50	\$3.75	\$4.00
Weight.	EXTRA COST PER TON.							
32	.00	.00	.00	.00	.00	.00	.00	.00
32.2	.31	.34	.38	.39	.41	.44	.47	.50
32.4	.62	.69	.75	.77	.81	.88	.94	1.00
32.6	.94	1.03	1.13	1.16	1.22	1.31	1.41	1.50
32.8	1.25	1.38	1.53	1.55	1.63	1.75	1.88	2.00
33	1.56	1.72	1.88	1.94	2.03	2.18	2.34	2.50
33.2	1.88	2.06	2.25	2.33	2.44	2.63	2.84	3.00
33.4	2.19	2.41	2.63	2.71	2.84	3.06	3.25	3.50
33.6	2.50	2.75	3.00	3.10	3.25	3.50	3.75	4.00
33.8	2.81	3.09	3.38	3.49	3.66	3.94	4.22	4.50
34	3.13	3.44	3.75	3.88	4.06	4.38	4.69	5.00
34.2	3.44	3.78	4.13	4.26	4.47	4.81	5.16	5.50
34.4	3.75	4.13	4.50	4.65	4.88	5.25	5.63	6.00
34.6	4.06	4.47	4.88	5.04	5.28	5.69	6.09	6.50
34.8	4.38	4.81	5.25	5.43	5.69	6.13	6.56	7.00
35	4.69	5.16	5.63	5.81	6.09	6.56	7.03	7.50
35.2	5.00	5.50	6.00	6.20	6.50	7.00	7.50	8.00
35.4	5.31	5.84	6.38	6.59	6.91	7.44	7.97	8.50
35.6	5.63	6.19	6.75	6.98	7.31	7.88	8.44	9.00
35.8	5.94	6.53	7.13	7.38	7.72	8.31	8.91	9.50
36	6.25	6.88	7.50	7.75	8.13	8.75	9.38	10.00

F. J. WARBURTON IS DEAD.

WAS SECRETARY-TREASURER OF LINTYPE COMPANY SINCE ITS BIRTH.

Frederick J. Warburton, secretary-treasurer of the Mergenthaler Linotype Company during its entire existence (from 1886), died yesterday at his home in Scarsdale, N. Y., after only a few days' illness. He was a man who had a host of friends in the newspaper field and was a close aide to President Philip T. Dodge in building up the magnificent Linotype organization.

Mr. Warburton was seventy-six years old and was born in Ireland. He came to America when he was thirteen years old and worked his way up to the important positions he occupied. He began by studying law, worked as a court reporter and was admitted to the bar.

In the early days of his connection with the Mergenthaler Company Mr. Warburton was also treasurer and a director of the National Typographic Company, the owner of the Linotype patent rights abroad, and in his work as secretary and also attorney in civil litigation, he won many friends for the Linotype Company.

Mr. Warburton was among the first to appreciate the great advantages of the Linotype and its vast possibilities in the publishing world. He was in-

terested in the More rotary machine, which gave the first suggestion of the Linotype to Mergenthaler, who was then a workman employed in building models of the More machine.

From that time on Mr. Warburton was actively engaged in the interests of the Linotype.

At the time of his death, Mr. Warburton was also vice-president and a director of the American Graphophone Company, vice-president of the Columbia Phonograph Company, director of Linotype Machinery, Ltd., and held other important offices in the business world.

ENGLISH CRITICISM OF OUR AMERICAN ADS.

The advertising of the American Selfridge Store, in London, was recently raked fore and aft by the quick-fingers of a London advertising journal. The writer says that there is a tendency for Selfridge advertising to grow frivolous.

That your British advertising may never be indicted of that grievous offence, avoid such terms as "nobby," "natty," "stunning," and don't talk of any article of dress as "sweetly simple."

In other words, "When in Rome, do as Rome does." Or, the partisans of the King's English will get you if you don't watch out.

The Winnipeg Saturday Post with its issue of October 13 discontinued publication.

THE A.N.P.A. PAPER RECOMMENDATIONS

A. G. McIntyre, special representative of the American Newspaper Publishers Association, said to THE FOURTH ESTATE yesterday:

"We have recommended to all publishers to only make contracts for next year under certain conditions.

"We wish to reaffirm this decision and to particularly ask publishers to again read the recommendations, printed in THE FOURTH ESTATE this week.

"Manufacturers, when informed of the recommendations of the paper committee, attempted to convince many publishers that this advice was unwise, claiming that publishers with stocks on hand must therefore have the whip hand.

"This is partially true, even under present conditions.

"You will notice, however, that the recommendations of the committee were not to absorb stocks on hand entirely, but to deduct from the quantity of next year's contract (when a contract is made) the quantity in storage on December 31. This storage will only be gradually used up during the year and it would not be until December, 1918, that it would be entirely exhausted.

"In this way, the manufacturers' argument falls down, as a publisher during the life of his contract, by operating in this way, would always have surplus paper on hand.

"The committee further advised that if publishers are unable to obtain a satisfactory contract, to depend on the open market. They can then keep two or three months' supply ahead, so that during difficult market conditions they may be able to keep out of the market for a month or two in the case of a 'peak' price.

"We find on checking over the figures quoted of paper in storage, and which we estimated last year at 200,000 tons, that this is now certain to be about 300,000 tons, or practically between two and three months' supply.

"This probably will not be decreased during the year on account of increased production, increased importation and decreased consumption over a similar period last year, although an increased consumption over the summer months just passed."

TRADE AND CLASS PRESS.

George H. Williamson has resigned his position in the catalog department of the Merrick-Anderson Company, Ltd., to become editor of Hardware and Metal, Toronto.

R. F. Place associate editor of the Capital, will leave Des Moines shortly to become editor and manager of the St. Louis Banker, at St. Louis, Mo.

Clifford De Puy, publisher of the Northwestern Banker, of Des Moines, and Mr. Place have just purchased the St. Louis Journal.

Mr. De Puy will give part of his time to the St. Louis Banker, but will continue in his present capacity in Des Moines.

Kenneth Bancroft has been appointed advertising manager of Aerial Age, New York. He formerly represented the Hugh McAtamney and the A. M. Swayd Advertising Agencies and was connected with George Newnes, Ltd., and the A. W. Shaw Company of London, England.

RECENT INCORPORATIONS.

NEW YORK.—James W. Elliott, Inc.; printing and publishing; capital, \$150,000; incorporators, C. E. Childs, W. Gettinger, J. W. Elliott, 294 W. 92d st.

Ocadun Printing Corporation; \$10,000; C. A. Menet, A. E. Turner, C. Hunter, 2303 Newkirk av., Brooklyn. Froman & Hacker; printing; capital, \$10,000; incorporators, Saul Froman, Bernard Hacker, Elizabeth Froman.

Northern Engraving Company; capital, \$5,000; incorporators, C. Kahl, C. W. Girard, J. Liebel.

Avanti Publishing Company, Inc.; publishing and dissemination of principles of international Socialism; capital, \$40,000; incorporators, G. G. Migliaccio, J. Corti, M. Seragusa.

Schuyler Press Company, of the Bronx; capital, \$5,000; incorporators, J. J. Kelly, J. J. Grady, H. G. Schulz, 3041 Bailey avenue.

Jewish Forum Publishing Company; capital, \$10,000; incorporators, S. T.

H. Hurwitz, L. I. Brill, I. Rosengarten.

National Enterprise Corporation, Inc.; publishing, printing, hotels and theaters; capital, \$10,000; incorporators, W. T. White, M. F. Moore, J. A. Ross.

ELIZABETH, N. J.—Socialistic Press & Investment Corporation; general publican; capital, \$10,000; incorporators, Benjamin F. Breilsford, Stanislaus Nocar, Miss Sarah McLoughlin, John J. Gilbertson.

BROOKLYN, N. Y.—F. W. Meyer Printing Ink Company; 100 shares preferred stock \$100 each, 100 shares common stock no par value; active capital, \$10,000; incorporators, F. W. Meyer, G. B. Palmer, E. M. Rabehold, 81 Broadway, New York.

NEWARK, N. J.—Newark Courier, Inc.; job printing, bookbinding, electrotyping and stationery; capital, \$17,000; incorporators, A. T. F. W. and L. A. Gilbert.

GENESEO, N. Y.—Livingston Republican; capital \$10,000; incorporators, M. R. Scott, E. S. Barnes, A. W. Erwin.

ROCHESTER, N. Y.—Rochester Bureau of Printing; capital, \$10,000; incorporators, M. F. McCarthy, A. H. Benham, R. A. Merlinger.

DOLSON ON THE ROAD.

Al Dolson is doing press work ahead of Emma Dunn in "Old Lady 31." Miss Dunn is under Lee Kugel's management.

THE CIRCULATION OF THE CHRISTMAS ISSUE

of
The BILLBOARD
is guaranteed to exceed
45,000 Copies

It will be obtainable wherever papers are sold throughout the entire English speaking world.

No advance in rates.
Last form closes Sunday, December 16

The Billboard Publishing Co.

Member A.B.C.
Broadway & 42d Monroe and Dearborn
NEW YORK CHICAGO

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 20, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company.
Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary, 333 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 50c.; to other countries in Postal Union, \$1.04. Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices. Single copies, TEN CENTS (except Special Editions, 25 cents.) Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
333 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7743 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1236.

FOR THE WEEK ENDING NOVEMBER 3, 1917

KEEP WORKING FOR WATER POWER DEVELOPMENT.

While it was found impossible to secure action on water power legislation at the special session of Congress, owing to a pressure of war emergency legislation, very satisfactory and substantial progress was made in the matter.

The representative of the American Newspaper Publishers Association committee on paper at Washington reports that it now appears certain that water power legislation will be among the first matters to be considered by Congress at the regular session which convenes early in December.

As has heretofore been pointed out in THE FOURTH ESTATE, if the vast Western stands of pulp wood timber are to be made available for the manufacture of news print, the present restrictive laws with regard to water power development must be modified so that private capital may find therein a basis for investment.

Immediately following the adoption of resolutions by the American Newspaper Publishers Association at its convention at Washington in June, which was followed by the adoption of similar resolutions by the Southern Newspaper Publishers Association at its convention in July, active work was started by the committee on paper to secure, if possible, action on this legislation at the special session of Congress.

That was, however, not found possible; therefore attention was given to having early consideration at the coming session of Congress.

There are now four bills, which have been introduced and will come up for consideration.

The Walsh Bill and the Myers Bill in the Senate relating to water powers in the public domain, the Shields Bill in the Senate and the Small Bill in the House relating to water powers on navigable streams.

All the bills embody generally the same basic feature of an irrevocable fifty-year permit or lease under proper regulations. They will undoubtedly all be considered in committee and reported back with modifications, but there seems to be every reason to believe that satisfactory legislation will be passed at the next session of Congress as a powerful and steadily growing interest is being evinced in this matter by not only the newspapers but commercial organizations throughout the country.

The importance of editorial comment favorable to this legislation can

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; acute measure (14 lines to the inch; 140 lines to the column; 660 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Vacancies, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 25 lines in depth of column) double price.

not be overestimated. Newspapers are therefore urged to give this subject prominence in their editorial columns, and when doing so to send a marked copy direct to the office of the A. N. P. A. committee in the World Building, New York.

Publishers are also requested to urge upon the representatives in Congress from their district the importance of this legislation.

PRACTICAL ADVICE ON WAR NEWS EDITING.

Lord Northcliffe, in his address following the Kansas City Star's luncheon in his honor last week, intimated to the large number of editors present from Kansas, Nebraska, Iowa and Missouri just what his opinions are regarding the nature of war material to be printed.

Here are some of the things he favors as being applicable to the newspaper situation in the United States:

Print the whole truth.

Do not make a scare-head about the 7,500 prisoners captured by the French today and bury the story about the 27,000 British casualties last week. The casualties are more important than the captures.

Do not pay much attention to trench matters. Tell more about the vaster army behind the army in order to give the people some idea of the amazing mass of materials and munitions that must be transported to keep a great army in being.

Do not talk about a short war. There is no basis in fact for the theory of a short war.

Get a lot of good maps of the fighting front and use them frequently to help the reader acquire an accurate interest in the fighting zone.

Minimize the stories that come out of Germany about changes in the social system, changes in the government, revolution and the like. That is German propaganda.

Give much space to educating your readers in the difficulties of transport. Emphasize the necessity of ships, more and more ships.

Don't be afraid of being unpopular by displaying adverse news; you will be rewarded for your stand later.

GET SUBSCRIBERS TO PROTEST AGAINST MAIL DELAY.

The delay in the handling of second class mail has become well nigh exasperating to newspaper publishers. From every part of the country THE FOURTH ESTATE hears com-

plaints that the Post Office Department is paying no attention to protests by publishers.

Of course, we must all put up with necessary delays caused by the war emergency, but there seems to be no excuse for the long time it is taking on the average to get newspapers to their subscribers.

Newspapers are a perishable commodity in the full meaning of the word—but the Post Office people never seem to realize it—even in normal times.

Whenever there is a choice of holding up various kinds of mail matter, the newspapers are so favored.

And still the Post Office officials always take pleasure in exploiting the alleged splendid service that is given to newspaper publishers at such a terrible loss to the Government!

Rather than take the blame for the delays without explanation, publishers ought to go to more pains to explain the situation to their readers, and ask their aid to give the newspapers a fair chance in the mail.

Publication of a box notice at the head of the paper, prominently displayed, along the lines of the following might help matters:

DO YOU GET YOUR PAPER ON TIME?

Subscribers who do not receive their paper through the mails in the proper time are hereby advised that it is no fault of the publishers.

You are requested, therefore, to write a personal letter to the Postmaster General at Washington each and every time there is delay—so that the head of the department may realize what the conditions are—in the hope that they may be improved.

By pursuing this course you will not only help yourself but will help the publishers.

It is expected that the Post Office Department will welcome definite knowledge of present unsatisfactory service.

THE FOURTH ESTATE is among the newspapers affected by the Post Office laxity, and it recently published the above notice in a box on its editorial page.

It met with much favorable comment by readers, who acted on the suggestion.

A number of prominent newspaper men declared that the advice ought to be published in all newspapers and it would do a great deal to help the situation.

NOTE AND COMMENT.

Not only did Chicago make a great record in subscriptions to the second Liberty Loan, but she has also furnished a plan that helped cities all over the country in their Liberty Loan campaigns.

When it was learned that there would be no paid advertising campaign by the Government, a plan for a complete advertising campaign, and a whole series of advertisements, assembled in the Liberty Loan News was sent out to cities by William H. Rankin of Chicago, vice-chairman of the National Advertising Advisory Board, and mats of the advertisements were furnished at cost to all newspapers running the advertisements.

Edwin Markham, the author of "The Man With the Hoe," told a Chicago audience that the poem produced nine barrels of newspaper clippings.

"I paid for four barrels myself," said the poet, "but then my bank account was exhausted and friends came to my rescue and paid for the other five barrels."

"Poor old Russia! Could it have had our host of daily and weekly newspapers to foster a unity of national thought, it would not now be crucified on the cross of ignorance and revolution."

Thus spoke J. H. McKeever, editor of the Aberdeen (S. D.) Daily Amer-

ican, in a talk to the students in journalism of the Northern Normal and Industrial School of that city.

Mr. McKeever called the people of the United States the "greatest newspaper readers on earth." Taking up the structure of the news story and the writing of headlines, he stated that headlines today are recovering their sanity.

"In the days of the Spanish-American war, when Hearst broke into New York City," he said, "and the rivalry between his paper, the Journal, and the World became white hot, they went wild. The limit was reached when the Journal carried in red ink on its front page only three letters, spelling W A R."

A reader of THE FOURTH ESTATE makes a suggestion that automobile advertising may be so worded as to make a man proud to own a car on which he had paid a tax that will assist the Government in winning the war for democracy. He will be "doing his bit." By suppressing his timidity about buying a car he will help to keep business moving, thousands of men employed, wives and children housed and fed and clothed.

Some skilful copy man might make real selling stuff out of this.

SUGGESTION FOR CANADIAN NEWSPAPERS.

Judging from the report of W. F. O'Connor, acting commissioner, who has been investigating the cost of living, Canadian newspapers could do their country's business men a great good by educating them to the necessity of greater efficiency in industry which will permit of reductions in the costs of production and make it possible for Canadian manufacturers to lower their prices and thus have a better chance in the keen competition for world trade that will follow the termination of the war.

Mr. O'Connor says that his investigations have convinced him that a large number of Canadian manufacturers do not know how to figure costs, and that they sell goods at whatever price they can get. Far too many of them, he says, charge themselves with nothing or with too little for depreciation.

Others have no accounting system at all. Some are manufacturing or selling lines which pay and other lines which do not pay, the losses due to the latter operating as a drag on the profits earned by the former.

If they knew the facts they might drop the unprofitable lines. The matter is indisputable that business men who carry on their enterprises vainly imagining that they are making profits which the services of any expert cost accountant for a few days would show are non-existent because of this cause or that, are headed straight for the road to bankruptcy.

Some businesses do not pay. There are too many of them.

Others are being inefficiently conducted.

Proper cost accounting systems will disclose real conditions. Every business man should know just where he stands.

Through the excellent work of the Canadian Press Association, the newspapers of Canada have profited by being themselves educated in proper cost accounting.

They can now profit further by telling what they have learned to their less fortunate local business men, teaching them how to save money in production, and to spend it wisely in more advertising.

PURELY PERSONAL.

William Sevier of the Wilmington (Del.) Evening Journal is doing the publicity work for the next Delaware poultry show, which will be held in Wilmington in November.

William F. Metten, business manager of the Wilmington (Del.) Evening has returned from an extensive business trip in the West, during which he made his annual calls on some of the largest Western clients of that paper.

Miss Helen Price, assistant treasurer of the Wilmington (Del.) Evening has returned from a two-week vacation.

Edward G. Brown, editor and owner of the Centreville (Md.) Record, and Mrs. Brown have been spending a vacation in Atlantic City, N. J. Mr. Brown is also state's attorney.

Joseph T. Mannix of Minneapolis, former Minnesota state printer, has reached Tacoma, Wash., in the course of his leisurely tour to the Orient.

Dr. William E. Aughinbaugh, associate editor of Leslie's Magazine, has purchased a new home on Clinton avenue near Llewellyn Road, New York.

Judson C. Welliver, London correspondent of the New York Sun, is home on a leave of absence. He was the guest of honor at a recent dinner given by the Washington Times staff in the National Press Club.

M. A. Morgan, formerly editor of the Harrisburg (Ore.) Bulletin, has bought a 100-acre farm and has left the newspaper field for good.

John Gilbreath of the Chattanooga (Tenn.) Times staff has been severely ill with threatened pneumonia.

George Gifford, copy reader on the Chicago Daily News, is back at his desk again after being laid up since June because of an accident. While riding a bicycle he was struck by an automobile truck and seriously hurt.

J. M. Patterson, veteran printer and publisher of the Marshall (Mo.) Democrat-News, celebrated the sixtieth anniversary of his wedding October 28. Mrs. Patterson, seventy-seven years old, has been city editor of the Democrat-News for thirty years.

George H. McCormick, advertising director of the Houston (Tex.) Post, has been selected by the Houston school board to conduct the public school course in display advertising.

Alfred W. Birdsall, who, until he was recently commissioned a captain in the quartermaster's department of the Army, was mechanical superintendent of the New York Herald, has been advanced to a major. He is going to France with the 301st regiment.

Joseph E. Sharkey, chief of the Tokio (Japan) bureau of the Associated Press, and Mrs. Sharkey are in New York visiting.

THOMPSON WOUNDED ON ITALIAN WAR FRONT.

A party of American journalists were on the highest rampart of the castle at Gorizia, on the Isonzo front, during a violent cannonade, when a shell fell a few feet from them burying the whole party under earth and mud, says a Reuter dispatch from the Italian front.

Although all were knocked down, only one, Charles T. Thompson of the Associated Press, was hurt. He was wounded slightly in the left cheek, and his injury was dressed immediately at a neighboring post.

MRS. KEELEY HOSTESS.

While at Chicago, Lord Northcliffe was entertained at a reception and tea given in his honor at the Blackstone Hotel by Mrs. James Keeley, wife of the proprietor of the Herald.



C. GEORGE KROGNESS,

NEW GENERAL MANAGER OF THE MINNEAPOLIS TRIBUNE.

(See Second Page.)

WEDDING BELLS.

Oscar M. Brodfuehrer, manager of the copy and art department of the Chicago Tribune, has returned to duty from his honeymoon. His bride is Miss Vera Penberthy of Chicago. The couple attended the Advertising Affiliation meeting in Rochester, N. Y., last week and wound up their trip by going to Niagara Falls over the weekend.

William J. Conners, Jr., son of the publisher of the Buffalo (N. Y.) Courier and Enquirer, has become engaged to Miss Corinne Tilford.

Miss Anna Mallows, editor of the White Cloud (Kan.) Globe, and George H. Larcom of Hiawatha, Kan., a former newspaper man, were married on October 26. Mr. Larcom was at one time on the Boston Herald, but more recently in the telephone business in Kansas.

Miss Iphigene Bertha Ochs, the only child of Adolph S. Ochs, publisher of the New York Times, and Lieut-

tenant Arthur Hays Sulzberger, U. S. R., have become engaged.

AUTHORS ELECT.

The annual meeting of the Society of Midland Authors was held last week in Chicago. Officers were elected as follows:

President, Emerson Hough, Chicago; secretary, Alice Gerstenberg, Chicago; treasurer, John M. Stahl, Chicago; vice-presidents Edwin Balmer, Meredith Nicholson, Arthur Davison Ficks, Walt Mason, Will Payne, Lily A. Strong, Ridgely Torrence, Joseph M. Hanson, Herbert Quick and Elmore Elliott Peaks.

VISITORS IN NEW YORK DURING THE WEEK.

W. M. Scott, Baltimore American and Star.

A. G. Carter, Fort Worth Star-Telegram.

E. L. Clifford, Minneapolis Journal.

William P. Leech, Cleveland News and Sunday Leader.

STAFF CHANGES.

Henry Pawloff, formerly reporter and music critic of the Chicago Denni Hlasatel, has become editor of the Cedar Rapids (Ia.) Listy, a Bohemian paper, succeeding John C. Stepan.

Paul Clyde, who was formerly sports editor of the Victoria (B. C.) Times, has again taken charge of the work in the place of Flight Cadet Valdemar Bendrodt. The vacancy on the staff has been taken by C. D. Smith.

Walter Miller of Wilmington, Del., has joined the news staff of the Wilmington Evening, succeeding Edward Cannon, who has resumed his studies at Delaware College.

Roy Langlan of the Chicago office of the Associated Press is acting as correspondent at Columbus during the vacation of R. J. Dustman.

Fred S. Shearer has joined the staff of the Columbus (Ohio) State Journal.

Harry Zander, formerly of the Chicago Post, is now a reporter on the Chicago Daily News.

William C. Grant is covering the Rockford cantonment for the Springfield (Ill.) Register.

J. B. Snodgrass, formerly on the Louisville (Ky.) Courier-Journal, is now on the copy desk of the Chicago Journal.

"Jack" Byrne, formerly on the Chicago Examiner, has been released from military service at Rockford and is now back in Chicago working as a reporter on the American.

"Jack" Malloy, at one time connected with the Chicago Day Book, is now on the local staff of the Chicago Daily News.

Vinton E. McVicker, for the past three months manager of the Philadelphia bureau of the United Press, has resigned to become director of publications with the Ohio state health department at Columbus. He will take up his new duties on November 5.

Walter H. Averill, who has been connected with the selling force of the Thomas Cusack Company, has joined the advertising department of the St. Louis Times.

Lisle D. Bell, New York correspondent for the Columbus (Ohio) State Journal, is now editing a series of humorous reviews appearing in the City Life section of the New York American.

B. A. McKelvie, formerly with the Vancouver (B. C.) Province, is now managing editor of the Vancouver Sunday Tribune published by George M. Murray.

Lester A. Lear, formerly of the Lantern, published by the students of the University of Ohio at Columbus, Ohio, and the Wheeling (W. Va.) Register, has become editor of the Callipolis (Ohio) Journal.

Felix Barriere, formerly manager of L'Echo Publishing Company, New Bedford, Mass., is now advertising manager of Le Prix Courant, Montreal.

KANSANS ELECT MARBLE.

The Second District (Kan.) Editorial Association, which met last week in Lawrence, chose the following officers: George W. Marble, Fort Scott, president; C. E. Craig, Pleasanton, vice-president; Mrs. C. B. Wiard, DeSoto, treasurer; and Asa F. Converse, Wellsville, secretary.

The next annual meeting will be held at Fort Scott.

The fifty members attended the Ames-Kansas football game and were entertained by the staff of the University Kansan, the Kansas University publication.

Service Banners

Size 15x10 inches. Printed in four colors on heavy enameled stock. Shows large picture of the American flag in colors, with "Our National Anthem" and with special printing in bold type at the bottom.

"A Man From This House Is Fighting For His Country."

Can be given free or offered on coupon plan for five cents. Price \$35 per thousand. Many thousands are being used. This banner should be in every home. A custom in other countries; now being adopted here.

Write today for sample.

S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEWS NOTES OF CIRCULATORS.

Edwin L. Tucker, circulation manager of the Rochester (N. Y.) Post-Express believes that the only real circulation building method is the house-to-house canvass. He works it on the Post-Express with most satisfactory results.

Morris Blakeslee has been appointed superintendent of carriers for the Rochester (N. Y.) Herald in the place of Harry Gibson, who has been called to the colors.

Circulation Manager Fonda's department on the Rochester (N. Y.) Democrat and Chronicle is now minus John G. Crisfield and Charles Westfall. Both are in the Government service. Criswell is a second lieutenant at Camp Dix, and Westfall is with the aviation corps at San Antonio, Tex.

After seven months in the trenches on the Western front, Joseph P. Clinton, formerly a San Francisco newsboy, has returned to San Francisco with an honorable discharge from the Canadian Army. He will go to Arizona to recover from the effects of gas shell.

Distribution of the New Universities Dictionary has started with indications that hundreds of readers of the Philadelphia North American will take advantage of the offer to obtain at extremely low expense a volume which many will find a valuable addition to their libraries and reading tables.

For three coupons from issues of the North American readers can obtain dictionaries.

Twenty-five supplementary dictionaries.

POLLARD-ALLING MFG. COMPANY

System and Machinery for
**ADDRESSING
NEWSPAPERS
and
PERIODICALS
SUBSCRIBERS**

From Thin Aluminum Plates.

Saves considerable money in operating costs and facilitates obtaining renewals at practically no cost for the addressing.

Write for particulars.
333-310 East 98th St. NEW YORK

The True News FIRST

Always—Accurately

**INTERNATIONAL
NEWS SERVICE**

10th Floor, World Bldg. NEW YORK

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

aries are a part of the volume. In one book, besides all the other aids to studying modern English, are special dictionaries of words used particularly as Americanisms and in automobiling, aviation, golf, baseball, commerce and law, football, lacrosse, tennis, war, music, photography, polo, wireless telegraphy and yachting.

Besides these are dictionaries of atomic weights, Christian names, classical abbreviations, everyday allusions, foreign words and phrases, forms of address, most common abbreviations, noted characters in literature, state names and meanings of words of opposite and like meanings.

The quarterly meeting of the New England Association of Circulation Managers will be held in Hartford, Ct., next Thursday and Friday. The complete program was announced in THE FOURTH ESTATE last week.

Formation of the Western Canada Circulation Managers Association was completed at a meeting in Winnipeg on October 25. The following officers were elected: President, A. J. Hilliker, Calgary Herald; vice-presidents, A. G. Gowan, Winnipeg Free Press; and M. Edelstein, Farmers' Advocate, Winnipeg; secretary-treasurer, J. S. Sweeney, Winnipeg Free Press. The annual convention will be held in August.

The Baltimore News has begun the publication of an early edition on Sunday morning, the paper appearing at 9 o'clock. This is followed by the regular edition of the Sunday Evening News at the regular time. The price of the morning edition will be one cent.

William Murphy, who runs a "loop" news-stand in Chicago, asked for exemption from military service, but was refused when the exemption board discovered that he was worth more than \$100,000.

The Augusta (Ga.) Herald is running a page of Pennsylvania news in order to interest the Pennsylvania troops stationed in and around Augusta.

The Grand Forks (N. D.) Herald is conducting a circulation contest, automobiles being offered as prizes.

The International Syndicate, Baltimore, has issued a specimen sheet of "Our Daily Laugh" comics, which are to be released during the week of November 12.

Among the newspapers that have already ordered these comics are the

KEEN PUBLISHERS Everywhere Are Buying Electric Bulletin Machines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you One?

**National Electric Bulletin
Corporation.**
NEW LONDON, CONN.

1001 Comics

So many have ordered here of late that you, too must need this excellent little service—top-notch as feature and filler.

The International Syndicate
Established 1899. BALTIMORE, MD.

Detroit Journal, York Dispatch, Baltimore News, Jacksonville Times-Union, Dayton News, Springfield News, Everett Herald and Pawtucket Times.

A number of publications are reported to be using with satisfactory results the "Giant Playground Equipment for District Schools" plan. This equipment is purchased by the newspaper and given as a prize to the school pulling the most votes in a subscription contest campaign. Walter G. Brooks, who formerly directed tourist promotion campaigns for newspapers, is handling the school equipment scheme. Newspapers running it at present include the Denison (Ia.) Bulletin, Carroll (Ia.) Herald, Missouri Valley News, Scranton (Ia.) Journal, Auburn (Ia.) Recorder, Clarion (Ia.) Clipper, Rockwell City (Ia.) Advocate and Every Child's Magazine, Omaha, Neb.

NEWSIES SELL \$64,000 IN LIBERTY BONDS.

The Boston Record newsboys made a great last day "drive" for the Liberty Loan, and it was a big success, although the decision to tackle it was made by Circulation Manager Samuel Sklar only the day before. Each bond the boys sold was credited to the Boy Scouts, who worked in conjunction with the newsies.

The campaign was started right in "Newspaper Row," where the street was all torn up at the time on account of being repaved. This did not hinder the newsboys a bit. They pitched right in and planted tables and boxes on top of the sand piles and paving stones, and opened fire with their best oratorical guns on the crowd.

At 12 o'clock noon the meeting was transferred to the famous Old South Church. Master Louis Newman, one of Boston's brightest "newsies," opened this meeting as he did the other, in masterly style, and after making a stirring speech introduced Judge Murray, W. T. A. Fitzgerald, and Pliny Jewell, all of whom made strong appeals to the audience. The committee in charge estimates that the complete returns will show over \$64,000 worth of bonds sold.

CARRIERS SEE PLAY.

Philadelphia newspaper carriers were the guest of Messrs. Elliott, Comstock and Gest, producers of "The Wanderer," and the Philadelphia North American at a matinee performance of "The Wanderer" at the Metropolitan Opera House of that city, on October 20.

The William L. Betts Company

NEWSPAPER CONTEST SPECIALISTS

Suite 408, World Bldg., NEW YORK



I Get the Money!

J. A. McAVOY

Special Editions
Weekly Review Pages
Cartoon Books

Nat'l Exch. Bk. Bldg.
PROVIDENCE, R. I.

Do You Want To

Increase your Classified Advertising?
Increase your Foreign and Local Display Advertising?
Increase your Daily or Sunday Circulation?

Write for full details of our big new plan.

Booklovers' Picturegame Corp.
110 West 40th St. NEW YORK CITY

NO ACTION YET ON CURTIS SELLING METHODS.

Representatives of the Curtis Publishing Company and the Pictorial Review Publishing Company were summoned to Washington on October 23 for a hearing by the Federal Trade Commission on the charges made by the Pictorial Review that the Curtis Company's selling agents methods were unfair.

The Trade Commission declared the Curtis system to be unfair last summer after suit had been instituted by the Pictorial Review.

The commission previous to the hearing had handled the matter in an informal way. Further action has been postponed by the commission, with no later date specifically set.

BOOKS FOR BOYS IN SERVICE.

The Philadelphia North American is giving much attention to the work of furnishing books to soldiers and sailors. Besides maintaining a bureau at which proper books can be purchased, the North American is publishing a series of page advertisements urging the public on the matter.

F. H. Densmore has purchased the Lismore (Minn.) Free Press.

Do you notice any paper that takes Fine Half-Tones, on hurry-up work, and better than that on which THE FOURTH ESTATE is printed?

LASHER & LATHROP
(Incorporated)
PAPER

29-33 Lafayette St., NEW YORK
Successors to MOLLESON BROTHERS
Established 1888.

SILENT SALESMEN SELL PAPERS.

ROCHESTER HERALD HAS A SYSTEM THAT IS VERY PROFITABLE.

Leslie M. Kruschke, circulation manager of the Rochester (N. Y.) Herald, reports success with a "Silent Salesman" method of selling the Herald. The "Silent Salesmen" are strong canvas bags that are placed throughout the city at points not conflicting with dealers or corner boys.

Each bag contains an average of eighteen papers and is hung to a post or tree at the desired point. About 4,000 papers are sent out in the bags each morning by automobile distributors, leaving the mailing room at 4.30 a. m. and all being in their places by 6.30. There are two routes of distribution. The hanging places are at points where cars stop to take on or discharge passengers.

When a person takes a paper, he deposits one cent in a small open pocket on the outside of the bag. Of the 4,000 copies thus put out there is a return of only about eight per cent.

Over 200 bags are placed and the cash returns from \$31 to \$34 a day. There is an exceedingly small percentage of loss, and in cases where the bags have been cut or robbed, the police and Herald men watch out for the next time.

The bags are collected each morning by the automobile service and are back in the office for checking up at 9.30 or 10 a. m.

Mr. Kruschke says the "Silent Salesman" method is very economical. Each bag costs only thirty-five cents and it is very durable.

Whereas Heralds are sold to newsboys at 50 cents per 100, there is no expense to the "Silent Salesman" except the initial cost of the bags and the salary of the two collectors.

The Herald also has an automobile delivery service for towns in the Genesee Valley within a radius of fifty-five miles of Rochester, which beats the train schedules in some places by as much as five hours.

Mr. Kruschke has been in charge of the Rochester Herald circulation department for the past year, going there from the Chicago Tribune. He is a cousin of Max Annenberg, circulation manager of the Tribune.

TEXAS CHURCH PAPER.

The Fort Worth (Tex.) Tribune is a four-page, six column weekly newspaper, devoted to the church interests of the city, just launched. Three young newspaper men own and publish the paper. They are Douglas Tomlinson, of the Pulitzer School of Journalism; Horace Jones, formerly of the Fort Worth Star-Telegram staff; and Homer Tomlinson, formerly of the Texas Christian University publication, the Skiff.

WANT FEDERAL CONTROL.

At a meeting held in Rochester on October 20, the Western New York Newspaper Publishers Association adopted a resolution protesting against the action of paper manufacturers in setting unjustifiable prices.

It also endorsed the bill of Senator Smith of Arizona for Federal control of production, distribution and selling price of print paper.

BIG CARTOON COLLECTION.

Mortimer N. Wisdom of Boston, formerly dramatic editor of the Chicago Journal, is said to have the largest collection of cartoons in the country. It includes sixty-three volumes, covering a period of years from the Bryan and McKinley campaign in the fall of 1896.

OHIO NOW HAS AN ASSOCIATION.

CIRCULATION MANAGERS OF TWENTY PAPERS ELECT KAVANAUGH HEAD.

For the purpose of being able to exchange trade ideas and best promote newspaper circulation in general, the Ohio Circulation Managers Association was formed at a meeting in Columbus on October 30.

Twenty circulation managers were present, representing every large city



T. J. KAVANAUGH.

of the state. An effort will be made to secure the membership of representatives of smaller papers, also.

T. J. Kavanaugh of the Dayton News was elected president, with the following associates:

Vice-president, Leslie E. Neafie, Toledo Blade; secretary, B. J. Ullman, Youngstown Vindicator; Directors, James Ragan, Cleveland News; C. J. Kirk, Cleveland Plain Dealer; E. L. Cohan, Cincinnati Commercial Tribune; and F. C. Wilson of the Columbus Dispatch.

The next meeting will be held in Dayton during April.

LAW FIRM CHANGE.

The firm of Morris, Plante & Saxe of New York has succeeded Morris & Plante. This firm is counsel for the American Newspaper Publishers Association.

The members now are Robert C. Morris, Martin Saxe and Guthrie B. Plante.

Mr. Saxe has resigned the presidency of the New York State tax commission and will act as counsel in Federal, state and local tax matters.

Charles R. McSparran, formerly deputy Attorney General and late counsel to the state tax commission, will be associated with the firm.

BIG BOOST FOR NEW YORK SUN TOBACCO FUND.

Seventeen thousand dollars in five days of this week toward promoting the comfort and efficiency of our soldiers in France was added to the New York Sun's Tobacco fund. This big jump was largely accounted for by the \$5,000 offering of A. Paul Keith and Edward F. Albee and \$8,000 representing a portion of the proceeds from the big show at the Hippodrome Sunday night.

THE BILLBOARD MAGAZINE'S CHRISTMAS NUMBER.

The special Christmas edition of the Billboard, the New York theatrical magazine is now being made up and the last form for the advertising will close on December 16. The management guarantees that the circulation will exceed 45,000 copies and will be obtainable wherever papers are sold throughout the English speaking world.

FOUR-STATE BODY OF CIRCULATORS

WILL BE FORMED AT MEETING IN PHILADELPHIA ON NOVEMBER 20.

Plans for the organization of a four-state circulation managers' association will be perfected at a meeting to be held in Philadelphia on November 20. Circulation managers of Pennsylvania, New Jersey, Maryland and Delaware have been requested to attend in invitations sent out by A. E. MacKinnon, circulation director of the Philadelphia North American.

A lively discussion is expected on the circulators' problems in dealing with military camps.

It is expected, however, that before the meeting Secretary of War Baker will have approved the proposition to regulate the sales of newspapers and magazines at camps, thereby doing away with the present confusing and costly methods and assuring equal representation.

The circulation managers of the four states feel that common interests demand closer working arrangements and expect that co-operation will bring equal economies throughout the states, when the organization will be perfected.

COUSINS' REVIEW NOW IN NEWSPAPERS.

Newspaper publishers know of the Cousins Financial and Business Review, compiled by W. S. Cousins, editor of the American Banker, New York, for the past ten years. Now his review is being published by thirty or more of the leading daily newspapers of the United States.

Mr. Cousins has been writing for a number of the prominent daily papers for more than six years. His work is



W. S. COUSINS.

not confined to Wall Street topics, but embraces a broad and general survey of financial, business and industrial conditions. His subjects cover the wide range of stocks and bonds, cotton, grain, corporation and industrial expansion, Government financing, iron and steel, copper, oil, with special relation to money and credit.

In order to provide better facilities for the enlargement of his service to newspapers, Mr. Cousins has opened a fully equipped office at 52 Broadway, New York.

NEW ERA STOPS.

The New Era of New York has been temporarily discontinued until the termination of the war, following the commissioning of Maurice Campbell, its editor, in the Army.

N. Y. MAYORALTY CANDIDATE COMPLAINS OF PRESS.

William M. Bennett, candidate for mayor of New York on the Republican ticket, made speeches in Printing House Square and Times Square on October 30 denouncing the Sun and the Times, respectively.

Summed up they amounted to a complaint that the newspapers do not share Mr. Bennett's views on some subjects or agree with him as to the amount of space that should be devoted to his exposition of the same.

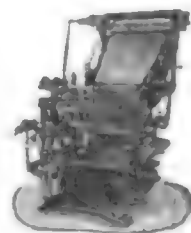
He called attention to the fact that though he had made more speeches in the last three months than all the other candidates together it would be impossible for voters in Manhattan to know from the newspapers that he was even in the race.

PITTSFIELD NEWS DEAD.

The Pittsfield (Mass.) Daily News, an evening newspaper published for the last thirty-four years, made its farewell appearance on October 30.

Although its circulation had doubled in the last year and it was carrying more advertisements than ever before its publisher Charles W. Power, found it advisable to lease publication because of increased cost of production.

J. H. Pittman has discontinued publication of the Kramer (N. D.) Journal and has moved his plant to Mobill.



INSTRUCTIONS TO INTERTYPE SALESMEN

"Don't sell any man a machine unless he is convinced, just as you are, that the Intertype is superior to any other machine he can buy. If your prospect is negotiating purely on a basis of price, trading allowance, or concessions, refer him to your competitor. If he wants the best machine he can buy, at a fair price, sell him an Intertype. The basis of your argument—first, last, and always—must be QUALITY."

INTERTYPE CORPORATION

General Offices
50 Court Street BROOKLYN, N. Y.

BUSINESS OPPORTUNITIES.

\$5,000

cash available for first payment on a profitable small daily newspaper property or will purchase a properly protected minority interest. New York state locations preferred. Proposition P. X.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Newspaper For Sale in the Sunny South

Small daily in growing Southern resort, exclusive field, netting annually close to \$7,000. Extraordinary opportunity. Price \$20,000, half cash asked. Proposition No. 179x.

Small city daily and high class weekly in desirable Idaho locations. Nos. 7001a and 579x.

Special offer in small city daily in rich Colorado field. No. 595x.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

PUBLISHERS:

I have a modern printing plant; would like to contract for printing a weekly or a monthly newspaper or magazine. First-class work guaranteed at reasonable prices. Address Plymouth, care The Fourth Estate.

HEARST MUST PAY FOR FIRE WORKS DAMAGES.

A judgment for \$21,783 against William Randolph Hearst in favor of the city of New York was affirmed by the Court of Appeals of New York State on October 30.

The action originated from a suit brought against the city by persons injured by an explosion of fireworks in Madison Square on an election night more than ten years ago. The city compromised the claims and brought suit against Mr. Hearst as president of the International Association of Democratic Clubs, which had provided the fireworks.

A lower court sustained the city. It was this judgment that was affirmed by the Court of Appeals.

BARTHELME DEPORTED.

In pursuance of a policy of action against enemy agents who seek to embarrass the Government by spreading premature peace propaganda, the United States has ordered Dr. George Barthelme, former Washington correspondent of the Cologne Gazette, deported to Germany.

Dr. Barthelme left Wichita, Kan., where he had been under surveillance, on October 24.

DATE FOR TEXAS MEETING.

The next meeting of the Texas Press Association will be held at Fort Worth on June 8, 9 and 10 of 1918.

BUSINESS OPPORTUNITIES.

Sales Purchases Consolidations Appraisals of Newspaper and Magazine Properties

AUBREY HARWELL HENRY F. CANNON
Harwell & Cannon
Times Building NEW YORK

AMUSEMENTS.

Acolian Hall—43d st., between 5th and 6th aves.—Nov. 4, Mascha Elman; Nov. 5, Levitski; Nov. 9, Societe des Instruments Anciens; Nov. 11, Eddy Brown. A new series of symphony concerts for children by the Symphony Society of New York. Walter Damrosch, conductor, will be inaugurated on Saturday morning, November 10, at 11 o'clock. This series will consist of four concerts, the remaining dates being Dec. 1, Jan. 18 and Feb. 16.

Astor-B'way & 45th—"The Very Idea." *Belasco-W. 44th*—"Polly With a Past." *Booth-45th, west of B'way*—"The Masquerader."

Bijou-W. 45th—"The Torch." *Broadhurst-44th, west of B'way*—"Misalliance."

Broadway—At 41st st—"The Adventurer." *Carnegie Hall-7th ave. and 87th st.*—Nov. 10, "Symphonie Francaise."

Century-82d and Central Park W.—"Miss 1917."

Geo. M. Cohan-B'way and 43d—"Here Comes the Bride."

Cohan & Harris-West 42d—"A Tailor-Made Man."

Comedy—41st near B'way—Washington Square Players.

Cosmo-39th and B'way—"Kitty Darlin'."

Cort-48th and B'way—"De Luxe Annie."

Criterion-44th West of B'way—"The Love Drive."

Eltinge-West of 42d—"Business Before Pleasure."

Empire-B'way & 40th—"Rambler Rose."

39th St.-Near B'way—"The Old Country."

48th St.-East of B'way—"Peter Ibbetson."

Fulton-B'way and 46th—"Broken Threads."

Gaiety-B'way, near 46th—"The Country Cousin."

Globe-B'way and 46th—"Jack o' Lantern."

Harris-West 42d—"Romance and Arabella."

Raymond Hitchcock's 44th St.—"Hitchy-Koo."

Hippodrome-8th av. and 46th—"Cheer Up."

Hudson-West 44th—"The Rescuing Angel."

Knickerbocker-B'way and 88th—"Hamiliton."

Lexington-51st & Lex.—"Shore Acres."

Loew's-7th av. at 124th st.—"The Inner Man."

Lycium-West 45th—"Tiger Kase."

Lyric-42d West of B'way—"Theda Bara in 'Cleopatra'."

Liberty-West 42d st.—"Out There."

Logan-W. 48th—"Leave It to Jane."

Manhattan Opera House-West 34th—"Chu Chin Chow."

Maxine Elliott-39th st. East of B'way—"Eyes of Youth."

Moroso-45th West of B'way—"Lombardi, Ltd."

New Amsterdam-W. 42d—"The Riviera Girl."

Parl-Columbus Circle—"The Land of Joy."

Playhouse-48th East of B'way—"Eve's Daughter."

Plymouth-45th West of B'way—"A Successful Calamity."

Princess-39th near B'way—"Oh, Boy."

Republic-West 42d—"On With the Dance."

Standard B'way and 90th—"Chu Chin Shu."

Shubert-44th, W. of B'way—"Maytime."

Winter Garden-B'way and 80th—"Doing Our Bit."

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour. \$2,84, 36, 38, 40 and 42 page papers at \$6,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE, Model 1, Serial No. 8011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

FOR SALE cheap, one Goss, two Platen steam table with boiler. Extension table, turtles and chassis. Minneapolis Freie Presse Herald, 207 Sixth st., So., Minneapolis, Minn.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22 or 24 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

STEREOTYPE FLAT SHAVER. For Sale—A stereotype flat shaver in good condition. Address for price and description, The Wichita Eagle, Wichita, Kan.

Do your own typesetting. Get a No. 5 Model LINOTYPE as good as new, for less than half price. Address Box 903, care The Fourth Estate.

A few first-class No. 5 Model LINOTYPES, as good as new, at a sacrifice. Address Box 903, care The Fourth Estate.

WANTED TO PURCHASE.

WANTED—To buy second hand stereotype press, 4, 6, 8 and 10-page capacity at one run. Communicate immediately with The Sun, Jackson, Tenn.

Owners desiring to sell newspaper properties may advertise them in these columns over an assumed name, and answers will be received in entire confidence and forwarded without charge.

Rate twenty-five cents per line agate.

LIBEL SUIT OVER POLITICAL ADVERTISEMENT.

A libel suit of an unusual kind is being contested in Rockford Ill.

The Morning Star was sued by the Socialist party for publishing advertising in a municipal election that was derogatory to that party. Suit was brought in the name of Oscar Ogren, candidate for mayor.

The Star was found not guilty by a jury and the motion for a new trial was overruled by the court. Now the case is on its way to the supreme court of the state.

The case is an interesting one to newspaper men because the Star offered in evidence books containing the writings of certain Socialist writers, also parts of addresses made by Socialists.

The advertising was prepared by a citizen's committee and the Star's service was that of printing the advertising. The articles were run as display and signed by "The Citizens' Campaign Committee."

HELP WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

Wanted on evening paper in city of 22,000 an experienced reporter; \$18 a week, good chances. Apply stating age, experience and draft possibilities. The Leader-Republican, Gloversville, N. Y.

Only Evening Daily in Southern city 25,000 population needs permanent circulation manager who can extend distribution. Now leading local field with no intention of doing otherwise. Address Box 922, care The Fourth Estate.

EXPERIENCED CONTEST ROAD men wanted. Apply T. P. Myers, The Press, Philadelphia, Pa.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland. 74-76 Church Street, TORONTO, CAN.

TYPO

CREDIT BOOKS, REPORTS, COLLECTION
General Offices
275 Fourth Avenue NEW YORK

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is \$0,000 of them in a year for ten dollars. Send for samples and display rates. 710 Temple Court, MINNEAPOLIS

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
104 W. Washington Street, CHICAGO

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for

A. B. Coddington	Griffith Bonner
S. Chivers-Wilson	H. H. Patterson
Anna E. Corrhane	Publicity Bureau
Geo. W. Craig	Glenn C. Wilson
Thos. B. Donnelly	O. Wog
Arthur T. Egan	Chas. H. Forman
W. Burton Ellis	A. W. Seabolt
A. Finley	J. H. Muat Co.
A. Fisher	A. P. Rohyn
R. Herts Service	Richard Neville
Sam'l M. Evans	Clinton F. Woods
George S. Teall	G. S. Persons
J. G. Disher	W. E. Hornaday
Theodore Biscan	C. E. Kendall
Ray E. Wilcox	A. E. Bickson
G. S. Myers	Chas. S. Quinn
Henry A. DeMasi	H. D. Lemley
D. C. Frame	C. F. Yeager
W. G. McConnell	James Bell
Albert Letts	Myron W. Townsend
A. J. Furlong	

SERVICE CORNER.

014—"We want to get into communication with sellers of short stories. We do not want anything expensive—if possible, something with a commercial flavor—but at the same time good fiction. Will you pass this letter on to some of your advertisers?"

SITUATIONS WANTED.

Somewhere, Some

live publisher can use the services of a first grade advertising solicitor who is seeking to make a change. Prefer New York City connection, though not averse to traveling.

He is possessed of a superabundance of initiative, tact, character, health, enthusiasm and that indescribable quality known as personality.

These in brief are his cardinal virtues. His references are unquestionable—his ability likewise. Age 28. Draft exempt. and if you will write Box 915, care The Fourth Estate, he will call at your leisure.

EDITOR AND PUBLISHER

of complete, all-round newspaper experience open for engagement. Will work on salary and profit-sharing basis. Box 916, care The Fourth Estate.

THE SOUTH'S MOST BRILLIANT CIRCULATION MANAGER

would not consider \$50 per week, yet the next best would. Have made wonderful record. No schemer or premium man. Excellent references. Now employed. Address for further information in strictest confidence. Box 919, care of The Fourth Estate.

HAS THIS "BADGER" EDITOR "BLAZED A TRAIL?"

EDITOR THE FOURTH ESTATE.

Sir: Observing with sympathetic interest the sturdy, well directed and determined efforts of publishers of all classes to meet the unprecedented exigencies of the paper situation and noting in your current issue an item mentioning an increase of column length from twenty to twenty-one inches, by the Wausau (Wis.) Daily Record-Herald, is there not therein suggested a means of economizing the paper supply which is available by the general increase of relative printed service, with a corresponding reduction of the usual margin as a war measure of relief?

Such an arrangement, if fostered by the publishers' associations and co-incidentally inaugurated by some of the "big fellows" of the metropolitan press, would surely work toward the desired result—to make the paper in hand or in sight go further and to reduce waste.

And if also, there should be a widespread systematic effort to reduce head line space—especially that of heads breaking columns, which many of the best papers typographically appear to have found to be feasible as well as a more attractive make-up—quite often an expensive two or four page tip or form might be saved and the total paper bill and waste reduced accordingly.

The writer would be sorry indeed to see such a practice become permanent. We all—in the demesne of printer's ink—are fairly well agreed as to the merits and importance of "white space" and plenty of it, and any lasting retrogression in typography on this scale would be truly pitiable.

But War is...lots of things.

We, many of us, prefer three lumps of sugar in our breakfast coffee, but we are willing (to help Hoover) to worry along for a while on two lumps or one.

Less margin and heading space for a while would not "hurt."

Perhaps the "badger" daily has "blazed a trail!"

FREDERICK H. SIEGFRIED.

LIBERTY BOND BOUGHT FOR EVERY SUBSCRIPTION.

Every time on the final Liberty Bond day anybody handed the South Bend (Ind.) News-Times \$1 with a new annual subscriber, the News-Times handed the Government \$50 for a Liberty bond.

The only condition was that the party must be a new subscriber and subscribe for a year.

SITUATIONS WANTED.

Managing Editor

Young enough to travel at top speed, experienced and old enough to hold your confidence.

Temper, original, economical—an expert on make up and features, capable of handling men and getting results.

Want place good afternoon paper in city pleasant enough for permanent home. Tell me what you expect and what you can pay and I'll tell you if I can fill your want.

Address Box 920 Fourth Estate.

ONE OF THE BEST

equipped newspaper advertising men open for engagement as advertising manager. Address Box 918, care The Fourth Estate.

Advertising Man

with 15 years' experience as advertising manager live newspaper, desires to make change. Ten years on one paper. Strictly high-grade solicitor and good mixer. Produces effective advertisements. Capable of handling advertising on any newspaper under 100,000 population. Built up advertising on two run-down newspapers to paying basis. Address Box 915, care The Fourth Estate.

COURT ASKED TO STOP SALE OF MONTREAL HERALD.

In the practice division of the Superior Court, Montreal, Stephen John Leburay, a shareholder in the Montreal Herald, petitioned Justice Bruneau to issue an injunction to prevent the transfer of the machinery and plant used for printing and publishing the Herald newspaper, as per lease decided upon at a special meeting of the Herald shareholders, the lease being for ten years, with option of purchase.

The petition alleges that the majority of the capital stock of the Herald is controlled by Lord Atholstan (Sir Hugh Graham of the Montreal (Star) and associates unknown; that the lease and proposed transfer of machinery and plant represent concerted action and are inimical to the interests of the Herald Company itself, and oppressive to the rights of the minority shareholders.

In answer to a telegraphic inquiry on the Herald situation made by THE FOURTH ESTATE yesterday, C. Gordon-Smith, publisher of the Montreal Herald replied:

"The Herald is not sold. No sale is contemplated."

NEW YORK TIMES BIDS FOR NEWS PRINT MILL.

John A. Dix appeared on October 26 in the United States Court in Auburn, N. Y., in connection with the bankruptcy case of the Iroquois Pulp and Paper Company Alfred A. Cook, representing the New York Times, appeared and made an offer of \$300,000 to the creditors and stockholders for the assets of the concern. As they could reach no agreement the question was submitted to Judge George W. Ray for decision as to the method which must be followed to arrive at an understanding.

After an argument in which former Senator Harvey D. Hinman of Binghamton, representing certain creditors and stockholders, opposed the sale, Judge Ray adjourned the case until November 7 and issued an order restraining the Iroquois Pulp and Paper Company from distributing dividends to the stockholders in the meantime.

The former governor is one of the stockholders of the bankrupt concern.

PRIETH INDICTED.

Two indictments have been returned by the Federal Grand Jury against Benedict Prieth, former treasurer of the New Jersey Republican state committee and a publisher of the Newark Freie Zeitung recently raided by the Post Office department.

SITUATIONS WANTED.

Practical, experienced newspaper man, now employed, desires change. Two years present place. Absolutely sober, always on job. Best references if requested. Desk or reporting. Twenty-five years in business. Consider nothing under \$30. C. F. Drake, editor Daily Telegraph, Sharon, Pa., No. 26 Columbia ave.

Advertising Manager

solicitor; now employed, desires change. Would go South or anywhere else; All references. Address Box 913, care The Fourth Estate.

Circulation Manager

wants position on small Eastern daily. Has had many years experience on metropolitan newspapers. Salary not so much an object as position with live outfit. Member of the I.C.M.A. with best of references. Address Box 921, care The Fourth Estate.

Telegraph Editor

Wanted—Position as telegraph editor on afternoon daily in East. Eight years' experience. Married man. References. Will also consider editorship of small town daily or assistant on larger city paper. Write or wire F. H. Wertz, Bloomsburg, Pa., care Sentinel.

MANAGING EDITOR

able to show the way to "the best in the country" will take position advertised. Address Box 917, care The Fourth Estate.

ADVERTISING MANAGER

Wish immediate connection with some wide-awake daily as advertising manager. Twelve years' experience in newspaper advertising. Temperate and energetic business producer. Salary not less than \$2,500 per year. Address Wideawake, care The Fourth Estate.

Managing Editor

Wanted—Position as editor, managing editor or news editor of strong daily, afternoon preferred, in city of from 25,000 to 75,000 population. Now employed but desire change. Wide experience and clean record. Salary expected \$50 per week. Address M. W. J., care The Fourth Estate.

SITUATIONS WANTED.

Live, energetic newspaper man, experienced city-country, wants position as business-advertising manager. Daily or weekly. Can take publishers' place. At liberty October 29. Good salary or salary and profit sharing. A real mixer and "live wire." Address Box 910, care The Fourth Estate.

Business Manager

Business manager on daily in city of 100,000 desires change. Has thorough knowledge of newspaper work in all branches. In present employment 15 years; 5 years business manager and still giving satisfactory returns. Worked from newsboy to present position. Best of references. Address Box 911, care The Fourth Estate.

CIRCULATION OR MAILING

At it since January, 1904. Seven years in mailing department, four as foreman, followed by three years in charge of circulation department, afternoon daily, issue \$5,000; followed this with two and a half years' weekly magazine combination work. A thorough believer in system and efficiency. Twenty-nine years of age; honesty and integrity above reproach, as former employers will testify; at present in another line; want position with a future; either department; (exempt). What have you. Ray A. Glass, 3734 Prospect ave., Kansas City, Mo.

Experienced man wants advertising, business or entire management of small city daily in live community or circulation management metropolitan field. Through knowledge all phases business end, personal habits guarantee reliability. Located Pacific Coast; prefer remain; go elsewhere if advantageous. Address H. C. A., care The Fourth Estate.

Advertising Manager Open For Position

Young man, 33 years, who is a demonstrated success, knows how to do things and can get the business. Can furnish the best of references as to character and ability. Now employed on a big Southern paper. Write H. H. H., care The Fourth Estate.

HEMSTREET PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings you: self—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

NEWS OF THE AD AGENCIES.

The Arkenberg Special Agency has moved its Toledo office to Chicago, where it has new quarters on the seventh floor of the Lytton Building. This firm makes a specialty of newspaper classified advertising, dealing with recognized agents throughout the United States and Canada, allowing them commission on business cleared.

With offices in New York and Chicago, the Arkenberg Agency expects to be able to give more efficient service than ever before.

Mr. Arkenberg says his company has some new original plans for promoting classified advertising for the newspapers that will soon be presented to publishers throughout the United States.

"I am heartily in sympathy with the movement of the Associated Advertising Clubs of the World in working for clean copy in advertising," he said to THE FOURTH ESTATE. "No skin-game or other objectionable ads are accepted. The publishers have enough troubles without handling ads put out by pickers and fly-by-night fakirs."

W. J. Tanzey, formerly sales manager of the Meininger Studios, Detroit, has become connected with the sales force of the C. S. Von Poettgen Advertising Agency, Detroit.

The Myers Advertising Agency of Rochester, N. Y. (including Myers' List of Country Weekly Newspapers) has been purchased by the Lyndon & Hanford Company of Rochester.

Homer J. Buckley of the Buckley-Dement Advertising Agency in Chicago recently addressed the Peoria Advertising Club on "Practical Application of Mail Methods."

J. P. Roche, formerly of the McJunkin Agency's copy department, in Chicago, is now quartermaster sergeant in Texas. He has written a poem condemning the gaiety and levity of the cabarets in war time, which appeared in "B.L.T.'s" column of the Chicago Tribune and later supplied the basis for a Tribune editorial.

An innovation in Chicago advertising methods has been instituted by the W. D. McJunkin Agency. All copy writers and artists of the agency hold a council each week to consider the best ways of handling all accounts in the hands of the agency.

J. D. Driscoll of the New York office of the William H. Rankin Company, Chicago, was one of the speakers at a banquet given by the Connecticut Association of Insurance Agents at Norwich on October 26. Mr. Driscoll spoke on "Group advertising for insurance men."

W. J. MacInnes, who looked after the interests of the William H. Rankin Company in the Carnation Milk Company, during the National Dairy Show at Columbus, is now in Akron, Ohio, assisting the Goodrich Rubber Company to outline an extensive advertising campaign.

E. Virgil Neal, head of the advertising concern bearing his name, has leased an entire floor of a new building at the south corner of 74th street and Fifth avenue, New York.

A. J. Massie has resigned from the staff of the A. McKim, Ltd., (Winnipeg office) to establish the A. J. Massie, Ltd., general advertising agency. Mr. Massie has offices in the Merchants Bank Building and reports he is placing quite a number of well known Western accounts. Before going to Winnipeg, Mr. Massie was for five years with the Toronto Globe, but the West called him in 1907 and

until 1913 he was with the Winnipeg Telegram. In that year he went with the Free Press and acted as advertising manager prior to 1915, when he joined the McKim Winnipeg office. Mr. Massie has applied for recognition by the Canadian Press Association.

The Hamilton Advertising Agency, Hamilton, Ont., has made several changes in the staff.

George F. Hobart has entered into business for himself in Hamilton and E. D. Reed has joined the F. F. Dalley Company of Canada, Ltd., of Hamilton.

J. P. Shaddock has been appointed to succeed Mr. Hobart.

Charles Ward, a member of the copy staff of the Toronto office of A. McKim, Ltd., has enlisted in the Royal Flying Corps.

It is reported that George S. Hobart of Hamilton; K. S. Fenwick of Toronto and George S. McCullough of Montreal will act as free lances handling the service work on their own respective accounts and placing their business through the Consolidated Advertising Agency, formerly the Gagnier Ad Service.

The Bankers Publicity Company, New York, has added F. S. Woodrow to its staff. He has been with the Meisel Ferguson Company of New York.

The Spafford Agency of Boston has enlarged its staff by the appointment of Richard D. Northrup, late of the Greenleaf Agency.

Donald B. Wheeler and Clarence L. Davis have been added to the staff of the E. P. Remington Agency, Buffalo, N. Y. Mr. Wheeler was formerly art director of the Fowler-Simpson Agency, Cleveland, and Mr. Davis was with the House of Hubbell of Cleveland.

R. H. Houston, late of the Western staff of the Cosmopolitan Magazine, is now with the Touzalin Agency, Chicago.

W. H. Denney, until recently with the Foster Debevoise Agency, has been appointed to the staff of Sherman & Bryan, New York.

J. Horace Lytle has become associated with the Ewald-Campbell Agency of Detroit and New York. He was formerly vice-president of the Sloman Agency, Dayton, Ohio.

"SPECIALS" CHANGE NAME.

The publishers' representative firm of Bryant, Griffiths & Fredrichs, Inc., New York, Chicago and Boston, has changed its name to Bryant, Griffiths & Brunson.

George B. Brunson has been manager of the Chicago office for some time past.

The firm of Frost, Green & Kohn, Inc., has succeeded Lorenzen, Green & Kohn, publishers' representatives, with offices in New York, Chicago and Atlanta.

MARTIN IS AD MANAGER.

Harmon B. Martin has been appointed advertising manager of the Duffy-Powers Company, Rochester, filling the vacancy caused by the resignation of William H. Campbell. The latter's place on the board of directors and as secretary of the company has been filled by the election of William P. Healy.

Mr. Campbell has gone to Cleveland to take the management of the William E. Bedell Store.

PUBLIC LEDGER GETS TAFT.

The Philadelphia Public Ledger has obtained the services of William H. Taft as contributing editor.

AD FOLKS' NEWS.

S. A. Weissenburger has been appointed sales and advertising manager of Halle Brothers, the well known Cleveland department store. In taking his new position Mr. Weissenburger retires as secretary and manager of the Better Business Bureau of the Cleveland Advertising Club.

The Canton (Ohio) Ad Club displayed a service flag at the Affiliation meeting in Rochester, N. Y., showing that sixteen of its members are with the colors.

The Portland (Ore.) Advertising Club has aimed a practical blow at the high cost of living by establishing a fish market in Portland. Three tons of fish were sold on the opening day.

The Rochester (N. Y.) Ad Club has resigned from membership in the A.A.C.W.

"Hal" McNaughton, sports editor of the Toledo (Ohio) Times for the last four years, has resigned to become assistant advertising manager of the Champion Spark Plug Company.

Walden & Co., Inc., 137 Fifth avenue, New York, have been elected to membership in the Association of National Advertisers, being represented by M. T. Dannreuther, secretary-treasurer. This firm manufactures "Koh-i-noor Snap Fasteners."

The Associated Motion Picture Advertisers, an organization composed of the foremost advertising and publicity men of the biggest motion picture concerns, has passed a resolution calling on all its members, as advertising men, to refuse to patronize or support publications and periodicals that are pro-German or anti-American in their sentiment, and to withhold all advertising from them.

The organization is appointing a committee to investigate newspapers and other publications.

It is estimated that the members of this association, last year, distributed over four million dollars in advertising.

The Young Ad-Men's Club of New York has grown up. It is a strong healthy live organization now and in its proper environment, for its meetings are held in the New York Advertising Club.

The young fellows have started out with a will to prove to the older advertising men, that they are worthy of their new surroundings.

The meeting on October 26 was addressed by Sam Cherr, merchandizing manager of Frank Seaman, Inc.

Mr. Cherr is noted for his ability to puncture the "clever ideas" baloon with the pin of "fact" and he did just that to some of the pet theories of the "juniors." After the meeting, many of the young men found that they had new ideas on consumer demand, particularly.

The meeting was full of snap from the word go, and there was hardly a man in the well filled room who did not show his interest by asking at least one question of Mr. Cherr. The speaker, though finished with his talk in about one hour, remained two hours longer, answering questions.

This was one of the most interesting and enlightening talks the club has enjoyed, and there are many more like it "on tap."

The next talk in a well constructed program will be by Bruce Bliven on "How the retailer affects an advertising campaign." Mr. Bliven is well qualified to talk on this subject as he knows both the theoretical and the practical side. Mr. Bliven was chairman of the journalism course in the

University of California and was for three years advertising manager of one of the largest department stores in the Southwest.

The meeting will be held at 7.45 on next Friday night in the New York Advertising Club. All advertising men and students are welcome.

The tenth year of the advertising class of the Detroit Y. M. C. A. was started on October 15 with an address by William S. Power, president of Power, Alexander & Jenkins Company, on "Advertising as a profession."

James E. Shields of Chicago is now in the advertising department of Elms & Sellen, New York, makers of drapery fabrics.

The New York Advertising Club has extended an invitation to advertising men from other cities who are stationed in training camps in or near New York to come to the club as often as convenient.

Police Commissioner Arthur Woods addressed the club at luncheon, Thursday on "Advertising and the police."

The club made the first contribution to Harry Lauder's "million pound fund" for maimed soldiers after Mr. Lauder's talk last week. Three hundred and sixteen dollars were collected.

Chester A. Brown, advertising manager of the L. S. Plaut & Co., has been appointed to succeed Frank Wilkinson as secretary of the Newark (N. J.) Ad Club.

J. Elwood Wingate, a former advertising writer of 141 East 26th street, New York, has filed a petition in bankruptcy with liabilities of \$4,607 and assets of \$1,389 in a judgment.

A novel feature of last week's meeting of the Cincinnati Ad Club was a dedication service and raising of the Ad Club service flag and national colors.

New officers of the Advertising Club of St. Louis are: President, John Ring, Jr. first vice-president, Max Koenigsberg; second vice-president, Arthur Siegel; third vice-president, Edward Mead; secretary, Charles R. Ketchum; treasurer, F. H. Staley.

The fourth annual meeting of the Association of Canadian Advertisers will be held in the Hotel Connaught, Hamilton, Ont., on November 8 and 9. A feature of the programme will be a dinner on the night of the 8th, which will be a get-together of national advertisers, advertising agents and publishers, including members of

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
760 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kreage Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
155 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
26 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



the Hamilton Advertising Club.

Dr. Cramo of the American Medical Association, Chicago, will deliver an illustrated address on objectionable advertising and will attempt to define the boundaries between legitimate and illegitimate medical advertising.

The association expects that several hundred will be present at the dinner.

Frank B. White, managing director of the Agricultural Publishers Association, Chicago, addressed the Columbus (Ohio) Ad Club this week on "Co-operation between the merchant and the farmer."

TEACHING NEW ENGLANDERS VALUE OF ADVERTISING.

The Pilgrim Publicity Association of Boston is vitally interested in the prosperity of New England, and through its trade extension committee has of late been studying the problem presented by the class of business men who are as yet unconvinced of the value and power of advertising. The ad men have come to the conclusion that it would be better for New England as a whole if these men could be made to realize how big a part advertising has played in the notable business successes of recent years—if they could be made to understand that the good will established through proper publicity may easily be worth a hundred times its cost, whether the business be local, sectional or national.

As a result a plan has been developed which, the Pilgrims believe, will be of value to newspapers and of value to the merchants and manufacturers who read newspapers.

A series of advertising articles and stories will be prepared, each one of which will have a direct application for the average business man, and most of which will be based on actual facts gleaned from the experience of successful advertisers. These stories and articles will be sent to the publishers ten at a time, and there will be fifty-two in the series, thus supplying one for each week in the year.

ANOTHER WIN FOR A.A.C.W. VIGILANCE COMMITTEE

The Grant Locating Company and C. Ferguson Smith, its sole promoter, have come under the ban of the Post Office Department in the form of a fraud order just issued against the concern, which has had its headquarters at Portland, Ore.

This substantiates the conclusion of the A. A. C. W. national vigilance committee, which in June set out its findings of fact based on an investigation made at that time.

Smith advertised that the United States Government was opening certain Oregon lands for entry and agreed to sell maps of the same to prospective locators for \$1 each. He represented that immediate action was necessary in order to secure the pick of the area open to entry.

As a matter of fact the lands were not open to home-seekers and had not even been classified, a necessary preliminary step. In addition to that the maps were practically worthless for the selection of desirable tracts of land in that they did not show the comparative advantages of one section over another. General descriptions on the back of the map had been taken bodily from an Oregon almanac.

WOMEN'S PAPER OUTGROWS ITS HOME.

The next issue of the Women's Press of Chicago will come from the new home, 1714 Stevens Building. Because of the unexpected response of Chicago and Illinois women to the big idea of a woman's newspaper it became necessary to move into larger quarters at once.

INTRODUCING AD FOLKS.

Wesley T. Engelhorn, now secretary of the Cleveland Advertising Club, was formerly assistant secretary of the Cleveland Chamber of Commerce convention board.

Besides advertising, Mr. Engelhorn's hobby is athletics. He is a graduate



WESLEY T. ENGELHORN.

of Dartmouth College and since leaving his alma mater has been coach of the athletic teams at Case School, near Cleveland. He had been selected as head coach at Colgate University for the coming year, but resigned to take up his new work at the Ad Club.

F. Pratt Kuhn is the new manager of the Winnipeg office of the advertising agency of A. McKim, Ltd., of Montreal. Before leaving for his



F. P. KUHN.

new post, Mr. Kuhn was tendered a farewell dinner at the Windsor Hotel by Montreal advertising men.

PUBLISHER HANGS SELF.

The body of Frank E. Eismere, publisher of the Danvers (Mass.) Mirror and known as Frank E. Moynahan until his name was legally changed a year ago, was found in his office on October 29 where he had killed himself by hanging. Friends attributed his act to business worries.

ANDERSON RE-ELECTED HEAD OF COLUMBUS AD CLUB.

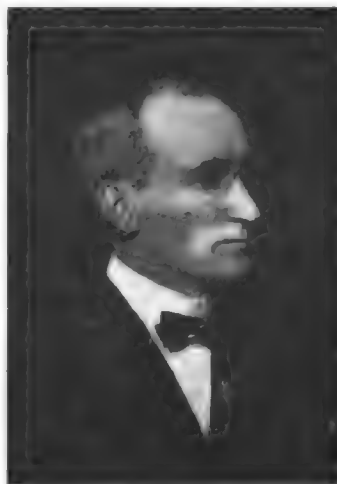
At the annual election of officers of the Advertising Club of Columbus (Ohio) Chamber of Commerce the club departed from the one-term custom that had prevailed during the seven years of its existence and re-elected its president, Charles S. Anderson, advertising manager for the Ohio National Bank and a member of the Financial Advertisers Association of the A.A.C.W.

This compliment to Mr. Anderson probably was the club's expression of its appreciation of the fact that the first year of his administration was conceded to have been the busiest, most interesting and most successful in its history.

One of Mr. Anderson's ideas which was carried to complete fruition, and which added considerably to the club's prestige, was the organization of the Christopher Columbus Bugle Corps, composed of twenty-four young Americans of Italian parentage—Italians, because the great discoverer for whom Ohio's capital city was named was of that race.

Garbed in costumes modeled after those of court heralds at the time of King Ferdinand, these young men were a feature of the parade at the St. Louis convention of the Associated Clubs last June, and helped to spread the fame of their home town.

There were three candidates for the presidency at the recent election.



CHARLES S. ANDERSON.

and by the rules of the club the candidate receiving the second highest number of votes automatically became first vice-president. This fell to L. A. Feibel of Feibel Brothers' department store. The second vice-presidency, by the same rule, went to Arthur M. Crumrine of the A. M. Crumrine Advertising Agency.

In recognition of the strength of these two candidates, between whose totals there was the difference of but one vote, and desiring that the club should have full advantage of their abilities, the re-elected president designated Mr. Feibel to have charge of the department of growth, which will have to do with the membership and allied features of the club's organization, while to Mr. Crumrine was assigned the department of life, which includes the program committee. Planning always two months ahead, this committee is able to present really worth-while speakers and topics for the regular weekly luncheon meetings.

The board of trustees, nine in number, constitutes the vigilance committee of the club, and each individual case that comes up is assigned to such members as seem best fitted, by business or other connections, to handle

it. This plan has worked very well, and a great deal of good has been accomplished, without resorting to prosecution except in three cases.

To insure representation at the San Francisco convention in July, the club has instituted a "pool" into which members in blocks of ten pay \$17 each. For each block of ten, one delegate will be chosen by lot, and the successful one will be given the \$170, contributed by his block, for the trip.

Members of the club were very active in the publicity campaign for the Red Cross \$100,000,000 drive, and for the two Liberty Loans. Nearly 100 full-page displays were sold through the efforts of members for these three campaigns, in addition to other kinds of display.

MAGAZINE NOTES

Recreation, published in New York, will be consolidated with the Outer's Book, published by the Outer's Book Company of Chicago, starting with the December issue.

Charles F. Tonjes, formerly of the American Tobacco Company, as Western representative, is now connected with the advertising department of Nugent's, the New York garment weekly.

Mason W. Wadsworth is now Eastern advertising manager of the Metropolitan Magazine, with headquarters in New York.

Mrs. Hilda Wooster has been appointed editorial assistant and head of the inquiry department of McCall's magazine, New York.

Gilbert R. Lowe has been appointed manager of the educational department of the Cosmopolitan Magazine.

American Khakiland is the name of a new magazine, published from the Oriental Building, Seattle, Wash., containing stories and other reading matter, particularly on soldier life.

W. W. Woodbridge is managing editor and vice-president; John T. Smith is secretary; A. D. Stone is advertising manager; and E. B. Johns is associate editor, with office in the Hibbs Building, Washington, D. C.

Norman E. Beck, who was president and business manager of the magazine, is no longer connected with the company.

A CLUB DINNER IN KANSAS CITY.

The annual banquet of the Topeka (Kan.) Press Club will be held November 9.

Among the invited speakers are Dr. Henry I. Waters, newly appointed editor of the Kansas City Weekly Star; Governor Arthur Capper, E. W. Hoch, former governor; M. M. Beck, editor Holton Recorder; Fred Trieg of the Kansas City Star; Frank P. McLennan of the Topeka Journal; Ralph Tennal, editor of the Sabetha Herald; and Charles Sessions, private secretary to Governor Capper.

DO YOU KNOW JASIN?

Chicago newspapers have been asked to assist in locating "Jack" Jasin, formerly reporter and advertising man on newspapers in Chicago, Lincoln, Nebraska, Fort Smith, Arkansas and Springfield, Ill. Jasin is twenty-six years old, five feet, seven inches tall and weighed when last seen, a year ago, 135 lbs.

His mother, Mrs. Israel Jasin of Schenectady, N. Y., is anxious to get in touch with her son.

SPECIAL FASHION SECTION.

The Brooklyn Daily Eagle carried an eight-page fashion section in its issue of Sunday, October 28, containing descriptions of the latest models together with pen and ink sketches.

THE PITTSBURG PRESS

HAS
THE **Largest**
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

SOME NEW BOOKS.

"OLD ROADS FROM THE HEART OF NEW YORK," by Sarah Comstock; G. P. Putnam's Sons, publishers.

This is a book telling of "Journeys of today by ways of yesterday" within thirty miles around the Battery. The author has arranged the routes so that they are easy to find. The book recalls some of the most interesting history of the old city of New York.

"AMMUNITION FOR FINAL DRIVE ON BOOZE," by Louis Albert Banks, D.D.; Funk & Wagnalls Company, publisher.

This volume is designed to aid the speaker against liquor by giving him the arguments and language of today, which he needs to equip him effectively "for the last drive on the enemy." There is a topical index of authors quoted from and authorities referred to, in alphabetical order.

"THE RESTORATION OF TRADE UNION CONDITIONS," by Sidney Webb; B. W. Huebsch, publisher.

One of the most amazing results of war conditions has been the tremendous productive capacity increase throughout the shops and factories of England. The influences tending to restrict, and in some cases actually limiting, the output had been so long continued that the facts of their existence were often obscured.

Labor conditions, particularly trade union conditions, in England are not understood in this newer and younger country, and it is surprise that follows Mr. Webb's excellent exposition of the labor situation and his logical conclusion as to the possibility of Great Britain's redemption of her pledge to labor—her promise to restore all of the trade union conditions as soon as the war is over.

"A DIRECTORY OF MAILING LISTS," compiled by William H. Thompson; G. P. Putnam's Sons, publishers.

This is a welcome and useful handbook and it is the first substantial ef-

THE NEW YORK WORLD

(Morning Edition)

Prints **MORE**
ADVERTISING
than any other
newspaper prints.

The Open Door to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Ave. Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending October 1, 1917,
showing net paid circulation.

33,924

Member A. B. C. Publisher
Arthur Capper TOPEKA, KAN.

fort in this field. While it does not claim to be complete, it is presumed that the next edition will be, and thereby become an accepted standard.

"FINANCIAL STATEMENTS MADE PLAIN," by Earl A. Saliers, Ph.D.; Ticker Publishing Company, publisher.

Written by the assistant professor of accounting in the Sheffield Scientific School and published as separate chapters in the Magazine of Wall Street, this book contains conservative information calculated to constitute a solid foundation for study. It is particularly constituted for the investor or the executive possessing no technical accounting training.

"THE WANDERERS," by Mary Johnston; the Houghton Mifflin Company, publisher.

A story of the unfolding love relation between man and woman from prehistoric times to the present moment. It is a book designed to provoke searching reflections and to throw a light upon some of the perplexing problems that are harassing the minds of today's men and women.

THE BOOK PAPER MEN TO BE HEARD NOVEMBER 8.

The Federal Trade Commission will have a conference in Washington on November 8 with attorneys of the book paper manufacturers, when it is hoped that the whole book paper matter will be finally settled.

It is understood that the book paper manufacturers may be invited to attend the conference with officials of the commission in connection with the revision of the monthly book paper report. It is probable that this conference will be held about the middle of November.

NAVY RELIEF WORKERS.

Now lined up as the publicity committee of the Navy Relief Society are: Lieutenant Wells Hawks, N. R.; Mark A. Luescher, William T. Guard, William Raymond Sill, Frank J. Wilstach, Townsend Walsh, Walter J. Kingsley, Wendell Phillips Dodge, Francis E. Reid, Jay O. Barnea, Joseph Brandt, Edward P. Dernays and Harry G. Somers, James Jay Brady.

A FREE FARM PAPER.

The chamber of commerce of Three Forks, Mont., is issuing monthly the Farm Bulletin, which will be mailed free to every farmer in the vicinity whose name can be procured.

BOSTON POST

CIRCULATION SEPTEMBER, 1917
"NO RETURNS"

The Daily Post 501,861
The Sunday Post 345,302

KELLY-SMITH CO., Representatives
290 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building, CHICAGO

Today's Housewife

Net Paid For Every
Guaranteed Issue



GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

THE OLDEST WRITTEN WORD.

"How many, if asked what is the oldest written word found in an extant document and still in use—not mark you, the oldest root—could answer correctly?"

This question is asked by the Interstate Medical Journal, which itself supplies the following answer:

And yet the word is one appearing frequently in our advertising columns, and it is the name of a therapeutic agent and toilet article in common use.

In the office copies of the letters and instructions given to the envoys of the heretic king of Egypt, Akhenaton (Amenophis IV.) in the fourteenth century B. C., which office copies were discovered at Tel-el-Amarna, there occurs a passage which was read as follows: "We hope that the sale will not interfere with you."

It was taken for granted that "sale" was the name of some warlike tribe in the hills of North Syria; but it was remarkable that a tribe, powerful enough to brave the wrath of such great monarch as those between whom this correspondence was passing, should not be mentioned in any other of the voluminous records of those times.

Pondering this, a philologist remembered that s, th, and t were interchangeable, especially in Semitic languages.

For example, the name that we, imitating the northern Semitic races and the Turks, call Osman, is spelled and in southern Arabia is pronounced Othman, while the Empire of Osman is known to Europeans as the Ottoman Empire. Now, there exists in the Semitic languages a word for ice and snow which, in various places, takes the sound of thalg, salg, and talc.

The mystery was thus cleared up. The envoys had to pass the mountains of northern Syria in winter, and the august master expressed a hope that the ice or snow would not interfere with their passage. The Egyptians, having no acquaintance with ice or snow, would naturally borrow the name from their northern neighbors.

When the Arabs desired to give a name to the foliaceous magnesium sil-

1916 Broke All Records of the Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.
Member A.B.C.

Represented by PAUL BLOCK, Inc.
350 Fifth Avenue, NEW YORK
Mellers Building, CHICAGO
301 Devonshire St., BOSTON
Krease Building, DETROIT

YOU MUST USE THE LOS ANGELES EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than **150,000**

icate, they chose one which suggested its resemblance to ice, and they called it talc.

POST OFFICE NAMED FOR BROOKLYN TIMES.

Recognition of its standing in the community has come in many forms to the Brooklyn (N. Y.) Daily Times, but probably the two biggest compliments paid to it have the city's naming its location in Brooklyn as Times



Plaza and to have the Government name the local post office as Times Plaza Station.

The Times Plaza post mark is now going on mail to all parts of the world. The Times richly deserves the honor of having the busiest post office station in Brooklyn named after it for there have been no greater influences in the upbuilding of Brooklyn than the Times.

John N. Harman, its present editor and manager, is keeping up the Times' admirable record of the past in standing for the best in the community.

END OF BUTTERFIELD REIGN.

Hugh H. Butterfield has retired from the management of the North Troy (Vt.) Palladium, and has leased the plant to Arthur L. Keeler, formerly of Norwood, Mass. For more than forty years the Palladium has been issued by the Butterfield family. Mr. Butterfield moves to Newport to engage in the insurance business.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
J.A. Klein, Metropolitan Tower, New York

JOURNALISM IN THE COLLEGES.

Free instruction classes in printing are being held at Public School 158, Brooklyn, N. Y.

The Campus, a weekly newspaper of the students of the University of Rochester, N. Y., made its first appearance of the autumn term in smaller form because of the increased cost of paper and publication.

A free course in advertising is being given at the Murray Hill Evening Trade School, New York City.

The course will be a practical one designed particularly for the printer who is not satisfied with the daily grind of typesetting; the young man working in a store or connected with a concern doing advertising, and for those employed in lines closely allied to advertising.

The St. Paul (Minn.) Board of Education is preparing to launch a night course in journalism. St. Paul newspaper men will act as instructors.

A course in advertising at the Western Reserve University, Cleveland, O., opened on September 28. It consists of sixty sessions, two a week, under the direction of A. M. Ingraham, bank advertising expert, and is planned for business men and women as well as students.

President A. Ross Hill has announced that the next annual Journalism Week at the University of Missouri, Columbia, Mo., will be held May 6-10, 1918.

Fred Tarman, telegraph editor of the Oklahoma City Times, will succeed Chester Westfall as instructor in journalism in the University of Oklahoma.

Frank B. Thayer, who was last year a member of the journalism teaching staff at the University of Kansas, will succeed Professor Rey-

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.
330 5th Av., N. Y.; Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 88,775
September, 1917.
Gain over September, 1916, 12,902

Special Representatives
DAN A. CARROLL New York J. B. LUTZ Chicago

nolds as head of the journalism department at the Iowa State University. Mr. Thayer was previously on the staffs of the Cleveland Press, the Columbus (Ohio) State Journal and the Erie (Pa.) Dispatch.

The College of the City of New York has inaugurated new courses in typography, proofreading and copy editing on Friday and Saturday evenings from 7.30 to 9.18 o'clock.

Conducted by Arnold Levitas, the courses are open to men and women engaged in the various branches of editorial work, advertising, printing, publishing and other allied crafts and professions.

Students in Cleveland's evening schools, and particularly foreigners learning English, are using Cleveland newspapers as texts.

"We want to link up the night school English courses with things that are happening in our own city and throughout the nation and world," said School Superintendent Spaulding.

The University Daily Kansan, written and managed by the students in the department of journalism of the University of Kansas, Lawrence, Kan., has brought out what it claims is the first house organ ever issued by a university or college paper.

The publication is called the Ad-Minister and its duty is "to preach the gospel of that business creative power known as advertising and incidentally to show the merchants of Lawrence what a good medium the University Daily Kansan is." It is edited by Fred Rigby, business manager of the University Daily Kansan.

The National Educational Committee of the Associated Advertising Clubs has issued a booklet, "Instruction in Advertising in the United States," compiled by the association of teachers of advertising, which indicates the remarkable progress which has been made in the teaching of advertising, particularly in the colleges and universities, during the last few years.

The student body of the University of South Carolina, Columbia, S. C., recently elected M. A. Wright to edit the Garnet and Black, the college annual, for 1917-18. The new editor-in-

St. Louis Globe-Democrat

dominates the morning field.

Government Statement

six months ending
September 30th, 1917

138,252

The clean home-going family newspaper.

PATERSON

New Jersey's Famous
Manufacturing City

PRESS

GUARDIAN

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

chief is a member of the Virginia law class and succeeds Robert R. Harby, who was elected last June, but resigned to enter the Army.

Other vacancies filled were: Assistant editor-in-chief, J. Buchanan; business manager, J. C. Nearse; assistant business manager, A. M. Collier; senior editor, J. H. Martin; literary editor, E. P. Hodges; club manager, J. M. Hagood; law editor, P. N. Benton.

H. Sherman has been elected editor of the Daily, a paper published by the students of the University of Washington, Seattle, Wash.

As a result of war conditions, the editorship of two student publications at the University of Arkansas has passed into the hands of women. Herbert Faist, editor-in-chief of the University Weekly, has been drafted and Miss Lela Sailor of Rigelow has been named acting editor.

Miss Sailor's father is owner of the Bigelow Citizen's Press and she expects to edit the paper after completing her college work. Miss Ruth I. Howell of Foreman is editor-in-chief of the Arkansan, a monthly publication.

Both publications are under the supervision of Norman J. Radder, instructor in journalism.

W. A. Dill, telegraph editor of the Portland (Ore.) Oregonian, has been appointed instructor in the department of journalism of the University of Kansas, Lawrence, Kan., succeeding Frank Thayer, who resigned recently.

That training in the department of industrial journalism can be more readily used by the student in after life than instruction received in any other college department is the view expressed by Professor E. L. Holton of the Kansas State Agricultural College at Manhattan in an address to the department of journalism last week.

NOW A TRACTION MAGNATE.

F. W. Henkel, who recently retired from the special representative firm of Alcorn & Henkel, New York and Chicago, has become secretary-treasurer in charge of the new Frankfort & Shelbyville Traction Company, which purposes to operate between the two mentioned Kentucky cities.

Mr. Henkel is not a stranger to Louisville. Twelve years ago he was connected with the circulation department of the Louisville Post.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S
GREATEST
NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

WM. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK.
Tribune Building, CHICAGO

NEW YORK PRESSMEN ON A SHORT STRIKE.

Stating that it was solely to prevent a lack of municipal ballots on election day the forty press feeders employed by the Martin B. Brown Printing and Binding Company, New York, who on Monday struck with the remaining members of Franklin Union No. 23 for a flat wage increase of \$4 a week, returned to work Tuesday pending settlement of the strike.

Had work on the ballots been delayed longer they could not have been completed on time. It was for this reason that the men resumed their jobs.

During Tuesday, however, the differences between the feeders and their employers practically were settled. Before the afternoon wore away all but 200 of the Franklin Union men out of a membership of 2,700 had returned to work, either accepting the \$2 raise offered by the Association of Employing Printers plus arbitration for the other \$2, or, as in some cases, being granted outright the desired \$4 increase.

ANNUAL DINNER IN SAN FRANCISCO.

Members of the Newspaper Men's Club of San Francisco held their first club dinner last Saturday evening at the club quarters on O'Farrell street. The dinner, which is to become an annual feature of the club program, brought together the non-resident newspaper men and members of the club employed on San Francisco dailies. Part of the program was devoted to the members in France and others who have entered various branches of Uncle Sam's service. The war list of the club approximates 25 per cent of its membership.

LARGEST Morning Circulation in the Nation's Capital.

THE WASHINGTON POST

DAILY 3c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

THE PITTSBURGH

POST
ONLY
Democratic
Paper In
Pittsburg



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented as the former held by
KELLY-SMITH COMPANY,
220 Fifth Ave., NEW YORK.
Lutton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

BLACKMAN-ROSS, 95 Madison
av., N. Y. Placing copy with news-
papers for H. O. Co., "H-O" oatmeal,
Buffalo, N. Y.

DECKER, Fuller Bldg., N. Y.—
Placing orders with weeklies and
semi-weeklies for Spare Moments
Magazine.

DUNLAP-WARD, Kresge Bldg.,
Detroit. Placing advertising for S.
H. Caron Co., "Camp" abdominal
belts, 373 5th av.

FEDERAL, 6 E 39th st., N. Y.—
Placing orders with some Southern
newspapers for Towle Maple Prod-
ucts Co., "Towle Maple Syrup," St.
Paul, Minn.

FISHER-SMITH, 122 E 25th st.,
N. Y.—Again placing orders with
some Pennsylvania newspapers for
Adino Co., medical, 153 E. 18th st.,
N. Y.

HUSBAND & THOMAS, 58 E
Washington st., Chicago.—Again
placing advertising with newspapers
generally for Pullman Car Co.

JAMES, 110 W. 10th st., N. Y.—
Placing copy with newspapers for Dr.
King, medical.

LEVFEY, Marbridge Bldg., N. Y.—
Reported well again use newspapers
in December for the advertising for
the Michelin Tire Co., Milltown, N. J.

LORD & THOMAS, Malters Bldg.,
Chicago.—Placing advertising for
Pepsodent, 1104 S. Wabash av., Chicago.

McMARTIN, Security Bldg., Min-
neapolis, Minn.—Placing a trout
campaign in St. Paul for the Diamond
Furr, Food Co., "Diamond Crisp Wa-
fers," Duluth, Minn.

MUTUAL, 140 Cedar st., N. Y.—
Placing orders with a selected list of
newspapers for Dinele & Stewart,
"Skookum" apples, 283 Stanley st.,
Winnipeg, Can.

Also placing orders with some New
York State newspapers for Reinschild
Chemical Co., "Regulin" Medical, 47

DETROIT SATURDAY NIGHT

Holds a commanding position
in the progressive and pros-
perous homes of Detroit and
Michigan.

One reason why it gained 35%
in circulation and advertising
during 1916.

Represented by
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
201 Devonshire Street, BOSTON.
Kresge Building, DETROIT.

THE DAYTON SUNDAY NEWS

in the first five months of 1917 has car-
ried 110,264 lines more local business
than its only competitor.

With the Springfield News (the two at
653 per line) it's a great Sunday com-
bination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO
L. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

Barclay st., N. Y.

PRESBRY, 450 4th av., N. Y.—
Placing 1-time orders with large city
newspapers for Dr. I. W. Lyon &
Sons, "Lyon's Tooth Powder," 320
W. 27th st., N. Y.

REMINGTON, 1280 Main st., But-
talo, N. Y.—Placing advertising for
Art Metal Construction Co., James-
town, N. Y.

VANDERHOOF, 11 S Dearborn
st., Chicago, Ill.—Placing advertising
in newspapers for U. S. Cereal Co.,
Upper Sandusky, Ohio, maker of
"Butter Wheat."

Has secured account of Minerva
Laboratories, Chicago, going to
newspapers.

KOCH, University Bldg., Milwau-
kee, Wis.—Contemplating a news-
paper campaign for Fisher Mfg. Co.,
corn and bunion remedy, Milwaukee,
Wis.

THOMPSON, Lutton Bldg., Chicago.—
Conducting large campaign in
daily newspapers for Aunt Jemima
Mills Co., "Aunt Jemima Pancake
Flour," St. Joseph, Mo.

POWERS, ALEXANDER & JEN-
KINS, Journal Bldg., Detroit.—
Preparing general campaign for De-
troit Pressed Steel Co., pressed steel
disk wheels for touring cars, Detroit.

DAKE, 121 2d st., San Francisco.—
Contemplating campaign for Citrus
Fruit Juice Co., fruit juices, beverages
and "Dentomel Mouth Wash,"
Pomona, Cal.

SEHL, 139 N. Clark st., Chicago.—
Making 5,000-line contacts with some
Western newspapers for Marinbilo
Co., face powder, 14 Washington st.,
Chicago.

TOUZALIN, Kesner Bldg., Chi-
cago.—Placing 22-line 30-time orders
on contracts with newspapers for
Pieser Livingston Co., "Uncle Jerry
Pancake Flour," 1527 Halstead st.,
Chicago.

WATSON, Peoples Gas Bldg., Chi-
cago.—Placing accounts of Chicago
Engineering Works; Coyne Trade
and Engineering Schools; Greer Col-
lege of Motoring, all of Chicago; and
the Crane & Bred Manufacturing
Co., Cincinnati.

DELMEL, 5 Beckman st., N. Y.—
Handling the accounts of Swiss Clock
Co., Hermanns Seed Store; Wein-
berger & Co., N. Y.; German Savings
Bank and H. C. Kieselbach, Brook-
lyn.

McUNKIN, Mallers Bldg., Chicago.—
Preparing newspaper schedule for
coming year for French Lick Springs

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

THE Philadelphia Bulletin

has the largest 2c circulation in the east.
Net paid average for six months from
April 1 to September 30, 1917, as per
report to U. S. Post Office Department

363,115 COPIES
A DAY.

"In Philadelphia nearly everybody
reads the Bulletin."

Hotel Company's "Photo Water."
More money will be spent for ad-
vertising this year and a wider se-
lection of newspapers will be made.

SHAW, 142 Berkeley st., Boston.—
Placing orders in class publications
for Marcus Lucius Conservatory of
Music, Boston.

RANKIN, Monroe Bldg., Chicago.—
Placing large copy in daily news-
papers for the Hoover Electric Suc-
tion Sweeper Co., New Berlin, Ohio.

Placing Southern newspaper cam-
paign for Wilson & Co., packers, Chi-
cago.

Extending newspaper campaign for
Farquhar Moon Co., Chicago, for "N-
Rex" Washing Tablets.

NICHOLS FINN, Consumers Bldg.,
Chicago.—Preparing to place winter
tour advertising for Burlington and
Great Northern Railroads, asking
rates, etc.

ARMSTRONG, North American
Bldg., Philadelphia.—Sending out
yearly contracts to a list of papers
for the Popular Science Monthly,
N. Y.

GOODMAN, 1264 Broadway, N. Y.—
Sending out contracts to Pacific
Coast papers and making up a list of
newspapers covering the country for
the Golden Film Co., N. Y.

VAN PATTEN, 50 E. 42d st., N.
Y.—Placing advertising for A. De
Pinna Co., gowns, 626 5th av., N. Y.

AYER, 300 Chestnut st., Philadel-
phia.—Placing orders in newspapers
for Glessner Medicine Co., "Turpo,"
Findlay, Ohio.

CARNEY & KERR, Printing
Crafts Bldg., N. Y.—Placing adver-
tising for Accounting Machine Com-
pany, Inc., N. Y., on Amco Adding
Machine, in periodicals.

CHAMBERS, Maison Blanche
Bldg., New Orleans.—Placing adver-
tising of the Interstate Electric Com-
pany, recently reported going out di-
rect.

ASKING RATES.—Roberts &
Bailey, Manhattan Bldg., Chicago.—
are asking rates and other data from
daily newspapers.

American Diamant Company, Cin-
cinnati, Ohio, is asking for rates
and other data from daily news-
papers.

SAVE FOOD CONTEST.

The Wilmington (Del.) news-
papers have offered prizes for com-
petition among school children of that
city in connection with a food con-
servation project, which is being pro-
moted by the Women's Defence
Council.

THE SYRACUSE POST-STANDARD

October 1st, 1917

Government Statement

Daily (Not Paid)
CIRCULATION 54,470

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metrop-
olis of a rich, agricultural and man-
ufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, Chicago.
201 Devonshire St., BOSTON.
Kresge Building, DETROIT

BALTIMORE CITY OF HOMES

and noted for its great industries and
thrifty working classes, affords National
Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, to thor-
oughly cover city and state. Member A.B.C.

C. GEORGE KROGNES, CHICAGO.
VERREB & CONKLIN, Inc., New York

SETTING NEW BUSINESS MARKS IN COLORADO.

The Denver Post is this year away
ahead of its business record of 1917.

In circulation the Post's average
for the six months prior to October
1, 1917 was 99,702, according to the
sworn Post Office statement, which
is a gain of 14,583 over the same pe-
riod of last year.

In advertising, from January 1 to
September 30, 1917, the Post carried
7,457,408 agate lines, which was more
by 940,616 lines than it published in
the same period last year.

The Post in the same period print-
ed national advertising amounting to
1,502,368 lines, which was more by
191,040 lines than last year.

All of which makes the Post man-
agement—as it deserves to—feel high-
ly elated. The Post is represented in
the national advertising field by Cone,
Lorenzen & Woodman of New York,
Chicago, Atlanta, Kansas City, and
Detroit; and by the Baranger-Weaver
Company of San Francisco on the
Pacific Coast.

RICHMOND CHANGES.

Walter A. Beswick, business and
advertising manager, and E. H.
Chalkley, secretary and treasurer of
the Richmond (Va.) Evening Journal,
have resigned their positions.
The resignations took effect Novem-
ber 1.

H. E. Waiman, an advertising soli-
citor with the Journal, is acting ad-
vertising manager until Mr. Bes-
wick's successor is named.

Mr. Beswick has been connected
with the Journal for about two years,
having come here from Los Angeles,
Cal. It is said he may locate with
one of the New York dailies.

Mr. Chalkley has not decided upon
his course for the future.

MERGER IN HAZLETON.

The Hazleton (Pa.) Standard has
been absorbed by the Hazleton Sen-
tinel. Harry Walser, owner and edi-
tor of the Sentinel, will have charge
of the new Sentinel-Standard, which
will be issued daily.

This leaves Hazleton with two
newspapers, the Plain Speaker in the
afternoon and the Sentinel-Standard
in the morning.

CHURCH MAN WILL EDIT.

The Marengo (Ind.) Observer, for-
merly owned and published by Elmo
Wilson, until his death a few months
ago, has been purchased from Mrs.
Wilson by Elder C. A. Frakes, pas-
tor of the Christian church at Mar-
engo. Elder Frakes will assume the
responsibilities of the publication.

THE Boston Herald (Morning and Sunday) and the Boston Traveler (Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

THE POST OFFICE SURPLUS.

From the New York Times.

It is good news that the Post Office has turned into the Treasury \$9,000,000, being surplus of receipts over cost of operation.

It would be better news if the Post Office had resolved to calculate its surplus hereafter in the manner imposed by law upon other public utilities.

The manner of calculating the surplus of the Post Office is particularly important at a time when the argument for Government ownership and operation of the railways is strengthened by considerations drawn from their operation with first regard for public interest under the conditions of the war.

When peace returns, considerations of the largest profit compatible with good conduct in the public interest will resume first place. That will not be because the railways will wish it, but because the railways will not then be able to command the co-operation which alone makes possible their present extraordinary efficiency.

The Post Office is assisted in the same manner and will not be so assisted any more than the railways when conditions become normal.

For example, those who pay postage will not submit to the increase of rates which was imposed under something resembling false pretenses.

If the surplus had been in sight during the war tax debate it would not have been possible to increase second class postal rates upon a statement of costs which will not bear examination.

It is not possible for the Post Office to know either its costs or profits, because its accounts are not kept for that purpose. They are not even assembled into a single account, but are kept with various departments charged with the cost of the service upon which the Post Office claims a profit without taking the costs into the statement.

What would become of the Post Office profits if it made allowance for overhead costs, or taxes, or depreciation, or interest upon capital

BRIDGEPORT

CONNECTICUT
(The Eden of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A. B. C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Published by
A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning
40.65 NET PAID average during 6 months period ending Oct. 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
728 Tribune Building, NEW YORK

employed, in the manner required of railways, for instance?

How can the Post Office make any statement regarding costs when its receipts go into a single purse, the services and their receipts not being segregated?

The Post Office's receipts, something different from profits, are what the Post Office chooses to make them.

For example, in calculating mail pay averages the Post Office of its own motion substituted a seven-day week for the six-day, or business-day, week.

The result was that the railways, despite their protest, lost many millions of mail pay through the reduction of the average.

At the present time one of the leading causes of the railways' embarrassment is that they are receiving less pay for more work on account of both the mail and parcel services.

That is one source of the railways' deficiency as well as of the Post Office's surplus. The people are not extreme to mark what the Post Office does amiss. It is their efficient servant, and the people are proud and fond of it. But they do not like him being in connection with it.

Before Government operation can rest upon the Post Office's surplus the Post Office must make some advance toward keeping its accounts in a commercial rather than political manner.

When the Post Office has its accounts audited by chartered accountants who will certify to a surplus of any sort on the principles which they apply in other cases there will be a better basis for such statements as that put out on October 27.

The Times comment was occasioned by the announcement sent out from Washington on October 27 that:

The largest surplus from postal revenues in the history of the government, \$9,000,000, was paid into the Treasury Department by the Post Office Department.

The second largest surplus was \$9,000,000 paid in last year.

DALLAS MAN ON TOP.

Tom C. Gooch, managing editor of the Dallas Times Herald, has been appointed chairman of the advisory board of Texas editors under the Hoover food conservation system.

The editors will aid the food administration through educational articles on the subject of food conservation in the press of the state.

THE DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

Newark Star-Eagle NEW JERSEY'S LARGEST PENNY PAPER

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

NEW MANAGING EDITOR IN CINCINNATI.

T. M. Miller has become managing editor of the Cincinnati Commercial Tribune. Previously he was for eight years Sunday editor of the Cincinnati Enquirer.

Mr. Miller began his newspaper career less than twelve years ago after graduating from Washington and Lee University. His early training was with the Memphis Commercial Appeal and the Memphis News-Semitar.

Harold Coates has become telegraph editor of the Cincinnati Tribune in the place of Alex. Schaap, who has gone into the advertising field.

Joseph Sullivan has been made city editor. He has had wide experience and has been with Cincinnati papers for twenty years.

The sports desk remains in charge of Robert Newhall, a Princeton man, who has held the desk for the past six years.

Isaac Pitchell has left the staff. Walter Emerson is assistant city editor.

A "suggestion box" is now occupying a prominent place on the desk of the city editor and reporters are urged to write their ideas for the betterment of the paper and to deposit them in the box.

LINOTYPE PURCHASERS.

The following have recently purchased multiple magazine Linotypes:

Room Typesetting Company, Chicago; Milwaukee (Wis.) Sentinel; Geneva (N. Y.) Daily News; Journal Printing Company, Daytona, Fla.; Gainesville (Fla.) Sun; Canandaigua (N. Y.) Ontario County Times; Drift Hill Printing Company, Rock Island, Ill.; J. J. Jackson, Clarksburg, W. Va.; State College (Pa.) Times; Youngstown (Ohio) Telegram; Colorado Springs Gazette; Pottsville (Pa.) Daily Republican; New Bern (N. C.) Sun Journal; Jackson Wells, Elizabeth City, N. C.; Norfolk (Va.) Ledger Dispatch; Shelbyville (Ind.) Republican; Wellington (Kan.) News-Republican.

SAVANNAH SHIFTS.

Walter J. Johnson, who has been handling exchanges, banks and railroads for the Savannah (Ga.) Press, is now city editor of that paper, succeeding F. A. Hill, who has gone into business for himself.

Charles Heidt, formerly of the Morning News, has joined the Press. Nelson Shipp, a reporter, has been made telegraph editor of the Morning News.

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in CLEVELAND

Over 175,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bg., Chicago.

THE JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
People's Gas Building, CHICAGO.

CABLE CODE ADDRESSES ARE LIMITED BY CENSORS.

The Commercial Cable Company has made the following announcement:

"On and after midnight November 11-12, 1917, all code addresses, other than Government, will be cancelled, except one general code address for each individual, firm or organization which may be selected by the individual, firm or organization from its list of registrations now active; but in case a general address has been published the published address must be selected.

"Clemency will be exercised by the United States censors in receiving cablegrams with discarded addresses until a reasonable time has elapsed for users of the cables to notify their overseas correspondents that all code addresses but one must be discarded."

WISCONSIN EDITORS MEET.

The Polk and Burnett Counties (Wis.) Press Association held its second meeting at Oaccola on October 13. The members were the guests of Editor F. O. Barrett of the Oaccola Sun. Those present were: M. D. Hinshaw of Webster, H. W. Hansen of Frederic, O. W. Lund of Luck, Messrs. Nicholson and Walker of Milltown, E. E. Husband of Itasca Lake, H. W. Roberts of Dresser Junction and F. O. Barrett of Oaccola.

INTER-COUNTY COURTESY.

Publishers in Eaton County, Mich., were entertained recently by the Barry County Newspaper Publishers Association.

The Suron (S. D.) Journal has been suspended.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending September 30, 1917:

Evening Star	88,752
Evening Times	42,375
Washington Post	47,032
Herald (over)	25,000

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

ST. PAUL DISPATCH
and ST. PAUL PIONEER PRESS.
In St. Paul, the St. Paul Dispatch has an average total daily circulation of 58,679; the St. Paul Pioneer Press, an average total daily circulation of 46,688; the St. Paul Sunday Pioneer Press an average total Sunday circulation of 47,808.

They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION
St. Paul Dispatch (daily). Over 61,000.
St. Paul Pioneer Press (daily). Over 64,000.
Sunday Pioneer Press. Over 77,000.
They Cover the Field.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING Union Star
SUNDAY. AUDITED 20,643
CIRCULATION
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

A.N.P.A. SAYS: "DON'T SIGN NEW PAPER CONTRACTS."

(Continued from Second Page.)

organization they can handle this much more economically than publishers, whose business experience and other business requirements are along entirely different lines. The freight as well as the cost of handling such freight should, of course, be figured as part of the cost of manufacture in any judgment of an equitable price.

"Another great disadvantage of this method of selling paper under the new standard contract is that the mill retains the routing of such traffic, while the publisher must be responsible for the traffic. This may be manipulated to serve other ends of the manufacturer, while the publisher's interests would suffer.

"2. The new standard contracts provide for a specified amount of tonnage to be taken during the year in equal monthly installments. The previous contracts, however, provided for an estimated tonnage for the entire requirements of the publisher to be taken during the year as ordered by him. While this is a disadvantage to the publisher, at the same time the new form of the standard contract is much wouder economically than the other. In the interests of minimum costs of production, in view of the fact that a paper mill makes an equal tonnage every day, publishers should take a specified amount of paper during the year and should take the same in equal monthly installments. Variation in consumption in the different periods of the year should be taken care of by the publisher, and not by the manufacturer. In addition to this it will be noted that the publisher's maximum requirements are coincident with similar enlargement of demands generally, and the taking of paper by the publisher on equal monthly installments helps to sta-

PRESS WANTED

Wanted, second hand
stereotype press; 4, 6, 8, 10
page capacity at one run.

Address Jesse C. Long,
Gen. Mgr. The SUN,
Jackson, Tennessee.

W. D. BOYCE CO.
500-514 North Dearborn St., CHICAGO
906 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT
"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL
Only evening paper in Peoria with As-
sociated Press franchise. Leads in circu-
lation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

bilize car shortage and transportation
generally, and in general produces a much
better condition, and tends toward effi-
ciency and economy.

"The standard contract provides that
paper bought by purchaser shall be ex-
clusively used in the publication named
in the contract. This should be elimi-
nated. The particular party who signs
the contract should purchase a specified
amount of paper for delivery, at a spec-
ified place, and not be under any obliga-
tion to define the uses to which he puts
his paper. It is his property, and he
should be permitted full control of it.
This point has recently been the cause of
considerable friction and disagreement.

"3. Payment: The new contract pro-
vides for payment on the 15th of the
month for all paper shipped the previous
month. When paper is delivered this
price should be the 15th of the month for
all paper delivered the previous month,
or when paper is sold f. o. b. mill, pay-
ment should not be required before the
30th of the month on account of the fact
that 15 days is not sufficient time for
most publishers to receive paper shipped
the last day of the previous month.
Therefore, since January 1 many publish-
ers have been obliged under their contract
to pay for paper before they could see the
same and check it. Further, the failure
to make payment promptly should not be
a cause for cancellation of a contract by
the manufacturers, on account of the
shortness of the terms of payment. It
should be provided that failure to make
payment, say thirty days after it is due,
would be just cause for cancellation of
contract. It might be provided, however,
that failure to make payment promptly in
accordance with the terms of the contract
would permit the seller to delay shipment
of next month's paper until satisfactory
settlement has been made.

"Further, the purchaser's right, after
due notice, to cancel the contract, pro-
vided shipment and quality are not in ac-
cordance with its terms, should be specifi-
cally admitted. Any right to cancel a con-
tract, due to failure of either party to ful-
fill its terms, should be equitable.

"4. Cores: The new standard contract
provides that cores shall be charged at a
fixed price which is very much in excess
of their actual cost, and that they shall be
credited upon return to the mill, freight
prepaid, at the same figure. This would be
fair enough, provided the price charged
for the cores was their actual cost. Either
this figure should be changed, or the
freight paid by the mill, as has been done
heretofore.

"5. Specifications: No specifications
of the quality of paper are provided in
the standard contract. The sample at-
tached to such contracts, or which may
be attached, would not be adequate to es-
tablish accurately the quality in case of
dispute. The definition of anything re-
garding specifications is too vague in the
standard contract. For example, the
weight is specified that it shall be sub-
stantially 24x36 32-500, with leeway of
5 per cent. There should be a minimum
as well as a maximum provided, say 24x
36 31 32 500, which would be fair.

"The hardship of this clause, as it is
now in operation in this standard con-
tract, is that many mills are running very

The BEST Advertising BUY in
CLEVELAND
THE NEWS
Quality Evening Newspaper
With Quantity Circulation

THE LEADER
Sunday
Represented by PAUL BLOCK, Inc.,
850 Fifth Ave., NEW YORK
Mallory Building, CHICAGO
801 Devonshire St., BOSTON
Krepps Building, DETROIT

U. S. P. O. and A. B. C. Report
THE NEW ORLEANS
ITEM
period ending October 1, 1917
Daily 80,758
Sunday 77,438
Average 63,217
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

much overweight, with the result that the
publishers get smaller output out of each
ton.

"Besides, there is no specification as to
strength, finish, sizing, color, moisture,
etc. all of which items can by manipu-
lation in the manufacture affect the price
very seriously.

"Experience has shown that the propor-
tion of sulphate was seriously reduced in
1916, and under the new contract there is
no relief for this hardship. The result is
that the strength of paper is so seri-
ously depreciated that publishers' costs
of printing have shown considerable in-
crease, due to breaks on the press.

"The point here is that the paper
bought should be specifically defined,
which a sample cannot do."

Advice by the A.N.P.A. paper com-
mittee on other phases of the news
print situation follows:

BERMINGHAM-SEAMAN CONTRACT.

"It is reported that Birmingham &
Seaman are notifying their customers
who signed their five-year contract at
3.10, that they will collect from them
an advance of \$15 a ton for all paper
shipped in 1917.

"This contract contains a clause
whereby a manufacturer is allowed,
without any consultation whatever
with the customer, to charge him
whatever he (the manufacturer) may
decide as to either increased or de-
creased cost of production. In this
case, they claim an increase of \$15
per ton over what the cost was the
first of the year, and are proposing to
collect this from their customers.

"The paper committee suggests that
the various customers of this com-
pany, through the committee, arrange
to ask for an audit to check up this
advance.

"Attention was specially called to
this contract at the time same was
drawn and all members urged not to
sign it. The Federal Trade Commis-
sion, at the time the contract was
drawn, and since, have had this par-
ticular contract under very careful
consideration and it may be that they
will be in a position now, or later, to
be of some material assistance in re-
lieving this very oppressive situation.

BROMPTON PULP & PAPER COMPANY.

"The Brompton Pulp & Paper Com-
pany has just announced enormous
dividends, preferred stock on the ba-
sis of seven per cent on \$2,000,000,
and common stock on the basis of
four per cent on \$7,000,000, and has
now announced an additional bonus
of one per cent on all common stock.
It will be recalled that this company,
in addition to his stock, has \$2,000,000
of other securities, or a total of \$11,-
000,000, on a property valued before

THE PITTSBURGH DISPATCH

for nearly four score years
has sold good merchandise
for advertisers.

H. C. Reeb, Real Est. Trust Bldg., Phila.
W. G. Brooks, 285 Fifth Ave., New York
Ford-Persons Co., Michigan Av., Chicago
W. B. Edges, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters
THE TIMES-DISPATCH
RICHMOND.

is delivered 12,000 of the city's
daily into best homes.
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

the war at \$2,000,000.

"The Royal Securities Corporation
in Montreal, in co-operation with
some of the officials of the company
last year, increased this capitalization
to the enormous and fictitious values
above, and on those enormous issues
they are paying the very handsome
dividends just announced.

"This shows how absurd and foolish
were the claims of the Brompton
Pulp & Paper Company, made before
Commissioner Pringle at the recent
investigation in Ottawa, and if Com-
missioner Pringle is not willing to
bring out the facts as to their costs,
this very easily proves that the com-
pany's figures were not correct.

"This actually means a paid out
dividend on the actual investment in
that property at the present time of
more than thirty-five per cent. In ad-
dition to this, the company has put in
its surplus account and other require-
ments a large part of their earnings,
so that it may be said that the earn-
ings of this company are easily over
fifty per cent on the actual cost.

"The present owners bought this
property from the old Royal Mills at a
very low figure, gradually improved
the property out of earnings, so that
in all they have probably spent a lit-
tle over \$1,500,000 real money in ac-
quiring the property, improving it and
adding to it, and most of this money
spent was made by the company itself.
It is now capitalized at the enormous
figure of \$11,000,000 and paying hand-
some dividends thereon.

STORAGE.

"The paper committee some months
ago urged publishers not to rush into
the market and buy additional paper
supplies because the market was soft
and they might feel that they would

If this territory presents a
sales problem to you, the
Merchandising Service
Department.

of the Boston American will, upon
request, make a trade investigation
covering various sections of Metro-
politan Boston and submit a report
which will help you solve that prob-
lem. Ask how this department
works.

BOSTON AMERICAN

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish Daily.Reaches the cream of purchasing power
of the Jewish element in America.CIRCULATION OVER 70,000
Despite advance in price
from one to two cents.

THE DAY

The National
Jewish Daily.

Member A. B. C.

Main Publication Office:
189 East Broadway, NEW YORK

"ROMANUL"

The largest and oldest ROUMANIAN
daily newspaper in the United States
and Canada.The only real guide of 250,000 thrifty
readers and positive success to its ad-
vertisers.Full leased wire reports of United
Press Association.
634-638 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.

save money over possible advanced prices for 1918. There have been built up very enormous supplies of paper in the hands of the publishers, chiefly due to the lesser consumption of the publishers and their contract quantities, which were substantially more than their requirements.

"The paper committee now urges all publishers to estimate very closely their requirements for 1918 and deduct from those requirements all paper in storage at the end of this year, and if contracts are made, make them for such quantities as will carry them through the year by using up this storage.

"Storage costs are very high in every part of the United States and insurance and other charges pile up very rapidly. It is seldom considered good business to carry enormous supplies of high priced materials on hand in view of a fair prospect of prices being at least not higher at the end of twelve months than they are today.

"It is further urged that publishers deduct their entire storage which they will have at the end of this year from their contract quantities for the coming year."

NEW THEATER PAPER.

The Theater-Goer, a new theatrical publication, has made its appearance in Scranton, Pa., edited by Frank Whitpeck, manager of Poli's Theater.

Incidentally, in the future, this theater will not employ billboard and window card advertising, but will concentrate on the newspapers.

INSTALLS GOSS PRESS.

A new 48-page Goss press is being installed by the Scranton (Pa.) Serantonian, published on Sunday.

The Circulation of the
NEW YORK
EVENING
MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

THE
ST. LOUIS
WESTLICHE
POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY
IN NEW ENGLAND

Kurier Bostonski

27 Beverly st., BOSTON, MASS.
reaches 600,000 Poles in New Eng-
land. They want to buy your goods
Use Kurier Bostonski

OBITUARY NOTES.

JOHN B. TAYLOR, for nearly twenty-five years connected with Vermont daily newspapers, died in Denver, Colo., of tuberculosis on October 24. Mr. Taylor was born in St. Albans, Vt., December 25, 1871, and after graduating from the University of Michigan returned to St. Albans and held position on the editorial staff of the St. Albans Messenger until 1901. He then went to Burlington and was on the staff of the Free Press until 1914, the last four years as night editor. Banking then claimed him for a year, but in April, 1915, he returned to the Free Press and remained with that paper another year when a lung trouble developed. After a year's stay at Saranac Lake, N. Y., he felt able to resume active work and became a director in the reorganized corporation publishing the Burlington Daily News, and was chosen treasurer and business manager last April. He is survived by his mother and his wife, the latter a daughter of the late Colonel George T. Childs, for many years editor of the St. Albans Messenger.

FRANK CRANE, one of the first art editors of a daily newspaper in this country, died on October 26 at New Rochelle, N. Y., in his sixty-first year. After graduation from the New York Academy of Design, Mr. Crane became a cartoonist on the New York World and later art editor of the World, in the days before photography played a part in the make-up of a newspaper. He then became art editor of the Philadelphia Press, having as members of his staff Everett Shinn, John Sloan, William J. Glackens, James Preston, F. R. Grugen, and others, since well known illustrators.

Returning to New York, he made cartoons for the New York Tribune, became Sunday art editor of the New York Herald, and was for a time connected with the art departments of the New York Times and the Boston Herald. He created the comic series "Willie Westinghouse Smith," "Uncle Dick's Contraptions," and "Muggsy," and was the author of stories for boys.

LEVI L. ALRICH, editor of the Cawker City (Kan.) Public Record, since 1879, died on October 24.

J. J. GROWTH, superintendent of the press room of the Lincoln (Neb.) Star Publishing Company, died recently of peritonitis.

JOHN CALHOUN TUTT, newspaper man and Shakespearian authority, died in Indianapolis a few days

MONTREAL

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

LA PRESSE

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars.

WM. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, ENG., 19 Sicilian Avenue
Southampton Row.
PARIS, 6 rue du Rocher.

NARODNI List

Briscoe Motor Corp. of Jackson, Mich., has just placed 19,840 agent lines of Briscoe advertising in the Narodni List. This is the best proof that the Narodni List is one of the best advertising mediums in the foreign languages for National advertisers.

Ideal Newspaper for National Advertisers
Phone 1929 Beckman
61 Park Row, NEW YORK

ago. At various times he was with the Chicago Tribune, the Chicago Times, St. Louis Globe-Democrat, the Louisville (Ky.) Commercial and the Louisville Ledger.

EDWIN WHITE SMITH, father of Leroy L. Smith, managing editor of the Long Island City (N. Y.) Star, died last week.

MRS. FANNY LYON COBB, wife of Calvin Cobb, editor of the Boise (Idaho) Statesman, died a few days ago.

MRS. ARTHUR HEIBERG, wife of the railroad editor of the Chicago Evening Post, died last week.

JAMES HARTIGAN, publisher of the Celtic Monthly, died in Yonkers, N. Y., on October 29, aged sixty-eight years. Mr. Hartigan had been connected with the New York World for more than thirty years.

ARTHUR HALLAM, head of the Root Newspaper Association's service department, died at Whitestone, N. Y., on October 30.

L. E. ("Dave") MOFFAT, formerly news editor of the Salt Lake (Utah) Herald-Republican committed suicide in Salt Lake October 26 by slashing his wrist.

HAROLD HERDER, son of the editor of the St. Johns (N. F.) Telegram, a member of the Newfoundland contingent in France, was killed in action.

CHARLES A. JOSEPH, editor of the Farley (Ia.) Advertiser, succumbed on October 19 to injuries received in a fall. He was sixty-nine years old.

JAMES GAYNOR, brother-in-law of James Mitchell, managing editor of the Scranton (Pa.) Republican, died recently.

REV. DR. ISAAC M. ATWOOD, formerly editor of the Christian Leader, of New York, and of the Universalist, in Boston, died in Washington, D. C., on October 26.

FRED PICTOR, formerly on the staff of the Pacific Railways Advertising Company, died in August while in action with Canadian troops in France.

C. R. HAMSTREET, formerly associate editor of the Clear Lake (Ia.) Reporter, died on October 20 in his sixty-seventh year.

H. C. HARDEN, editor of the Stoussville (Ohio) Fairfield-Pickaway News, died on October 25, aged seventy-five years.

DR. CHARLES I. BROWN, at one time editor of the Defiance (Ohio) Crescent-News, died in Defiance on

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly
NEWSPAPER
WORLD

Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)

Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG.

TELEGRAM CODZIENNY

A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium
Phone Suyvesant 2004
90 East 10th St., NEW YORK

The Only ITALIAN Daily Newspaper
in New England.
Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON
consolidated with La Tribuna del Popolo
and Il Messaggero di Worcester.

100,000 Italians in Boston.
300,000 Italians in Massachusetts.
1,000,000 Italians in New England.

THE JEWISH
MORNING JOURNAL
NEW YORK CITY

carries more advertising than any other Jewish newspaper. Circulation in New York City largest of all foreign language newspapers.
Member A. B. C.

PRINTING

A printer with first-class plant desires to arrange with one or two more weekly publications. Is an expert in keeping the prices down to rock bottom. Address Caslon, care The Fourth Estate.

October 29. He was a former president of Findlay College and was prominent in state politics.

NEW GENEVA DAILY.

The Geneva (N. Y.) Daily News will begin publication on November 5. It is an expansion of the Gazette and Advertiser, founded in 1809.

The publishers are W. P. Page, president; R. C. Goodwin, vice-president; H. L. Henry, treasurer; M. A. Goodwin, secretary; J. R. Joslyn, editor; and J. W. Shaw, business manager.

Edward J. Schreck, for the past eighteen months advertising manager of the Seneca Falls (N. Y.) Press has become advertising agent of the Geneva Daily News. Mr. Schreck has had fourteen years experience in various branches of newspaper work.

The Daily Gazette already has been elected to membership in the Associated Press.

Rotogravure Advertising

in The Chicago Sunday Tribune for the Spring of 1918 is now being sold. Already some issues are completely sold out.

The value of this section as an advertising medium is completely proven.

Recently we received an order from a "direct-return advertiser" for twelve pages after a careful test had been made with but one page.

The rate per page is \$1,000 (15¾ in. x 9¾ in.)

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

232 West 59th St. (near Broadway)
Published Every SATURDAY at

NEW YORK CITY

NOVEMBER 10, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porters' Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship" Lecture I.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1884

No. 1237

Dry Goods and Department Store Advertising in Chicago Newspapers

*Total Agate Lines of Display Advertising
Used by Individual Advertisers
January 1 to October 31, 1917*



	The Daily News.	Tribune.		Herald.		Examiner.		Post.	American.	Journal.
	Daily.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.			
The Fair	375,608	36,805	155,473	9,217	68,069	23,475	108,324	40,824	141,712	123,932
Boston Store	338,947	112,923	54,306	42,595	105,901	17,707	141,068	199,414
Rothschild & Co.	338,288	10,920	122,874	7,573	68,927	8,392	111,930	8,335	118,434	193,341
Mandel Brothers	312,778	193,157	110,622	31,523	96,522	30,988	16,987	81,126	176,105	199,438
Siegel Cooper & Co.	269,573	6,946	119,263	2,412	19,012	7,570	102,016	84,010	92,013
Carson, Pirie, Scott & Co.	242,239	235,297	151,835	83,687	53,072	79,639	113,950
Marshall Field & Co.	239,143	246,497	235,582	87,180	128,250	199,171	218,825
Wieboldt's	41,314
Hillman's	199,800	2,667	79,720	1,790	26,320	2,470	64,988	45,835	14,359
The Hub	5,528	5,069	30,904	6,044	70,977	4,844	10,621	89,278
M. L. Rothschild	109,409	79,140	164	3,306	28,861	3,922	34,543	37,029
Chas. A. Stevens & Bros.	85,007	124,965	47,227	12,516	5,764	7,428	9,730	3,802	12,958	5,696
L. Klem	49,094
Twelfth St. Store.....	26,743
Weber's	26,061	1,510	1,808	8,964
Becker, Ryan & Co.	11,371	372
Total.....	3,015,217	1,173,922	754,845	486,718	345,564	393,623	568,214	347,659	1,132,617	1,197,999

THE DAILY NEWS PRINTED

1,841,295 lines more than the next morning paper.
1,817,218 lines more than the next evening paper.
1,086,450 lines more than the next daily and Sunday paper combined.
960,954 lines more than all morning papers combined.
336,942 lines more than all other evening papers combined.
1,346,594 lines more than all Sunday papers combined.

PAPER CONTROLLER FOR CANADA.

HAS FULL POWER OVER DISTRIBUTION AND PRICES AND TO CO-OPERATE WITH U.S. FEDERAL TRADE BOARD.

The control of the Canadian news print and other grades of paper indirectly passed to the Government for the duration of the war when Robert Abercrombie Pringle, K. C., former news print commissioner was appointed Canada's first paper controller on November 5.

The paper controller was appointed by Order-in-Council. His powers authorize him to set the price of news print from time to time. He will not interfere with the twenty-day stay of the 2.50 per pound rate, which expires November 20.

It is generally taken at Ottawa that three cents per pound will be the price fixed by Mr. Pringle for Canadian sales.

As eighty-nine per cent of the total output of the Canadian mills is exported largely to United States publishers, there is some hesitation over the question of what would be a fair and just price to the Canadian manufacturers as a continental price.

The control of pulp, sulphite and sulphate, is also governed by the paper controller. A price for news print for Canadian publishers will be set by controller before November 20.

The price Mr. Pringle decides on will more or less directly or indirectly affect every newspaper publisher in America.

Co-operation between the Canadian Paper Controller and the Federal Trade Commission is provided for and sanctioned.

During the early part of this week Canadian publishers complained to the controllers that some Canadian mills were not willing to continue supplying them at 2.50 cents per pound. Some paper mills objected strongly to the paper controller against being compelled to supply the publishers at 2.50 cents per pound. At the close of the Canadian news-print probe the averaging of thirteen mills by Mr. Pringle showed the cost of production to be \$57.33, without allowance for contingencies.

THE ORDER.

The Order-in-Council is as follows:

(P. C. 3122—Certified copy of a report of the Committee of the Privy Council, approved by his Excellency the Governor-General on the 3rd of November, 1917.)

"The Committee of the Privy Council have had before them a report dated 2nd of November, 1917, submitting the following information and recommendations respecting the paper situation in Canada:

"About the beginning of the present year, conditions affecting news print paper became very acute and newspaper publishers experienced great difficulty in obtaining adequate supply.

"On the 16th of April, 1917, in order to insure to publishers of Canadian newspapers an adequate supply at reasonable prices, Robert A. Pringle, K. C., of the city of Ottawa was appointed Commissioner with all powers given under the Inquiries Act, C.H.104, Revised Statutes of Canada, and amending Act 2, Geo. V., Chapter 28, to conduct an inquiry into and concerning the manufacture, sale, price and supply of news print paper within the Dominion of Canada.

"He was also appointed an officer under provisions of Section 6 of the War Measures Act, for the due enforcement of all orders and regulations made by the Minister of Customs under Order in Council P.C., 1059 of the 16th day of April, 1917.

"Orders were made from time to time by the Honorable the Minister of Customs under authority of Orders in Council, the provisions of which have not as yet been completely fulfilled.

"Robert A. Pringle, K. C., was also appointed a Commissioner with full powers under the Inquiries Act to investigate into the cost of the production of book and half-tone papers.

"Both investigations are still in progress. Acting under different orders made by the Honorable the Minister of Customs, the commissioner has exercised control over the supply of news print paper in the Dominion of Canada, and up to the present time domestic needs have been adequately safeguarded.

"The last order by the Minister of Customs was dated the 1st of October, 1917, and under that Order he fixed the price

and quantity of news print in sheets and rolls, furnished or to be furnished to the publishers in Canada by the manufacturers up to the 1st of November 1917. He did also order as follows:

"AND WHEREAS under the existing conditions the supply of news print paper to Canadian publishers is not proportionately distributed between them and by reason of the fact that the prices fixed are lower than the manufacturers are now receiving from export business, I do order that each manufacturer should bear his due proportion of the cost so entailed in complying with the above and if arrangements are not made between manufacturers for the pooling of such cost and for adjustment of their output supplied to Canadian publishers, then an accounting be made and the manufacturer or manufacturers who have supplied a greater percentage of Canadian tonnage than properly attributable to them shall be paid by the other manufacturers sufficient to place them in the same position as the manufacturer or manufacturers who have not supplied their proper percentage of paper to the Canadian publishers.

"As both investigations are still proceeding, and the Commissioner considers it is imperative to continue the exercise of public control over supply and prices as the only effective means of assuring to the newspapers of Canada their requirements, the Minister recommends that Robert A. Pringle, K. C., be appointed a Controller, continuing to have all the powers given under the Commission issued to him on the 16th of April, 1917, and that he also be given full power to carry out all the terms and conditions of the different orders made from time to time by the Honorable the Minister of Customs; that he be authorized and empowered to fix the quantity and price of news print paper and other classes of paper to be furnished to the publishers in Canada by the manufacturers during the continuance of the war, unless otherwise ordered; and also to fix the price of pulp, including sulphite and sulphate. The prices aforesaid, however, to be first approved by the Governor in Council.

"The Minister further recommends that as Controller, Mr. Pringle be further authorized and empowered to make such order or orders as he may deem necessary or advisable for the distribution or delivery of paper by the manufacturers to the publishers and for the distribution and delivery of pulp (including sulphite and sulphate) to manufacturers of news print and other paper; that all orders and regulations made by the Controller under this authority shall have the force of law and shall be enforced by such officer or officers as the Controller may appoint; that any person who contravenes or fails to observe any regulation or order made under this authority shall be liable to punishment as provided by the War Measures Act; and

WHY GO SLOW ON PAPER CONTRACTS FOR 1918.

A.N.P.A. PAPER COMMITTEESAYS MARKET IS SOFT ON OTHER GRADES AND MILLS MUST MAKE NEWS PRINT.

The American Newspaper Publishers Association's paper committee continues to ask the co-operation of all publishers in the way of "going slow" on next year's contracts, unless terms and conditions are satisfactory.

In addition to its reasons, announced in THE FOURTH ESTATE last week, the paper committee now says:

"It might be observed that this is a safe course for publishers to pursue for the further reasons that paper manufacturers cannot now turn their machines off news print as they have threatened to do.

"The markets for other grades of paper are decidedly soft, and many of these mills are running only sixty per cent capacity.

"It is true many claim they are deliberately reducing production to maintain prices firm in a soft market, but in spite of this prices have softened substantially and this grade of paper is difficult to sell.

"The International Paper Company, during the summer months, produced 200 to 300 tons a day more news print than its now normal production, which is about 1,300 tons a day. It has retained for a year past Charles F. Duncan, formerly with the Marathon Paper Mills, and the Minnesota & Ontario Paper Company, associated with Dan J. Albertson, engineer of Kalamazoo, Mich., for the particular business of examining all its mills and turning as many machines as possible off news print and on specialties and other grades.

"In spite of this systematic and scientific attempt to divert tonnage, and in spite of the fact that a year ago it was running sixty-two machines on news print and has now only fifty-two, it is making more news print paper because the machines now running are the most modern machines, having a capacity for larger production than the older ones being taken off.

"This shows in the face of such attempt to divert machines off news print, how little has been accomplished and how improbable it is that further machines can be switched in this way, under existing markets.

"For this reason, publishers need not be afraid if they have to depend for their next year's supply on the open market, or so much paper will be diverted that it will create a scarcity.

"Since the announcement of the recommendation of the paper committee urging publishers to adopt the policy of only making contracts at a satisfactory price and under satis-

factory contract conditions, we have had reports from a large number of publishers, who by insisting on this position, have now been able to obtain contracts under prices and conditions endorsed by the committee and certainly on a much better basis than if they had allowed themselves to be coerced into a panicky frame of mind as was the case last year.

"To some extent at least, it is now a seller's market.

"Further, it must be borne in mind that the new postal rates and zone system now in force against newspapers, and which provided such amusement for paper manufacturers and their trade journals at the time the Government imposed these unjust taxes on newspapers, are now developing to be a substantial item in reducing next year's paper consumption.

"A number of very large newspapers will have their circulation reduced tremendously by these new postal rates and by the proposed increase in rates by express companies.

"This will all tend, of course, to reduce circulation.

"In addition to all the other economies and reductions which are now effective, the differential between production and consumption is very substantially now in favor of the publisher.

"A further reduction in consumption is indicated by the fact that advertising figures to date throughout the country show a decrease of, roughly, ten per cent over last year, which will further decrease the consumption of paper."

(Continued on Eighth Page.)

that in the course of and in connection with his investigations, the Controller be authorized to confer with and co-operate with the Federal Trade Commission of the United States of America and that the Controller be authorized under the Inquiries Act, C.H.104, Revised Statutes of Canada, and amending Act 2, Geo. V, Chap. 28, to engage the services of such accountants, engineers, technical advisers or other experts, clerks, reporters and assistants as he may deem necessary and advisable. The expenditure incurred hereunder, to be charged to War Appropriation. The committee concur in the foregoing and submit the same for approval.

"(Sgd.) RODOLPHE BOUDREAU,
"C.P.C."

PRESS WOMEN MEET.

The Illinois Woman's Press Association at its meeting last week enjoyed a one-act play and a lecture about the psychology of motion pictures.

NEW CIRCULATION MANAGER IN LOUISVILLE.

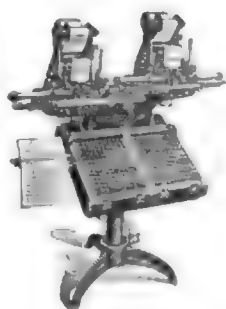
G. E. Johnson has resigned as circulation manager of the Louisville (Ky.) Courier-Journal and Times, and J. L. Bomar, who has been connected with the papers for the past twenty-four years, succeeds him.

Mr. Johnson, who retired at his own request, will continue with the Courier-Journal and Times in an advisory capacity and in his duties—long performed—as secretary to Henry Watterson and to General W. B. Haldeman. He has been in the service of the Courier-Journal for forty-seven years, starting as printer's "devil."

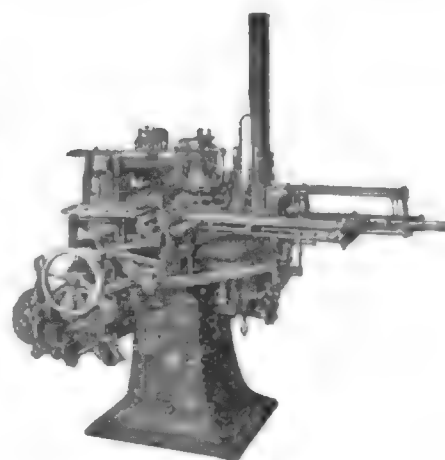
PRESS CLUB DANCES.

The Chicago Press Club gave its monthly dinner and dance on October 27. Many theatrical stars were among the guests.

What is Non-Distribution?



NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type-&-Rule Caster, which makes this material so economically that whole pages, after use, are melted up to make new material; it makes the compositor's work a pleasure by cutting out the drudgery of distribution, leaving him free to spend all his time building ideas into type form without having to stop and tear down old jobs to get material; it eliminates non-productive time by using all the compositors all the time on constructive work.



We created the *Non-Distribution System*, which is possible only with Monotype equipment, and originated the word *Non-Distribution* fittingly to describe it. The success of the system has induced imitating competitors to use the word in connection with less efficient methods, but there is only one *Non-Distribution System*.

SEND FOR FOLDER ON
NON-DISTRIBUTION

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA, PA.

NEW YORK, World Building
CHICAGO, Plymouth Building

Wentworth Building, BOSTON
Lumsden Building, TORONTO

Monotype Company of California, SAN FRANCISCO, Rialto Building

JAIL FACES ANTI-WAR WRITERS.

COURT DECISION INCLUDES ALL WHO AID IN PAPERS' DISTRIBUTION, TOO.

That criminal proceedings can be taken by the Government against editors and publishers of publications which have tried to obstruct the policies of the nation since America entered the war is intimated by the significant statement in the decision of the United States Circuit Court of Appeals which sustained Postmaster General Burleson for barring the August number of the *Masses* from the mails.

The court said: "If the magazine (the *Masses*) is non-mailable under that section it may be that the editor has committed a crime in publishing it for which upon conviction he may be fined not more than \$10,000 or imprisoned for not more than twenty years, or both."

As other publications have offended in a similar manner, Federal officials declare they are also amenable to the law and their publishers may find themselves in grave danger of going to prison or paying a heavy fine.

The effect of the *Masses* decision, United States Attorney Coffey said, was to prohibit the magazine from distribution throughout the country by express or other means of interstate commerce.

Earl B. Barnes, Assistant United States Attorney, who has successfully defended the postmaster in all court proceedings that have arisen through the suppression of radical and revolutionary magazines, will lay before the Grand Jury a mass of evidence already in his hands which may involve other publications and people handling them.

It is the opinion of local officials that the decision in the *Masses* case would practically compel the institution of criminal proceedings, even if such measures had not been contemplated.

There has been a warning to all express companies and dealers in the statement issued by Mr. Coffey and Mr. Barnes relative to the new law forbidding the carrying, transportation or sale of unmailable matter.

Many companies have been handling copies of unmailable magazines which have been placed in their hands for shipment, and practically every news stand has had such magazines displayed for sale, but under the law relating to trading with the enemy this is absolutely forbidden. If this practice continues, not only publishers but express companies and newsdealers will find themselves in trouble.

In the opinion rendered, the United States Circuit Court of Appeals reverses the decision of Judge Learned Hand, granting the *Masses* Publishing Company, New York, an injunction restraining Postmaster Thomas G. Patten from withholding from the mails the August number of the *Masses*, under the order of Postmaster General Burleson, who ruled it was non-mailable.

The issue was barred from the mails because it contained poems eulogizing anarchists convicted of defying the draft laws, cartoons insinuating that this Government was dealing treacherously with Russia, and editorial attacks upon the conscription law and other military policies.

Judge Learned Hand held notwithstanding these facts that the paper did not violate the Espionage Act because it did not directly advocate resistance to the draft.

This decision halted the plans entertained by the Federal officials for

FIFTY Years of Service!

Atlanta Constitution

CELEBRATES ITS Golden Anniversary

For fifty years the CONSTITUTION has been able to walk and labor hand in hand with the people of Atlanta and Georgia, all bent upon the same purpose: The development of our God-given resources and the building of the premier city and commonwealth south of the Mason and Dixon line. During that time there has not been a movement launched, looking to civic or state improvement, better education facilities, improved living conditions for white or black, but the CONSTITUTION either had a direct hand in it or gave to it its undivided sanction and support.

The CONSTITUTION has become known from ocean to ocean and from the lakes to the gulf as a builder, not a destructor; as an optimist, not a fault-finder. It has always helped, never knowingly hindered.

So jealous of the well-being and the progress of the South has the CONSTITUTION been—so carefully and authentically has it recorded from day to day the march of events in the development of city and state, that out of its columns the whole history of Atlanta and Georgia during the last fifty years could be written—such a history, intimate and detailed, as could not be written with such a degree of completeness and thoroughness from any other source of information.

And having rounded its fifty years of service, of which period the present editor and general manager has been associated with it for a third of a century, the CONSTITUTION turns the semi-centennial mile post strengthened by the experience of five decades, and cheered by the confidence and esteem of as loyal a constituency as ever marshaled forces under the banner of newspaper leadership for progress and patriotism—to still greater victories in the new fields opened to Southern achievement by the cataclysm of the world war.

And as it led its discouraged and destitute people out of the ashes of the Civil War, to the achievement of probabilities and to the acquirement of riches then undreamed—so it now turns to the greater, but less irksome, task of building at the close of this war on a foundation of prosperity already established, and offering to the incalculable variety of Southern resources greater possibilities for development and profitable investment than those of any other section of all the world.

CLARK HOWELL,

Editor and General Manager.

The Standard Southern Newspaper

taking drastic measures to crush the anti-militarists.

Francis G. Coffey, United States Attorney, took an appeal mainly for the purpose of obtaining a ruling from the higher court that would give him a chance to launch the prosecutions previously contemplated, and he got it in the opinion which was rendered on November 2 by Circuit Court Judge Rogers and concurred in by Judges Ward and Mayer.

After deciding that the law under which the *Masses* was barred from the mails by Postmaster Patten was constitutional, Judge Rogers cited previous states prohibiting the publication of seditious matter and said:

"If the magazine is non-mailable under that section, it may be that the editor has committed a crime in publishing it, for which upon conviction he may be fined not more than \$10,000, or imprisoned for not more than twenty years, or both.

"That one may wilfully obstruct the enlistment service without advising in direct language against enlistment and without stating that to refrain from enlistment is a duty or in one's interest, seems to us too plain for controversy.

"To obstruct the recruiting or enlistment service within the meaning of the statute it is not necessary that there should be any physical obstruction. Anything which impedes, hinders, retards, restrains or puts an obstacle in the way of recruiting is sufficient.

"The court does not hesitate to say that, considering the natural and reasonable effect of the publication, it was intended wilfully to obstruct recruiting."

In addition to having their August issue suppressed under the Espionage Act, the publishers of the *Masses* were subsequently notified that their second class mailing privilege would henceforth be unobtainable.

A separate legal proceeding involving this point is pending, but so far all the court decisions have been against the publishers.

The interpretation by Judge Rogers of the Espionage Act, together with the radical clauses in the Trading with the Enemy Act against the transportation or circulation of newspapers and publications which are considered in violation of the Espionage Law, has placed formidable weapons in the hands of the Government in dealing with treason, even where skillfully veiled.

Lawyers for publications which have taken risks with the postal authorities have advised, it is said, that these laws on their face seemed to give almost unlimited control to the Government over periodicals which followed an anti-war policy, and that the limits of the Government's authority could only be defined by test cases, which might result in heavy punishments.

Because of the Trading with the Enemy Act provision, which makes it a crime to transport or circulate publications which are of a "non-mailable" character under the Espionage Act, news companies have sent out word to several radical publications which have been in trouble with the Government that the danger of violating the Trading with the Enemy Act is so great that they could not afford to deal in magazines which had been in conflict with the Federal authorities.

The first radical publication to be hit heavily was the *Masses*, whose November issue had just left the press. Practically all newsdealers refused to handle this number, although the tone of the publication has greatly moderated since a promise was offered to the Government by the publishers, who have been seeking a

(Continued on thirtieth page)

A NEW SALES RECORD
for the
INTERTYPE
—orders entered at the Intertype Factory during
OCTOBER
for
87 Machines

THIS splendid record, for which we thank the trade, is due to the fact that Intertypes are built so well and run so well that each machine sold helps to sell another.

INTERTYPE CORPORATION

Builders of "the *Better Machine*"

Executive Offices and Eastern Sales Department:

50 Court Street, BROOKLYN, N. Y.

CHICAGO, Old Colony Building.

NEW ORLEANS, 539 Carondelet Street.

SAN FRANCISCO, 86 Third Street

SLOGANS FOR THE NEWSPAPER.

CONTEST BY THE LOUISVILLE COURIER-JOURNAL AND TIMES BRINGS BIG LIST.

Four prizes will be distributed to employees by the Louisville (Ky.) Courier-Journal and the Louisville Times when selections are made of the winning slogans submitted for the two papers, and selections also of the second best slogans.

In each case the best slogan will call for an award of \$10, while the second prize in every case is \$5.

The contest was open to every employee of the two papers, which are published morning and evening in the same building in Louisville, and practically everybody contributed.

The result of a winnowing of the chaff from the wheat has given about 125 slogans suggested for the Courier-Journal, and a hundred or so for the Times. They have been referred to a board of selection, which will make the decision and award the prizes. This board consists of Bruce Haldeman, president of the two companies; Henry Watterson, editor of the Courier-Journal; and General W. B. Haldeman, editor of the Times.

The list of slogans is interesting as showing the high esteem in which the employees hold their papers, and also as offering suggestions for other newspapers that may be looking for appropriate phrases.

Slogans submitted for the Courier-

Finest
Quality

FELT PRESS and MOULDING BLANKETS

DIRECT
from Factory
to Newspaper

at

ONE PROFIT

Write for prices to
Newspaper Dept.

Chas. W. HOUSE
& Sons
UNIONVILLE, CONN.

Journal follow:

Born and bred in Old Kentucky, and at home everywhere.
Right every time you thought it wrong.
A guide, philosopher and friend.
Read from cover to cover.
A historian and a prophet.
As dependable as the sunrise.
Seer of the South.
Daybreak to daybreak—just as it happened.

All gathered honestly—nothing purloined.
It's here if it happened.
Telling the plain truth, misrepresenting nothing.

Kentucky's foremost medium.
Nothing but the truth.
Paves the way for business of the day.
Get it in the morning—read it all day.
Ever right, ready and steady.
The oldest, steadiest and best.
Every morning with the dawn.
At home in any home.
Fair and square.

Kentucky's pride and the nation's guide.
First in its field.
Gives maximum news efficiency.
The paper people like to read.
Popular, progressive, prompt.
The news first without bias or prejudice.

All the news every day from everywhere.
An enemy of hypocrisy.
A common sense paper for common sense people.
Internationally recognized.

The link between the North and the South.
The South's most famous institution.
The South's best newspaper.

The newspaper of quality.
Sworn at and by; the Truth, that's why.

The guide post of the common people.
The star of the Southland.
Searchlight of the gateway city.
"Morse Henry's" paper.

A paper read after a glance at others.
Nothing more to say—if it's in the Courier-Journal.

Old in achievement—young in purpose.
A paper with opinions and the courage to express them.
America's most widely quoted newspaper.

The newspaper of quality.
The newspaper with an influence all its own.

The paper that put Louisville on the map.
When the world thinks of Louisville, it thinks of the Courier-Journal.

Able and alert.
The atlas of the South.
Known everywhere.

The paper your grandfather read.
The old reliable—The Courier-Journal.
The Courier-Journal, K.I.T. (Kentucky, Indiana and Tennessee).

Revered for its fidelity to the public.
Zealous to disseminate truth not fiction.
Known all over the world.

Read and be wise—be wise and read.
Connects with the North, East, West, South.

Better than breakfast.
Keeps Louisville on the map.
The paper that has made Louisville famous.

More than a newspaper—an institution.
Gospel to Kentuckians.
Eastern or Western hemisphere, it's here.

The universe delivered on your doorstep.
Tried and true, published for you.
Kentucky oracle.

The world's news twice around the clock.
All that's news—news that's all.
The Courier-Journal blazes the trail of progress.

The Courier-Journal was, is and always will be.
The Courier-Journal—it was, is and will be.

Conservative, careful, considerate, clean—but all the news.
If it's news and printable, we print it.
A clean paper for clean people.

First, fair and fearless.
The key to the South's gateway.
The paper with a world-wide acquaintance.

First in the hearts of Kentuckians.
It lights the new Kentucky home.
The newspaper that identifies Louisville.

First in the homes of Dixie.
Holds the confidence of the people.
From all the world—to all the world.

The morning messenger.
The start of a perfect day.
As faithful as sunrise.

The pulse of the world.
A companion to every member of the family.

The world's news in your home.
Fair, forceful, fearless.
The world's history day by day.
Up with the sun, it crows with the rooster.

Its name and its news world wide.
The truth, the whole truth, nothing but the truth.
Sherman said it about war, but it is a worse than that, when you fail to get your Courier-Journal.

If it's news, it's in the Courier-Journal.
Kentucky's greatest asset.
An epochal newspaper of epochal times.
The Courier-Journal sends news wherever the sun sends light.

The Courier-Journal leads where others grope.
The foe of autocracy, friend of the oppressed.
The world at your elbow.
A thoroughbred newspaper.
The pick of papers.
The Courier-Journal for news and truth.

The world's news in your home.
Fair, forceful, fearless.
The world's history day by day.
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The foe of autocracy, friend of the oppressed.

The world at your elbow.
A thoroughbred newspaper.
The pick of papers.
The Courier-Journal for news and truth.

North }
East } is in the Courier-Journal
West }
South }

A clearing house of news and views.
The key to the door of knowledge.
The synonym of truth and honor.

For over fifty years, the Gibraltar of Democracy.
The newspaper that made Kentucky famous.

The soul of the South.
Reflecting universal news.
For authentic facts, the Courier-Journal and the Bible go hand in hand.

If not in the Courier-Journal, it's not news.
When truth is wanted, the Courier-Journal brings it.

Facts are the Courier-Journal's foundation.
When it happens, the Courier-Journal gets it.

No room for doubt in the Courier-Journal's pages.
If the Courier-Journal prints it, it's true.

Slogans submitted for the Times were:

A member of your family.
The watchtower of the Ohio Valley.
Trust the Times—it's true.

Can you count the times it's served you?
To be well read, read the Times.
Read the Times if you want to know.

Naked facts—dress them to your fancy.
A family's fireable figure.
Real news for everybody.

Up to the very minute.
The paper that goes home.
Everything in it up to the minute.

The latest news earliest.
Everybody's newspaper.
Straight news—right views.

Fact and fiction published separately.
The Times had it.
The Times said it because it was so.

The Times keeps up with Father Time.
The world's diary.
Goes straight home.

The paper most people prefer.
Read for progress, use for results.
The paper for the home.

Your newspaper.
What is home without the Times.

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ruth.

First, fair and free forever.
News first.
First in everything.

Read and liked by all.
The world's messenger.
Links Dixie to the world.

Always in front.
Mirrors the world.
Make the Times your constant companion.

The day's doings the world over.
A newspaper for the people.
An institution in journalism.

The South's premier newspaper.
Everybody reads it.
First in the home.

Covers Kentucky like a canopy.
If it happened, it's there.
Always the news with accuracy.

The Times' news arm reaches the spot.
He who reads the Times, knows the world's doings.

The home paper of three states.
Devoted to the interests of the people is served.

Encircles its field like a hoop.
The paper you take home to the family.
To get it all and get it quick.
The zenith paper in its zone.

The best by test—the popular verdict.
Goes into the home—stays there.

Covers Kentucky like the sky.
First on the streets of Louisville.

Does it now and does it right.
Look for it in the Times.
Just a little ahead of the best and way in front of the rest.

It's here if it happened.
We print it first.
The Times tells the truth.

Truthfully told as it transpired.
A newspaper that satisfies.
The perfect end to every weekday.

Read it in the Times first.
To keep up with the times, at all times read the Louisville Times.

Look for it in the Times.
If it's business, news or rhyme, you'll find it in the Times.

Read by all who want the news.
The Times told it first.
It searches the earth like the wind.

Circle the world's news like a band of truth.
The light of truth.

The dependence of masses and classes.
The truth without fear or favor.
Makes the wisest men wiser.

Ahead of the Times in all manner of times in the Louisville Times.
Space for everything—everything in its space.

Always ahead of the event.
Times will tell.
The more times you read the Times, the many times wiser you are.

From dawn to night, it serves you right.
The Times—it knows no "thirty."

The newspaper for the home.
The world's shop window.
If you want the truth you want the Times.

If it's not in the Times, it didn't happen.
The Times is like the sunshine in Kentucky.

The people's paper—the Times.
The Louisville Times—timely, temperate, true.

Owned by its owners only.
Read by all and owned by none.
Its readers get what they expect.

It gives contentment and happiness as it crosses your portals.
If it happens anywhere—you will find it in the Times.

The Louisville Times—knows news.
Black and white, but always read.
The working men's friend and the business man's guide.

Produces results for the masses; is authority for all classes.
Reliability, the watchword of the Times.

WILMINGTON'S NEW AGENT FOR PUBLICITY.

Clarence M. Dillon, a newspaper man of Wilmington, Del., has been appointed publicity agent for the chamber of commerce of that city, having resigned from the news staff of the Evening Journal, with which he had been connected for some time. Prior to that he had been on the staffs of the Wilmington Morning News and Every Evening. He also served as clerk of the City Council some years ago. For a number of years he was an officer in the 1st Delaware regiment.

NEWSPAPER WILL HOLD A FOOD EXPOSITION.

The Trenton (N. J.) Times has engaged Sherwood P. Snyder to conduct a food conservation rally; consisting of lectures, demonstrations, etc., during "Food Week," November 19-24.

Space at the exposition may be obtained without any rental charge by contracting to use 2,000 lines of advertising in the Times during the period of twelve days—November 15-26, inclusive.

The Times runs a food feature department every Thursday, and claims a half million lines of food advertising a year.

THANKS FROM DETROIT.

EDITOR THE FOURTH ESTATE.

Sir: We want to thank you and compliment you upon the magnificent story which you devoted to the Detroit News' new building on October 27.

W. H. MOORE,
National Advertising Manager the Detroit News.

FREIGHT TAX ON NEWSPAPERS.

BUNDLES HANDLED BY THE EXPRESS COMPANIES TO BE WEIGHED IN BULK.

Newspaper publishers were told by Internal Revenue Commissioner Roper on November 6 that the war tax of one cent on each twenty cents or fraction of that amount charged by express companies would be assessed according to charges based on bulk weight of newspaper bundles, and that it would not be necessary to weigh each package separately to determine the individual charge and tax.

This ruling, which is subject to review by Secretary McAdoo, will mean a saving of time and money to publishers using express companies for distribution.

NEW YORK COMMERCIAL IS COMING BACK TO ITS OWN.

Under the new ownership of Russell R. Whitman, the New York Commercial is beginning to make folks sit up and take notice that it is on the road to big things.

Frank W. Noxon, secretary of the Railway Business Association and author of the well known book "Are We Capable of Self-Government?" has become a permanent contributor to the Commercial. He is writing a series of articles on the activities of business associations, the first of which is entitled, "Price Control Views Sought by United States Chamber of Commerce," and a letter has been sent out by the Commercial to all the business organizations in the United States offering to make the Commercial a "clearing house" for business information. "The response to date has been remarkable," Mr. Whitman reports.

A. S. Bennett has resigned from the Conde Nast publications to become circulation manager of the New York Commercial.

Charles J. Baker, who has been representing the Cosmopolitan Magazine in Chicago, has joined the staff of the Commercial as automobile editor. He is the son of P. C. Baker, for twenty years the managing editor and general manager of the Detroit News. Mr. Baker has been connected with the publicity department of the Brush Runabout Company, the Lozier Company, the Dunlap-Ward Advertising Agency, and the Chalmers Company. The Commercial pays particular attention to automobiles, automobile trucks, tractors, tires, accessories and aeroplanes.

Julius Moritzen has just completed an interesting series of articles in the New York Commercial on Scandinavian-American relations.

Mr. Whitman says that the Commercial is the first daily newspaper in the United States to inaugurate a daily department devoted to the United States foreign trade. The title of this column is "Foreign Trade Fields and United States Opportunities."

H. C. PATTERSON IS DETROIT NEWS' AD MANAGER.

In the story of the Detroit News' new building in THE FOURTH ESTATE of October 27, W. H. Moore was referred to as advertising manager of the News.

This was an error, as H. C. Patterson holds that position, and Mr. Moore is in charge of national advertising.

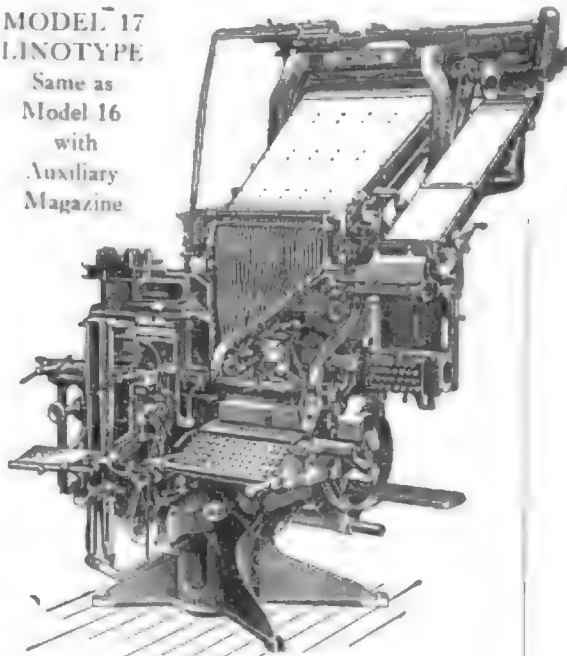
BACK AS AD MANAGER.

J. W. Jones, of Eugene, Ore., who was at one time advertising manager of the Portland (Ore.) Capital Journal, is again filling that position, succeeding James M. Heady.

TRADE **LINOTYPE** MARKS

MODEL 17
LINOTYPE

Same as
Model 16
with
Auxiliary
Magazine



No waiting for mats to clear the bar on Models 16 and 17

EACH MAGAZINE has a separate distributor. Four to six different faces, assembled in the same line, can be "sent up" and each matrix will automatically seek its proper channel along the proper bar. While distribution takes place the operator can shift his magazines and set his next line—*no waiting for matrices to clear the bar.*

Before buying a composing machine have your foreman look into this and many other exclusive Linotype features. Our representatives will explain and demonstrate them at any time you say.

Write our nearest agency.

Mergenthaler Linotype Co.

Tribune Building, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

THE MATTER OF CHEAPER BREAD FOR OHIO.

T. T. Frankenburg of Columbus, Ohio, representing the National Association of Master Bakers, does not believe that Floyd MacGriff, the Columbus correspondent of the International News Service or any other influence is going to get cheaper bread for Ohio, as it was mentioned he did in an article in THE FOURTH ESTATE of October 6:

Mr. Frankenburg writes:

"I do not wish to seem a pessimist and I would not dampen the ardor of the International News Service, but with the advantage of all the information of what the baking industry is doing and of what the Federal administration is trying to do, I feel safe in saying that Ohio will not get cheaper bread, thanks to MacGriff or any one else, during the continuation of the war, or at least so long as Congress guarantees a minimum of \$2 per bushel on wheat.

"I happen to have pinned to the clipping from THE FOURTH ESTATE a Washington dispatch sent out by a wire service akin to that which Mr. MacGriff serves, explaining definitely and succinctly why bread is cheaper abroad than it is in this country, and explaining it in practically the same terms which the baking industry has employed for the last year, namely, that the bakers of England and France are subsidized and that the people pay indirectly by taxation what in this country they pay directly for a loaf of bread.

"Furthermore, Americans get first class bread, while that being sold in most of the European countries is a very inferior product, both in point of taste and nutritive qualities.

"Possibly I can enjoy some advantages over Mr. MacGriff. I do possess inside information. I have access to all the standard data, both scientific and economic, regarding the baking industry in the United States.

"There is no wish to be selfish about the matter, however, as this information is at the disposal of every accredited correspondent in the United States and he is welcome at any time to send a collect message asking for the information he may desire about the bread industry, and he will get in return, by a prepaid wire, within the same twenty-four hours, that which is requested."

NEW ONE IN DES MOINES.

The Des Moines (Ia.) Forum will be launched shortly with W. Payne, for many years editor of the Nevada (Ia.) Representative, as editor.

The board of directors is composed of S. L. Moore of Boone; Charles A. Rawson of Des Moines; James M. Pierce, editor Iowa Homestead, of Des Moines; S. M. Leach of Adel; E. A. Fawcett of Nevada and James L. Parrish of Des Moines.

The purpose of the paper will be to present a weekly review of what is going on in the nation and particularly in Iowa from a Republican viewpoint.

FOR CANADIAN NON-JEWS.

A new Jewish weekly is about to be started in Montreal by H. Hyman Edelstein, formerly editor of the Canadian Jewish Chronicle. The new paper will aim to inform non-Jews of conditions in Jewry and of Jewish national aspirations. It will be non-political and non-partisan.

CHANGES IN HAZELTON.

Llewellyn Richards, former city editor of the Hazelton (Pa.) Sentinel, and Michael Coll, sports editor of the same newspaper, have assumed the same positions under the Sentinel-Standard, now being published in the morning field at Hazelton.

BOOK PAPER MEN PROMISE TO BE GOOD.

SIGN AGREEMENT WITH FEDERAL TRADE COMMISSION TO STOP PRACTICES FOUND OBJECTIONABLE.

The book paper manufacturers on Thursday afternoon promised the Federal Trade Commission that henceforth they will "be good."

At a final hearing at Washington what amounts to a "consent agreement" was entered. The case was not dismissed—that would imply the innocence of the paper men—but a "stipulation" was approved by the Commission whereby all the offending producers formally agree to discontinue the trade practices found objectionable by the Trade Commission and to cease for good and all the so-called "Bureau of Statistics" which was the vehicle for price inflation. This presumably cleans up the book paper situation in so far as the Trade Commission is concerned.

The "stipulation" is as follows:

"It is hereby stipulated and agreed, subject to the approval of the Federal Trade Commission, by and between the trial counsel representing the Federal Trade Commission and the several respondents represented by their counsel of record signatory hereto, that the Federal Trade Commission shall enter the following order disposing of this complaint:

"It is hereby ordered by the Federal Trade Commission:

"(I) That the dissolution of the Bureau of Statistics of the Book Paper Manufacturers, as set forth in the answers and amended answers in this complaint, be and the same is hereby approved;

"(II) That each and all of the respondents signatory hereto (*here insert in the order itself the names of the stipulating respondents in the formal order when made and entered of record*) shall forever cease and desist from continuing their respective memberships in the said Bureau of Statistics of the Book Paper Manufacturers, or from reorganizing the said bureau, and shall not create or join or become members of any such bureau or similar organization having for its purpose the objects, or any of them, charged in the complaint of this case as having been the objects of the said Bureau of Statistics, and shall forever cease and desist from carrying on such activities as are charged in the complaint to have been carried on by the said bureau, and from engaging in any

concerted movement (1) to enhance prices of book print paper, or (2) to maintain such enhanced prices, or (3) to bring about substantial uniformity of such prices, or (4) to effect or maintain such enhancement or such uniformity of prices through the medium of telephone communication, or by correspondence, or by personal meetings, or through other communications, or in any other manner whatsoever.

"(III) That the respondent Charles F. Moore be and is hereby ordered to forever cease and desist from continuing said Bureau of Statistics of the Book Paper Manufacturers, or from reorganizing such bureau, or from creating, managing, conducting, working for or becoming connected in any capacity with any other bureau or similar organization having for its purpose the objects charged in the complaint as having been the objects of said Bureau of Statistics, or similar objects, and from being connected with or assisting in any concerted movement to enhance prices of book print paper or maintain such enhanced prices or to bring about substantial uniformity of such prices or from aiding and assisting in any capacity in effecting or maintaining such enhancement or such uniformity of prices through the medium of telephone communication or by correspondence or by personal meetings or through other communications or in any other manner whatsoever."

COOK COUNTY JOINS N.E.A.

The Cook County Press Club, an organization of local newspapers published in and adjoining Cook County, Illinois, has voted unanimously to join the National Editorial Association. The advisability of joining the national body was urged by Benjamin S. Herbert, editor of the Ravenswood Citizen and the National Printer-Journalist, and his points were enforced by the enthusiastic comments of W. W. Loomis or LaGrange, Ill., and John Phillips of the Morgan Park Weekly Review.

Following the business session of the meeting, held on November 3, an elaborate vaudeville entertainment, furnished by employees of the Chicago Telephone Company, was enjoyed. Interspersed in the program were speeches by Mr. Weiden, chief of the publicity department of the Peoples Gas Light & Coke Company; Peter Reinberg, chairman of the board of commissioners of Cook County, and Congressman Niels Juul. The Chicago Telephone Company's orchestra furnished the music for the occasion.

Charles Slough has suspended the Prior Lake (Minn.) Enterprise.

CANADIAN LAW ON THE RED CROSS USE.

In Canada it is illegal to use for the purpose of trade or as an advertisement (to induce the sale of any article whatever or for any business or charitable purpose) the emblem of the Greek red cross on a white ground, or any sign or insignia made or colored in imitation thereof, or the words "Red Cross" or any combination of these words.

LARGE PAPER CONSUMPTION IN SOUTH AMERICA.

Robert S. Barrett, special agent for the Bureau of Foreign and Domestic Commerce has returned from Brazil after a study of all phases of the conditions in the newspaper business in South America.

He said the consumption of news print paper in South America was enormous, especially in Buenos Ayres, where 30,000 tons were used yearly in the printing of forty-one dailies.

The Argentine papers, as a rule, treated the United States with fairness.

PAPER FOR 1918.

(Continued from Second Page.)

"In addition to this, we have increased production, a number of new mills coming on the market, Newfoundland paper—all of this coupled with decreased exports.

"Under the panicky conditions of last year's market at this time, publishers covered themselves, even at the then existing fearfully high prices, for their maximum requirements. These savings effected a drop in business, which has had the result of building up enormous storage, so that it is now known that in the hands of the manufacturers, in transit and in publishers' warehouses, there is substantially more than 300,000 tons or, roughly, a three months' supply.

"The famous wood shortage belatedly broadcast by the big and little trumpets of the manufacturing fraternity has failed to materialize. Labor conditions, while very scarce and severe, have not been as bad as anticipated. Woods operations have been continued and all mills are getting in a satisfactory supply, although at increased prices.

"It is apparently possible at the present time that a serious wood situation may develop by a year from now, but certainly not before. There has been ample water in all the mills, particularly those United States mills in Wisconsin and Northern New York, so that the supply and production of ground wood pulp is very much above normal and there are enormous stocks on hand, the aggregate of which is probably in the vicinity of 350,000 tons, single manufacturers having as much as 40,000 tons, so that the pulp supply for the coming year promises to be exceptionally good. Price dropped from \$56 a ton at the mill to now about \$30."

"The paper committee believe that contracts should only be arranged for next year at a fair price and that the five per cent overweight allowance should be reduced to a maximum overweight of one-half pound, or certainly not more than three per cent, which would be equal to approximately one pound, and that the average weight of the paper supplied must be 32 pounds on the basis of 34x26—500 sheets."

BERGER SUES FOR MAILING PRIVILEGES.

The Milwaukee Social Democratic Publishing Company, publisher of the Milwaukee Leader, of which Victor L. Berger is editor, brought proceedings on November 8 in the local courts to compel Postmaster General Burleson to restore the paper to the second class mailing privileges.

The publishing company challenged the constitutionality of the Espionage Act and the Trading with the Enemy Act.

The Postmaster General will be required to answer by November 16.

It is charged that the provisions of the Espionage Act and the Trading with the Enemy Act granting power to the Postmaster General and his assistants to determine whether the laws are violated are unconstitutional. They do not, the publishers contend, afford the accused persons trial by court and thus violate the rights of free speech and a free press.

The Leader says it has been the organ of the Social Democratic Party and several labor unions, and although advocating international peace, has at no time published any articles violating any of the provisions of the Espionage Act or similar enactments. Denial of the right to use the mails, it is set forth, has caused the paper to lose 15,000 subscribers.

A. W. Mavis has sold the Silva (N. D.) Journal to L. H. Bratton.

PAPER COMPANY FINED FOR CONTEMPT.

County Judge E. B. Dillon of Columbus, Ohio, has fined the Central Market Paper Company \$450 for contempt of court, in failing to make good on its bid for print paper to the receiver of a defunct newspaper.

The company bid on some print paper and declined to take it, maintaining that there had been higher bidders and that it has lost all market for the paper.

WAR LEGISLATION INDEX.

The Committee on Public Information has published a summary of the legislation enacted by the first "war session" of the Sixty-fifth Congress.

In each case there are given the dates upon which each act was reported and passed, the votes in the two houses, and a brief synopsis of the chief provisions contained in the act.

For convenience an index is appended.

PRESS LOYAL, SAYS MEGATA.

Newspapers of the United States were praised for their loyalty to the Government in an address by Baron Megata, head of the Japanese Mission in this country, at a luncheon of the Japan Society of America in San Francisco on November 2.

Some papers in both Japan and the United States have lent themselves, probably unconsciously, to unfriendly propaganda, he said. He urged a better understanding between the countries.

VALUABLE MR. SMALLFIELD.

Until a new assistant manager of the Canadian Press Association is appointed (to succeed A. R. Alloway), W. E. Smallfield of the Renfrew (Ont.) Mercury, a past president, member of the board of directors for many years and who is in very close touch with the work of the association, is assisting Manager J. M. Imrie.

The latter is very busy with Canada's Victory Loan advertising, which is being handled by the Canadian Press Association.

SALE IN WILMERDING.

M. Clare Crowley and Bert H. Stowell have sold the Wilmerding (Pa.) News-Tribune. The new officers of the company are: President, J. C. Harbour; secretary and treasurer, C. A. Rowan; general manager, Jess H. Rodgers; superintendent, James W. Dumm.

John A. Geeting is editor of the News-Tribune.

WYATT TO KENTUCKY.

The Clarksville (Tenn.) Leaf-Chronicle has purchased the subscription lists of the Clarksville Daily and Weekly News from R. H. Wyatt, who has moved his plant to Russellville, Ky., where he will issue a new daily in conjunction with R. I. Whitlege, formerly advertising manager of the Leaf-Chronicle.

NOW PRINT SHOP OWNER.

W. S. Ashby, for many years publisher of the Blue Hill (Neb.) Leader, has become an equal partner in the Watkins Printing House, Hastings, Neb.

MISSOURI DAILIES MERGE.

The Nevada (Mo.) Evening Post, published by R. W. Curd and H. Long, has been purchased by the Nevada Daily Mail.

EDITOR GETS POST.

I. S. Walker, until recently editor of the Custer (Okla.) Courier, has been elected secretary of the Clinton (Okla.) chamber of commerce.

ONLY FULL A.B.C. REPORTS.

FOUR TO ONE VOTE IN FAVOR
OF NEW ASSOCIATION
BY-LAW.

By a ratio of four to one, newspaper members of the Audit Bureau of Circulations have expressed themselves in favor of the plan of the A. B. C. to make even more stringent the original ruling, which makes necessary the printing of the complete A. B. C. report if any part of it is to be published.

In other words the newspapers do not favor a plan to permit publishers to print a partial report.

The referendum vote does not end the matter, however. It will be referred to a committee to be acted upon officially within a short time.

The referendum vote was discussed at length at a recent meeting of the publishers of the Inland Daily Press Association, at which the sentiment seemed decidedly against the new ruling.

VALUABLE DIRECTORY FOR NEWS PRINT USERS.

The American Newspaper Publishers Association's paper committee has compiled a little directory of paper mills which will give complete information to all publishers. It is published in pamphlet form and copies will be available free to all members of the American Newspaper Publishers Association. Others may obtain copies at a price of twenty-five cents.

This directory will give publishers information whereby they can figure what mills can take their business. It will show the maximum trim of each machine in the United States and Canada, with their speed and production. It also gives a list of all paper mills using waste paper, where publishers may dispose of their waste; also a list of jobbers buying waste paper, and in addition to this, a list of all the Paper Trade Associations interested in news print.

The directory has been prepared with great care and at considerable expense and the paper committee will issue it at regular intervals, at least once a year.

In the preface to the directory, the paper committee says:

"We acknowledge the co-operation of the News Print Manufacturers Association, and particularly the courtesy of George F. Steele, formerly secretary, and Robert Houk, Jr., acting secretary, in checking this information and assisting us in making it as full and accurate as possible."

The paper committee of the A.N.P.A. consists of: Frank P. Glass, chairman; E. M. Scholz and Elbert H. Baker (executive committee); J. F. MacKay, E. Q. Knott, V. S. McClatchy, Louis Wiley, August F. Seested, J. D. Plummer and Robert Ewing.

The new directory is the first of its kind ever issued.

TAYLOR STARTS AGAIN.

L. D. Taylor is planning a new weekly in Vancouver, B. C. He was formerly mayor of Vancouver and is ex-publisher of the Vancouver World.

SYMPATHY TO YELLAND.

For the second time in eighteen months, Chester Yelland, editor of the Sheffield (La.) Press, is mourning the loss of a child.

REPORTED MISSING.

Flight Lieutenant E. W. Desbarats, son of Ed. Desbarats and former assistant manager of the Desbarats Advertising Agency, Montreal, has been officially reported missing since September 20.

First In Rotogravure

THE NEW YORK TIMES, the first American newspaper to make use of the rotogravure process, issues a twelve- to sixteen-page section with its Sunday edition presenting the world news in photographs reproduced by the perfected rotogravure process. Every detail of the picture is brought out in a beautiful clear impression and in soft, sepia tones.

Superb results are obtained by this process, through the etching of illustrations on a copper cylinder. It is the highest development of newspaper printing. The superiority extends to the advertisements, which are given such distinction that they cannot escape the reader's eye.

The Rotogravure Section of the New York Times enters the homes of more than 400,000 purchasers every Sunday. The arrival of the section is looked forward to with eager anticipation in thousands upon thousands of intelligent well-to-do families throughout the nation. Its advertising value, especially for articles of women's wear, fine furniture and objects of art, is not surpassed.

Since September 9, 1917, the Magazine Section of the Sunday edition of the New York Times has also been printed by the rotogravure process. The improvement in this attractive, high-class feature of the Times is marked.

The Mid-Week Pictorial of the New York Times, issued Thursday, is printed in rotogravure. In this weekly publication, the story of the war from day to day and of important current events is told in pictures notable for their faithful reproduction of details.

In ten months of 1917 the New York Times published 10,233,444,agate lines of advertising, 861,524 lines more than in the corresponding period in 1916, 2,350,024 lines more than in the corresponding period in 1915—a greater volume and a greater gain, Help and Situation Wanted advertisements alone excepted, than any other New York newspaper.

A "BLUE BOOK" AD MAN?

Clinton Osborne, of Newark, N. J., has been arrested in New York on a charge of forgery. The arrest was the outcome of a complaint made several months ago for the Vanderbilt Hotel that some person was using the name of T. M. Hilliard, manager of the hotel, to obtain subscriptions and advertisements for a so-called "Professional Blue Book."

THE BEST OF ALL.

EDITOR THE FOURTH ESTATE.

Sir: I receive a number of trade papers, but find THE FOURTH ESTATE more valuable in my department than any of them.

J. L. HIRSCHMAN,
The Germania Publishing Company,
Milwaukee.

NEW AD MANAGER FOR THE GRAND RAPIDS NEWS.

Thal Daniels, for the past five years with the advertising department of the Grand Rapids (Mich.) News, has been appointed advertising manager of the News, succeeding Russell W. Boyle, who has gone with the Chicago office of the Cosmopolitan Magazine.

Commenting on the appointment, A. P. Johnson, publisher of the News, said to THE FOURTH ESTATE:

"Mr. Daniels during his career on the News has shown a natural adaptability for newspaper work, having attained his present position through gradual and continued promotion. Much of the success of the Grand Rapids News has been due to the work of Messrs. Boyle and Daniels."

THIS AD MANAGER BELIEVES IN SERVICE.

The policy of Edwin A. Neutzenholzer, the new advertising manager of the Akron (Ohio) Beacon Journal, is "Give service to the advertiser, thereby making my paper valuable not only as an advertising medium, but also as a source from which he can secure such information as he may desire relative to the sale, etc., of articles similar to his sold in my paper's territory."

Mr. Neutzenholzer started as a newsboy in 1896 selling the Cincinnati Times-Star on the streets of



EDWIN A. NEUTZENHOLZER.

Dayton, and he took a regular route for the Dayton Evening Herald in 1899. In 1908, he secured a position in the advertising department of the Dayton Evening Herald and was appointed advertising manager in 1910.

In 1912, when the Dayton Evening Herald was taken over by the Dayton Journal Company, Mr. Neutzenholzer was made national advertising manager of the Herald and Journal. In September this year he went with the Beacon Journal in Akron, after having served on the Dayton Herald nine years lacking one week.

LAIRD CHANGES POSITION.

Scott Laird, formerly engaged as a newspaper publisher in Winona, Minn., has resigned as secretary of the Commercial Club of Thief River Falls, Minn., to become the city salesman there for a grocery house. Mr. Laird has been commercial secretary for a year. He is now acting in the capacity of second vice-president of the organization.

CONSOLIDATIONS.

RATON, N. M.—The Mail and the French Farmer have been consolidated with the Raton Reporter. W. H. Woodhouse of Topeka, Kan., has become associated with L. E. Busenbark in the publication of the Raton Reporter.

ALAMOSA, COLO.—Clifton H. Wilder, owner of the Alamosa Courier, has purchased the plant, business and good will of the Alamosa Leader from Ben P. Middleton and will consolidate the two papers.

A. B. Oliver has purchased the Remer (Minn.) Record.

NEWSPAPERS AND SECOND LIBERTY LOAN.

HOW THE "CHICAGO PLAN" OPERATED IN ONE THOUSAND TOWNS OF THE UNITED STATES AND ALSO CANADA.

By ROBERT E. RHINEHART.

In sending the subscription of the Second Liberty Loan above the maximum quota set for the country, newspaper advertising again demonstrated its matchless power in selling to the American public, through the assistance rendered by the National Advertising Advisory Board.

More forcibly, more definitely even than in the floating of the first Liberty Loan, the newspaper revealed its peculiar talent for gripping the man in the street and the woman in the home and making them buy an advertised product.

Newspaper advertising helped sell more than \$5,000,000,000 of bonds to 8,000,000 people of the United States; newspaper advertising, which put the real selling drive into the great organization of varied salesmanship that actually conveyed the bonds to the buyers.

Of this any one who had even a slight association with the selling is convinced. One has but to review the numerous advertisements of large and small space, and consider the most excellent and capable use to which this space was put, to realize the force the newspaper was in the bond selling campaign just closed.

With but a fraction of this space lying before one on a desk—hundreds and hundreds of full page advertisements of striking illustration and compelling copy—with a thought akin to awe one contemplates the tremendous campaign of publicity, accomplished without a direct sponsorship or even official encouragement of the Government.

There has never been a national campaign of advertising to match it. There has never been a national campaign of advertising to match one-half of it.

Though the United States Government indulged in no advertising of any kind, other than posters, one cannot doubt that the Government was the beneficiary of newspaper advertising space donated to it by loyal business men either in space or actual contributions, which will run between \$2,000,000 and \$3,000,000 in value.

It is too early, of course, to estimate the exact value of the space donated to the Government, but a survey of what was accomplished in Chicago, Detroit, Boston, Cleveland, New York, Minneapolis, Pittsburgh, Philadelphia, Des Moines, Akron, and other cities, gives an index of what was accomplished throughout the country.

The "Chicago Plan" of advertising, as originated for the Red Cross membership campaign, again did great service for the entire country in helping the sale of Liberty Bonds. Wherever the sale of Liberty Bonds exceeded the maximum quota, notably, New York, Boston, Cleveland, Washington, D. C., Detroit, Akron, and nearly every city on the Pacific Coast, the "Chicago Plan" of advertising, i. e., full pages in newspapers paid for by patriotic business men, was used.

Besides originating this idea and plan of advertising, Chicago also furnished the newspapers from the Atlantic to the Pacific with copy and illustrations for over 2,000 full page advertisements.

Canada is the latest recruit to use the "Chicago Plan" of advertising for its Victory Loan.

Over twenty-five pages were furnished to the newspapers of Washington, D. C.

This is the third time the "Chicago Plan" has stood the test and proved to every one the value of newspaper advertising as an economizing factor; first, in the Red Cross membership campaign, when we secured Red Cross members at a cost of two and one-half cents (or seven and one-half cents including advertising which was paid for by Chicago business men) as against the previous minimum cost per member of six-

teen cents in any other city or twenty-three cents per member in New York City.

Then again, in the first Liberty Loan, and the \$100,000,000 Red Cross financial campaign, conservatively speaking, the "Chicago Plan" of advertising has secured nearly \$5,000,000 worth of newspaper advertising for the Red Cross and Liberty Bonds.

HANDLED LIKE A BUSINESS ACCOUNT.

The improved Chicago plan for the second Liberty Loan, too, is interesting in several other important features worth more than passing notice to the advertising world.

In the first place, the Chicago advertising campaign was handled identically as any other advertising campaign is handled. A fund was raised to buy advertising space.

Second, the Chicago advertising was handled through one agency, the same as an advertising campaign for an automobile or a food product.

Third, it secured the co-operation of out-of-town newspapers by furnishing them mats with advertising copy, at cost, which they took to advertisers and induced them to buy space for Liberty Loan advertising.

In these three features may be found plenty of food for thought for advertising in general, and the advertising of any subsequent Liberty Bond campaigns in particular.

The raising of an advertising fund in actual money rather than contributed space increased the business of the newspapers. It avoided any disarrangement of the schedules of big advertisers in newspapers. It protected regular advertisers from assuming the burden of this advertising. Under the donated space arrangement big advertisers were the target of solicitation.

As a consequence, the campaign came to a close without a legacy of disapproval.

The handling of the business through one agency, which was the most radical departure of the second Liberty Loan campaign, brought forth the most important benefits of the campaign. At the outset of the cam-

paign, Charles H. Schweppe, director of publicity campaign of the Seventh Federal Reserve District, took the radical but business-like step of placing the Chicago advertising through one advertising agency, the William H. Rankin Company.

To Henry Schott, vice-president of Montgomery Ward and Co., was given the responsibility to finance the Chicago campaign and he made good in his usual big way.

With the exception of five pieces of copy, all advertising copy for the Liberty Loan campaign was written in the Chicago and New York offices of the Rankin agency.

Four pieces of copy were written by I. R. Parsons of Carson Pirie Scott & Co., and one page by P. W. Lennon of the Royal Tailors, and all art work was either drawn by this agency or under its supervision by the Ethridge Company, Charles Daniel Frey Company and Stolz & Williams.

This secured a harmony of appearance, and as a consistent and sustained appeal that could not have been otherwise obtained.

QUICK ACTION.

It also brought about a quicker action than characterized the more diffused handling of the first Liberty Loan campaign.

The advertising copy was always up to the minute—indeed ahead of it. It was properly vised and properly judged. A proper rotation of the ads in the newspapers was determined and carried out. There was no spasmodic hap-hazard period in the campaign.

Undoubtedly the maximum amount of advertising was obtained for the money.

Chicago expended \$63,573.34 in newspaper advertising. With it, the committee placed 183,420 lines in the English newspapers and 203,742 lines in foreign language newspapers, a total of 387,171 lines in the city of Chicago.

Also pages in five farm papers of Illinois.

Through this coherence of plan and centralized direction, the results of the Chicago plan extended over the entire country.

The New York office of this agency was brought into action, and from it some of its art and copy was obtained.

Through the joint activity of the two offices, the newspapers of the entire country were kept closely in touch with the advertising of the loan, and scores and scores of pieces of copy sent to the newspapers for use in connection with patriotic advertising. Some pieces of copy as "America's War Answer," "All Together," "Make Your Money Win the War," "How Much Does Your Country Mean to You," "The World Must Be Made Safe for Democracy," "Now It's Your Turn," went to hundreds of newspapers, and were published.

In this connection, the Liberty Loan News was issued at Chicago and 3,500 copies were sent to the newspapers of the United States, by the National Advertising Advisory Board. Mr. Schweppe used 1,000 copies of Liberty Loan News to educate the Seventh Federal Reserve District chairman and salesmen. It carried specimens of Liberty Loan advertisements and a plan of securing space.

Scores of newspapers were thus made active participants in the work. They took mats of these advertisements at a cost of seventy-five cents each for full pages and forty cents each for smaller sizes, covering the making of the mat and typography.

So greatly did they appreciate this service that 500 full page mats were ordered from the New York office by English newspapers throughout the country and 500 taken by the Govern-

ment and sent to foreign language newspapers. From the Chicago office more than 1,100 mats were ordered shipped throughout the country.

In New York City and Minneapolis is the "Chicago Plan" of advertising was extended to cover painted bulletins and electric signs.

CENTRALIZED METHOD.

The centralized effort of the Chicago method of handling the Liberty Loan advertising is undoubtedly responsible for a great amount of the Liberty Loan advertising that appeared in newspapers outside the very large cities, as the "Chicago Plan" was used by nearly every city or town in the United States to secure paid advertising to promote the sale of Liberty Bonds.

The success of this method of handling advertising is well worth the consideration of the officers of the United States Treasury Department. It shows that the way to sell Government bonds is by newspaper advertising handled exactly as the advertising of any large advertiser is handled, thru one centralized organization.

The efficiency of all the advertising effort throughout the United States could have been doubled or quadrupled if a campaign could have been standardized and directed in the same way the Chicago campaign was handled.

The Government could set a fine example of economizing the time spent by salesmen and the money spent by patriotic business men for advertising Liberty Bonds by taking over the responsibility of the advertising and using the newspapers thoroughly for the next Liberty Bond issue.

The lesson that is brought forcibly home at this time—is that every organized effort known should be used to economize the time of the patriotic bankers, business men and bond salesmen who give their time freely to sell Liberty Bonds.

Advertising, as in the case of the Chicago Red Cross membership campaign, and many other Red Cross campaigns has proven over and over again that it will reduce the cost of securing Red Cross memberships and if the Liberty Loan campaigns could be checked up it would be shown that advertising reduced the cost of selling.

In Chicago it was absolutely proven that a bond salesman can sell twice as many bonds in a given time with advertising as he could sell without advertising.

The Chicago campaign also proved that the banks that co-operated with the advertising sold many times the number of Liberty Bonds that those who did not co-operate sold.

Notable examples of this are shown in the record below:

The First National Bank, of which James B. Forgan is chairman of the board of directors, was the first bank to use newspaper advertising to urge the people of Chicago to come to their bank and buy Liberty Bonds. As a result, this bank and the First Trust & Savings Bank sold 32,604 individual bond buyers \$27,000,000, out of a total of 239,500 buyers and \$200,000,000 sales.

The next was the Morris Plan Bank with 17,519 buyers for \$1,020,500.

The Continental and Commercial National Bank group had the largest total subscription—\$28,598,000.

FOREIGN BIRTH SUBSCRIBERS.

Another interesting feature was that six out of every ten Chicagoans who contributed to the city's \$200,000,000 subscription to the second Liberty Loan were of foreign birth or parentage—largely due to the advertising and editorial support given by the Chicago foreign language news-
(Continued on Twenty-first Page.)

515 MILLIONS

U. S. Bureau of Crop Statistics in a recent Forecast, lists Louisiana-Mississippi chief money crops for 1917 as worth 515 Millions. This is exclusive of numerous small crops and livestock. The same crops last year were a shade short of 300 Millions. And last year was an unusually good crop year in this section. The fact is that the farmers of Louisiana and Mississippi are going to have a net surplus of about two hundred and fifty millions of dollars of money to invest this year.

WAR RECORD

New Orleans' Subscription to First Liberty Loan..	\$11,450,000
(\$8,000,000 was asked)	
District (including entire state) subscribed.....	16,500,000
(\$12,000,000 was asked)	
New Orleans' Subscription to Second Liberty Loan	18,000,000
(\$12,000,000 was asked)	
District (including part Louisiana, Alabama, Mississippi) subscribed	32,000,000
(\$24,000,000 was asked)	
Red Cross War Fund—New Orleans subscribed..	680,000
(\$350,000 was asked)	

U. S. P. O. REPORT

Statement of PAID Circulation for the Six Months ending Oct. 1, 1917

SUNDAY - - - - - 77,438

(GAIN over April statement 8,563)

DAILY - - - - - 60,756

(GAIN over April statement 5,713)

AVERAGE - - - - - 63,217

(GAIN over April statement 5,713)

New Orleans Item

Foreign Representatives
JOHN BUDD COMPANY

New York JAMES M. THOMSON, President. Chicago A. G. NEWMYER, Business Manager. St. Louis

LESS ADVERTISING IN NEW YORK.

SLIGHT FALLING OFF FOR OCTOBER—PAPERS CUT THEIR SIZES.

Although the total advertising in sixteen English daily newspapers of New York City—10,791,395 lines—fell off 290,449 lines in October, as compared with the same month last year, the total business for the six months of January 1 to October 31 maintained its increase over the corresponding period of 1916 by 2,368,086 lines.

During the month of October 1917, the sixteen papers reduced their size by a total of 264 pages as compared with the same month of last year. The page record for each follows:

	1917	1916
American	928	940
Brooklyn Eagle	968	1,092
Commercial	310	313
Evening Journal	628	592
Evening Mail	486	434
Evening Post	588	584

Evening Sun	490	624
Evening Telegram	652	624
Evening World	492	482
Globe	434	452
Herald	882	1,006
Standard Union	400	486
Sun	624	608
Times	976	1,056
Tribune	654	630
World	958	980

10,628 10,692

*Sunday.

OREGONIANS INCORPORATE.

Articles of incorporation for the American Publishing Company of Medford have been filed with the corporation department of Oregon. The company will publish the Medford American. The incorporators are W. W. Watson, Howard A. Hill and A. S. Bliton. Capital stock is \$5,000.

The Joliet (Ill.) Herald-News has joined the Associated Press.

The Davis City (Ia.) News, published by Grant Mollory, has suspended publication.

Jacob Snustad has sold the Hendrum Review to C. E. Good and has gone to Minneapolis.

DIGEST OF WORLD PAPER CONDITIONS.

AS THE WAR GOES ON THE SITUATION GETS WORSE—ENGLAND, FRANCE AND SCANDINAVIA ARE HARD HIT.

In his monthly digest of the world's pulp and paper conditions, Acting Secretary Houk of the News Print Manufacturers Association says:

"There is little change in the world's pulp and paper markets, prices ruling at practically the same levels that existed last month.

"Swedish chemical wood-pulp arrived in England during September, but only in small amounts, and practically all of it had been paid for and held in Sweden on the British paper makers' account.

"Swedish licenses to export were only obtainable up to October 15, and, furthermore, British licenses to import are very nearly exhausted. The industry in Norway is almost at a standstill.

"The British Paper Commission set the price of news print paper at 9½ cents per pound early in October, as against the September price of 8½ cents.

"Paper prices in England are expected to advance, but the pulp situation is very unsettled, as the buying power of the countries is limited, shipping space high and hard to obtain, and a curtailment in production in evidence everywhere abroad.

"Scandinavia has almost disappeared as a factor in this pulp market, and arrivals in October were on a still lower scale than previously."

Extracts from the report follow:

FRANCE.

There is no change to report in regard to the market situation in France.

ITALY.

L'Industria della Carta, Milan, Italy, September 1, 1917, states that the Italian Union of Publishers has unanimously decided to increase the price of its papers to two cents. This action has been put in the form of a resolution to the Minister of Industry, with the hope that the government will issue a decree to apply to all daily papers in Italy.

AUSTRALIA.

The Sydney correspondent of the World's Paper Trade Review, London, England, September 7, 1917, writes as follows in regard to the paper shortage in Australia:

"A paper famine is threatening Australia. Newspapers are reducing their size and adopting other measures for meeting the situation, such as abolishing the system of 'sale or return.' At the same time, the price of news print has gone up from \$47.50 per short ton before the war to \$173.80 per short ton."

The weekly bulletin of the Department of Trade and Commerce, Ottawa, Canada, has a report from the Canadian Trade Commission at Melbourne to the effect that, since it seems impracticable to try to build up a self-containing paper manufacturing industry in Australia by the utilization of hoop pine, blady grass and other domestic fibres, the executive committee of the Commonwealth Advisory Council of Science and Industry have become interested in a scheme to plant spruce and poplar in the high altitude of Victoria.

It is stated that wood from 900 acres so planted will supply the needs of Australia for one year, and it is recommended that 2,000 acres be planted the first year and 1,000 acres a year thereafter until the first planted trees are ready for cutting, and then to start a general cycle of reforestation scheme. While it would take a number of years for this wood to reach the size for cutting, it would place Australia in a self-supplying position so far as the pulp wood for paper making is concerned.

The World's Paper Trade Review,

London, England, September 14, 1917, states that "the returns of the foreign trade of Japan for the first half of the present year show a decline in the import of pulp for paper making."

RUSSIA.

The Petrograd correspondent of the Paper-Maker and British Paper Trade Journal, London, England, writes as follows:

"The provisional government has issued the following decree respecting the size of newspapers:

"Until the scarcity of paper has been removed newspapers may only be published as follows:

"Morning papers to contain not more than 252 columns, and evening papers not more than 156 columns in the week.

"This decree does not apply to the Provisional Government Gazette or to the Bulletin of Petrograd Council of Soldiers' and Workmen's Delegates.

"Newspapers that were published of less than the dimensions named in the present decree have not the right to increase their size beyond that which they had during the months of January and February this year."

The World's Paper Trade Review for September 14, 1917, states that pulp mill interests are concerned in the Riga retreat, as several pulp mills have been erected in that district during the last twenty years.

FINLAND.

The Helsingfors correspondent of the above mentioned authority writes as follows on the chaotic conditions in Finland's industries as relating to the pulp and paper industry:

"The political situation in Finland continues to be a very anxious one and will probably continue to be so for some time. What the outcome of the present struggle for autonomy will be is difficult to forecast, but it need scarcely be said that until the country's relations with Russia are placed upon a settled basis and until Finland's internal troubles are disposed of, its industry and commerce must suffer.

"Owing to a general strike of printers and a lockout on the part of the (Continued on Twenty-third Page.)

FEDERAL TRADE COMMISSION'S FIRST REPORT ON BOOK PAPER.

The Federal Trade Commission is gradually getting its news print and book paper reports compiling machine in working order, and its second report made public (issued on November 8) concerns book paper production and stocks for the month of October. (The first covered news print for the last two weeks of September and was printed in THE FOURTH ESTATE of October 27.)

The October book paper report follows:

Weekly reports received from 47 book paper companies operating 73 mills for the month of October, 1917, show the following results:

	First Week (Tons)	Second Week (Tons)	Third Week (Tons)	Fourth Week (Tons)
1. Stocks on hand at mill at beginning of week	34,564	34,714	34,495	34,528
2. Production	15,559	15,367	15,528	15,377
3. Shipments	15,060	15,602	15,530	14,867
4. Stocks on hand at mill at end of week	34,988	34,720	34,421	35,038
5. Stocks on hand at delivery points	8,884	7,008	9,518	9,750

The total stocks reported at the beginning of the month amounted to 43,572 tons and at the end of the month to 44,788, an increase of 916 tons.

MACHINE OPERATION.

The reports for the operation of 230 machines show the following number down each week and the total number of hours lost on account of lack of orders:

Week	Number of Machines Down	Total Number of Hours Lost
First Week	20	974
Second Week	24	1,374
Third Week	30	2,449
Fourth Week	33	2,650

Besides these machines there were four additional machines not running during the month, the reason not being given.

IMPORTS AND EXPORTS.

The exports of book paper from the United States and the imports of chemical pulp for the first eight months of 1917, as compared with the corresponding period of 1916, were as follows:

	Eight Months 1917. (Net tons.)	Eight Months 1916. (Net tons.)
Exports of book paper	31,875	35,953
Imports of unbleached chemical pulp	258,243	295,940
Imports of bleached chemical pulp	85,708	87,290

INSTALLING LINOTYPES.

The following have recently purchased multiple-magazine linotypes.

Youngstown (Ohio) Transylvania, Cleveland (Ohio) Gospel Herald, Columbia Institution for the Deaf, Washington, D. C.; North Adams (Mass.) Transcript, Wilmington (Del.) Evening Journal, Baltimore (Md.) Sun, Versailles (Mo.) Statesman, Schenectady (N. Y.) Gazette, Baltimore (Md.) Herald, Boston Gazette del Massachusetts, Bantam (Mo.) Reflex, Richmond (Ind.) Paladium, Dodgeville (Wis.) Chronicle, Troy (N. Y.) Times, Morris Brown, New York; Fitzgerald (Ga.) Herald, Harmon C. Crocker, Portland, Me., Cumberland (Md.) Daily News, Sparta (Ga.) Ishmaelite, Ottumwa (Ia.) Courier, Youngstown (Ohio) Telegram, Youngstown (Ohio) Vindicator.

TRIAL OF PAPER MAKERS MAY BE POSTPONED

It is understood that a postponement has been agreed on between the counsel of the manufacturers and the Government to postpone the trial of the indicted news print manufacturers from November 12 to either November 15 or 19.

The manufacturers had already requested a postponement from November 12, but have now withdrawn their objection and ask that the trial proceed immediately.

The progress and result of this trial will doubtless have some influence on full contracts and its proceedings will therefore be of vital interest to all publishers.

A N. P. A. MEMBERSHIP CHANGE.

The Oneonta (N. Y.) Daily Star has been transferred from the associate to the active class of membership in the American Newspaper Publishers Association.

MADISON'S NEW PAPER.

The new newspaper at Madison, Wis., will be called the Capital Times and will be first issued about December 1.

Articles of incorporation have been filed naming a capital stock of \$50,000. The incorporators are William I. Eyjue, William C. Allman, Thomas C. Bowden and E. C. Homberger, all of the city of Madison.

Mr. Eyjue, who was the author of the prohibition referendum bill, was formerly business manager of the Madison State Journal.

Mr. Allman was the advertising manager and Mr. Bowden in the circulation department of the State Journal.

Mr. Homberger was the treasurer of the Dailie-Hedquist Company, one of Madison's largest stores.

The officers of the company will be: Editor and president, William I. Eyjue, advertising manager, William C. Allman; circulation manager, Thomas C. Bowden; business manager, E. C. Homberger.

"The paper will be independent and will not be an organ for any party, any group or any individual," said Mr. Eyjue. "The men who will have the active management of the company believe that there is a future in Madison for the kind of a paper we propose to publish."

FRENCHMEN CLEARED.

The charges brought against Leon Daudet, of L'Action Francaise, and Charles Maurras, of the same newspaper, were dismissed on November 5 by the judge who was investigating the alleged Royalist plot.

He found no evidence to substantiate the charges.

Earl C. Bandy, editor of the Madison (Ia.) Register News, has bought a half interest in that paper.

CRAFTSMEN WITH THE COLORS.

The following employees of the New York Sun are with the nation's fighting forces:

Q. S. Mills, second lieutenant, 105th infantry, Camp Mills; Conrad Crawford, second lieutenant, Army; Stuart Edgar, aviator, Lafayette escadrille; G. W. Gabriel, Plattsburg; Roger W. Riis, ensign, naval reserve; E. S. Morse, coxswain, second grade, naval reserve; F. L. Oliver, 2d field artillery; R. W. Fredsall, 2d field artillery; E. J. Farrell, Army;

W. Thompson, engineers; H. G. Telford, lieutenant, U. S. R.; Hudson Hawley, F. L. Curtis, Army; Brewster Beach, Navy; Parke F. Hanley, ensign, naval reserve; Henry C. Bate, officers training camp, Fort Ouelthorpe; B. Eppner, National army; P. Ronano, National army;

Charles Speare, 23d infantry; Joseph Thompson, National army; Milford E. Cook, adjutant, 23d infantry; Herbert Moulton, 13th coast defense; Paul Dreher, William Walters, Louis E. Batchelor, captain, 1st infantry; William Deutinger, National army;

Newspaper correspondents at Camp Sherman, Ohio, have been given temporary sleeping and office room in officers' quarters, with the privilege of sharing officers' mess, by Major General E. F. Glenn.

When the new \$75,000 Red Cross rest house is completed, the correspondents will be given permanent quarters in the building at a nominal cost. Individual rooms with steam heat and private bath will do away with much inconvenience which the Ohio newspaper men have been experiencing for two months.

Correspondents assigned there include C. E. Collins, of the Columbus (Ohio) bureau of the Associated Press; B. J. O'Donnell, former San Francisco Examiner reporter, now with the Cincinnati Enquirer; George A. Lancaster, Tri State News Bureau, Pittsburgh, Pa.; H. R. Smith, of the Scripps McKee league; Frank Ward, International News Service; Ray Orman, Scioto (Ohio) Gazette; Artist Grove, of the Newspaper Enterprise Association, detailed from Cleveland.

Little Rock (Ark.) newspaper men of the last several years started scattering to the four winds a few months ago and many are "doing their bit."

Sam D. Fuson, formerly a Gazette man, later with the Associated Press at Columbus, Ohio, joined the Navy and is now press agent for the Great Lakes Naval Training Station.

C. E. Collins, former sports editor of the Arkansas Democrat, is now the correspondent for the Associated Press at the Ohio draft army cantonment, Camp Sherman, Chillicothe.

Lawrence ("Curley") Collins, his brother, a Gazette reporter later with the Galveston News, joined the coast artillery at Galveston, Tex., a few days before being summoned to the officers training camp at Leon Springs, Tex., where he is now seeking a commission.

Halbert Phillips, Democrat court reporter, later with the Memphis (Tenn.) Commercial-Appeal, is "somewhere in Georgia" with a Tennessee national guard unit.

Dick Gardner, who went from the Gazette to the St. Louis Post-Dispatch, is in Army service.

Frank C. Faude, head of the copy desk of the Minneapolis Tribune, is now with the forestry and railroad construction unit, Canadian overseas volunteer army. He was unable to get into the officers training camp and applied for the forestry branch of the United States Army. While he was waiting for the reply, how-

ever, he grew impatient, struck out to Winnipeg and hammered his way into the Canadian service. His unit sails for France soon.

Theodore L. Palm, formerly with the Omaha (Neb.) Bee, is in the aviation service and expects to be on the seas en route for France any moment.

William R. White, quartermaster's corps; George A. Carlin, 47th infantry, Camp Wadsworth; Harry H. Bernstein, seaman, naval reserve; H. G. Glen, 8th coast defense, Edmond Wilson, medical corps, Walter R. Suppes, National army; Frank Tansan, naval militia, George Wood, base hospital H (not yet called for service).

James McCarthy, Army; J. P. Annin, Joseph T. Clynes, W. T. Black, ambulance corps in France; Immo Brown Plattsburg; Eugene O'Connell, Plattsburg; J. Roselle, Army; William Murphy, engineers; C. H. Birm, naval reserve; Clarence H. Winkle, Army; John McGuire, National army; Harry Abraham, Walter Francis, Herman Crowe, Charles Krider, Peter Juppe, Jr., R. Colgrove, naval reserve.

Lieutenant Roger Mery van Mierden, son of one of the directors of the Societe Europeenne de Publicite, Paris, and previous to the war in the advertising agency business in New York, is with the American expeditionary force as an artillery instructor. He was second lieutenant in the French army.

Dudley H. Green, for the past seven years a member of the circulating department of the Victoria (B. C.) Colonist, has left for Toronto to begin training for the royal flying corps. He will enter the military wing of the service to qualify as a pilot for overseas duty.

W. W. Ferguson, reporter on the Omaha Daily News, has joined the aviation school at Berkeley, Cal.

Aviation beats advertising, according to Lieutenant George W. Anderson, formerly Minneapolis advertising representative for a Chicago firm. Lieutenant Anderson has been assigned to Fort Worth, Tex., as an aviation instructor and expects to go to France soon.

About sixty employees of the Winnipeg (Man.) Telegram are now doing "their bit." The latest two to enlist are Norman Nelson and John Omand, who have joined the royal flying corps.

Lieutenant E. S. Hobbs, former publisher of the Hastings (Ont.) Star, has started a small magazine in Murren, Switzerland, where he is interned as a prisoner of war.

Messrs. Berg, Peterson and Thompson, reporters on the Sioux City (Ia.) Journal, are at the Great Lakes training station in Chicago, preliminary to being sent to the radio school of Harvard University.

A fourth reporter on the Journal, Taylor by name, will join his friends if he is successful in passing the required examination.

M. H. Barton, editor of the Rhinelander (Mich.) News, is at the training school for officers at Fort Sheridan.

Reed L. Parker, formerly automobile editor of the Chicago Tribune and later in the plan department of Lord & Thomas, is now in training as an aviator in the government training camp at Dayton, Ohio.

The "roll of honor" of the Cleveland Advertising Club lists twenty-seven men. They are:

H. D. Turnock, C. C. Narten, R. (Continued on Twenty-seventh Page.)

EX-PRESIDENTS AS EDITORS.

WILL ROOSEVELT AND TAFT
SHOW PRESS HOW TO BE
FAIR AND ACCURATE?

The New York Evening Post makes the recent decisions of ex-Presidents Roosevelt and Taft to become newspaper editors, the subject of some interesting discussions. The Post says:

"What shall we do with our ex-Presidents?"

This old and vexed American query would seem now to have received its satisfactory answer: "Make 'em editors."

At least, our two living ex-Presidents, between whom certain differences have been rumored, are today at one in having an editorial connection.

Mr. Taft is advertised as a "contributing editor" of the Philadelphia Ledger. This announcement came out a short time after Mr. Roosevelt's taking service with the Kansas City Star.

Journalism, we suppose, ought to feel much set up by this drift of high public talents into its ranks. It is a direct reversal of Barrie's cynical saying about newspapers. They confer great honor, he remarked—probably with a slanting reference to his own early career—upon a man after he has let off working for them.

But here we see men who have held the highest honor in the gift of their countrymen, seeking a further outlet for their energies in the journalistic field. The press should rise and bow acknowledgements of the compliment.

The cases of Messrs. Roosevelt and Taft differ from those of other statesmen who have dabbled in journalism.

Mr. Bryan, for example, when he founded the Commoner, had an eye, unquestionably, to his political future.

Senator L. A. Follette certainly had when he established his weekly.

France is probably the country where newspaper editing has most often been a stepping-stone to political advancement. This nation has never had a close parallel to Gambetta's experience in alternating as editor and Prime Minister.

Horace Greeley set out to pass from the editorial to the Presidential chair, but his experience was not such as to encourage imitators.

If Mr. Taft ever comes back to public life it will not be, one can safely predict, on account of his setting the Schuylkill on fire by his editorials in the Ledger.

Doubtless he and Mr. Roosevelt are simply thinking of the opportunity presented to them to get the ear of their fellow citizens through a daily newspaper.

And if they do not despise the honorarium—we hope it is a thumping

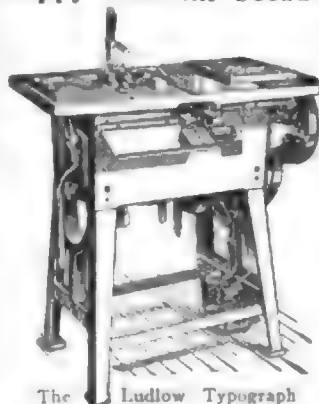
LUDLOW TYPOGRAPH

*The Profitable Medium
Between Two Extremes*

ONE EXTREME is the system by which you cast and store fully a hundred times more display type than you actually need.

THE OTHER EXTREME is the system of buying foundry display type at a cost which keeps quantities down to the minimum—you never have enough in an emergency.

THE LUDLOW TYPOGRAPH is the happy medium because it is midway between the two extremes of *too much* and *not enough*.



The Ludlow Typograph

The Ludlow Typograph provides an unlimited quantity of type; requires only the metal that actually goes into the forms; and needs practically no storage space.

A request for Ludlow Typograph literature will bring you the complete information.

Sole Selling Agents

**MERGENTHALER
LINOTYPE CO.**

Tribune Building, NEW YORK

CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

one—offered them, have they not the precedent of Scott and of Hawthorne?

The latter said that but for the money he got by it he would never have set pen to paper.

All these external aspects of the editorial engagements of our ex-Presidents are very pleasing; but the effect on the "Fourth Estate" has not been much considered.

We doubt if any aspirant in a school of journalism has yet been set to write a thesis on the advantages or disadvantages of having an ex-President on the staff of a newspaper.

Obviously, the position is largely ornamental. It is a kind of journalistic luxury—some will be kind enough to say, superfluous.

It is plain that no far-away contributing editor at the end of a telegraph wire can enter vitally into the organization of a newspaper office, or keep immediately in touch with the news of the day.

It is long-distance editing at best. And the question is what will be the influence of it all upon those in the daily grind?

When they see the Colonel tearing off a section of one of his speeches and sending it along as a glowing editorial, will they feel that freshness and intense "actuality," as the French say, are of as much account in newspaper writing as the professors of journalism allege?

And if Mr. Taft imports his legal style into his editorial work, as he did into his Presidential messages, will his getting well paid disprove all that young men are told—or tell each other—about the absolute need of swift movement, of "unch" and "pep" and "kick" in daily journalism?

Such speculations perhaps ought to be put aside as ungracious.

Editors cannot but feel that a new dignity is added to their profession—

if it is a profession—by the access of our two ex-Presidents.

And when it is recalled that both of them, in office, made violent attacks upon mendacious and unscrupulous press, the honor which they are now doing newspaper men is all the greater.

It need not be cried out that they are sons of the morning who have fallen to become as one of those whom they denounced and despised.

Rather should the ground be taken that an ex-President will show the common editor how to be always fair and sane and accurate, and how to make his page invariably drip with sweet reasonableness.

FIFTY-YEAR CELEBRATION IN SCRANTON.

The fiftieth anniversary of the Scranton (Pa.) Republican was celebrated on November 3 when the employees, numbering 110 in all, were the guests of the management at a banquet held in Hotel Casey.

Colonel L. A. Watres, president of the Lackawanna Publishing Company, which controls the Republican, was toastmaster. Speeches were given by W. J. Patterson, general manager; John E. Barrett, editor; John Kern, associate editor; T. J. Duffy, advertising manager; James Mitchell, managing editor; Fred Cook, circulation manager; Mrs. Hattie Penman, society editor; Chauncey Derby, city editor; Daniel Reese, foreman job department; Joseph Hostie, foreman composing room; William Steinke, cartoonist, and John Farr, Congressman from Lackawanna County.

Among the invited guests was Charles Sanderson, a former Scrantonian, now with the Paul Block Agency.

On November 1 a special fiftieth anniversary edition of the Republican was issued consisting of thirty-six pages.

N. Y. EVENING POST BELIEVES IN GETTING TOGETHER.

Nearly fifty members of the advertising staff of the New York Evening Post were entertained at dinner on November 2. The affair partook of the nature of a greeting to seven new members of the staff. Past achievements were reviewed and forecasts were made of the immediate future. H. A. Ahern, advertising manager, was toastmaster.

In a forceful address, replete with practical pointers on how to create business, Emil M. Scholz, publisher of the Evening Post, held the close attention of the staff. The new members were then presented and each spoke briefly, giving his impressions of his new environment and outlining what he plans to accomplish.

The Evening Post management believes strongly in the value of such gatherings for the promotion of mutual understanding, social pleasure and for the interchange of ideas. The result of each such dinner has been greater efficiency and more enthusiastic co-operation.

PAPER PRINTED FIFTY MILES AWAY FROM HOME.

A fire on the night of October 24, which hit the plant of the West Virginia Water & Electricity Company, out of commission for 24 hours did not keep the Charleston Evening Mail from going to press the next day. The edition was printed on the press of the Huntington Herald-Dispatch, fifty miles away and brought back to the city in time for distribution.

The Mail office went to Huntington on a noon train, worked a little over two hours between trains, and produced a regular edition, abbreviated to eight pages. The men who performed the stunt were B. H. Anderson, business manager; C. V. Ralbot, news editor; P. I. Canova, Jr., composing room foreman; B. L. Gwaltney, press foreman; and T. Guy Williams, machinist operator.

On the occasion the Charleston Gazette (morning) missed its first edition since 1887, when it was founded.

LIQUOR AD LAW IN CANADA.

The Canadian Senate has refused to pass a bill prohibiting the publication of liquor advertising in Canadian newspapers on the ground that any province has the power to pass legislation making it illegal, not only for papers in the province to publish such advertising, but for papers printed outside the province and containing liquor ads to circulate within the province.

PRINTER IS BANKRUPT.

A petition in bankruptcy has been filed against the Goldberg Printing Company, 344 West 38th street, New York, for \$5,150. Simpson Rubenstein is president of the company, the liabilities of which are \$15,000 and the assets \$5,000.

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CIRCULATORS IN HARTFORD.

NEW ENGLANDERS DISCUSS TIMELY TOPICS TO AID THEIR DEPARTMENTS.

Nineteen members of the New England Association of Circulation Managers attended the quarterly business session on November 8 and 9 at Hartford, Ct.

J. A. McNeil, president of the association, called the business session to order at the Chamber of Commerce Assembly Hall and read a letter from J. M. Annenberg, president of the New York State Circulation Manager's Association, regretting his inability to attend the meeting at Hartford and inviting members of the New England Association to attend the New York State meeting in Syracuse, N. Y., November 15.

It was voted to admit John M. Kerns of the Worcester Post and F. L. Nutting of the Brockton Times to membership in the New England Association.

The discussion program was:

"Distribution and promoting circulation through districts controlled by circulation departments," by J. P. Barry of the Providence (R. I.) Journal.

"Small city circulation—its value to the general advertiser and to what extent should newspapers co-operate," by Sidney Sibley of the Fitchburg (Mass.) Sentinel.

"The circulation problem met at the Ayer (Mass.) army cantonment," by George H. Reynolds of the New Bedford (Mass.) Standard.

"Abolishing the wholesale dealers and controlling the business from the office," Charles M. Schofield of the Worcester (Mass.) Gazette.

"College and preparatory school circulation," by Seth J. Moore of the Lewiston (Me.) Journal.

"How to hold up morning street sales in the winter," by H. R. Frickenhaus of the New Haven (Ct.) Journal-Courier.

"How to obtain the co-operation of newsboys in the running of a club organized for their benefit."

"Daily circulation—best methods of securing and retaining it in a small city."

Following each paper there was a general and animated discussion, the readers being bombarded with questions.

The complete papers of Messrs.

Sibley, Barry and Moore are presented following.

Mr. Reynolds said what has happened at the Ayer cantonment in the effort to supply the soldiers with their home town papers has been a long, sad story. Inadequate distribution facilities were encountered in handling the editions of forty or more newspapers going to the camp, the number excluding Boston papers.

But the problem has been partially and fairly satisfactorily solved, Mr. Reynolds said, by arrangements with the post exchange.

Charles M. Schofield declared the wholesale dealer has no control over his newsboys, he doesn't know just where all his subscribers live and if, by some oversight, the subscriber doesn't get his paper he consequently has to go without it. "The whole business should be controlled from the office," Mr. Schofield said, but to abolish the wholesale dealer is no easy task.

Following luncheon at the Hotel Heublein on Thursday, where special accommodations had been arranged in the rathskeller, the party inspected the plant of the Hartford Times.

Thursday night there was a banquet at the Hartford Club, the party being guests of the Hartford Times.

From 8 until 10 o'clock there was a continuation of discussion occasioned by the papers read at the business session.

The circulation managers remained in Hartford overnight, making their headquarters at the Hotel Bond, the meeting being scheduled to conclude yesterday afternoon.

The Courant's plant was also inspected Thursday.

Mr. Gleason of the Times addressed the circulators at the banquet meeting. The cover of the banquet menu contained a reproduction of the Hartford Times' front page in 1817 and today.

The next meeting will be the third week in January, at Boston. There will be one-day sessions in both June and October. The June meeting will be in Washington. The October meeting will be a pleasure trip only.

After the final session yesterday, the circulation men were entertained by the local newspaper men with an auto trip and luncheon.

GET NEARER TO THE READERS.

DISTRIBUTE AND PROMOTE THROUGH DISTRICTS IN CONTROL OF PAPER.

By JOSEPH P. BARRY.

Circulation Manager the Providence (R. I.) Journal and Evening Bulletin.

(Address delivered at New England Circulation Managers Association convention, Hartford, Ct., November 8-9.)

"Get as near to your readers as possible" is a good slogan for every circulation manager to follow, and the best way to accomplish this is by making the most direct delivery possible.

In the old days when circulation was looked upon as something that took care of itself publishers generally chose the course of easiest resistance and handed most of their circulation over to the middle-men, who generally bought the paper at a ridiculously low figure. These men sold to dealers, who in turn employed boys who did the real honest-to-God work by delivering the papers to the readers.

By this method of distribution the circulation department was relieved of all worry, because no matter how much the public kicked either at the policy of the paper or the unsatisfactory delivery, the shock was absorbed by the middle-men, who lost no sleep on that account.

Every circulation manager should know who his readers are and where they live, otherwise he cannot carry out any promotion work efficiently.

Suppose, for example, that an agent draws 1,000 papers daily, with which he supplies twenty sub-dealers who put out boys in various parts of the city; in this case the circulation department is really out of touch with the boys who make the deliveries and has to canvass at random for new circulation instead of being in a position to concentrate on the weak spots.

My experience has been that wholesalers' commissions generally far exceed the value of the services re-

ceived, and if publishers who are still handling their circulation through commission agents were to figure it out, they would find that they could save money and give far better service by making their distribution through their own salaried employees.

The wholesaler is naturally out to make all he can, and consequently will avoid the places where the circulation is weak, while it is just such places that are in need of the best delivery.

We have cut out several exclusive agents in the past year, and in every case we have gained from 10 to 500 per cent in circulation; furthermore, we have got in close touch with the smaller dealers, many of whom turned out to be very competent and were more than willing to co-operate with us in going after new circulation.

We are gradually dividing our territory into districts, each of which will be controlled by an employee of the circulation department. Each district superintendent will have the names and addresses of the readers in his territory; he will also have the names of those (if any) who do not take one or all of our publications, and he will keep after them until they become readers.

At present there is a great deal of wasted energy occasioned by boys who own their own routes overlapping, and also on account of readers taking our morning paper from one boy, our evening paper from some one else, and our Sunday issue from a third.

In order to overcome this condition we have turned our circulation department into a kind of clearing house for routes, all of which must be sold through us.

In this way we divert the routes in the right direction, and by arranging for the exchange of customers between carriers, we are gradually getting entire control of the situation.

We are always on the look-out for competent men who are willing to devote all their time to selling papers, and when we find the right man we hope to build up a profitable business for him. It is such men as these that are most useful to us, as they are able to make a very good income from their routes and are in the business to stay.



NEW ENGLAND CIRCULATION MANAGERS IN HARTFORD, NOVEMBER 8-9.

CO-OPERATION IN SMALL CITIES

IN MATTER OF CIRCULATION AND THE NATIONAL ADVERTISERS.

By SIDNEY SIMLEY,
Circulation Manager the Fitchburg
(Mass.) Sentinel.

(Address before the New England Association of Circulation Managers, Hartford, Ct., November 8-9.)

The small city circulation, its value to the general advertiser and to what extent the newspapers should co-operate.

This is a far reaching proposition, not only to the publisher, but the general advertiser and the readers as well. It is, perhaps, more intimately connected with the advertising end of the publishing business than it is with the circulating, but in order to get full benefit of your circulation efforts you must take care of the connecting links.

No one can deny the value of magazine circulation, but to secure full value for an advertising campaign you must supplement it with the local daily in the small city; the magazine cannot localize its message, as it is built for the whole country, while the local daily brings the message home to the readers.

It reaches thousands that the magazine does not reach and, besides, it finds the place where the goods are on sale.

A good illustration of this occurred in Fitchburg a short time ago.

A gentleman saw the advertisement of a stove polish in a street car. It appeared to fill a want that the brands he had been using did not fill, so he determined to give it a trial; but upon inquiry no dealer was found that carried that particular brand and some of the dealers had never heard of the brand.

Had this advertiser taken the precaution to place an advertisement in one of the local dailies and placed the article on sale in one or more of the local stores, he would have made, at least, one sale, but as it was the advertising was wasted, as far as Fitchburg was concerned.

The total circulation of the local daily has no comparison to the magazine, but in the home field it has a much larger circulation and besides localizes the message, telling the names of the dealers who are carrying the article in stock.

How far should the local newspaper co-operate with the advertiser and in what manner?

It is a recognized fact that there should be co-operation between the newspaper and the national advertiser, but how shall it be done in order that it may be equitable?

First, let us take a look at the kinds that are being asked by many manufacturers.

We have been asked to go out and solicit orders for goods, holding out

as a bait that an advertising contract will be made if we dispose of a certain amount of the goods to one or more parties.

The bait is held out to the dealer that his name will appear at the bottom of the advertising.

Other parties have sent blanks calling for a great variety of information among which was questions about what competing products were sold by the different dealers and which brand had the largest sale, some even going so far as to ask for the amount of their sales.

Once, in order to get the impression that this would make upon the dealer, I took one of these blanks to a dealer and asked him to fill it out. After a few minutes spent in looking it over he passed it back to me and said: "It is none of his business how much I have sold of other products, and I do not propose to give him any information about my private business."

I have no doubt but what every one of you receive requests almost every day for free readers, or your papers receive them if you do not see them. Long articles are mailed extolling the virtues of this or that article with a request that we publish same and send a copy of the paper. Some of these come from advertisers and some from non-advertisers.

It sometimes seems that these manufacturers and their agents are using every possible lever to get free publicity, but when you turn the thing around and ask them to contribute some of their product free, they never come across.

Now why should the publisher furnish space, time and labor free to these parties? They do not consider it good business for them to do it, then why should we?

There are ways that a publisher can and is warranted in co-operating with the advertiser in order to give him the greatest benefit to be derived from his advertising.

First give him a truthful statement and a full one about your circulation, about the city and its population, its industries, its merchants, introduce his salesmen to the best dealers and after the contract is signed, don't consider your work done, but look after his interests and see that he gets the service that is his due.

There is another way that you can benefit him, see to it that all advertising in your paper is of a class that will stand investigation. This will operate favorably upon your circulation also. Readers demand truthful statements in both reading and advertising.

The small city daily is altogether a different proposition from the metropolitan paper. In the large city you scarcely know your next door neighbor, but in the small city, in each neighborhood all know each other and the paper that pleases even one family is often brought to the attention of the neighbors and the circulation increases automatically if the paper is clean, new and interesting.

WRITER OF PAGEANTS.

Wallace Rice of the Chicago American has been chosen by the state centennial commission pageant committee to write the pageant to be given at Springfield, Ill., next year. He will also write many smaller pageants to be given in the different counties in connection with the state centennial.

Mr. Rice spoke on "Flags and the flag we fight for," at the Chicago Historical Society's home on November 6.

NO LONGER "GERMAN."

The German Printing and Publishing Company of Denver, Colo., has changed its name to the Colorado Herald Publishing Company.

COLLEGE AND PREP CIRCULATION.

HOW NEWSPAPERS CAN CASH IN ON SPACE GIVEN FOR PUBLICITY.

By SETH J. MOORE,
Circulation Manager Lewiston (Me.) Journal.

(Address before the New England Association of Circulation Managers, Hartford, Ct., November 8-9.)

It was only recently that we began to give college and "prep" school circulation any special attention.

The matter was brought to our notice by a class in salesmanship which was organized at Kent's Hill Seminary by one of the professors, and he chose the Lewiston Journal as the newspaper which he would like to have his class represent, we co-operating and instituting a plan whereby out of a student body of less than 200 we received about fifty new subscriptions.

That we considered a good showing, bearing in mind the fact that most of the students live in dormitories and the papers are passed around.

I believe that circulation of this nature is usually a small item to most newspapers, the larger ones especially, but it has, nevertheless, many interesting and unique features.

There are three "prep" schools (Hebron Academy, Leavitt Institute and Kent's Hill Seminary) and three colleges (Bowdoin, Bates and Colby) located in our territory, and the University of Maine, at Orono, while not exactly in our territory, has a large number of students from central Maine. These schools and colleges are, of course, not large and do not begin to compare with the great universities and well known preparatory schools located in other New England cities.

Our method in going after this circulation is to take the matter up with the head of the school and ask him to recommend some young man who is working his way through, and who would like a chance to make a little extra money.

We then get in touch with the student recommended and go over the proposition with him.

We allow twenty-five per cent commission of all new business and ten per cent on all renewals.

In most cases subscriptions are for a period of four months, as this seems to be the length of time that appeals to the students the most. Several days before the subscriptions expire we send the agent a list of same and have him watch for renewals.

In the several schools already mentioned we have nearly always had a correspondent, and the selection of a good live correspondent is one of the important items of this work, as it is impossible to hold your subscriptions through the school year unless some real news matter concerning the various institutions is used from time to time, especially regarding sports.

It has been our experience that the larger number of subscriptions are secured from male students, due partly, no doubt, to the fact that nearly all young men follow the sporting news.

What was accomplished at Kent's Hill has already been stated. Several weeks ago I got in touch with a young man at Hebron Academy and in less than a week we received thirty-six new subscriptions and the total number from this school during the present year will doubtless be about seventy-five. This academy has an attendance of slightly over 200.

We are now working along the same lines at Leavitt Institute, but as the agent there has only been working

a few days, the result is not known as yet.

Bates College is located in our own city of Lewiston and the Journal is delivered there at the dormitories by our regular carriers and for the most part paid for weekly. We have a student there who looks after the college news and who also takes orders for carrier delivery. Up to the present time we have not done a great deal of work with Bowdoin and Colby, although we do have some mail circulation in each place.

Probably our total school circulation is something over 200 daily at the present time, and will doubtless increase before winter is over. This is not a large amount, but it must be borne in mind that this circulation is not expensive and requires very little attention. Furthermore we find that in many instances on leaving schools students still continue to subscribe to the paper.

There is something else to be said regarding colleges and their connection with newspapers. There is an increasing tendency on the part of all colleges for more publicity, and it is probable that something could be done by taking the matter up with the committee of publicity within the college, and possibly better arrangements could be made through it than any other way, as there is no doubt but what the newspapers should have some remuneration if they publish even in part the vast amount of material submitted to them.

And in regard to this publicity which our colleges and universities are seeking, it may be said that they are going at the matter entirely wrong. They are simply sending out numbers of circulars, etc., which come to the desk of the editor and which invariably are thrown into the waste basket excepting when they come from institutions within our immediate neighborhood.

For instance, we endeavor to take care of our four Maine colleges, and, of course, each newspaper would be interested in taking care of the schools in their territory.

If some arrangement could be reached with the various committees on publicity whereby they could be induced to get away from the expensive habit of sending out circulars, etc., and get them to co-operate with the newspapers in establishing a distribution within the school, the result would be greater circulation for the news paper, and not only more publicity for the colleges, but publicity where it would do the most good, as the editors would then feel more like publishing material submitted to them.

ON ARMY PUBLICITY.

Eugene J. Cour of the Chicago Post has been appointed a member of the national publicity committee of the War and Navy Departments' commissions on training camp activities. Mr. Cour is a correspondent at Camp Grant, Ill., and will send news from there to the home papers of the recruits.

HOLLISTER'S CIRCULATION ORGANIZATION ON THE St. Louis Republic AGAIN

"Results Mean Repeat"
If you want more circulation, write or wire C. B. Hollister, care of ST. LOUIS REPUBLIC

The Northeastern Circulation Co.
Home Office: DAVENPORT IOWA

THE TERRE HAUTE TRIBUNE

The big home evening paper of its section of Indiana.

In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

"Keeping Everlastingly



The AUTHOR of ROB ROY

YOU may not care particularly for the length of *Kenilworth*, *Ivanhoe* or *Rob Roy*. Mention of *The Lady of the Lake* may bring back the long-gone days when you used to parse it laboriously at school. But SIR WALTER SCOTT, the man, was greater far than all his writings.

Sir Walter Scott was a prodigious worker. Once he started a task, he knew no rest until it was completed. *Guy Mannering* was written in six weeks.

When disaster overtook Scott in his printing venture, he simply redoubled his efforts and gave freely of his very life that every debt might be paid.

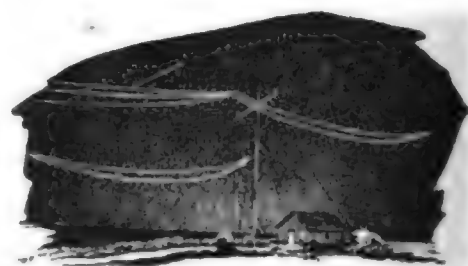
There is no more glorious work in all the world than the redemption of a failure—the charging back to the heights once won.

Advertising is not alone for new businesses or for businesses that have progressed far along the road to success. Not infrequently it is the revivifying force that transforms a temporary failure into a permanent success.

It is not an easy task nor one that can be finished in a month or a year. But granting that the business is worthy of development, advertising well done will make that development surer and quicker—"Keeping Everlastingly At It" will bring success ten times out of ten.

"Keeping Everlastingly At It Brings Success" has been the motto of *Advertising Headquarters* for nearly half a century.

The MIRACLE of the WIRELESS



IT was Heinrich Hertz who discovered that electrical waves do not pass through the air proper, but through the ether—"a strange, little-understood substance that pervades all space."

But it remained for a quiet Italian youth to harness these Hertzian waves and put them to work for the common good.

Of all inventors, none so young as Marconi—so persistent—so dependable—so willing to give other men a share in the credit. It is said of Marconi that he never made a statement that he was not able to prove.

More mature minds than his had been working for years on the same problem. But they lacked imagination and vision. Wireless telegraph in their hands remained simply a toy—a scientific plaything. Marconi alone saw its commercial possibilities.

Search the whole world over—in every line of human endeavor—and you come face to face with the same problem that confronted Marconi—the difficulty of linking theory and practice.

But it can be done. It is being done every day. Sooner or later some determined worker always finds a way.

The ability to dream—to look ahead—to visualize tomorrow in the sunlight and shadows of today—to "keep everlastingly at it" with willing hands and cheerful heart—such are the fundamentals of success in advertising and in every other business under the sun.

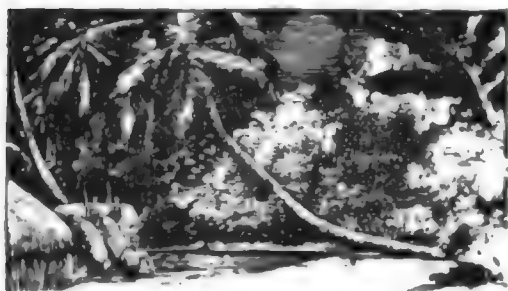
"Keeping Everlastingly At It Brings Success" will be the motto of *Advertising Headquarters* for the next half century.

N. W. AYER & SON

PHILA
NEW YORK BO

"At It Brings Success"

The PIONEER in the WILDERNESS



DAVID LIVINGSTONE, as a little chap, had a passion for maps. He gloried in taking mental journeys to out-of-the-way places of the world. He resolved to become an explorer.

As a missionary and pioneer Livingstone did go to Africa. He opened up a country where an army of workers was to follow. No single African explorer has ever done so much for his country as Livingstone did during his 30 years' work.

But in paying the price he knew the torment of lingering starvation, the affliction of diseases which infested the poisoned air of matted jungles, and the attacks of wild beasts. He suffered from the treachery of savages, yet at the same time was thrilled at the thought of their human kinship. In the end he was worshipped for his goodness and his name became a legend among the native tribes—he was "The Very Great Doctor."

We, too, are pioneers and know from experience that "Keeping Everlastingly At It Brings Success." We have opened up trade ways for more business houses than we can count. And our clients get the benefit of our experience over 48 years of exploring.

"Keeping Everlastingly At It Brings Success"—particularly when the efforts are put forth in the right direction.



The SOUTH POLE

NO musk oxen, no reindeer, no polar bears, no arctic hares—no ermines—no permanent human life within 2300 miles! And there—two miles above sea level on a great elevated plateau—the South Pole.

Captain James Cook made the first attempt to reach it in 1772—Bellinghausen, Weddell, Sir James Ross, Bull, de Gerlache, Borchgrevink, Drygalski, Bruce, Charcot, Shackleton—all had sought it but in vain.

But on December 14, 1911—one hundred and thirty-nine years after the first attempt—Amundsen attained the cherished goal.

Only those who study the records of these polar expeditions can appreciate the hardships overcome—the uncertainty of return. Nowhere in history is there a greater tribute to determination and perseverance—qualities of the human race that are as the very foundation-stones of progress.

There are few physical dangers in business. Men risk their fortunes rather than their lives. But there, too, the richest prizes are won not alone by ability, but by the determination that transforms that ability into achievement.

Advertising will help you to establish supply depots along the way and put you within reach of sales-increases hitherto but dreamed of.

Day by day—sale by sale—"Keeping Everlastingly At It Brings Success."

Advertising Headquarters

LPHIA

ON CHICAGO

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 20, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company. Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary, 232 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 50c.; to other countries in Postal Union, \$1.04. Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices. Single copies, TEN CENTS (except Special Editions, 25 cents). Rack Numbers—Less than 3 months old, 25 cents; more than 3 months old, 1 each.

OFFICES AND PRINTING HOUSE

Broadway and 59th Street
232 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1237.

FOR THE WEEK ENDING NOVEMBER 10, 1917

THE NEWS PRINT CONSUMER'S DAY IS COMING

The news print situation finally seems to be coming to a head.

Within a very short time two events have happened to greatly affect conditions, and two others are due within the next few days.

To start with the Senate committee on printing adopted a recent resolution to endeavor to have Congress take over all news print and pulp mills in the United States for the period of the war, when it convenes in December.

Following right on top of that, this week, has been the commissioning of a paper controller for Canada with full power to regulate distribution and prices of news print and to co-operate with the Federal Trade Commission of the United States in its proposition of joint governmental control by Canada and the United States.

Within a few days the indicted members of the News Print Manufacturers Association are to be brought to trial on charges of violating the anti-trust laws in conspiring to regulate the supply and prices of paper.

And on November 20 in Canada, the Government will set the price of news print for consumers in the Dominion—and the manufacturers must meet it.

With all these forces working toward one end, there is bound to be something big happening in the news print field soon.

And it appears certain that the break is going to be in favor of the long-suffering newspaper publisher.

WAR BUSINESS FEARS ARE NOT WELL FOUNDED

American advertisers who fear bad business conditions because of the war have no ground for this belief, according to William H. Rankin, noted advertising and business expert of Chicago, who says:

"There is no question in my mind that business conditions during the next two or three years, whether we continue to have war or not, will be very prosperous. Money will be spent for desirable necessity things. It will be spent more carefully, more wisely, more wisely than ever. Every dollar we have will be spent where the dollar counts most."

And backing him up, Mr Rankin has the following facts:

Our per capita of wealth is now

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400. Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 26 lines in depth of column) double price.

\$2,136; that of Great Britain \$1,751; that of France \$1,750; of Germany \$1,338.

Our present national debt is \$15 per capita; that of Great Britain \$370; of France \$260; of Germany \$200.

We could pay our debt 142 times over without being broke.

We have eighteen billions of liquid money in our bank deposits subject to checks.

Our trade balance in 1916 was over two billion in our favor. It's a bigger balance now.

We may all take a lesson from London in this respect, where business all has increased during the war.

At the annual meeting of Selfridge's, Ltd., department store, held in London last February, the earnings for the last five years were given as follows:

Year ending January 31, 1913, \$320,000.

Year ending January 31, 1914, \$650,000.

Year ending January 31, 1915, after six months of war, \$670,000.

Year ending January 31, 1916, \$750,000.

And in the year just ended, \$1,125,000.

Harris, Ltd., another London department store, increased its earnings during 1916 to \$200,000 over the previous year.

Hoar Brothers, Ltd., John Barker & Co., Dickens Jones and other stores selling general merchandise all report similar increase.

Sir George Paish, Great Britain's trade representative to the United States says:

"American merchants will enjoy greater sales than they ever expected to deal with. War means trade activity not depression. In America, war has been expected for some time and no dislocation of business whatever is likely to occur."

The Federal Reserve Board's monthly bulletin for November shows an upward trend of general business in all the Reserve Bank districts.

Kansas City says business averages twenty-five per cent over last year.

Boston alone gives a sign of less than the general advance by saying business is "hesitant, except for war orders."

Industries everywhere are busy, with factories running full time in most districts. In all districts but that of Boston, railroads are enjoying an increase of traffic. Money

conditions are firm, with ample funds for legitimate requirements.

A TIP TO REAL ESTATE MEN.

Recently Henry Brody conducted the sale of 2,000 lots and thirty-one houses at auction for the banking department, State of New York, and every one of them was sold in such a manner as to cause Mr. Brody to make the following statement to the public:

"The sale was advertised only in the newspapers, without the addition of posters, illustrated booklets and circular letters, which may run into large sums of money, so that the officials of the Banking Department and myself are convinced that the newspaper is the most effective medium to announce such a sale."

"By continuing the advertising to newspapers I am sure sales of this character can be conducted at less expense than heretofore."

"In the advertisements there were no promises of future profits or transit facilities, but only the facts were mentioned, such as location, number of lots, date and place of sale, leaving the public to judge for themselves as to the future profits and adaptability of the land."

"I believe such methods of advertising to be the fairest, as the public have only themselves to blame if their investments do not materialize profitably, and avoid criticism of those conducting the sale, in such event."

NOTE AND COMMENT.

A number of those interested in baseball are advocating a shorter baseball season next year and many advocate discontinuing the baseball season during the war, which causes the A.N.P.A. paper committee to suggest:

"Certainly a shorter season, or dropping the game entirely during the war, would affect a wonderful saving in newsprint paper by reducing necessary extras and baseball editions."

"Undoubtedly, this will meet with very substantial opposition, but on forming a judgment on the situation, publishers should always bear in mind that it would mean a substantial saving in paper if it becomes effective, and where it can be arranged, should certainly be supported."

D. S. Johnson has started the Berlin (Wis.) American!

A very useful and interesting income tax table, prepared by Loomis, Sufferin & Fernald, certified public accountants, at 149 Broadway, New York, is being mailed by them to their clients and friends.

We understand that on request they will be glad to forward copies.

The Kansas City Star says: Nine-teen-seventeen has been a great baby year in the field of Kansas journalism.

Already Keith Clevenger of the Osawatomie Graphic, J. L. Napier of the Newton Kansan, Eugene Kelley of the Madison News and Gene Howe of the Atchison Globe have announced the arrival of blue eyed suffragettes at their homes, and last week Glick Focke of the LeRoy reporter became the father of a young general.

Herbert Cavanaugh of Chanute, president of the Kansas Editorial Association, has viewed the statistics at hand, and has announced his intention of installing a kindergarten department at the meeting next spring.

The town of Poison, Mont., will soon have a daily paper!

American cartoonists now have an opportunity to make a bid for fame

in far away New Zealand, Wanganui, one of the principal New Zealand cities, has just completed a \$100,000 art gallery, one wing of which will be devoted to a cartoon history of the war in Europe as depicted by American and allied cartoonists. C. G. Young, a New Zealand importer, is now in America gathering the drawings for the exhibit.

Drawings have been contributed by John T. McCutcheon, Valasek, Brown and other Chicago cartoonists, and New York artists will also be given an opportunity to be represented in the exhibit. Mr. Young may be reached in care of Carr, Irons & Co., exporters, First National Bank Building, New York.

For once all the Chicago newspapers reached an agreement politically and supported the Democratic-Republican-Fusion judiciary ticket at the elections Tuesday. The coalition of forces was aimed at the defeat of a Socialist ticket, which entered the field against the Fusion candidates.

The Universal Military Training League, with headquarters in Chicago, is attempting to determine the public attitude on universal training at this time by securing opinions of newspaper men. Questionnaires have been sent out to editors all over the country to "sound" the attitude of the press.

HOW NATIONAL ADVERTISING SIMPLIFIES PHONE ORDERS.

Copyright—Mallory, Mitchell & Faust.

It is a matter of economy for the dealer to handle extensively advertised brands. Especially is this so in food products.

Economy of time results from what we have called consumer acceptance or the willingness of the consumer to accept advertised products without question. In as busy a place as the ordinary grocery store this is a factor of decided importance.

A very definite way in which this principle of consumer acceptance results in economy for the grocer is by increasing the amount of business done by telephone. In many groceries which feature advertised brands, as much as 75 per cent or 80 per cent of their total business is done by telephone.

This huge percentage is possible only because these stores handle the product which people have come to know through the advertising. People can ask for the product by the brand name—the advertised name and know just what they will receive.

It is not necessary to go to the store to see the article and receive the salesman's assurance that it is a quality product.

The consumer already knows the product through the advertising and has only to specify the brand name when ordering, which can be done as well by telephone as by a personal visit to the store.

Consider the advantage to the grocer.

It means that the work of putting up orders may be distributed more evenly throughout the day. It means that it is not necessary to have idle clerks during a large part of the day in order to have help enough for the rush hours which are always a feature of the ordinary grocery store. It means that these rush hours are abolished to a large extent. It means fewer clerks are necessary.

In short, the handling of advertised brands of food products means simplified selling—filling orders with well known and acceptable merchandise instead of high-pressure selling.

PURELY PERSONAL.

Hopewell L. Rogers, business manager of the Chicago Daily News, will discuss newspaper problems in connection with the war at the Iowa University's "home-coming" late in November.

George M. Cook, a Chicago publicity and advertising man, has been re-elected president of the "I" Men's Organization—composed of graduates and former students who won their monogram in athletics at Indiana University—for the fourth successive year. Mr. Cook, who played football at Indiana back in the late nineties, was instrumental in organizing the association, which is said to be the only one of its kind in the country.

J. W. Ray, manager of the Capital News Bureau in Columbus, Ohio, is the father of a new son.

S. Roy Weaver has been appointed publicity agent in the Canadian food controller's office at Ottawa.

"Dick" Little is back in Chicago after a month of reporting at the training camp at Rockford, Ill.

Gus Karger, Washington newspaper correspondent, has been visiting friends in Columbus, Ohio.

W. J. Irwin, assistant business manager of the Toronto Globe, was seriously injured recently when he was struck by a street car.

A. J. Schaefer, publisher of the Ida Grove (Ia.) Record-Era, continues to improve from his recent illness, although he will not be able to take up his work for some time.

Edward Smith, sports editor of the Chicago American, is in the South. He has been visiting the Camp Lagon training camp, where the Illinois troops are quartered.

Ernest Windle, editor of the Avalon (Cal.) Sun, has placed above his office desk as a sign of his fishing prowess, the sword of a medium sized swordfish which he caught at Smuggler's Cove, San Clemente Island.

John T. McCutcheon, cartoonist for the Chicago Tribune, has been confined to his home for a few days on account of a severe cold. He has been able to supply a daily cartoon for the Tribune, despite his illness.

E. G. Smith, manager of the Quebec Telegraph, visited Chicago, Toledo and Detroit last week in the interests of his publication.

WEDDING BELLS.

Miss Ruth Tuckerman Bunner, daughter of the late H. C. Bunner, editor of Puck, was married to Edwin Dimock of Hartford, in St. James Church, New London, Conn., on November 3.

Miss Doris Taylor, daughter of Charles H. Taylor, Jr., publisher of the Boston Globe, has become engaged to Lieutenant Percy Gamble Black.

L. O. Peck, editor of the Hamilton (Tex.) Record, and Miss Ella Moore were recently married at Waco.

Clyde M. Robinson, editor of the Sapulpa (Okla.) Republican, was married to Miss Lavinda Browne in Fayetteville, Ark., on October 13.

Lieutenant V. C. Suggs, son of Colonel Sidney Suggs and formerly business manager of the Ardmore (Okla.) Ardmoreite, was married recently to Miss Rachel Campbell of Ardmore.

DAMAGED BY FIRE.

The Norway Current newspaper office at Iron Mountain, Mich., suffered damage amounting to \$6,000 in a fire on October 25.

WOODWARD OF MANISTEE.

Charles P. Woodward, advertising manager of the Manistee (Mich.) News-Advocate had his first experience working as a carrier boy on the Sandusky (Ohio) Register, when but ten years of age. He still remembers that he "got by nicely with the job, until his good old dad got onto me and I married no more papers."

At the age of fifteen Woodward was employed for a short time as marine reporter on the Sandusky Journal and that same year he started



CHARLES P. WOODWARD.

with the Saginaw (Mich.) Courier, in the advertising department.

In September 1885, Woodward joined the Grand Rapids (Mich.) Telegram-Herald staff, rising in two years to the position of advertising manager. In 1890, he filled a brief engagement with the New York Tribune's year book. After an attempt at fiction writing, he drifted to South America, returning in the spring of 1892, to take up his old position in Grand Rapids.

Leaving the Herald (the name Telegram had been dropped) in 1901, Woodward dabbled in different propositions until 1907, when he went back to Grand Rapids with the Evening News, later going to the Muskegon (Mich.) Chronicle. For eight years he has been publishing the souvenir book for the state conventions of the Order of the United Commercial Travelers of America, and it was while at the convention of the U. C. T., last year, in Traverse City, Mich., that he became advertising manager of the Record-Eagle of that city and remained there until last February.

In August of this year, Mr. Woodward took charge of the advertising for the News-Advocate, succeeding Lester C. Baidorff, who joined Uncle Sam's forces at Camp Custer.

CONFERENCE WILL DISCUSS FINANCIAL ADS.

The Investment Bankers' Association, which will meet in Baltimore November 12 to 14 is preparing, as a principal object of its meeting, to take active steps looking to prevention, if possible, of the so-called "wild-cat investment" advertising.

The association will seek the co-operation of bankers, advertising agencies and newspapers in the campaign.

STAFF CHANGES.

G. B. Heath has resigned as editor of the Tower (Minn.) Weekly News. Frank Burgess is now sole owner and editor of the News.

Charles Ling, who recently left the Hannibal (Mo.) Courier-Post to become a reporter on the Quincy (Ill.) Whig, has been made city editor of that paper.

Charles Sawday is a recent acquisition to the reporting staff of the Olean (N. Y.) Times.

Miss Mildred Fitzpatrick is assisting on the social page of the Olean (N. Y.) Times.

W. G. Mattox, Ellis Jones and Ben H. Serkowitz have joined the Omaha (Neb.) Daily News as reporters.

"Jack" Wilson, formerly of the Cleveland (Ohio) Leader, is now sports editor of the Omaha (Neb.) News.

J. W. Heskett, for the duration of the war, will look after the duties of Frank Trew, advertising manager of the Hannibal (Mo.) Journal, who is now at Camp Zachary Taylor, Louisville, Ky., in the hospital corps.

Wyatt Brandon, for seven years a reporter on the Springfield (Mo.) Leader, is on the Little Rock (Ark.) Democrat.

Omar Hite, of the Little Rock (Ark.) Gazette and later with the St. Louis Republic, is making his bow in New York newspaper row.

C. A. Vane, of the Memphis (Tenn.) Commercial-Appeal and previously managing editor of the Little Rock (Ark.) Democrat, is now with the St. Louis Post-Dispatch.

Miss Jessie De Renobe is a new reporter for the Kansas City (Kan.) Republic.

Floyd J. Miller of the copy desk of the Indianapolis News goes with the Detroit News on November 12. Mr. Miller for a time handled all the war copy on the News, but more recently has been at Camp Zachary Taylor, where the Indiana men drafted for the National Army are in training, as special correspondent for the Indianapolis News.

Harry E. Hammond, editor and manager of the Vermontville (Mich.) Echo, has resigned to enter another line of business. His successor has not been appointed.

George H. Clark, formerly manager of the hotel department of the Christian Science Monitor, Boston, has gone into the coffee business as president of the new firm of Clark & MacKusick.

Hugh A. O'Donnell, at one time manager of the Philadelphia Press and later publisher of the New Orleans American, is now on the advertising department staff of the New York Times.

SAYS ZIMMERMANN WAS LE JOURNAL PUBLISHER.

To the mass of material brought out in connection with the investigation into the circumstances surrounding the purchase of Le Journal, of Paris, originating with the Bolo Pacha case, the correspondent of the Matin at Schaffhausen, Switzerland, made a contribution this week. The \$2,000,000 which Arthur Schoeller, of a Zurich textile firm, is alleged to have advanced to Pierre Lenoir, formerly employe of the censorship bureau and now under arrest charged with trading with the enemy for the purpose of buying Le Journal, came neither from the personal fortune nor the business of Schoeller, the correspondent says he is able to certify. Neither Schoeller's personal nor business accounts show a trace of such a disbursement, the correspondent de-

clares.

It is the belief in Zurich, the dispatch adds, that Schoeller was an intermediary for Dr. Alfred Zimmermann, then German Under Secretary of Foreign Affairs, as Dr. Zimmermann is a personal friend of the Schoeller family.

Previous newspaper dispatches from Zurich had represented Schoeller as admitting that the money he advanced to Lenoir was of German origin and intended to forward German economic interests for the after war campaign.

PERSONAL REPRESENTATIVE OF KANSAS CITY POST.

George W. Preston, until recently for five years advertising manager of the Omaha Bee, is now associated with the Kansas City (Mo.) Post as the publisher's personal representative.

At present Mr. Preston is on a business tour through the East mak-



G. W. PRESTON.

ing the personal acquaintance of advertising space buyers and bringing them into closer touch with the Post.

Mr. Preston was in New York this week renewing acquaintances and explaining to advertisers that "Kansas City is no longer a one-newspaper city—that the Post has to be a very influential factor there and that they cannot afford to not use it in covering the territory."

Mr. Preston says the Post now has 145,000 circulation and goes into 80,000 homes every day, which is a growth from 18,000 circulation that the Post had when Messrs. Tammam & Bonfils bought it (as the World) a few years ago.

Mr. Preston has his headquarters in Detroit and is covering the Eastern territory only in an educational campaign. He is not interfering in any way with the national advertising representatives of the Post—Cone, Lorenzen & Woodman—who solicit all advertising.

Besides his connection with the Omaha Bee, Mr. Preston was formerly advertising manager of the Detroit Journal and business manager of the Duluth News-Tribune.

A THIRTEEN-CENT STAMP.

The Post Office Department is planning to issue a thirteen-cent postage stamp for registered and special delivery letters. Heretofore a twelve-cent stamp had been in use, but the increase in postage makes necessary the printing of a new denomination.

The stamp will bear the head of Franklin and be of the size and border design of the current issues above seven cents. The color has not been selected.

Service Banners

Size 15x19 inches. Printed in four colors on heavy enameled stock. Shows large picture of the American flag in colors, with "Our National Anthem" and with special printing in bold type at the bottom.

"A Man From This House Is Fighting For His Country."

Can be given free or offered on coupon plan for five cents. Price \$35 per thousand. Many thousands are being used. This banner should be in every home. A custom in other countries; now being adopted here.

Write today for sample.

S. BLAKE WILLSDEN

29 E. Madison St., CHICAGO.

China Premiums

ARE THE BEST!

Distinctive Service in Many Sizes.

Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEW YORKERS TO HOLD MEETING.

CIRCULATION MEN WILL BE IN SYRACUSE NEXT WEEK.

There will be no lack of timely topics and interesting discussions at the quarterly meeting of the New York Circulation Managers Association, to be held at the Onondaga Hotel in Syracuse, on November 15.

Papers and discussions announced include:

"What the circulation members gained by journeying to Atlanta," by James McKernan of the New York Evening World.

"The best plan for encouraging independent carriers and country agents to secure new business," by Charles E. Blower of the Binghamton Press.

"Inefficient distribution of mail. How can we improve it?" by G. N. Therrien of the Buffalo News.

"The best plan to stimulate circulation on rural routes and in small towns that receive papers by mail, by an evening newspaper with strong competition in the morning field," by M. A. Miner of the Utica Observer.

"Will the drawing of newsboys into other lines through the shortage of help caused by the draft become a serious menace to newspapers?" by R. D. M. Decker of the Albany Knickerbocker Press.

"Branch offices in towns of 5,000 to 50,000 population and value of localized editions," by W. C. Hixson of the Syracuse Post-Standard.

Topics for general discussion will be:

"Is the bulletin service of value to circulation? If so, what is the best way to give it?"

"How much credit should a newspaper extend to out-of-town dealers? a—Should they pay in advance or make a deposit large enough to cover a certain amount of business? b—How can a circulation manager on a small daily best enforce payments?"

"The circulation problem met at Army camps."

"Best system of handling military mail."

"Experiences of circulation managers with newsboys' clubs or local newsboys' associations."

The discussions will be followed by an open meeting for questions and answers.

At the close of the morning session a luncheon will be tendered the members by the Syracuse publishers at the Onondaga Hotel.

A tour of three of Syracuse's largest newspaper offices has been arranged for the circulators.

The officers of the association extend the following welcome through

The True News

FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg., NEW YORK

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

the columns of THE FOURTH ESTATE to all circulation managers to attend their meeting:

"You will be welcome and an assurance is given you of a very interesting meeting and a day well spent. The Syracuse members are planning on showing you three handsome newspaper plants, and a good time after the business hours."

"Every circulation manager should attend this meeting, and if you are not now enrolled in this fine organization, come to Syracuse, where the members will all greet you. Join us in making this association one of the liveliest of its kind in the country. Topics of vital interest to every circulation manager will be discussed and if you have any circulation ills and need good remedies, these state meetings will be a doctor for you."

"You cannot afford to stay away from this meeting, so arrange your plans and be on hand Thursday morning, November 15."

"Every circulation manager is welcome."

The object of the New York State Circulation Managers Association, as stated in the by-laws, is "the mutual enlightenment of its members and the furtherance of the best interests of the circulation departments of the newspapers with which they are connected."

J. M. Annenberg of the Schenectady Union-Star is president of the organization; James McKernan of the New York World is vice-president; J. O. Taft of the Binghamton Republican-Herald, secretary-treasurer; William Henry of the New York American and A. J. Gerber of the Syracuse Journal, directors for two years; R. D. M. Decker of the Albany Knickerbocker-Press and M. D. Treble of the Buffalo Times, directors for one year.

NEWS NOTES OF CIRCULATORS.

W. E. McTaggart has resigned the position of circulation manager of the Grain Growers' Guide, Winnipeg, Man., to enter Y. M. C. A. military work. Despite the fact that he has been rejected by the army medical board for service, he expects to "get across" any way.

Before going with the Grain Growers' Guide, Mr. McTaggart was fruit markets commissioner with the British Columbia government and had offices in Calgary, from which he conducted the advertising campaigns of the British Columbia fruit growers during 1915 and 1916.

Mr. McTaggart had his early training on the Vancouver (B. C.) Province, having been connected with the newspaper since his school days. He

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corporation.

NEW LONDON, CONN.

1-Col. Comics

So many have ordered here of late that you, too must need this excellent little service—top-notch as feature and filler.

The International Syndicate

Established 1899. BALTIMORE, MD.

was acting secretary of the newly organized Western Canada Circulation Managers Association and was prom-



W. E. M'TAGGART.

inent in the preliminary organization.

The Columbus (Ohio) State Journal has raised the price of its Sunday edition to six cents.

The Phoenix (Ariz.) Gazette is offering prizes for the carrier, newsboy or agent who secures the most new subscribers between November 1 and December 15, with a 20-cent bonus for each new order obtained. First prize is a \$45 bicycle.

A commission of 25 cents will be paid to every entrant who fails to win one of the prizes.

Although a business manager and not a circulation manager, J. R. Waters of the Birmingham (Ala.) Ledger, who attended the convention of the I.C.M.A. at Atlanta, declares that he was well paid for his time and expense.

"I have felt," he said to THE FOURTH ESTATE, "and doubtless many others have felt, that these annual meetings were largely annual outings, but the Atlanta meeting completely corrected this false idea. I have never attended a gathering which devoted more hours a day to serious business. The papers and discussions

Complete BOOKLOVER'S PICTUREGAME SUITABLE FOR NEWSPAPERS OF LARGE OR SMALL CIRCULATION. \$350.00

which includes everything—2,000 Competition Booklets—complete copy service—mats of all 48 pictures—expert supervision throughout.

An original feature that will wake up every department of the newspaper—and make a profit. Possible only through the originators in this field.

The Booklovers Sales Co.

Incorporated
110 West 40th St., New York City
SEND FOR THE DETAILS.

I Get the Money!

J. A. McAVOY

Special Editions.
Weekly Review Pages
Cartoon Books

Nat'l Esch. Bk. Bldg.
PROVIDENCE, R. I.

were illuminating and helpful and no publisher is justified in not arranging for his circulation manager to attend."

Two distinct departments are now handling the circulation of the Philadelphia Public and Evening Ledgers.

Frank A. Clark, whose energy and ability have been largely responsible for the record of the Evening Ledger, will be able under the new arrangement to devote his entire attention to its further development.

The circulation management of the Public Ledger, daily and Sunday, has been placed in the hands of E. S. Dobson, who was for ten years circulation manager of the Detroit News, one of the largest and most successful papers of the Middle West. Mr. Dobson is a director of the International Association of Circulation Managers and is widely known for his sound, progressive circulation-building methods.

The Westfield (N. J.) Leader is another weekly that has raised its rate to \$2.

The San Angelo (Tex.) Standard has established a semi-monthly "Junior" for its carriers, office employees and the entire circulation organization. H. Nogel is the editor and circulation manager. A "Spoudulix" contest has been started in which the carriers turning in the most new subscriptions can win some Christmas money. The prizes are in cash and range from \$5 to \$1.

Collecting delinquent subscriptions was the first experience in circulation work of C. O. Ferguson, the new circulation manager of the Class Journal Company publications. This was about fifteen years ago, on the Wood-Worker, Indianapolis. Mr. Ferguson later became circulation manager of the Wood-Worker and was afterwards made advertising manager of another paper bought out by the same publishers.

The Motor Age, Chicago, called him in October 1912 as its circulation manager. He was there only two years when he broke into the automobile trade and for another two years sold tires, break-lining and other automobile accessories. In August of this year he came to New York to become associated with the Class Journal Company.

R. H. Copeland is in charge of the Augusta (Mont.) News, a new publication.

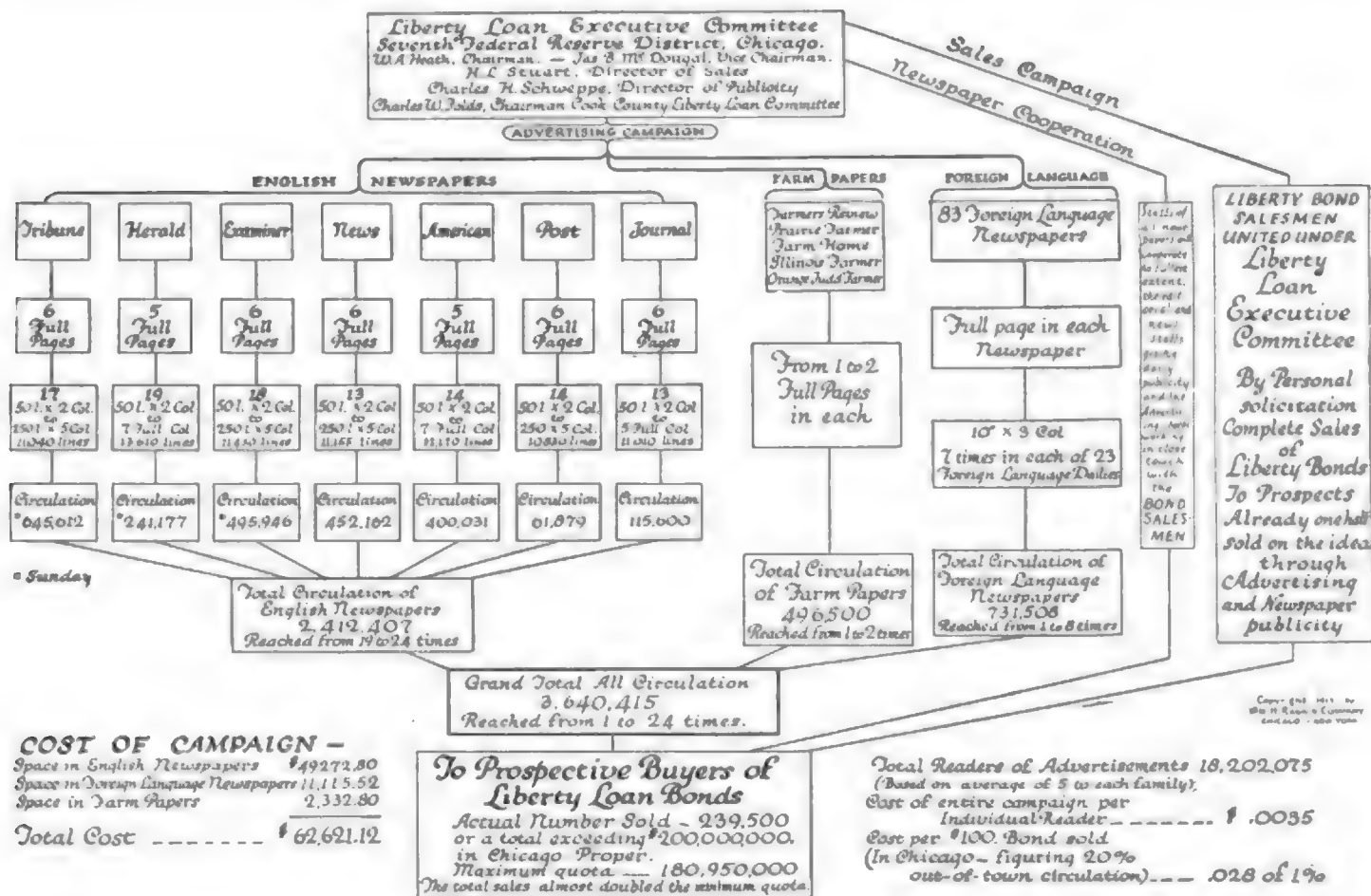


CHART SHOWING USE OF NEWSPAPER ADVERTISING IN CHICAGO FOR THE SECOND LIBERTY LOAN PROMOTION.

NEWSPAPERS AND LIBERTY LOAN.

(Continued from Tenth Page.)

papers. This was announced by Nels M. Hekanson, manager of the savings department of the State Bank of Chicago, in charge of the foreign language department of the Liberty Loan executive committee.

"Of the forty nationalities contributing, the Germanic participation was among the largest," said Mr. Hekanson. Others included Bohemians, Greeks, Lithuanians, Russians, Bulgars, Egyptians, Roumanians, Japanese, Turks, Serbians, Finns, French, Portuguese, Hungarians, Austrians, Chinese, Spaniards, Italians, English, Welsh, Irish, Moldavians, Scotchmen, Swiss, Belgians, Norse, Swedes, Danish, East Indians, Kurds, Armenians, African negroes, Arabians, Australians, Hollanders, South and Central Americans."

Incomplete returns through the public schools show a total in excess of \$1,500,000. The total on the first issue was \$768,000.

Loop banks took more than \$146,000,500 of the city's total.

The total subscriptions taken by and through loop banks were 148,221, out of a total of 239,500 in Chicago proper.

As in nearly every advertising effort there was some doubt expressed at first as to the value of newspaper

advertising to help sell Chicago's quota of Liberty Bonds.

However, bankers, business men, the bond salesmen and the members of the Liberty Loan committee are unanimous in their opinion that advertising helped very materially to make it possible for Chicago to exceed its maximum quota—as is shown by the following letter addressed to William H. Rankin by Charles H. Schweppe, director of publicity, Seventh Federal Reserve District.

"I want you to know that it was a pleasure to be associated with you in the recent Liberty Loan campaign. Your advice and counsel in more ways than one were especially helpful to me. Your energy and enthusiasm helped to make the advertising campaign a success. H. L. Stuart, sales director of the Liberty Loan for our district, was a 'doubting Thomas' about the good an extensive advertising campaign would do in Chicago and I am glad to write he has now changed his mind and feels the advertisements were of material help."

Letters telling of the great success of the advertising campaigns have been received from all parts of the country.

WHAT THE NEWSPAPERS DID IN WASHINGTON.

Fleming Newbold, business manager of the Washington Evening Star, came forward with another exhibit of the power of newspaper advertising—taken from the Liberty Loan success in the District of Columbia.

Mr. Newbold says that only 65/1000 of one per cent was the percentage of the cost of advertising in

the Liberty Loan campaign in which \$23,050,550 worth of bonds was sold. Washington's maximum allotment was \$20,000,000, and this was exceeded by \$3,050,550.

The number of Washington subscribers to the second Liberty Loan was 84,388.

The total amount spent for advertising was \$15,000.

Mr. Newbold says:

"Newspaper advertising is the dynamic force that helped the bankers and business men of Washington make the second Liberty Loan a tremendous success. This was only made possible by the wonderful work done by the Liberty Loan committee of Washington and the hundred or more volunteer speakers and workers drawn from Washington's splendid citizens."

"The Bankers' Association of the District of Columbia appropriated \$5,000 to cover the expenses of the campaign—almost this entire amount was spent in newspaper advertising in co-operation with local business men in placing full-page advertisements in the Washington newspapers. The total amount spent in this way in newspaper advertising from October 10 to 25 was about \$15,000."

"Gardner Johnson of the Gardner Johnson Advertisers' Service Bureau in the Star Building had charge of the newspaper campaign for the local committee. Large credit is also due the William H. Rankin Advertising Agency of Chicago and New York for splendid suggestions and co-operation in furnishing designs and ma-

terial."

Mr. Newbold has reproduced the newspaper advertisements used for the Liberty Loan in Washington as evidence of newspaper advertising "pulling power" and will send them to anybody interested.

NEWARK FREIE ZEITUNG PUBLISHER ARRESTED.

Hans von Hundelshausen, president of the Washington Publishing Company, publisher of the New Jersey Freie Zeitung in Newark, was arrested on November 1, charged with making and conveying false reports to promote the success of the enemies of the United States.

The alleged offense was committed before Mr. Hundelshausen and the Washington Company took over the Freie Zeitung. He was a member of the old editorial staff. Although not arrested with the publishers and other editors of the newspaper at the time of the raid by Federal officers some weeks ago, he was jointly indicted with them by the United States Grand Jury in Trenton on October 31.

FINK WITH N. Y. HERALD.

Harold ("Hal") Fink, well known in the newspaper field, has been appointed advertising manager of the New York Herald. Until a few months ago, Mr. Fink was advertising manager of the New York Evening Mail and at other times previously he occupied executive positions with the Omaha News, the Sioux City News and the Indianapolis Sun.

BUSINESS OPPORTUNITIES.

\$19,000

buys small daily newspaper property which returns owner \$5,000 to \$6,000 annually for personal effort and investment. \$10,000 cash necessary. Proposition P. Y.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Newspaper For Sale in the Sunny South

Small daily in growing Southern resort, exclusive field, netting annually close to \$5,000. Extraordinary opportunity. Price \$20,000, half cash asked. Proposition No. 179x.

Small city daily and high class weekly in desirable Idaho locations. Nos. 7001x and 697x.

Special offer in small city daily in rich Colorado field. No. 598x.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

FOR SALE.

Best equipped newspaper plant in New England. Everything new and ready to operate. Five Linotypes and all steel furnishings. Goss press. Plant just closed; other interests demand attention of owner. Price low for immediate sale. Address for particulars, Daily News, Pittsfield, Mass.

Afternoon Daily For Sale

For Sale at Big Sacrifice.

AFTERNOON DAILY

in one of the most prosperous small cities in the Middle West. Plant and equipment modern. Most attractive possibilities for the future. Owner obliged to leave city on account of other interests. Address Box 824, care The Fourth Estate.

IMPORTANT LONG ISLAND WEEKLY IS SOLD.

James E. Stiles of Freeport, N. Y., owner and editor of the Nassau Post, the official county newspaper, which is published from that village, has purchased the South Side Observer of Rockville Centre. He will take over the active management of the newspaper on December 20.

The South Side Observer is one of the oldest newspapers on Long Island and second oldest in the county. It was established by John H. Reed, in June, 1865, as the Picket. The name was changed to the South Side Observer in 1870, when it was purchased by George Wallace.

In the purchase of the Observer job plant and business, Mr. Stiles says he has secured control of one of the most profitable and widely patronized printing organizations in the county.

Mr. Stiles is making definite plans relative to future publication of both the newspapers on a much more substantial basis, than in the past.

George Wallace, the retiring owner, will continue as contributing editor to the South Side Observer.

George I. Buergi has leased the Plover (Mont.) Herald to Frank C. Bunn.

R. D. Wilson has purchased the Kimball (Neb.) News.

BUSINESS OPPORTUNITIES.

Sales Purchases Consolidations Appraisals of Newspaper and Magazine Properties

AUDREY HARWELL HENRY F. CANNON

Harwell & Cannon
Times Building NEW YORK

AMUSEMENTS.

Acolian Hall—42d st. between 8th and 4th aves.—Nov. 11, Eddy Brown. A new series of symphony concerts for children by the Symphony Society of New York, Walter Damrosch, conductor, will be inaugurated on Saturday morning, November 10, at 11 o'clock. This series will consist of four concerts, the remaining dates being Dec. 1, Jan. 12 and Feb. 16.

Astor—B'way & 45th—"The Very Idea." **Belasco**—W. 44th—"Polly with a Past." **Booth**—45th, west of B'way—"The Masquerader."

Bijou—W. 45th—"The Torch." **Broadhurst**—44th, west of B'way—"Her Regiment."

Broadway At 41st st—"The Adventurer." **Bruno Opera House**—149th st., east of 3d av.—"Mary's Ankle."

Carnegie Hall—7th ave. and 57th st.—Nov. 10, "Symphonie Francaise;" Nov. 13, Mme. Frances Alda; Nov. 15, Mr. Heifetz; six symphony concerts for young people, Nov. 17, Dec. 15, Jan. 5, Feb. 2, 9, 23, March 9.

Century—83d and Central Park W.—"Miss 1917."

Geo. M. Cohen—B'way and 43d—"Here Comes the Bride."

Cohan & Harris—West 43d—"A Tailor-Made Man."

Comedy 41st, between Broadway and 4th av.—Washington Square Players.

Casino 39th and B'way—"Kitty Darlin'."

Cori—44th and B'way—"De Luxe Annie."

Criterion 44th and B'way—"The Love Drive."

Eltinge—West of 43d—"Business Before Pleasure."

39th St.—Near B'way—"The Old Country."

Fulton—B'way and 40th—"Broken Threads."

Gaiety—B'way, near 46th—"The Country Cousin."

Globe—B'way & 46th—"Jack O'Lantern."

Harris—West 43d—"Romance and Archaella."

Raymond Hitchcock's 44th St.—"Hitchy-Koo."

Hippodrome—8th av. and 44th—"Cheer Up."

Hudson—W. 44th—"The Pipers of Pan."

Knickbocker—B'way and 58th—"Hamilton."

Lexington 51st and Lex.—"Bringing Up Father."

Loren's 7th av. at 124th st.—"Mother Carey's Chickens."

Luxum—West 45th—"Tiger Rose."

Lyric—42d West of B'way—Theda Bara in "Cleopatra."

Liberty—W. 42d—"The Wooing of Eve."

Longacre—W. 48th—"Leave It to Jane."

Manhattan Opera House—West 34th—bet 5th and 9th avs.—"Chu Chin Chow."

Marine Elliott—90th st. East of B'way—"Masters of Youth."

Morocco—45th West of B'way—"Lombardi, Ltd."

New Amsterdam—W. 42d—"The Riviera Girl."

Park—Columbus Circle—"The Land of Jov."

Playhouse—48th East of B'way—"Eve's Daughter."

Plymouth 45th w. of B'way—"Barbara."

Princes—39th near B'way—"Oh, Boy."

Republic—West 42d—"On With the Dance."

Standard—B'way and 90th—"Upstairs and Down."

Shubert—44th, W of B'way—"Maytime."

Winter Garden—B'way and 50th—"Doing Our Bit."

W. T. Sherman, for six years owner of the Hysham (Mont.) Echo, has sold the paper to a local company.

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour. \$2, 24, 26, 28, 30 and 32 page papers at \$4,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE, Model 1, Serial No. 8011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22 or 24 pages. Overhauled and rebuilt. Will sell very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

Do your own typesetting. Get a No. 5 Model LINOTYPE as good as new, for less than half price. Address Box 909, care The Fourth Estate.

A few first-class No. 5 Model LINOTYPES, as good as new, at a sacrifice. Address Box 909, care The Fourth Estate.

Owners desiring to sell newspaper properties may advertise them in these columns over an assumed name, and answers will be received in entire confidence and forwarded without charge.

Rate twenty-five cents per line agate.

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for

A. B. Coddington	Griffith Bonner
S. Chivers-Wilson	H. H. Patterson
Anna B. Corrhane	Publicity Bureau
Geo. W. Craig	Glen C. Wilson
Thos. B. Donnelly	O. Wog
Arthur T. Egan	Chas. H. Forman
W. Burton Ellis	A. W. Sealhorn
A. Finley	J. H. Musat Co.
A. Fisher	A. P. Robyn
R. Herts Service	Richard Neville
Sam'l M. Evans	Clinton F. Woods
George S. Teall	W. E. Hornaday
J. G. Disber	C. S. Kendall
Theodore Biscan	A. E. Bickson
Ray E. Willcox	Chas. S. Quinn
G. S. Myers	H. D. Lemley
D. C. Frame	C. F. Yeager
W. G. McConnell	James Bell
Albert Letts	Myron W. Townsend

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 30,000 of them in a year for ten dollars. Send for samples and display rates. 210 Temple Court, MINNEAPOLIS

The Somerset (Minn.) News has been purchased by S. U. Treadwell, who will manage the paper.

The Lewisville Herald, an eight-page weekly, is now being published by Messrs. Dismuke and Watson, with the former as editor.

James W. Le Bell has sold his interest in the Minnong (Wis.) Chronicle to C. A. Brattein.

The Creston (Ia.) Printing Company has been dissolved.

HELP WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

Wanted on evening paper in city of 22,000 an experienced reporter; \$18 a week, good chances. Apply stating age, experience and draft possibilities. The Leader-Republican, Gloversville, N. Y.

Only Evening Daily in Southern city 25,000 population needs permanent circulation manager who can extend distribution. Now leading local field with no intention of doing otherwise. Address Box 922, care The Fourth Estate.

EXPERIENCED CONTEST ROAD men wanted. Apply T. P. Myers, The Press, Philadelphia, Pa.

Over One Thousand Jobs

of building and construction work were let to contractors last year through the medium of proposal advertisements in

THE IMPROVEMENT BULLETIN

MINNEAPOLIS, MINN.

One building alone cost over \$80,000. The contractors and architects who bought the millions of dollars worth of materials and machinery used in constructing these buildings read The Improvement Bulletin. Such firms as H. W. Johns Manville Co., Atlas Portland Cement Co., and Universal Portland Cement Co. advertise in it. Why don't you? Sample copy free.

Newspaper in city of 400,000 wants real salesman of advertising (not a solicitor). Must be able to create new business and hold it by real service to clients. Copy writing ability preferred. No "whirlwinds." Must be a maker of friends. Good future. Tell past performances, married or single, and references (confidential). Address Box 927, care The Fourth Estate.

Wanted at Once—Have an opening for a thoroughly competent and reliable contest manager with a clear record to show in the East. Accompany your answer with references. Address X.Y.Z., Box 925, care The Fourth Estate.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland. 74-76 Church Street, TORONTO, CAN.

TYPO

CREDIT BOOKS, REPORTS, COLLECTIONS
General Offices,
373 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
164 W. Washington Street, CHICAGO

SERVICE CORNER.

615—"We have heard that on account of the war a number of English magazines went out of business. We wonder how true this report is. Have you any data or general information in regard to the matter?"

SITUATIONS WANTED.

THE SOUTH'S MOST BRILLIANT
CIRCULATION MANAGER

would not consider \$50 per week, yet the next best would. Have made wonderful record. No schemer or premium man. Excellent references. Now employed. Address for further information in strictest confidence. Box 919, care of The Fourth Estate.

ADVERTISING MANAGER

Wish immediate connection with some wide-awake daily as advertising manager. Twelve years' experience in newspaper advertising. Temperate and energetic business producer. Salary not less than \$2,500 per year. Address Wideawake, care The Fourth Estate.

Real advertising salesman, copy writer, service and promotion organizer, open for position on newspaper wanting a man with "pep" who makes friends and holds them as such; 30 years' practical newspaper work. Printer, pressman, expert dry mat stereotyper; efficient in business office accounting and administration; all my life as owner, business manager and advertising manager. Knows how and will work. All habits; health excellent; 47 years; best of references. Address Box 926, care The Fourth Estate.

WORLD'S PAPER
DIGEST.

(Continued from Eleventh Page.)

employers practically no newspapers have been published in Finland since July 1. The printers are demanding an advance in wages of no less than 140 per cent, but the employers decline to grant more than 80 per cent.

"Conditions in the pulp and paper industries are, of course, affected by the general situation, but hopes are entertained that the country's difficulties will be surmounted without ruin to Finland's industrial and commercial life."

ENGLAND.

During September small quantities of Swedish chemical wood pulp arrived in England, but the quantity is insignificant in comparison with the expectation. The World's Paper Trade Review circularized the paper makers in an effort to collect data on the actual arrivals of Swedish pulp, and while many of the replies were to the effect that arrivals were daily expected, few had received consignments of over fifty or seventy-five tons.

Most of this wood pulp had been purchased in Sweden before the embargo had been put into effect, and the market prices were not affected during the first of the month.

British paper makers who were free to purchase in the open caused a livening of the chemical wood pulp market, but this was of short duration, as a shadow was thrown on the renewal of operations between England and Sweden because of the Argentine affair, and prices again reacted to normal.

Aside from the reaction, the World's Paper Trade Review, London, England, states that available shipping space is still hard to find and that it is difficult to arrange insurances. Licenses, furthermore, are pretty well used up.

The World's Paper Trade Review explains the situation excellently in the following article:

"Licenses to import have been freely drawn upon by British paper makers, with the result that operations must necessarily be on a restricted scale until the renewal of licenses at the commencement of March, 1918. Present regulations provide for the importation during the twelve months commencing March 1, 1917, of one-half of the weight of paper-making materials imported in

SITUATIONS WANTED.

Managing Editor

Young enough to travel at top speed, experienced and old enough to hold your confidence.

Peppery, original, economical—an expert on make up and features, capable of handling men and getting results.

Want place good afternoon paper in city pleasant enough for permanent home. Tell me what you expect and what you can pay and I'll tell you if I can fill your want.

Address Box 920 Fourth Estate.

Advertising Man

with 15 years' experience as advertising manager live newspapers, desires to make change. Ten years on one paper. Strictly high-grade solicitor and good mixer. Produces effective advertisements. Capable of handling on any newspaper under 100,000 population. Built up advertising on two run-down newspapers to paying basis. Address Box 918, care The Fourth Estate.

Advertising Manager
Open For Position

Young man, 32 years, who is a demonstrated success, knows how to do things and can get the business. Can furnish the best of references as to character and ability. Now employed on a big Southern paper. Write H. H. H., care The Fourth Estate.

the previous year.

The arrivals of chemical wood-pulp show a decrease of only 6.3 per cent, which means a drastic curtailment in supplies during the next half-year.

The imports of chemical wood pulp more closely approximate to the official regulations, the decrease during the last half-year being forty-six per cent. Probably the scarcity of licenses to cover future imports of chemical wood pulp is largely responsible for the present chaotic state of the market.

Prices, for instance, show considerable variation, and the tendency is extremely weak. The arrivals of Swedish chemical pulp may also have an important bearing on the situation, as licenses must be used that would otherwise cover Norwegian, American and Canadian shipments.

Paper makers who entered into contracts for Swedish chemicals are anxious to get deliveries, and have agreed to pay extra costs. It is evident that plenty of pulp is on offer, but difficult to place. Consequently quotations are unstable.

Paper prices show signs of hardening, states the World's Paper Trade Review, and higher levels are expected. News print is particularly in demand, and on this question and that of quality the Review states:

"The scarcity of paper making material is hardly so evident at the present time as is the general deterioration in quality. The news print, in many cases, is uncommonly bad, so poor that much dexterity is required in order to open out the four-page sheet without splitting it in the fold. Many of our weekly magazines, which in happier days were issued on imitation art paper, are now appearing on news print, while those which were on coated art are now, with few exceptions, published on ordinary smooth printing, for the saving of cost."

The state railways are prohibited from transporting paper and cardboard, so after the manufacture of paper has finally been accomplished, the difficulty of moving it has to be faced. The situation is serious but the Swedish manufacturers seem to feel that their markets are safe because other countries are experiencing similar difficulties.

NORWAY.

The Norwegian pulp and paper industry is almost at a standstill owing (Continued on Thirty-first Page.)

SITUATIONS WANTED.

EXECUTIVE — BUSINESS
ADVERTISING

Gentleman with many years successful experience in the business and advertising departments of newspapers, seeks connection with daily (in city of 50,000 upward) as business or advertising manager or both. Thoroughly competent. Best of references. Will go anywhere. Address: Box 923, care The Fourth Estate, New York City.

Live, energetic newspaper man, experienced city-country, wants position as business-advertising manager. Daily or weekly. Can take publishers' place. At liberty October 29. Good salary or salary and profit sharing. A real mixer and "live wire." Address Box 910, care The Fourth Estate.

Circulation Manager

wants position on small Eastern daily. Has had many years experience on metropolitan newspapers. Salary not so much an object as position with live outfit. Member of the I.C.M.A. with best of references. Address Box 921, care The Fourth Estate.

Telegraph Editor

Wanted—Position as telegraph editor on afternoon daily in East. Eight years' experience. Married man. References. Will also consider editorship of small town daily or assistant on larger city paper. Write or wire P. H. Wertz, Bloomsburg, Pa., care Sentinel.

Managing Editor

Wanted—Position as editor, managing editor or news editor of strong daily, afternoon preferred, in city of from 25,000 to 75,000 population. Now employed but desire change. Wide experience and clean record. Salary expected \$50 per week. Address M. W. J., care The Fourth Estate.

SITUATIONS WANTED.

Business Manager

Business manager on daily in city of 100,000 desires change. Has thorough knowledge of newspaper work in all branches. In present employment 16 years; 5 years business manager and still giving satisfactory returns. Worked from newsboy to present position. Best of references. Address Box 911, care The Fourth Estate.

CIRCULATION OR
MAILING

At it since January, 1904. Seven years in mailing department, four as foreman, followed by three years in charge of circulation department, afternoon daily, issue 35,000; followed this with two and a half years' weekly magazine combination work. A thorough believer in system and efficiency. Twenty-nine years of age; honest and integrity above reproach, as former employers will testify; at present in another line; want position with a future; either department; (except). What have you. Ray A. Glass, 8334 Prospect ave., Kansas City, Mo.

Circulation Manager

Resourceful, successful business getter, using original campaign methods; many years' experience; methodical; economic; wishes to connect with metropolitan newspaper. Best references. Address Box 841, care The Fourth Estate.

HEMSTREET
PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

NEWS OF THE AD AGENCIES.

Clarence N. Cook, an authority on the value and possibilities of newspaper advertising, has become a member of the promotion department of the Chappelow Advertising Company, St. Louis. He recently resigned as advertising manager of the Philadelphia Evening Telegraph.

Mr. Cook enters advertising agency work with a keen sense of advertising values and a clear understanding of merchandising problems. His advertising career covers a period of about eighteen years and he was associated



CLARENCE N. COOK.

with many notable advertising successes in the newspapers of New York, Boston and other large cities.

Mr. Cook first went to work on the Augusta (Ga.) Evening Herald. Later he filled the position of advertising manager on the old Boston Traveler, the New Orleans Picayune and other dailies. On the two occasions he was a member of the advertising staff of the New York Times, and at one time he owned and edited a weekly publication in Walden, N. Y.

Thornton Purkis, of J. J. Gibbons, Ltd., Toronto, has executive charge of the advertising of the Canadian Government's national committee on food resources.

The Swisher Advertising Service, Mears Building, Scranton, Pa., has been recognized by the American Newspaper Publishers Association.

Robert B. Houston, whose new association with the Charles H. Touzalin Agency, Chicago, was announced in THE FOURTH ESTATE last week, has been elected to the office of vice-president and will have charge of sales and promotion.

F. Pratt Kuhn, whose appointment as Winnipeg manager of A. McKim, Ltd., of Montreal, has been noted in THE FOURTH ESTATE, in 1912 went to the McKim Agency to take over the Eastern end of the business from Kingston to the Atlantic Coast.

Having an aptitude for seeing markets which apparently were non-existent, Mr. Kuhn has been creating new advertising campaigns in Canada, the latest being Catelli's Milk Macaroni, which is now a standard brand from coast to coast, after a year's hard work.

After five years in the Montreal office, Mr. Kuhn has been transferred to the Western branch at Winnipeg as manager controlling the territory from Fort William, Ont., to Victoria, B. C. Mr. Kuhn is personally known

to Canadian publishers from coast to coast through trips made for clients.

Gornay, Inc., is a new advertising agency in New York, specializing in merchandising council, art, layout, design and appraisal of media.

W. M. Sebring, who for the past three years has been New York State representative for Vogue and is well known in magazine circles, is president of the new corporation. Mr. Sebring, in his association with Vogue, has enjoyed an unusually broad experience in many lines of advertising of widely divergent character and also has a considerable understanding and experience in merchandising and general business tactics.

Miss L. Z. Guck, vice-president, for the past ten years has been in charge of the advertising for J. M. Gidding & Co., both in New York and the Middle West. She has done some very creditable work. Her intensive training, together with merchandise



MISS L. Z. GUCK.

knowledge, equips her to handle advertising appealing to women.

The Gornay Agency enjoys an unusually choice location, at 605 Fifth avenue, between 48th and 49th streets.

F. W. Ayer, the well known advertising agent, was a speaker at a recent luncheon in Hotel Emerson, Baltimore, for the Y. M. C. A. war work.

Ben Weiner, for many years associated with the Chicago Apparel Gazette and other Fairchild publications has resigned to assume a position with the L. S. Goldsmith Advertising Agency of New York. Mr. Weiner will conduct a sales research department for the agency.

J. K. Martin, for four years connected with the Ottawa (Kan.) Herald, has leased the Kidder (Kan.) Free Press.

The Hicksville (N. Y.) Courier, published weekly by the Weiner Press, made its first appearance on October 27.

R. T. Wood is now publishing the Northome (Minn.) Record, with J. E. Cowan as manager.

M. E. Shafter has sold the Harrisburg (Neb.) Banner County News to R. D. Wilson.

The farmers of Mountrail County, N. D., are organizing a stock company for the purpose of establishing a newspaper in Stanley.

AD FOLKS' NEWS.

Facts, a booklet containing a complete analysis of the automobile, tire and accessory situation in Western Canada, has been issued again by Motor in Canada, of Winnipeg, Man., through T. L. Middleton, its advertising manager.

H. B. Martin, whose appointment as advertising manager of the Duffy-Powers Company, a Rochester (N. Y.) department store, was announced in THE FOURTH ESTATE last week, has spent his entire business life in department store work and has been with the Duffy-Powers Company as display manager for the past four years.

S. E. Snyder has resigned his position as director of publicity of the Balboa Amusement Producing Company, Long Beach, Cal.

After hearing F. M. Sackett, the Federal Food Administrator for Kentucky, outline the plans and purposes of the Administration conservation movement, members of the Advertising Club of Louisville unanimously pledged their households for co-operation in the campaign and placed their own services at the disposal of Mr. Sackett, who probably will detail many of the ad men for local speaking engagements in the interest of the waste-elimination movement.

Although W. E. Meyers, of the promotion department of the Toledo (Ohio) Blade, was scheduled to speak about Liberty Bonds before the members of the Toledo Ad Club at one of their regular noon-time luncheons, he soon made it apparent that his real purpose was to sell Liberty Bonds. And he did. Although each member of the club had already subscribed, Mr. Meyers succeeded in convincing them to give additional support to the loan.

Lewis Knitting Company, Janesville, Wis., is said to have completed plans for an ambitious newspaper advertising campaign. Copy will be placed in newspapers in Chicago, Minneapolis, Omaha, Kansas City, Cleveland, Indianapolis, San Francisco, Portland, Rochester, Buffalo, Los Angeles and Pittsburg.

Theodore E. Ash, advertising expert of Philadelphia, is a firm believer in newspaper advertising to boost his own business as well as those of others. He is running an unusual series of advertisements called the "Romances of Advertising" in the Chicago Tribune, the New York Evening Mail, Washington Times, Philadelphia Record and other big newspapers throughout the country.

The Minnesota advertising clubs will hold a two-day meeting in St. Paul the latter part of January.

The San Francisco Advertising Club, in conjunction with other San Francisco organizations, gave a luncheon in honor of Representatives Allan Treadway of Massachusetts and Senator William H. King of Utah, on October 31. Samuel P. Johnson, president of the ad club presided.

"I don't see any necessity for an advertising club in California," said Senator King in the course of his address, "for you are a great people and you know it."

A jolly time there was at the Cleveland Advertising Club on election night. The affair was open house, the only one of its kind during the year at the club.

Arrangements were made to have

the Western Union Telegraph Company furnish returns. In addition there were motion pictures, refreshments, dancing and other entertainment.

Harry C. Spillman, manager of the school department of the Remington Typewriter Company, spoke on "The ad-man as a standard bearer" at the meeting of the advertising club on November 7.

Plans are being furthered for a luncheon to General Glenn, the commander of the troops at Chillicothe, Ohio, on November 24. The members of the camp football team will also attend, prior to the contest with the Western Reserve University and the Case School of Applied Science. The ad club is handling the publicity for the game.

"If your club will see to it that the 'dirty linen' in advertising is cleaned up in Columbus, the national organization will see to it that no 'dirty linen' in an advertising way is sent into your city." This was the promise made the members of the Columbus (Ohio) Advertising Club by Richard H. Lee of the New York Tribune on November 5.

Mr. Lee, in a graphic manner, told of the way in which they "got the goods on" the fake advertisers. He said it was the duty of every member of the club to support the vigilance committee in cleaning up untruthful advertising. He said there were ample laws to cover the case, if they were enforced energetically.

Arthur Hawxhurst, for many years advertising manager of Marshall Field & Co., Chicago, has resigned. He has been connected with Marshall Field & Co. for forty-seven years.

The San Francisco Advertising Club is just concluding a very successful "old shoe" campaign. Shoes from all over the state were collected by the club to be shipped to Europe for distribution among the poor of France and Belgium.

James H. Pickens of Northwestern University addressed the members of the Chicago Advertising Association last week on "The Psychology of Advertising."

The Advertisers Club of Cincinnati reports that its average meeting attendance has increased 30 to 150 per cent over last year, and its splendid season program explains why.

W. C. Reinhold of the Chicago Evening American addressed the Cincinnati ad men on October 3.

The club held a war-time luncheon on October 10, at which the

H. W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
28 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.
Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



food served was the same as that given the soldiers.

October 17 was "Dedication Day" for the club. The members dedicated their service flag containing twelve stars and the official stars and stripes. The parents of members with the colors were guests, as were those members who had a son or daughter in their country's service. Professor Edward K. Armstrong, an advertising man now in service, spoke on "Practical psychology in advertising."

At the "Liberty Day" meeting, on October 24, Marguerite Clark, the famous Cincinnati movie "star," was the guest of the advertising men. Miss Clark personally took bond subscriptions from every member of the club, raising nearly a quarter of a million. The speaker of the day was C. A. Brownell of the Ford Motor Car Company, Detroit.

Frank B. White of the Agricultural Publishers Association spoke before the men on October 31, at their Halloween meeting. At this meeting a twenty-minute show was given by the members.

The eighth anniversary celebration of the Advertising Club of Baltimore was held on the roof garden of Hotel Emerson. On the program were Miss May Thompson and Carl McCullough from the You're in Love Company.

The monthly dinner of the Sphinx Club, of New York, will be held at the Waldorf-Astoria on November 13.

The house committee of the New York Ad Club has made Ladies Day (Saturday) more attractive by instituting an afternoon tea, which will consist of tea, sandwiches and cakes served from 3 to 6 p.m.

Kenneth C. Beaton, writer of "Ye Towne Gossip," a unique feature appearing daily in the New York American, talked before the club on Thursday about "Just folks."

The New York club is delighted with the success of its "Halloween Jamboree." The house accommodations were taxed to their utmost.

Wilbur D. Nesbit, of the William H. Rankin Advertising Company, Chicago, is now on an extended business visit to Portland, Seattle and other Northwestern cities.

The William H. Rankin Advertising Company, Chicago, has ten men in various branches of national service—some of them being already in France.

The W. D. McJunkin Agency, Chicago, has four men in military service.

The business of the O'Shaughnessy Advertising Agency, Chicago, has been absorbed by the Dooley-Brennan Company of the same city. The transfer of the accounts came as a result of the election of James O'Shaughnessy, president of the agency, as executive secretary of the Association of American Advertising Agents with offices in New York.

The agency formerly known as Vanderhoof, Condict and Comrie, with offices in the Marquette Building, Chicago, is now known as Vanderhoof & Co. Frank Comrie, formerly of the firm is now associated with the Thielecke Advertising Company, Chicago.

Wallace R. Condict, formerly treasurer, is now engaged in the real estate business with offices adjoining the Vanderhoof offices.

Critchfield & Co., Chicago, is displaying a service flag with fifteen stars.

The William H. Rankin Company, Chicago, having met with encouraging success in the promotion of a

"Buy Your Car Now" week of co-operative automobile advertising, is now carrying a similar campaign in behalf of the motor truck industry. Copy prepared in the Rankin agency has been appearing in various newspapers throughout the country. The work has been handled by C. E. Walberg, manager of the promotion department of the Rankin company.

Roy Quinlan has been made vice-president of the W. D. McJunkin Advertising Agency, Chicago.

What advertising has done to help win the war and what it can further do and how, will be a chief topic for discussion by leading advertising men of the United States and Canada at a conference to be held in Indianapolis, the headquarters of the Associated Advertising Clubs of the World, November 12 and 13.

In addition to members of the executive committee of the association, presidents and other officers of local advertising clubs, as well as other advertising associations, affiliated with the Associated Advertising Clubs, will attend the meeting. Representatives of almost 200 organizations of this kind have been invited to the conference, which, in addition to discussing war matters, will take up numerous association affairs.

INTRODUCING AD FOLKS.

Alvin A. Silberman, who is now in charge of the new promotion department of the L. S. Goldsmith Agency, has been in the advertising field since his graduation from college in 1911, when he assumed charge of publicity and sales for the Loxton Manufacturing Company of Baltimore, maker of "Lox-it-on" Athletic Underwear.

He came to New York in February, 1916, to enter the agency field. As general manager of the Midas



ALVIN A. SILBERMAN.

System, he handled the publicity affairs of some of the leading manufacturers in the apparel-textile industries.

On November 1 of this year, he became identified with the L. S. Goldsmith Agency, an organization handling textile and apparel advertising exclusively.

Here is A. J. Massie, who has just established the A. J. Massie, Ltd.,

general advertising agency in Winnipeg, Man.

Mr. Massie has offices in the Merchants Bank Building and reports he is placing quite a number of well known Western accounts.

Before going to Winnipeg, Mr. Massie was for five years with the



A. J. MASSIE.

Toronto Globe, but the West called him in 1907 and until 1913 he was with the Winnipeg Telegram. In that year he went with the Free Press and acted as advertising manager prior to 1915, when he joined the McKim Winnipeg office.

PRAISE FOR LIBERTY LOAN ADVERTISING MEN.

The New York Herald says:

"No feature of the Liberty Loan campaign in New York has been more generally commended than the work done by the advertising committee, which has prepared and distributed the advertisements for the newspapers of this district and the greater part of the country.

"The quality of the work being such that it received nationwide attention and approval the New York committee was asked to send its advertisements to section after section, until the committee actually supplied the country with its newspaper propaganda for the loan.

"Collin Armstrong, chairman of the National Advisory Board, arranged the details of the advertisement preparation and distribution, with the assistance of J. I. Clark of the Liberty Loan committee, and when the work was ready for operation the entire working out of the sub-committee's arrangements was put in the hands of W. T. Mullally, vice-chairman of the National Advertising Advisory Board and one of the best known advertising executives in the country.

"From the beginning of the campaign Mr. Mullally found complete cooperation on the part of the leaders in advertising copy writing, advertising distribution and advertising printing, and, with the assistance of men whose aggregate salaries amount to many millions annually, the great advertising campaign was put under way. In the opinion of the loan executives it was the most successful feat of its kind in the history of American advertising."

Fred J. Heffries is publishing the Dogden (N. D.) Journal.

MAGAZINE NOTES

Francis V. Barr, formerly New England manager for McCall's Magazine and more recently Western manager for the Housewife, is now with Modern Priscilla. He has been assigned to the Eastern field and will have his headquarters in New York.

W. Hartley Robinson has been transferred to the Royal naval air service from the Royal Canadian horse artillery of the Canadian expeditionary force. He was formerly managing editor of the Canadian Motorist, Toronto.

The Home Life Magazine Company has been incorporated in Chicago with a capital of \$100,000.

Cyrus LeRoy Baldrige, United States cavalry, retired, who is now with the ambulance field service in France, has joined the staff of Leslie's as war artist. Mr. Baldrige was a magazine illustrator before he went to France and did drawing for Chicago newspapers at the beginning of the war. Leslie's calls Baldrige "the Frederic Remington of this war."

MOVIE MEN RESCIND ANTI-HEARST AD STAND.

The Associated Motion Picture Advertisers at a meeting in New York have rescinded the resolution passed by the organization on October 25 which urged motion picture companies to refrain from advertising in the publications of William Randolph Hearst.

John C. Flynn, director of publicity for the Paramount Pictures Corporation, was spokesman for the group that succeeded in getting the association to back down on its stand against Mr. Hearst.

TAKE IT TO POWERS!

"Fastest ENGRAVERS on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO-ENGRAVING COMPANY
154 Nassau Street, NEW YORK
Telephone 4200 Beckman

Good Work
Prompt Service
Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to
"Phone the Manhattan Man for your Engraving."

MANHATTAN PHOTO ENGRAVING CO.
251-253 William Street NEW YORK
Phone, Worth 1667-8

STANLEY PROCESS
quality not
to down
up price
made
TYPE METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y., and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 23d Street, NEW YORK

THE PITTSBURGH PRESS

HAS
THE **Largest**
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURGH

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

SOME NEW BOOKS.

"LOVE SONNETS OF AN OFFICE BOY," by S. E. Kiser; Forbes & Co., publisher.

This is the book that first gave literary fame to a newspaper writer—Sam Kiser.

If you have never read that rare gem of American humor, the "Love Sonnets of an Office Boy," by Mr. Kiser, you should take the opportunity to do so with the publication of a new edition which appears with some additional sonnets. It is a remarkable understanding of the boy nature John T. McCutcheon furnishes a dozen illustrations that really illustrate and add not a little to the humor of the book.

"MILITARISM," by Dr. Karl Liebknecht; B. W. Huebsch, publisher. Liebknecht, as long ago as 1907, served an eighteen months' sentence for his determined stand against Prussian militarism. Even while he was in prison, he was elected to the Prussian Landtag. He represented the working people of Berlin in the Common Council and in 1912 was selected to represent Potsdam and Spandau in the Reichstag. His continued opposition to the war credits, the war method and the war itself brought his second prison sentence of thirty months in June, 1916.

This book, confiscated shortly after publication, is translated from one of the few copies smuggled out of Germany. It is a powerful indictment of war, but a far more powerful indictment of Germany's methods in her struggle against her own democratization.

"A PERFECT MEMORY. HOW TO HAVE AND KEEP IT," by Marvin Dana, M. A., LL. B., Ph. D.; Edward J. Clode, publisher.

Following a very ingenious plan, although a sound and sane one, Dr. Dana's instructions will improve one's memory control.

"HOW GERMANY DOES BUSINESS," by P. P. Garvitch; B. W. Huebsch, publisher.

The open secrets which enabled Germany to break into world markets

THE NEW YORK WORLD

(Morning Edition)

Prints **MORE**
ADVERTISING
than any other
newspaper prints.

The Open Door

to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Avenue Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending October 1, 1917,
showing net paid circulation

33,924

Member A.B.C. Publisher
Arthur Capper TOPEKA, KAN.

are interestingly set forth in this book. Many of the plans developed by the German organization have made their financial and export methods a genuine world power. Even in the midst of their struggle against the world, they pursue their plans for future trade extension. It will profit business men to learn of their methods.

"COMPANY ADMINISTRATION," by Major William H. Waldron, 29th United States Infantry; George V. Harvey, publisher.

Military organization and military administration routine is naturally complex. This little handbook will prove of great assistance to those actively engaged in this special branch of the service, and also to those who are interested in the details of what is known in the service as "paper work."

"HOW TO MAKE YOUR WILL," by William Hamilton Osborne; Small, Maynard & Co., publishers.

Many obvious duties are neglected, and perhaps one which most often is, because of ignorance of the steps necessary to fulfill it is the duty of making one's will. Mr. Osborne, of the New York and New Jersey bars, has performed a distinct service in giving us this simple exposition of the little understood problem.

"AROUND THE YEAR IN THE GARDEN," by Frederick Frye Rockwell; the Macmillan Company, publisher.

This book is designed for the busy man or woman whose spare time available for gardening is limited, and who, consequently, is interested in utilizing every hour to the best purpose. Seasonable and definite directions are given for the various tasks encountered in caring for the garden and grounds on the moderate sized place, where the services of a professional gardener are lacking. This is the most complete and useful single volume we have seen on the subject.

"ELEMENTARY PRINCIPLES OF ECONOMICS," by Richard T. Ely and George R. Wicker; the Macmillan Company, publisher.

Although primarily intended as a text, this book has been written with a distinct view as to its usefulness in directing the further study of economics for the student in his after days of professional or business life.

"GUIDE TO STUDY AND USE OF REFERENCE BOOKS," by

BOSTON POST

CIRCULATION OCTOBER, 1917
"NO RETURNS"

The Daily Post 501,861

The Sunday Post 345,302

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building CHICAGO

Today's Housewife

Net Paid
Guaranteed



For Every
Issue

GEORGE A. McFELLAN, Gen. Mgr.
161 Fourth Avenue NEW YORK

Alice B. Kroeger; American Library Association, publisher.

This book, in its third edition, is revised throughout and greatly expanded by J. G. Mudge, reference librarian of Columbia University. The lists now include foreign reference books and all the standard information is corrected and revised through 1916. A real need is filled by this publication.

"THE SUM OF FEMININE ACHIEVEMENT," by Dr. W. A. Newman Dorland; the Stratford Company, publisher.

This book contains a most amazing amount of information concerning the work accomplished by the women of the world. There is an account of the life work of each of the great women of history and every field of endeavor is covered. As a specialized book of reference it will find its way into many working libraries.

"HISTORY OF COMMERCE AND INDUSTRY," by C. A. Herrick, Ph. D., LL. D.; the Macmillan Company, publisher.

Dr. Herrick presents a review of the commercial and industrial history of the world and so combines with it the essentials of general history that it is a valuable brief text book for general reference use.

"YEARBOOK AND DIRECTORY OF THE UNITED STATES CHAMBER OF COMMERCE," published by the Chamber, at Washington, D. C.

A compilation of facts and figures on commercial organization in the United States.

"THE REVIVED CYNIC'S CALENDAR," by Ethel Watts Mumford, O. Herford and A. Mizner; Paul Elder & Co., publishers.

"THE IMPRESSIONS CALENDAR FOR 1918," designed by Harold Siegel; Paul Elder & Co., publishers.

FUN AT PRESS CLUB.

"Big Forty-nine Minin' Camp Do-in'" will be afoot at the San Francisco Press Club today when members and their friends enjoy a program which, according to the invitations, will provide "fun fast and furious all nite long."

"Everything there was in the days of Forty-nine, and then some," is the keynote of the entertainment, the proceeds of which go to "Clark Griffith's Bat and Ball Fund" for the soldiers at the front.

1916 Broke All Records of the

Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.

Member A.B.C.

Represented by PAUL BLOCK, Inc.
230 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire St., BOSTON
Kresge Building, DETROIT

YOU MUST USE THE EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than **150,000**

NEWSPAPER MAN CONDUCTS N. Y. MUNICIPAL MUSEUM

What is claimed to be the first Municipal Museum in the United States has just been established through the efforts of the College of the City of New York, co-operating with the various city departments.

The idea, which has been originated by Francis J. Oppenheimer, the newly appointed director, is that of a sort of academic clearing house between the citizens of the city and those who govern it.

The museum will also act as a statistical clearing house for social and civic workers, co-operating with local boards of trades, bureaus of municipal research, welfare leagues, merchants associations, always aiming for "more light" in Goethe's phrase, on municipal matters, advocating and prosecuting a pitiless publicity campaign for the information and guidance of all citizens.

The committee in charge of the Municipal Museum is made up of Deputy Controller Edmund D. Fisher; the secretary of the board of water supply, George Featherstone; the director of vocational subjects of the college, Dr. Frederick B. Robinson; and the president of the college, Dr. Sidney E. Mezes.

Francis J. Oppenheimer, the director of the museum, is a newspaper man. He has already prepared the budget exhibits for the city.

The ramifications of the various city departments, a lifetime study, to Mr. Oppenheimer's finger tips and his acquaintance with city officials is extensive. Mr. Oppenheimer was also associate director of the National Efficiency Exposition and has kept a close record of the various departmental economies introduced by the city commissioners.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000.

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives

John Glass, Peoples Gas Bldg., Chicago
L.A. Klein, Metropolitan Tower, New York

NOTES OF SCHOOLS AND COLLEGES.

The establishment of a central school of printing by New York City, under the control of the board of education, is advocated in the preliminary report of the industrial survey committee, appointed by Mayor Mitchell.

The importance of the recommendation is indicated by figures in the report which reveal that the combined product of the printing and publishing trade in New York City last year was \$215,000,000, about one-twelfth of the total printing output of the world, and surpassing the record held by London until recently. New York, according to the report, is now the greatest printing centre in the world.

The committee's report shows that last year, 2,650 establishments, employing 68,540 persons, were engaged in the printing industry in this city. The capital invested in the industry here is approximately \$150,000,000 and the amount paid out in salaries last year was about \$76,000,000. The cosmopolitan character of the industry is indicated by the fact that 131 papers, in twenty-five foreign languages, are printed here.

The chief object of the school would be to overcome the existing deficiencies and handicaps in the training of skilled printers. At least four departments are contemplated, dealing with typography, press work, applied art and related studies.

Practically all of the large organizations of printers and their employees have endorsed the report of the committee, which is the outcome of ten months' intensive study of the conditions of the printing trade in this city.

The committee's survey was made under the direct supervision of Lewis A. Wilson of the state education department.

R. P. Crawford, a Lincoln (Neb.) newspaper man and magazine writer, has been appointed agricultural edi-

LARGEST
Morning Circulation in
the Nation's Capital.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Trenton TIMES

New Jersey's Leading

FOOD MEDIUM

Million lines food advertising in two years—developed by our Thursday Food Feature Pages.

This "food atmosphere" and "housewife interest" will increase your sales.

KELLY-SMITH CO.

220 5th Av., N. Y.; Lytton Bg., Chicago

Baltimore News

Net Daily Circulation 92,088
October, 1917,
Gain over 5,696
October, 1916,

Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

tor of the University of Nebraska, Lincoln, Neb.

The Kansas Collegiate Press Association will meet at the Kansas Wesleyan University, at Salina, November 9 and 10.

The October-November issue of the Intercollegiate Socialist, a magazine published in New York by the Intercollegiate Socialist Society "to promote intelligent interest in Socialism among college men and women," which was delivered to the Post Office on October 23, has been held, pending a decision from the solicitor of the Post Office Department as to whether it is mailable under the Espionage Law. Persons connected with the magazine said they knew no reason for such action on the part of the Post Office Department, unless it was the discussion of peace terms in the magazine.

Some weeks ago the Intercollegiate Socialist Society sent out a questionnaire on peace proposals to its members, and in the current issue of the Intercollegiate Socialist there appears a symposium on "What should be the terms 'when peace breaks out'?"

There are several advertising classes in the Chicago public night school course and their members are paying visits to engraving establishments to learn that end of the business.

Advertising classes in the Chicago public night schools are required to take the practice as well as the theory of advertising in the course. Students are now visiting engraving, printing and even bindery establishments in order to learn the fundamentals of the printing business.

TRADE AND CLASS PRESS.

C. H. Broad is now in Toronto as district representative for Shipbuilding and Harbor Construction, a monthly published in Montreal.

G. F. Chipman, manager of the Grain Growers' Guide, Winnipeg, has been called to Ottawa as Manitoba's representative on the Dominion food control board.

D. C. Nixon has been appointed Western representative of the Maritime Farmer.

W. B. Granger, formerly manager of the Scale Journal, Chicago, has become associated with the South Western Journal of Kansas City. His

St. Louis Globe-Democrat

dominates the morning field.

Government Statement six months ending September 30, 1917

138,252

The clean home-going family newspaper.

National Representatives

F. St. J. Richards, Tribune Bldg., N. Y.
Guy S. Osborn, Tribune Bldg., Chicago
J. R. Seaborn, Ford Building, Detroit
R. J. Bidwell, 742 Market St., San Francisco.

PATERSON

New Jersey's Famous
Manufacturing City

PRESS GUARDIAN

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

successor on the Scale Journal in Hubert A. Kemp, formerly advertising manager of the Stromberg Motor Devices Company.

William C. Bell, formerly connected with the Canada Permanent Loan & Mortgage Corporation, has become advertising manager of Canadian Farmer, Toronto.

J. L. Lorrimer, for several years advertising manager of Hardware & Metal, has joined the Brandram-Henderson Company, paint manufacturer, Montreal.

The Heating & Ventilating Magazine, New York, has been admitted to membership in the Associated Business Papers.

"Nat" Wilchins has been made assistant advertising manager of the Underwear & Hosiery Review, New York. He was formerly with the advertising department of Nugent's, the garment weekly.

Albert W. Bayard, for more than ten years secretary and manager of the W. F. Wendt Publishing Company, Buffalo, N. Y., issuing the American Blacksmith and La Hacienda has resigned.

Howey Black, former editor of the Dry Goods Review, Toronto, is now acting as special representative of the Montreal Financial Post.

W. V. Hodge, who has been the Chicago representative of the Haberdasher, has joined the New York staff of the same publication. Phillip J. Hackett is now the Chicago representative.

The Heating and Ventilating Magazine, New York, has been admitted to membership in the Associated Business Papers, Inc.

F. G. Hudson has left the Western office of Concrete to join the McGraw-Hill Publishing Company, and will devote his attention to the interest of the Contractor in the Western territory, with offices in Chicago.

H. A. Sawyer, who has been office manager of the Cutler Publications, Boston, (the Shoe and Leather Reporter and the Shoe Retailer, etc.) has resigned to become secretary of the National Paint & Oil Dealers' Association, making his headquarters in New York.

J. F. Wells, who has been subscription manager for the Cutler

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

W.M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK
Tribune Building, CHICAGO

Publications, will succeed H. A. Sawyer as office manager, but will retain the superintendency of the subscription work, as formerly.

William J. Bryan has connected with the Furniture Merchants Trade Journal of Des Moines as Eastern representative with offices in the Flatiron Building, New York. He will cover the New York and New England territory, also Pennsylvania and Maryland.

CRAFTSMEN WITH THE COLORS.

(Continued from twelfth page)

B. Lawrence, A. C. Newberry, L. B. Iglauer, B. W. Schmok, C. H. Strong, L. G. Smith, F. E. House, J. C. Barker, W. B. Powell, L. E. Dellenbarger, Arthur C. Rogers, Carlton F. Schultz, O. L. Doty, Jr., A. H. Rampe, H. J. Carroll, F. M. Cronkite, Stanley Patno, Milo Evans, O. C. La Gange, Scott Bowen, H. P. A. Abbott, Gordon Badger, R. W. Davis, A. L. Feick, Kenneth Ingersoll.

The Hoosier Guard has been succeeded by the Liberty Guard, which belongs to the 38th division at Camp Shelby, Miss. Lieutenant Charles S. Ryan, machine gun company, 151st infantry, is editor of the Guard. C. S. Partridge is the advertising manager and G. F. Kast the business manager.

When Herman Roeg of the Albert Frank Agency's art department was called to service at Yaphank his associates clubbed together and presented him with a leather kit-case and an "O. D." wool sweater.

THE PITTSBURGH

POST

ONLY Democratic Paper In Pittsburg



CONE, LORNTZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY
220 Fifth Ave., NEW YORK
Lytton Building, CHICAGO.

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

SEAMAN, 401 8th av., N. Y.—
Placing orders with some N. Y. City
newspapers for Great Radium Spring
Water Co., "Mayflower" ginger ale,
Pittsfield, Mass.; Meyer & Carmody
Import Co., 6-8 Beach st., N. Y.
City is the U. S. selling agent.

SNOW, 136 Federal st., Boston—
Placing some orders with N. Y. City
newspapers for Aberthaw Construction
Co., Boston.

VAN PATTEN, 50 E. 42d st., N. Y.—
Reported placing advertising for
Chalmers Motor Car Co., Detroit.

VANDERHOOF, Marquette Bldg.,
Chicago—Placing advertising of "Tol-
n-Water" in newspapers for Dawson
Springs Corporation of America,
Dawson Springs, Ky.

EGAN, Peoples Gas Bldg., Chicago—
Placing orders in newspapers in
Central States for Great Northern
Hotel, Chicago.

ROWERS, Kimball Bldg., Chicago—
Placing orders for American School
of Music, Chicago, in magazines.

STACK, Heyworth Bldg., Chicago—
Placing some advertising for Swift
& Co., Chicago, in Pacific Coast pa-
pers.

SAVAGE, 82 Griswold st., Detroit—
Placing orders in daily papers for
Frederick Stearns & Co., "Shac," Det-
roit.

WESTERN, Racine, Wis.—Sending
out orders to farm publications for
Belle City Incubator Company, Ra-
cine, Wis.

MALLORY, MITCHELL &
FAUST, Security Bldg., Chicago—
Placing orders in selected agricultur-
al publications for F. C. Taylor Fur
Co., St. Louis, and Funsten Brothers
& Co., St. Louis.

FULLER, Studebaker Bldg., Chi-
cago—Placing orders in mail order
and farm publications for Slingerland
School of Music, Chicago.

CAMPBELL-EWALD, Wayne Co.
Bk. Bldg., Detroit—Placing orders in

TIMES PLAZA

THE CENTER OF BROOKLYN

The Federal Authorities have recog-
nized Times Plaza as the business cen-
ter of Brooklyn by renaming Post Office
Station L "TIMES PLAZA STATION."

FROM THIS CENTER

THE

BROOKLYN DAILY TIMES

REACHES ALL OF BROOKLYN AND
LONG ISLAND.

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the
HOME NEWSPAPER
OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mollers Building, CHICAGO
201 Devonshire Street, BOSTON
Kresge Building, DETROIT

THE DAYTON SUNDAY NEWS

In the first five months of 1917 has car-
ried 110,364 lines more local business
than its only competitor. With the Spring-
field News (the two at .055 per line) it's
a great Sunday combination.

NEWS LEAGUE OF OHIO
DAYTON, OHIO

I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

mail order papers and magazines for
American Seedtape Co., N. Y.

FEDERAL, 6 E. 34th st., N. Y.—
Placing orders with Southern pa-
pers for Towle Maple Products Co.,
"Towle Maple Syrup," St. Paul, Minn.

FISHER-SMITH, 122 E. 25th st.,
N. Y.—Placing orders with some
Pennsylvania papers for Adipo Co.,
N. Y.

TOUZALIN, Kesner Bldg., Chicago—
Placing orders on contracts with
newspapers for Pieser-Livingston Co.,
"Uncle Jerry Pancake Flour," Chi-
cago.

ROBERTS & MACAVINCHE, 32
N. Dearborn st., Chicago—Renewing
contracts with newspapers generally
for Globe Pharmaceutical Company,
Chicago.

GUNDLACH, Peoples Gas Bldg.,
Chicago—Will place orders in daily
newspapers on the San Felice Cigar
for Deisel-Wemmer Co., St. Louis.

CRITCHFIELD, Brooks Bldg., Chi-
cago—Reported using newspapers,
magazines and trade papers for the
advertising of "Columbian" rowboats
and motorboats for Cullen Motor
Company, 112 W. Lake st., Chicago.

MOSS-CHASE, 110 Franklin st.,
Buffalo—Reported placing advertising
for American District Steam Com-
pany, North Tonawanda, N. Y., man-
ufacturer of "Atmospheric Heating
System" in magazines and trade pa-
pers.

PIERRE, 364 Du Pont Bldg., Wil-
mington, Del.—Reported placing ad-
vertising in newspapers, magazines
and trade papers during the coming
year for Du Pont Chemical Company,
Wilmington, Del., manufacturer of
pharmaceuticals and chemicals.

ERWIN & WASEY, 58 E. Wash-
ington st., Chicago—Preparing cam-
paign for the McDaugh kitchen cabinets
for the McDaugh Company, Frank-
fort, Ind.

Placing an extensive newspaper
campaign for "Neolin Soles" in cities
throughout the country for Goodyear
Tire & Rubber Company, Akron, Ohio.
In the introductory advertising
full page advertisements will be used
in listing the names of local cobblers.
In selected cities several newspapers
will be used in order to cover the
field thoroughly.

MAIL ORDER AD SERVICE, 39
E. 42d st., N. Y.—Placing advertising
for Central Branch of Y.W.C.A. of
New York

POWERS, Cleveland—Handling
advertising for Cleveland Brass &
Copper Mills, Inc. A trade paper

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

THE Philadelphia Bulletin

has the largest circulation in the east.
Net paid average for six months from
April 1 to September 30, 1917, as per
report to U. S. Post Office Department

363,115 COPIES
A DAY.

"In Philadelphia nearly everybody
reads the Bulletin."

campaign has been started and it is
probable that other kinds of mediums
will be used later.

Also placing advertising account of
National Builders Co., Cleveland.

ARMSTRONG, North American
Bldg., Philadelphia—Reported to be
sending out orders to newspapers for
holiday trade for the Victor Talking
Machine Co., Camden, N. Y.

AYER, 300 Chestnut st., Philadel-
phia—Again placing copy with news-
papers for P. H. Hanes Knitting Co.,
"Hanes" elastic knit underwear, Win-
ston-Salem, N. C.

Also placing special copy with
newspapers for John Duncan Sons,
"Lea & Perrina" sauce, 241 West st.,
N. Y.

BARROWS & RICHARDSON,
Drexel Bldg., Philadelphia—Placing
advertising for Huyler's Candy, 64
Irving Place, N. Y.

BIRCHFIELD, 110 W. 40th st.,
N. Y.—Placing orders with some New
York City newspapers for Smith Is-
land oysters, Smith Island, Va.

FRIEND, 347 5th av., N. Y.—
Placing orders with newspapers gen-
erally for Goldwyn Picture Corp.,
Rogers Peet Bldg., N. Y.

HANFF-METZGER, 95 Madison
av., N. Y.—Placing orders with New
York State newspapers for Anti-
Woman Suffrage, 280 Madison av.,
N. Y.

O'KEEFE, 43 Tremont st., Boston—
Placing orders with large city
newspapers for Knights of Columbus
war fund, New Haven, Ct.

PRESBREY, 456 4th av., N. Y.—
Reported will shortly send out copy
to newspapers for Seaboard Air Line,
N. Y.

Also placing special copy with news-
papers generally for Equitable Life
Assurance Society, 120 B'way, N. Y.

RUTHRAUFF & RYAN, 404 4th
av., N. Y.—Placing advertising for
National Salesman's Training Asso-
ciation, Candler Bldg., N. Y.

BRENNER & Co., 300 Chestnut
st., Philadelphia—Reported will
place advertising of Ella B. Berry
Pharmaceutical Co., Chemical Bldg., St.
Louis, manufacturer of Berry's
creams, herbs, tea tablets, complexion
powder, toilet soaps, etc.

BEERS, Fuller Bldg., N. Y., and
Havana, Cuba—Sending out renewals
for Poslam and "D.D." remedies to
Cuban papers.

Also placing advertising for Cas-
torina in interior towns of Cuba.

Sending out fall and winter busi-
ness for Sloan's Liniment and Dr.
Bell's Pine Tar Honey to West In-
dies and Latin-American countries

THE SYRACUSE POST-STANDARD

October 1st, 1917

Government Statement

Daily (Net Paid)
CIRCULATION 54,470

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metropo-
lis of a rich, agricultural and man-
ufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mollers Building, CHICAGO
201 Devonshire Street, BOSTON
Kresge Building, DETROIT

BALTIMORE CITY OF HOMES

and noted for its great industries and
thrifty working classes, affords National
Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening

Baltimore's greatest newspapers, to thor-
oughly cover city and state. Member A.B.C.
C. GEORGE KROGNESS, Chicago
VERREE & CONKLIN, Inc., New York

in and around the Caribbean Sea, in-
cluding Bermuda, Porto Rico, Cuba,
Jamaica, Panama, Trinidad, Barba-
dos, British Guiana and British Hon-
duras.

OLIPHANT, 1 West 34th st., N.
Y.—Sending out 100-line two-time
orders for American Swedenborg
Printing and Publishing Society to
38 newspapers in large cities of the
country.

RANKIN, 104 S. Michigan av.,
Chicago—Reported placing advertis-
ing in newspapers and magazines dur-
ing the coming year for Sealy Mat-
tress Co., Snear Land, Tex., manu-
facturer of "Sealy" mattresses.

BUSH, 100 Broad st., N. Y.—Re-
ported placing advertising of "Loco-
mobile" cars and "Riker" trucks for
Locomobile Company of America,
Bridgeport, Ct.

Considering a campaign in a select-
ed list of newspapers for the Dupont
Rubber Co., Inc., 110 W. 40th st., N.
Y. City.

RUEREL-BROWN, 229 Boatmen's
Bank Bldg., St. Louis—Reported
will use during late fall and winter
newspapers and magazines for ad-
vertising Ella B. Berry Pharmaceu-
tical Co., Chemical Bldg., St. Louis, man-
ufacturer of Berry's creams, herbs,
tea tablets, complexion powder, toilet
soaps, etc.

DIRECT—Formatee Manufacturing
Company, 3146 Mt. Pleasant st.,
Washington, D. C., is said to be plan-
ning an extensive newspaper adver-
tising campaign for "Formatee," a
paper golf tee recently invented.

AUTO THIEVES IN CHICAGO.

The Chicago Herald is the latest
local daily to fall victim to auto
thieves.

A Short Story:

DETROIT SATURDAY NIGHT

—gained 35% in
Advertising and
Circulation in 1916

NOW IN ITS ELEVENTH YEAR

Represented by G. Logan Payne Co.
New York. Chicago. Boston. Detroit.

THE

Boston Herald

(Morning and Sunday) and the

Boston Traveler

(Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

Joliet, Ill. (The PITTSBURGH of the West)

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News

ALCORN-HENKEL, Representative
New York Chicago

THE UNIVERSAL TRADE MARK.

By EDWIN T. JONES.

"Made in the United States" is the trade mark that should become recognized and accepted as a guarantee that every article of manufacture, every product, bearing its stamp, is in every way dependable.

The enormous resources of the United States, both from the viewpoint of manufacturing and finance, places the United States upon a non-dependable foundation and it is up to the manufacturing and financial interests of the country to keep the foundation solid.

The inevitable result of wars and disasters is to open the way to better and more advanced conditions. It is unfortunate, that to sorrow and suffering is very largely due the developing of greater achievements, bigger ideas, a better and fuller realization of possibilities.

The successful solving, by our chemists, of the important problem of manufacturing dyes, has eliminated one great obstacle to the satisfactory making of hosiery and other wearing articles requiring dyes of a high grade and dependable character.

We can now manufacture all the dyes necessary for the demands of the great buying power of the United States, and in addition be in a position to export large quantities.

What has been accomplished with dyes can be successfully done along other lines upon which our manufacturing interests have been so dependent.

War has increased manufacturing energy, inspired greater chemistry achievements, and will ultimately end in the accepted recognition through-

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

ST. PAUL DISPATCH

and ST. PAUL PIONEER PRESS

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 58,678; the St. Paul Pioneer Press, an average total daily circulation of 45,539; the St. Paul Sunday Pioneer Press an average total Sunday circulation of 47,803.

They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION

St. Paul Dispatch (daily). Over 81,000.
 St. Paul Pioneer Press (daily) over 64,000.
 Sunday Pioneer Press. Over 27,000.

They Cover the Field.

BRIDGEPORT

CONNECTICUT
 (The Essen of America)

The Prosperity Center of the United States and the Industrial Center of New England.

THE

Post & Telegram

(Evening) (Morning)

Cover This Field Absolutely.

Members of the A.B.C.

JULIUS MATHEWS, Representative
 1 Beacon Street, BOSTON
 171 Madison Avenue, NEW YORK
 Hartford Building, CHICAGO

DALLAS EVENING JOURNAL

Published by A. H. Belo & Co.

Covers the afternoon field as completely as does the Dallas News in the morning.
40,655 NET PAID average during 6 months period ending Oct. 1, 1917.
P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
 738 Tribune Building, NEW YORK

out the entire world of all products of the United States. The opportunity to meet the enormous demand of one hundred millions of people from our own manufacturing resources, and in addition to supply large quantities possibly for export, requires but a campaign of wide publicity to establish permanently throughout the wide world that products of every description bearing the trade mark "Made in the United States" represent the best offerings of modern and up-to-date scientific manufacturing and agriculture.

Inject the true spirit of patriotism into a campaign for "Made in the United States" products and the outcome will be their universal recognition.

HOW THE TOLEDO BLADE 'IS HELPING ALONG.

The Toledo (Ohio) Blade is active in looking after the comforts of the boys in Uncle Sam's vast national army.

The initial effort in this direction consisted of the "Bounty Baskets," and it succeeded beyond anticipation. The Blade already has forwarded one shipment to Camp Sheridan and another is being made ready for Camp Sherman. These shipments consist of tobacco, cigars, cigarettes, chewing gum, candy, soap and many other things that will serve the soldiers as necessities or luxuries.

Effective work for the bond issue was accomplished by Grove Patterson, managing editor of the Blade, who gave addresses on the subject in all the large department stores of the city.

BROADWAY ANTHOLOGY.

One of the forthcoming fall books will be the "Broadway Anthology," a collection of "poems" based on New York's "Main Street."

The contributors are Edward J. Bernays, Samuel Hoffenstein, Walter J. Kingsley and Murdock Pemberton, all press agents.

At present Mr. Bernays represents the Metropolitan Musical Bureau artists and kindred interests; Mr. Hoffenstein the A. H. Wood enterprises; Mr. Kingsley the United Booking Office vaudeville interests; and Mr. Pemberton, the New York Hippodrome. The gentlemen have all had a wide newspaper experience and it is anticipated (that treating the stage and music as they do from this angle) the collection will have surprises in store for many.

THE

DETROIT JOURNAL

with over 100,000 net paid Circulation daily is indispensable in covering Detroit and surrounding territory.

Represented by **PAUL BLOCK, Inc.**
 New York Chicago Boston Detroit

Newark Star-Eagle

NEW JERSEY'S LARGEST PENNY PAPER

Represented by **PAUL BLOCK, Inc.**
 New York Chicago Boston Detroit

THIS FREE AD BROUGHT GOOD RESULTS.

J. J. Rosenthal, who represents Cohan and Harris as manager of their Bronx Opera House, New York, is a Western product and was a newspaper man in the days when the late Macon McCormick was city editor of the Cincinnati Times Star.

"Jake," as he is familiarly known, embarked in the theatrical business after spending two years as a police reporter on the Cincinnati Enquirer.

He was the press agent for John H. Havlin and R. E. J. Miles and remained with these managers at the Havlin Theatre and Grand Opera House for several years until the late John R. McLean, owner of the Enquirer, requested his discharge for stamping a large advertisement in red



J. J. ROSENTHAL.

ink on the first page of the paper announcing the coming of Effie Ellaler in "Hazel Kirke." Mr. McLean had boasted of the fact that nobody had money enough to buy an ad on the front page of the paper. When Rosenthal conceived the idea of securing the ad free and in red ink, McLean's anger was aroused and he gave Rosenthal much publicity by telling his readers how he was bested.

This was the making of Rosenthal as an advance and press agent as he left Cincinnati for good and came to New York. He was associated with

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 175,000 Daily. || Over 300,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, People Gas Bg., Chicago

THE JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
 Fifth Ave. Bldg., NEW YORK
 Mutual Life Bldg., PHILADELPHIA
 Peoples Gas Building, CHICAGO

Charles Frohman, Klaw & Erlanger and other leading theatrical producers. He brought George Broadhurst into prominence as an author when he presented "What Happened to Jones," twenty years ago. He became associated with A. H. Woods and successfully piloted Julian Eltinge to stardom.

For three seasons he managed the starring tours of his wife Kathryn Osterman.

Mr. Rosenthal is very popular with the Bronxites and has made the big Cohan & Harris Theater in the Bronx a success.

CHANGES IN ST. LOUIS.

A. S. Briscoe, formerly city editor of the St. Louis (Mo.) Globe-Democrat, is at present acting night editor of that paper.

Earle A. Meyer, who was assistant city editor, is now a special writer for the Globe-Democrat.

William G. Hutton is acting Sunday editor.

C. A. Jones has been made chief copy reader in place of Logan Mueller.

J. A. Abernethy and W. A. Chamberlain are new copy readers.

J. Richard Donahue, William J. Flaherty, L. H. Flournoy, C. J. Hahn, William H. Quigley, I. Scully and Norville W. Sharpe have become reporters.

NEW BENNETT PLAY.

George Tyler has obtained from Arthur Bennett, a magazine writer, a play called "Sawdust and Sentiment." It tells a tale of the circus. Mr. Bennett writes under the name of L. B. Yates. He was dramatic critic of the Denver Post.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending September 30, 1917:

Evening Star	88,752
Evening Times	42,375
Washington Post	47,032
Herald (over)	25,000

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives.
NEW YORK, DETROIT, CHICAGO

OBITUARY NOTES.

FREDERICK WALTON HARTING, a member of the editorial staff of the Minneapolis Tribune, died on October 30 at the Eitel Hospital, Minneapolis, after a few hours' illness. Mr. Harting was born in New York in 1872. He had a notable career in newspaper work, which began with reporting work for the New York Tribune while he was a student at the College of the City of New York. He was graduated from that institution with the class of 1891. He became identified with papers in Dallas, Tex., and from there went to the St. Louis Post-Dispatch. He later was news editor of the New York Press, managing editor of the Cincinnati Commercial-Telegraph, and editor of the Tacoma (Wash.) Daily News. From there he went to Vancouver and other cities in the then booming Canadian West. Mr. Harting went to Minneapolis from Saskatchewan.

T. PERKINS, part owner of the Sioux City (Ia.) Journal, was killed on October 26 in a motor accident.

CHARLES F. STEELE, automobile advertising solicitor for the Pittsburgh (Pa.) Dispatch, died on November 1 from injuries received in an automobile accident near Hulton.

MONTGOMERY F. ESSIG, a retired newspaper correspondent, was found drowned in the East River, New York, on Sunday. He was forty-two years old.

MOSES SCUDDER, formerly editor of the Waterbury (Conn.) American, died on October 29, at Halesite, N. Y., from a complication of diseases.

WILLIAM S. LAWYER, founder of the Binghamton (N. Y.) Democrat, died in Binghamton, November 3.

E. M. BOYD, formerly editor and publisher of the San Pedro (Cal.) News, was killed in an automobile accident recently.

WILLIAM M. SMITH, former telegraph editor of the Kansas City (Kan.) Times and connected with

THE CIRCULATION OF THE
CHRISTMAS ISSUE
of

The BILLBOARD

is guaranteed to exceed
45,000 Copies

It will be obtainable wherever papers are sold throughout the entire English speaking world.

No advance in rates.

Last form closes Sunday, December 16

The Billboard Publishing Co.

Member A.B.C.

Broadway & 43d Monroe and Dearborn
NEW YORK. CHICAGO

W. D. BOYCE CO.

500-514 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS.

THE FARMING BUSINESS

High-class farm weekly, magazine form.

BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM FOR
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.

Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C.

SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate.

HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representative.
NEW YORK BOSTON CHICAGO

several St. Louis papers, died in St. Louis on October 23.

MILAN A. CHESLEY, for twenty years editor of the Chetopa (Kan.) Clipper, has passed away.

HARVEY F. KELLAR, formerly a Kansas City (Kan.) newspaper man and later associated with Ohio newspapers, is dead in Cleveland.

HARRY SCHRANDENBACH, until recently city editor of the Chicago Examiner, died on November 3 after a short illness. Mr. Schrandenbach was thirty-seven years old and lately entered the advertising field.

FRANCIS DAY ARMSTRONG, thirteen-year old son of Frank E. Armstrong, political editor of the Chicago Daily News, died November 4 after an illness of two years. The boy had set his heart on a newspaper career and had already shown considerable ability as a cartoonist.

NEWS NOTES FOR SUPPLY MEN.

CLEVELAND, OHIO.—Impartial Publishing Company; capital, \$10,000; incorporators, George H. Bender and others.

BISMARCK, N. D.—Mouse River Farmers Press; capital, \$11,000; incorporators, Rev. George Totten, Ole Gilbertson, C. P. Brandon, B. J. Monaghan.

CLEVELAND, OHIO.—Juvenile Publishing Company; capital, \$10,000; incorporators, Elmer G. Derr, A. C. Moses, A. L. Rocco, G. O. Farquharson, A. L. Lord.

EASTON, PA.—Easton Publishing Company; capital, \$5,000; incorporator, J. H. McGrath.

CONNELLSVILLE, PA.—Pryce Printing Company; capital, \$5,000; incorporator, R. M. Leiberger.

HARTFORD, OHIO.—Hartford Printing Company; capital, \$4,000; incorporators, S. A. Vrtcher, John Johnson, C. E. Crowder and R. R. Riley.
CHICAGO—Liberal Review Publishing company; capital, \$2,500; incorporators, William L. Carlen, Cora Aaron, Rose Azzato.

CICERO, ILL.—Cicero Independent; to publish a newspaper and do general job printing; capital, \$2,500; incorporators, William J. Poss, E. Conrad Carlson, Orpheus M. Schantz, William Dolese.

SAVANNAH, ILL.—Savanna Times-Journal; to publish a newspaper; capital, \$18,000; incorporators, Arthur P. Woodruff, William F. Miller, Harry

The BEST Advertising BUY in CLEVELAND THE NEWS Quality Evening Newspaper With Quantity Circulation THE LEADER

Sunday

Represented by PAUL BLOCK, Inc.,
250 Fifth Ave., NEW YORK
Mallory Bldg., CHICAGO
301 Detconshire St., BOSTON
Kresge Building, DETROIT

U. S. P. O. and A. B. C. Report THE NEW ORLEANS ITEM

period ending October 1, 1917

Daily60,756

Sunday77,438

Average63,217

THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

A. Bent, Frank S. Greenleaf.

QUINCY, ILL.—Economy Publishing Company; to publish a religious newspaper in the interest of the Methodist Episcopal Church; capital, \$2,500; incorporators, E. V. Moorman, John A. Hall and C. F. Oliver.

JAIL FACES. ANTI- WAR WRITERS.

(Continued from Fourth Page)

renewal of the mailing privilege, that the policy of the magazine would be revised.

This was due, according to Merrill Rogers, manager of the Masses, largely to an erroneous impression that if the Government once determines an issue of a publication to be non-mailable all its future issues are non-mailable.

Assistant United States District Attorney Earl B. Barnes said that the provisions of the Trading with the Enemy Act made it unlawful to handle or distribute the particular number of a magazine which had been declared in violation of the Espionage Act, but did not make it unlawful to handle copies of the magazine as such.

The position of the newsdealer is, nevertheless, not simple. According to the Trading with the Enemy Act, as it is interpreted, a newsdealer may today sell a magazine on the supposition that it is inoffensive, but that newsdealer is liable to prosecution if the postal authorities the next day come to the decision that the magazine violates the Espionage Act. The result of this is that the newsdealer handles all newspapers and publications at his own risk and is not excused for handling non-mailable or seditious matter because he handled it before it was declared non-mailable or seditious.

Merrill Rogers, the manager of the Masses, says it is expected to place the November issue on sale in a few days, pointing out that "Congress has not attempted to prevent the transportation of this publication as merchandise by the railroads or by the express companies, and it has not authorized the confiscation of it, neither has it in any way prohibited publication."

Howard C. King, publisher of the George (Ia.) News, has taken over the Ashton (Ia.) Leader, which will be managed by Mark A. Spooner, a former News employee.

THE PITTSBURGH DISPATCH

for nearly four score years
has sold good merchandise
for advertisers.

H. C. Roob, Real Est. Trust Bldg., Phila.
W. G. Brooke, 225 Fifth Ave., New York
Ford-Parsons Co., Michigan Ave., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes

In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

SUIT OVER ELECTION.

Jerome C. Baum, head of a detective agency, who was charged with having hired "guerrillas" to work in behalf of Mayor Mitchell at the polls, has announced a suit against the New York American and the New York Evening Journal for \$50,000 for slander.

IN CANDO, N. D.

The Cando (N. D.) Towner County Farmers' Co-operative Publishing Company has taken over the Cando Record. It has a capital of \$10,000 and has the following men as officers: President, Representative Peterson; vice-president, W. J. Guichrist; secretary-treasurer, A. J. McLarty.

AGAIN PUBLISHING.

After a few weeks' suspension on account of its former editor, Leon Davis, joining battery A, Oregon artillery, the Beaverton (Ore.) Times has appeared again.

G. Murl Gorden succeeds Mr. Davis as editor.

WORLD AND HERALD FORE- CAST ELECTION RESULT.

The election of John F. Hylan as mayor of New York was predicted by the straw vote carried on by the New York Herald and by a postcard canvass of the New York World.

DAILY SUSPENDS.

The Kearney (Neb.) Times, edited by Frank Brown for the past five years, has suspended publication. Its subscription list has been taken over by the Kearney Hub.

If this territory presents a sales problem to you, the Merchandising Service Department.

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

NEW YORK THE DAY

America's Greatest
Jewish Community

America's Foremost
Jewish Daily

Reaches the cream of purchasing power
of the Jewish element in America.
CIRCULATION OVER **70,000**
Despite advance in price
from one to two cents.

THE DAY The National
Jewish Daily.

Member A.B.C.

Main Publication Office:
183 East Broadway, NEW YORK

"ROMANUL"

The largest and oldest ROMANIAN
daily newspaper in the United States
and Canada.

The only real guide of 250,000 thrifty
readers and positive success to its ad-
vertisers.

Full leased wire reports of United
Press Association.
634-638 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.

WORLD'S PAPER DIGEST.

(Continued from Twenty-third Page.)
to the difficulties attending manu-
facture which is thereby made in weight
and price. Thus the modern maga-
zine and journal has sacrificed much
of its hard-won efficiency to the
needs of war.

In regard to the price fixing of
news print paper by the paper com-
mission, a very favorable turn of af-
fairs is reported by the World's Pa-
per Trade Review. The commis-
sion set the price for April, May,
June and July at 8½ cents per
pound and not only did this represent
the price at which all news print
should be sold, but this price should
be retroactive. A committee of pa-
per makers decided to call upon the
commission to make an appeal on
this decision. This was done and the
paper commission advised the paper
makers that this price was applicable
only to certain paper price disputes
which had been placed before the
commission for arbitration.

A cable from London is to the
effect that the British Paper Com-
mission has set a price on news print
paper of 4½ pence per pound, or 9½
cents in American equivalent. It is
not known whether this applies to all
news print sales, or whether or not
it is retroactive.

As regards British imports and ex-
ports of paper, we give herewith the
Government figures as recorded in
the World's Paper Trade Review,
September 21, 1917:

"With the exception of April, the
month of August ranks the lowest
this year in regard to the imports of
paper, etc., into the United King-
dom. The total quantity amounts to

The Circulation of the NEW YORK EVENING MAIL

represents a greater pur-
chasing power per unit of
circulation than is found
in any other New York
Evening Paper.

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.

THE ONLY POLISH DAILY IN
NEW ENGLAND.

Kurier Bostonski

27 Beverly St., BOSTON, MASS.
reaches 600,000 Poles in New England.
They want to buy your goods.

Use Kurier Bostonski

only 12,135 short tons. Compared
with August of last year, a decrease
is shown of 44,730 short tons. The
arrivals of reel paper were on a
very small scale, the reduction last
month, as compared with August,
1916, being 20,940 short tons. It is
very evident that paper consumers
find very little relief from imports, as
the total quantity last month fell off
78.6 per cent compared with Aug-
ust a year ago. The total value of
last month's imports was \$1,703,-
884.66, a decrease of \$2,590,360, or
60.3 per cent compared with August
of last year.

"The imports of chemical and
mechanical wood pulps were on a
more satisfactory scale than in the
case of paper."

SWEDEN.

The Swedish paper trade journals
are greatly limited by the Govern-
ment as to the information which
they may publish, and in addition to
this these papers have been taking
from six weeks to two months to
reach this country. It is necessary,
therefore, to obtain Swedish current
quotations and information from
British paper trade journals, which
check up very closely with the in-
formation contained in the Swedish
papers when they finally come to
hand.

The August issue of our corre-
spondents state that the reduction in
production grows daily, upon the
advice of the Government, but that
work will be resumed in the winter
as far as the supply of raw materials
will permit.

Svensk Pappers Tidning, Stock-
holm, Sweden, August 31, 1917, dis-
cusses the embargo placed by the
Swedish Government on the exporta-
tion of news print paper.

Applications for licenses, directed
to the State Commerce Commission,
must contain a statement of weight,
value, etc.

Applications for licenses to export
paper to Denmark must contain the
name of the buyer.
many, Austria Hungary and Holland
must be accompanied by a request
for the export directed to the em-
bassy of the country in question.

Paper prices are firm around \$118
per short ton f.o.b. Sweden and large
contracts have recently been closed,
especially with Russians. The de-
mand from Germany for sulphate
pulp and paper is still strong, but
the liquidation question is still a dif-
ficulty, scarcity of ships and the
weakening of markets below the cost
of manufacture.

The following pessimistic quota-

MONTREAL LA PRESSE

is CANADA'S largest and wealthiest city
with 146,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.

is Canada's largest circulating daily—
over 146,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.

W.M. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building
CHICAGO, Tribune Building.
LONDON, ENG., 19 Sicilian Avenue
Southampton Row.
PARIS, 6 rue du Rocher.

NARODNI List

Bracee Motor Corp. of Jackson, Mich.,
has just placed 19,850 agate lines of Br-
acee advertising in the Narodni List. This
is the best proof that the Narodni List is
one of the best advertising mediums in
the foreign languages for National adver-
tisers.

Ideal Newspaper for National Advertisers
61 Park Row, NEW YORK
Phone 2039 Beckman.

tions, while made six or seven weeks
ago, do not warrant a change at the
present time:

Farmund, Christiania, Norway, Sep-
tember 1, 1917, states:

"At the present the Norwegian pa-
per mills produce hardly one-third of
their normal quantity; and neverthe-
less the market for paper is without
business. Seldom has it been as
quiet in the cellulose market as now,
and the mills are earnestly consid-
ering if they should not stop produc-
tion, in the hope that conditions
might improve. The wood grinders
have after agreement limited their
production to fifty per cent, but in
spite of it they find it difficult to
dispose of what they have to sell."

The Inland Paper Mill Company
of Sweden has decided to close the
mill for one or two months. The
laborers will be kept busy in forests
felling wood.

It does not seem possible that the
labor situation will cause further
manufacturing difficulties as the Nor-
wegian pulp and paper makers have
been pressed to such a point by the
markets that they are quite ready
to shut down. It is felt that the
laborers are being led blindly into a
situation that may take away their
livelihood, by labor union heads who
are not properly posted on the seri-
ousness of the whole situation.

In regard to the price fixing of
paper for the Norwegian newspapers,
the Anglo-Norwegian Trade Journal,
London, England, for August states:

"Since the war started the Nor-
wegian paper mills, assisted by the
pulp manufacturers, have been sup-
plying the Norwegian press with pa-
per at prices below the cost of pro-
duction.

"The German declaration of a
ruthless U-boat campaign as from
February 1 has had such an effect
on paper mills that only one-third of
the machines have been kept going;
the high prices of coal and other raw
materials, accompanied as they have
been by almost impossible conditions
for export, rendered it necessary for
them to demand a readjustment of
the prices for home consumption.

"The result was that the Nor-
wegian Government and Parliament
took the matter in hand and passed a
law according to which the paper
manufacturers are obliged to supply
each newspaper at prices fixed by the
Government with up to fifty-five short
tons per annum.

"The larger and presumably more
prosperous newspapers must buy
whatever more they need at market
prices. The mills also have to pro-

The only journal outside of the
United States published in the in-
terest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)

Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG

TELEGRAM CODZIENNY

A National American Daily and Sun-
day printed in the Polish language reach-
ing over 1,00,000 readers.

A Splendid Advertising Medium.

Phone Stuyvesant 2001.

90 East 10th Street, NEW YORK

The Only ITALIAN Daily Newspaper in
New England. Published Daily and Sunday

La Notizia—The News

32-34 Battery St. BOSTON

consolidated with La Tribuna del Popolo
and Il Messaggero di Worcester.

100,000 Italians in Boston.
800,000 Italians in Massachusetts.
1,000,000 Italians in New England.

THE JEWISH MORNING JOURNAL NEW YORK CITY

carries more advertising than any other
Jewish newspaper. Circulation in New
York City largest of all foreign language
newspapers. Member A.B.C.

vide paper for school books at the
same reduced prices. The mills insist
that they have already been provid-
ing paper at prices more than \$44.14
per short ton below the cost of pro-
duction, and that in this way they
and the pulp mills have contributed
about \$110,796 during 1916 for the
support of the press.

During the first half of 1917 they
have similarly contributed about
\$77,804.

The following agreement has been
reached by the Paper Bill Commis-
sion and the Paper Wholesalers As-
sociation as regards profits:

"For paper to be delivered at the
reduced price from wholesalers, the
dealers may take a remuneration of:
a, When delivering from a mill to
customers in Christiania (smallest
delivery 1 ton), \$10.90 per short ton
(freight and delivery charges in-
cluded); b, When delivering from
mill to customers outside of Chris-
tiania (smallest delivery 1 ton),
\$7.30 per short ton (freight and de-
livery charges not included); c, For
paper directly from the dealer's stock
(smaller lots) in addition to the above
mentioned, \$12.18 per short ton."

Conditions are expected to grow
more chaotic until peace is in sight.

NEW LINOTYPE AND PRICE.

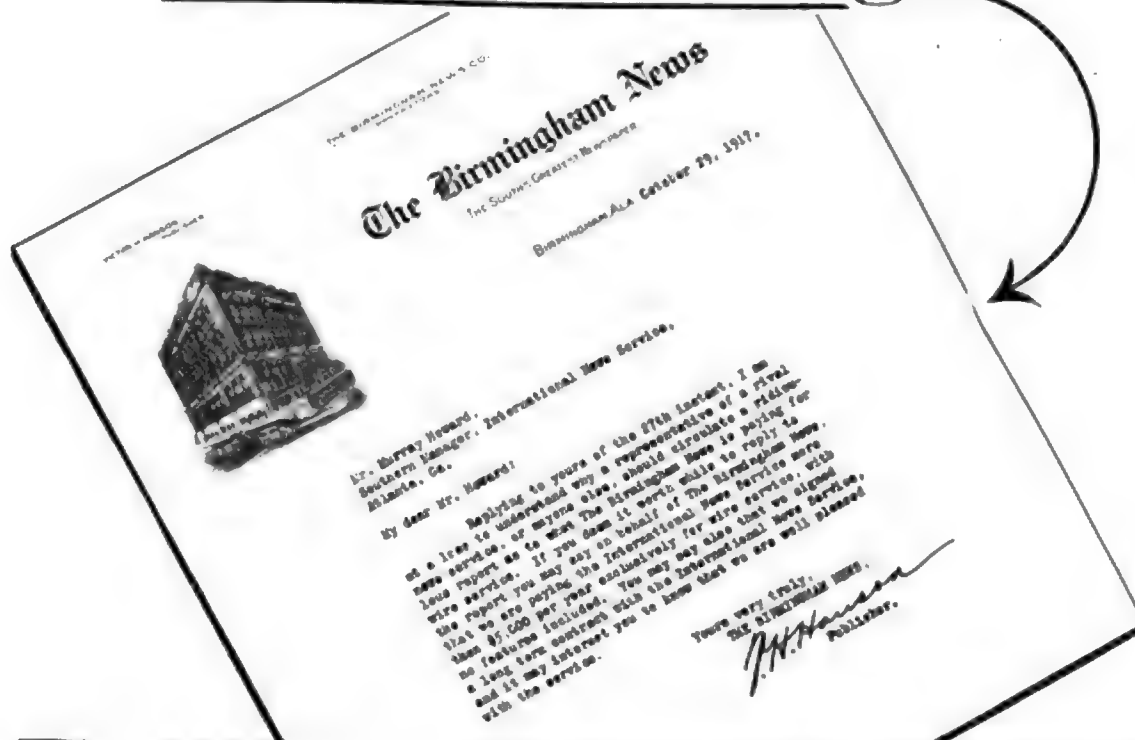
The Alexandria (Minn.) Echo has
just installed a new Linotype. On
November 15 the subscription rate of
the Echo will be raised from \$1.25
to \$1.50 a year.

LOSES SIGHT OF EYE.

John P. Thompson, editor of the
Barnum (Minn.) Herald, has become
blind in one eye and is planning to
sell out and retire to his farm.

EVERY KNOCK is a BOOST!

The Boomerang



Further, in a letter to the General Manager of the International News Service, Mr. Hanson says:

"I am happy to tell you the News is getting along fine. Our circulation is steadily climbing and our advertising volume is all any reasonable man could expect. The more prosperous the News is the greater the credit reflected on the INTERNATIONAL NEWS SERVICE."

Every knock is a boost. Few people kick a dead one. Despairing of successful competition with the International News Service, its rivals are spreading slander all over the country. One lie is nailed on this page. The I.N.S. is the best news service. It will cost you money. But if you take the I.N.S. you will get service—REAL service, and it will be WORTH THE MONEY!!

158 New Clients so far in 1917—On Merit

The True News FIRST—Always—Accurately

INTERNATIONAL NEWS SERVICE
WORLD BUILDING NEW YORK CITY

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

232 West 50th St. (near Broadway)
Published Every SATURDAY at

NEW YORK CITY

NOVEMBER 17, 1917

THE
FOURTH
ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parhamment, but in the Re-
porters' Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1238

Cold Facts vs. Warm Promises

IT has always been the Plain Dealer's policy to give the advertiser more than he expects. This applies both to circulation and results. *Cold facts* are the basis of every statement made by the Plain Dealer.

*Daily
Circulation
Exceeds*

175,000

The Cleveland Plain Dealer covers a rich territory in which conditions were never more favorable than right now.

Plain Dealer readers are *receptive*; they look upon the Plain Dealer as their *home paper*.

*Sunday
Circulation
Exceeds*

200,000

Tell *your* merchandising story to them through the Plain Dealer's advertising columns. What *others* have done, *you* can do—and others have had *big* success from Plain Dealer advertising.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

Western Advertising Representative:

JOHN GLASS

CHICAGO, Peoples Gas Building

U.S. AND CANADA JOIN HANDS ON NEWS PRINT.

IMPORTANT MEETING IN WASHINGTON THIS WEEK--CONTROLLER PRINGLE GETS TRADE BOARD FIGURES.

A development of far-reaching significance in the news print situation was found in a conference held in Washington at the beginning of the week between officials of the Federal Trade Commission and representatives of the Canadian Government, headed by Robert A. Pringle, controller of paper and pulp.

Following the perfecting of a system of paper control in Canada in connection with which, as reported in last week's issue of THE FOURTH ESTATE, co-operation was authorized between the Canadian Government and the United States Federal Trade Commission, Controller Pringle and his chief accountant hurried to Washington and quickly perfected plans for a degree of co-operation scarcely anticipated by the most sanguine advocates of team play between the United States and Canadian Governments on the whole broad proposition of paper distribution and paper prices.

It may as well be explained that the direct and immediate object of Controller Pringle in availing himself of the chance to co-operate is to secure information that will assist him in determining the price of news print in Canada.

In the very near future (November 21), as readers of THE FOURTH ESTATE realize, he must pass upon the fateful question of whether Canadian paper manufacturers shall continue to sell in the Dominion at a price of 2.50 or whether they will be sanctioned in going to 3 cents on the theory of supposed increase in the cost of production.

To help decide this question Controller Pringle has asked and obtained access to the statistics covering cost of production in Canadian mills, which the Federal Trade Commission obtained incident to its news print investigation.

G. C. Clarkson, Controller Pringle's chief accountant—an expert who is reputed to draw down \$100 per day—has spent the present week in Washington going over the confidential records and conferring with Dr. E. O. Merchant, the Federal Trade Commission's news print expert, and with Commissioner Colver, who, of the trade commission personnel, specializes on news print matters.

It is predicted by dependable authority that one result of the throwing open to the Canadian investigators of the Trade Commission records will be that henceforth Governmental investigations and cost accounting research on both sides of the border will be virtually of joint character.

At present the two governments have somewhat different methods of figuring cost of production, but it is the expectation that a compromise will be effected in the form of standardized practice which will incorporate some features of Canadian practice and some features of the plan evolved by the United States Federal Trade Commission.

For American publishers, probably the greatest significance of the new turn of affairs will be found in its influence upon the price of news print purchased in Canada for American account. It is felt that at present it is a pretty wide gap between the 2.50 price, which Canadian paper makers are authorized to charge Canadian publishers, and the 3.25 price which can be exacted from American victims.

Already there is grumbling on the part of producers held to the 2.50 price, while their brethren draw down 3.25.

In consequence of all of which there is a strong conviction in the

best informed circles in Washington that the Pringle visit and the better understanding between the two governments must inevitably operate to equalize Canadian and United States prices for news print produced in Canada and that, however it may be brought about, the near future may see a narrowing of the understanding between the two basic prices.

CANADIAN PRICE NOT YET FIXED.

RUMORS UNTRUE--THE BOOK PAPER INVESTIGATION BEGINS.

Although rumors have been current for the past day or so that Controller R. A. Pringle, K.C., had decided to fix the prices which producers may charge Canadian consumers for news print at three cents, the Ottawa correspondent of THE FOURTH ESTATE is in a position to state that no definite step has yet been taken in this regard.

Mr. Pringle had not returned to Ottawa yesterday from the United States, where he has been conferring with members of the Federal Trade Commission at Washington and New York, but he is expected home by the end of the week. His office in Ottawa states that he will not likely make public his decision until about November 30, on which date the Order in Council at present in effect expires.

THE FOURTH ESTATE's Ottawa correspondent says:

"While the controller has not in any way intimated what the nature of his finding will be, it is practically certain, in face of the evidence taken at the inquiry, that he will rule in favor of a higher price than at present exists. Three cents is expected to be the figure."

Controller Pringle opened the book paper inquiry in Toronto on Friday last, when the routine preliminaries were conducted.

ACTIVE A.N.P.A. MEMBERS.

The Hamilton (Ohio) Evening Journal and the Miami (Okla.) Miami District Daily News have been elected to membership in the American Newspaper Publishers Association.

DINNER FOR "MARSE" HENRY.

In honor of Henry Watterson, editor of the Louisville (Ky.) Courier Journal, a dinner was given at the Ritz-Carlton, New York, on November 15 by Alexander Konta.

A. A. A. A. NEW OFFICES ARE A BUSY PLACE.

The headquarters of the Association of American Advertising Agents are now open for business at Room 163, Metropolitan Tower, New York. Executive Secretary James O'Shaughnessy came from Chicago this week to take up his work here and already the offices have become the ground of much activity for the good of the advertising business.

The A. A. A. A. has made war aid to America the matter of its first concern, and Secretary O'Shaughnessy told THE FOURTH ESTATE that: "The advertising agents are ready to give everything they have and any kind of service in their power to insure America's quick success in the war, which it has been compelled to enter for humanity's sake."

ADVERTISING AGENTS AND WAR ADVERTISING.

The Advertising Agents Association of New York City held a dinner-meeting on the evening of November 15. The principal topic of discussion was the relation of advertising to war work for the nation and how it can be made to render greater service.

Lessons were drawn from the second Liberty Loan campaign that will aid in the promotion of the next one.

The meeting was held in the Aldine Club and was presided over by President Joseph A. Richards.

THE CIRCULATORS OF FOUR STATES ORGANIZING.

Circulation managers of newspapers in Pennsylvania, Delaware, New Jersey and Maryland will meet in Philadelphia on November 20 to form an association.

The meeting has been called by A. E. MacKinnon, circulation director of the Philadelphia North American, who is a former president of the International Circulation Managers Association.

NEWFOUNDLAND PAPER IS COMING.

The Publishers Paper Company, Inc., shipped from Newfoundland the day before yesterday a steamer load of news print paper for New York.

It expects to ship another steamer load about the middle of next week for New Orleans.

JOHN R. McLEAN ESTATE.

In an appraisal filed on November 15 in the District of Columbia Supreme Court it became known that John R. McLean, newspaper publisher of Washington and Cincinnati, who died a year ago, left personal property valued at \$3,896,631.57. Stocks and bonds made up most of the sum, but there was valuable jewelry and other property.

HIGHER LONDON PRICE.

The price of the London Chronicle will be a penny commencing November 19. This increase, the Chronicle states, is due to the continued advance during the last seven months of the cost of every commodity used in newspaper production. It points out that the price of paper itself has gone up 500 per cent.

BURGESS INJURED.

Gelett Burgess, the well known writer, is suffering from a fractured leg and other injuries as the result of being struck by an automobile in New York on the evening of November 15. He was taken to the Knickerbocker Hospital.

George W. Speyer, formerly connected with the Herbert M. Morris Advertising Agency, Philadelphia, has joined the J. Walter Thompson Company's Chicago office.

JURY FOR PAPER TRIAL CHOSEN.

ALL PARTIES CONSENT TO AN ADJOURNMENT UNTIL NOVEMBER 26.

A jury to try the seven indicted news print heads was selected in New York on November 15 before Federal Judge Julius M. Mayer without any difficulty.

The case of the men, who are accused of having violated the Sherman anti-trust law by conspiring to boost prices and restrain trade, was then adjourned by consent of all parties to November 26.

No reason was given for the adjournment, but there are rumors (which THE FOURTH ESTATE can and no one to stand sponsor for) that the indictments may be dismissed.

The defendants, through the News Print Manufacturers Association, of which five are members, are alleged to control more than 90 per cent of the entire news print paper output of the country. They are:

George H. Mead, chairman of the executive committee of the association and president of the Spanish River Pulp and Paper Mills, the Lake Superior Paper Company, and of the G. H. Mead Company of Dayton, Ohio;

Philip T. Dodge, president of the International Paper Company;

Edward W. Backus, president of the Minnesota and Ontario Power Company and of the Fort Frances Pulp and Paper Company.

George Cahoon, Jr., president of the Laurentide Company and manager of the Canada Export Paper Company;

G. H. P. Gould, president of the Gould Paper Company and the Donnanconna Paper Company;

Alexander Smith, a banker of Chicago;

Frank J. Sensenbrenner, vice-president of the Kimberly Clark Company, paper manufacturers.

BARTHELME GOING HOME.

Dr. George Barthelme, who was arrested in Wichita, Kan., several weeks ago, charged with being in a military zone barred to aliens, and who since his release about six weeks ago has been compelled to report to Federal officials, left on November 15 for an Atlantic port, whence he will sail next week for Germany.

Dr. Barthelme was the American correspondent for the Cologne (Germany) Gazette. He was sent to Wichita from Washington last summer, and was there several weeks before he was placed under arrest.

JOINS O'KEEFE AGENCY.

Alfred W. Breuninger, formerly with N. W. Ayer & Son, Philadelphia, and the Atlas Advertising Agency, New York, has been made plan, copy and merchandising director of the P. F. O'Keefe Advertising Agency, Boston.

BAKER RESIGNS.

Edward M. Baker has resigned as advertising manager of the Columbia Graphophone Company, New York.

NEW CANADIAN AGENT.

Ralph Alan Cooper and Geoffrey Robinson have opened offices in Winnipeg, Can., under the name of the Cooper Advertising Service.

DAILY IN BATESVILLE.

The Batesville (Ark.) Record has been incorporated as a daily and weekly newspaper with a paid in capital of \$10,000.

MOVING IN MINNEAPOLIS.

The Minneapolis Daily News moved this week to its new home at 6th street and Fourth avenue.

Philadelphia

The Third Largest Market in the United States

DOMINATE Philadelphia, create maximum impression on both dealers and customers at one cost by concentrating in the Dominant Newspaper, the

PHILADELPHIA BULLETIN

The newspaper situation in Philadelphia is different from almost any other market in the country—because one newspaper (The Bulletin) goes into nearly every home in and near Philadelphia, making it possible for advertisers to send their selling appeals to practically every possible buyer in one medium at one cost.

**“In Philadelphia Nearly Everybody Reads
The Bulletin”**

Practically 100% of the entire potential market.

The Largest Two-Cent Circulation in the East.

Net paid average two-cent circulation for six months from April 1 to September 30, 1917, (as per report to U. S. Post Office Department)

**363,115 Copies
a Day**

Net Paid Daily Average for October, 1917

364,637 Copies

The Bulletin circulation figures are net; all damaged, free and left-over copies have been omitted.

NEW YORK
Dan A. Carroll
Tribune Building

WILLIAM L. McLEAN, *Publisher*

CHICAGO
J. E. Verree
Steger Building

INEFFICIENCY IN THE POST OFFICE.

EXPERIENCES OF HARRISBURG
TELEGRAPH ANOTHER
EXAMPLE.

EDITOR THE FOURTH ESTATE.

Sir: Your editorial in the November 3 issue of THE FOURTH ESTATE regarding the inefficient mail service pleased us so much that we have taken the liberty to reproduce it in the Telegraph, with editorial comment.

The Telegraph has recently adopted the custom of mailing out with all renewal notices a circular pointing out that the inefficient mail service is responsible for the delay in the subscribers' receipt of newspapers and urging all subscribers, who have any complaints to make, to write to the Post Office Department as well as to the publisher.

We believe that if other newspapers adopted the same policy, service would be improved.

A. R. MICHENER,
Circulation Manager, the Harrisburg (Pa.) Telegraph.

The editorial in the Telegraph referred to by Mr. Michener, follows:

"INEFFICIENT AND STUPID."

"When such a prominent newspaper publication as THE FOURTH ESTATE finds it necessary to carry at the head of its editorial columns a notice like the following, it is time for all publishers and the reading public to ask what is the matter with the postal department:

"Subscribers who do not receive their paper through the mails in the proper time are hereby advised that it is no fault of the publishers.

"You are requested, therefore, to write a personal letter to the Postmaster General at Washington each and every time there is delay—so that the head of the department may realize what the conditions are—in the hope that they may be improved.

"By pursuing this course you will not only help yourself but will help the publishers.

"It is expected that the Post Office Department will welcome definite knowledge of present unsatisfactory service."

"This advice applies quite as much to readers of the Telegraph as to subscribers to THE FOURTH ESTATE.

"Conditions in the mail service out of Harrisburg are well-nigh intolerable. Delays are so frequent that they are the rule rather than the exception.

"There is on the desk of the writer the envelope of a letter addressed to a subscriber in Sunbury in reply to a question as to why his newspaper did not arrive on time. This letter required something like four days to make the trip. The fault does not lie with the postal clerks, but with the crass stupidity and rank inefficiency of the department heads at Washington.

"What happened to the Sunbury letter, so far as the Telegraph has been able to find from an outside investigation—inside investigations being mostly conducted for the purpose of covering up delinquencies—was this:

"The letter went into a pouch on a full car: the clerks employed are so few that they could not reach this letter until after the Sunbury bag was closed. Then the letter was tossed into a pouch that went to Williamsport. There the letter was put into a local train and started back toward Harrisburg.

"The same thing happened, evidently, again and the letter came back to Harrisburg. Bye and bye it apparently worked to the top and eventually reached its destination.

THE SOLID SUNNY SOUTH

*Tremendous Wave of Prosperity is Sweeping
Over the Fair Land of Dixie.*

PROSPERITY is rampant in the South! There's plenty of work—plenty of money! Banks are overflowing and complain of a lack of borrowers.

The value of the South's agricultural output in 1917 will be more than **SIX BILLION DOLLARS**—or a gain of **ONE AND A HALF BILLION DOLLARS** over 1916!

Of the 75 new United States army camps, the thirty-three established in the South are adding untold millions to Dixieland's prosperity. These camps benefit everybody—the men who build the cantonments; farmers, truckers and provision dealers who supply army commissaries; storekeepers, hotels, boarding house keepers, amusement place proprietors, etc., who cater to the soldiers and their families.

A better time for Southern advertising campaigns can hardly be imagined and the Southern daily newspapers are the Southerners' favorite periodicals.

For full information as to areas of distribution, circulation rates, etc., address any of the following publications, all of which are members of the Southern Newspaper Publishers Association:

ALABAMA.

Birmingham Age-Herald
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser
Montgomery Journal

ARKANSAS

Little Rock Democrat

FLORIDA.

Jacksonville Times-Union
Miami Herald
Miami Metropolis
St. Augustine Record
St. Petersburg Independent
Tampa Times

GEORGIA.

Albany Herald
Atlanta Constitution
Atlanta Georgian and Sunday American
Atlanta Journal
Augusta Herald
Macon Telegraph
Savannah News

KENTUCKY

Lexington Herald
Louisville Courier-Journal and Louisville Times

LOUISIANA.

New Orleans Item

(Prepared by the Massengale Advertising Agency, Atlanta.)

NORTH CAROLINA.

Asheville Times
Charlotte News
Concord Daily Tribune
Greensboro News
Rocky Mount Telegram
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal

SOUTH CAROLINA.

Anderson Daily Mail
Charleston News and Courier
Columbia State
Greenville News
Spartanburg Herald
Spartanburg Journal

TENNESSEE.

Chattanooga News
Chattanooga Times
Knoxville Journal and Tribune
Knoxville Sentinel
Nashville Tennessean and American

TEXAS.

Beaumont Enterprise
Beaumont Journal
El Worth Star-Telegram
Galveston News

VIRGINIA.

Lynchburg News.

NEWARK VOTERS REPUDIATE PRO-GERMAN EDITOR.

From the moment returns of the election for Newark (N. J.) city commissioners held November 13 began to be tabulated it became evident that Newark would repudiate Benedict Prieth, publisher and editor of the Freie Zeitung, and his platform of pro-Germanism that caused the Government to suspend the publication of his paper some weeks ago.

Early returns indicated that Prieth, who was indicted recently by a Federal grand jury on a charge of treason, and is now out on bail, would not receive more than 4,000 votes out of registration of between 38,000 and 40,000. These he received in that portion of the 12th, 14th and 16th wards in which the pro-German spirit has been prominent, and in the 3d Ward, which is in the socialistic section of the city.

BRADY AND REID CHANGE POSITIONS.

James J. Brady, who succeeded Clarence J. Hyde as the Klaw & Erlanger general press representative in New York a short time ago, has relinquished that position, preferring advance work, and has gone out ahead of "Here Comes the Bride."

Francis E. Reid, the Charles Frohman press man, will in future handle the publicity for both Klaw & Erlanger and Charles Frohman, Inc.

"SPECIALS" NEW OFFICES.

Ryan & Inman, publishers' representatives, of New York and Chicago, have leased new New York offices at 15 East 40th street.

MORE NEWS PRINT MADE.

THREE MONTHS' SUPPLY ON HAND—OCTOBER PRICES
2.90 TO 3.25 F.O.B. MILL.

Production of print paper in the United States by thirty-six companies during the first ten months of 1917 is shown by statistics Federal Trade Commission to have been 1,084,391 tons, as compared with 1,067,947 tons in the corresponding period last year.

The report shows the stocks of news print paper on hand in the United States to be in excess of the estimates made by the American Newspaper Publishers Association paper committee last week and are as follows:

United States mills.....	47,181 tons
Jobbers	5,314 tons
Publishers	101,816 tons
In transit reporting.....	27,567 tons
	181,882 tons

This tonnage does not include the stocks of Canadian mills, publishers, or jobbers, nor of the balance of the 16,000 newspapers of the United States outside of the 460 companies reporting. These, the A.N.P.A. paper committee believes, may bring this reported figure substantially over 250,000 tons or practically three months' supply.

An exact estimate of the latter, however, is impossible at the present time because the commission's report neglects to say what papers have reported—whether they are the large paper users or the smaller ones, or what proportion of each.

The report shows that in addition to the stocks on hand at mills there were some small stocks held at delivery points which together with the stocks of companies not included would bring the total stocks in the hands of manufacturers at the end of the month up to about 45,500 tons.

Almost all of the news print mills reporting ran full time during October.

On the Pacific Coast nine machines were down for a part of the fourth week on account of strikes.

During the last week of the month also three companies did not run full time on account of lack of materials and shortage of labor, and one company did not run at all during the month on account of fire.

NEWS PRINT SALES.

During the month of October fourteen new contracts for news print were made by the domestic manufacturers reporting, which aggregated about 42,000 tons. Of this tonnage nearly 41,000 tons were sold at \$3.25 per ton, or \$2.90 to \$3.25 f.o.b. mill.

Most of the open market sales of roll newsprint in car lots to domestic purchasers were made at prices ranging from \$2.90 to \$3.25 f.o.b. mill.

The current prices of some mills were below their old contract prices made in 1916. Sheet news in car lots sold as low as \$3.25 f.o.b. mill less three per cent for cash, the bulk of the sales by manufacturers being at prices ranging from \$3.25 to \$3.50 mill.

JOBBERS' PRICES.

Prices quoted by jobbers for deliveries from their warehouses were as follows:

Roll news	\$3.25 to \$3.35 per 100 lbs
Sheet news	3.75 to 3.50 per 100 lbs

The highest prices reported were on the Pacific Coast, where ten lots of No. 1 sheet news were quoted at \$6.25 per 100 pounds and ream lots at \$8.50.

A. P. Salgren has purchased the lease of the Clarinda (La.) Democrat from Ray W. Robie, the former editor.

ONE NEWSPAPER AD SOLD 338,771 AUTOS.

SPACE OF 360 LINES, ONE TIME, IN 142
NEWSPAPERS, IN 51 CITIES, DID
IT FOR THE FORD COMPANY.

Just about the biggest endorsement the value of newspaper advertising space has ever received from a national advertiser comes from C. A. Brownell, advertising manager of the Ford Motor Company, Detroit.

Through a 360-line advertisement, run one time, in 142 newspapers in 51 different cities of the United States, the Ford Company sold 338,771 cars.

Mr. Brownell tells of his experiences with newspaper advertising to THE FOURTH ESTATE as follows:

"We analyze our advertising when we buy space.

"We seek the lines of least resistance and the best media to approach the most people.

"We aim to carry our message to the maximum number of people at the minimum of expense.

"To attain this end we found that 360 lines in 142 newspapers in 51 different cities of the United States, (taking N. W. Ayer's Directory as a basis) would reach an aggregate of 15,477,422 individual subscribers, not three readers to each paper, but individual subscribers.

"Our advertising agents investigated at the same time and found that the individual subscribers of the Saturday Evening Post and Collier's in the same fifty-one cities aggregated only 878,538.

"Now 360 lines in 142 newspapers cost us less than \$8,000.

"One page space in the Saturday Evening Post and Collier's would have cost us \$7,500, and the difference in the number of people who would receive our message.

"We spoke to 15,477,422 people through the newspapers and through those two weekly magazines could have reached but 878,538 individual subscribers.

"I want to say right here that I am not saying anything against the advertising in the magazines referred to. They are both excellent mediums. But every man who reads the Saturday Evening Post and Collier's Weekly gives undeniable evidence that he surely is a reader of the daily newspapers. We reached the multitudes and we sold 338,770 cars. Why speak to the few when you can talk to the multitudes for less money?

"Be practical in advertising.

"We found that course to be profitable in the Ford Motor Car Company. In this case we reached 15,477,422 people in one advertisement of the Ford Motor Cars.

"We did not use page space because we could say all we had to say in 360 lines. We had reached in our production, 248,307 cars a year. We had the facilities by which we could make 300,000 and more cars just as well, and I said: 'Make them. There will be a sale for them.'

"We advertising men always figure we can sell anything.

"We could have reduced the price of the car because our facilities were such that we could make it cheaper. Not cheaper in quality, but cheaper by methods of production, but we didn't reduce the price of the cars.

"Instead of that we said we will make 300,000 and sell them within the year if we can, and if we do, we will rebate or give back to every buyer of the Ford car within the twelve months from \$40 to \$60 on each car, provided we make and sell our production of 300,000 within the twelve

months of our fiscal year.

"We sold 338,771 and we rebated to every one a \$50 check.

"We had run one advertisement of 360 lines and what did it do? Why it sold 15,477,422 individuals scattered all over the United States, (speaking in 142 newspapers in 51 great cities) the prices of our cars and our proposed cash rebate if we could sell 300,000 cars in twelve months. We put our advertisement where the people expected us to advertise. We went to the people and the people did the rest.

"It further established the stability of our company and the stability of its advertising. No one questioned that advertising at all. The word of the Ford Motor Company goes. We promise and we deliver our promises.

"Then we set out to make 500,000 the next year and made 501,275. The pace grows. Last year our production was 785,426 cars, and our estimate for this year is 900,000. Present production averages 2,700 cars daily. We expect to reach 3,000 daily in November—or a million a year.

Ford advertising is still confined to the daily and weekly newspapers. When we once got started, we couldn't stop. We employ 33,000 men. We are now turning out 1,000,000 a year, over 2,700 a day."

C. W. DANZIGER HONORED.

George S. Oliver, vice-president and manager of the Pittsburgh Gazette Times and the Pittsburgh Chronicle Telegraph, entertained the heads of departments on Tuesday evening at the Duquesne Club.

The meeting was held in honor of C. W. Danziger, managing editor of the Chronicle Telegraph.

Senator George T. Oliver spoke of the success of his newspapers and his ideas of running a newspaper.

GAELIC-AMERICAN NEXT?

The Gaelic-American, a pro-Irish newspaper in New York, is facing investigation by the Government because of an attack which it made upon the United States Secret Service.

The headline of the objectionable article reads: "Secret Service Lies Based on English Fakes."

CLAPPER COMES EAST.

Raymond Clapper, manager of the Northwest Bureau of the United Press Associations at St. Paul, has come to New York to do Red Cross and anti-tuberculosis war promotion work. He will be stationed temporarily at Troy, N. Y., where he will direct the Red Cross Christmas seal campaign.

CHANGE IN ST. PAUL.

D. A. Young, formerly classified advertising manager of the St. Paul (Minn.) Pioneer Dispatch, is now advertising manager of the Farmers' Dispatch, of St. Paul.

MACKAY HEADS THE A.C.A.

ADVERTISERS TAKE ACTION
ON "CIRCULATION EX-
TRAVAGANCE."

The meeting held in Hamilton, Ont., on November 8 and 9 was the fourth annual convention of the Association of Canadian Advertisers, and was the best attended and most important.

Officers elected for the ensuing year are:

President, W. M. Mackay, of Lever Brother, Ltd., Toronto; vice-president, W. C. Betts of S. Davis & Sons, Ltd., Montreal; treasurer, J. R. Kirkpatrick of the E. W. Gillett Company Ltd., Toronto;

Directors, B. H. Bramble of the Goodyear Tire & Rubber Company, Ltd., Toronto; George H. Campbell of the T. H. Estabrooks Company, Ltd., Toronto; E. Doremus of the Dominion Cartridge Company, Montreal; J. F. Rhodes of the Canada Cement Company, Montreal; R. P. Smith of William Neilson, Ltd., Toronto; L. R. Greene of Tuckett, Ltd., Hamilton.

W. A. Lydiatt is secretary of the association, with headquarters at 53 Yonge street, Toronto.

The treasurer's report showed the finances in splendid shape, while he secretary reported an increase of twenty-five per cent since the last annual meeting, seventy-five of the leading national advertisers of Canada now being represented in the membership.

The secretary's report also dealt with important work which the association has done during the past year in investigating miscellaneous charitable, labor and other than regularly issued publications, the information thus secured resulting in saving members many thousands of dollars during the year.

Plans were discussed for extending this work so as to provide a closer check on propositions of this character, and members were recommended to adopt a policy of "No advertising except solely for the benefit of the advertiser—no charity except the entire amount of the contribution is to be used for the purposes of charity."

The circulation and rates committee pointed out the large percentage of circulation in Canada is now subject to regular audit and there was evidence of a growing tendency on the part of advertisers to confine their advertising to publications whose circulations are audited.

This committee's report further dealt with circulation methods and increased rates, again emphasizing the necessity for publishers seeking a more adequate proportion of their revenues from readers through increased subscription prices.

Although advertising rates during the past few years have shown an increase this was largely balanced by the increase in the total volume of circulation. Yet the committee pointed out that to run a 10,000-line campaign in a given list of papers requires a larger appropriation than a few years ago—although the population and purchasing power of the country have not increased proportionately.

The explanation offered was that the advertiser is now obliged to pay for more circulation than he needs. It was contended that the combined circulation of English daily newspapers in Canada is over 1,750,000 daily, and yet the total number of English-speaking homes, including rural, is only about 1,000,000. One member said:

"On the assumption that many rural homes and some city homes do not

get any daily paper and that many others get only one paper each day, then it seems that an astonishing number of homes must get three or more daily papers each day."

"In the face of this situation," the committee asked, "what are we to think of publishers who by maintaining inadequate subscription prices, or by the use of extravagant prize contests, premiums, etc., seek to still further inflate their circulation?"

Has not the volume of newspaper circulation in Canada reached, and in some cases, overstepped, the saturation point?

Are advertisers not obliged to pay for too much circulation already?

References were made to several instances in which the most extravagant voting contests had been employed by papers whose circulation already appeared to be quite large enough within the limits of their legitimate field, and the meeting passed a resolution unfavorable to circulation-getting methods of this nature, where the revenue derived from the subscriptions was exceeded by the amount spent to get subscriptions, leaving the advertiser to meet the deficit.

MEDICAL AD STANDARDS.

In connection with the report of the standards of advertising committee, Dr. A. J. Cramp of the Journal of the American Medical Association, Chicago, was present and gave the meeting a great deal of interesting information regarding the extent of fraud and misrepresentation in medical advertising.

Particular emphasis was laid on the different claims made for certain remedies on the Canadian side of the line, where similar restrictions as to truth admit of great latitude as to the claims made.

Many examples were quoted and comparisons shown of the labels used in the United States and Canada for various proprietary remedies.

Dr. Cramp also delivered an address at the annual dinner on Thursday evening, at which a number of publishers and advertising agents were present.

"This is the kind of information we want," remarked several publishers after hearing Dr. Cramp.

"I wish more publishers could hear him and that some steps could be taken to disseminate among publishers the facts about medical advertising such as we have heard tonight," remarked one publisher.

The Friday morning session was given over to a display of industrial and advertising motion pictures, and Friday afternoon to the election of officers and round table discussion of sales and advertising topics.

We Spend More Than \$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst features
always Lead"

Write for booklet "A Half-Million Dollar Feature Service."

International Feature
Service

729 Seventh Ave., New York City

THRIFT

*The Message
of the
Hour*

Webster tells us THRIFT is economical management in regard to property—frugality, gain, prosperity.

Today, it has a much broader meaning—it must reach into the heart of the home.

Millions of sensible housewives by trading where merchandise of quality is sold at lowest prices and obtaining the valuable **Green Stamps** as their earned reward for paying cash are practicing thrift in the most practical way. No sacrifice is necessary to enjoy the economy offered by these discount tokens.

In showing the sign: "We Give **Green Stamps**," thousands of merchants are aiding their customers to more easily co-operate with the law of the land.

The SPERRY & HUTCHINSON Co.
2 West 45th St., New York

LABOR RULINGS BY ARBITRATION.

CASES DECIDED AFFECT SAN FRANCISCO, CHICAGO AND MILWAUKEE.

The International Arbitration Board, representing the American Newspaper Publishers Association, and the International Typographical Union, has rendered several important decisions affecting the relations of union printers and newspaper employers. The cities in the case are Chicago, San Francisco and Milwaukee.

Negotiations for a new newspaper scale were instituted by the Chicago Typographical Union on November 30, 1914, when the officers of the union officially notified the Chicago publishers of proposed changes as required by the local contract. Under the provisions of the local contract, and after a delay of nearly three years, the local parties finally agreed to submit the controversy to the International Board of Arbitration for decision. At a meeting of the board held in Indianapolis the representatives of Typographical Union No. 16 and the Chicago newspaper publishers presented their evidence and arguments, and the board has reached a decision by a vote of four to two, providing for an eight-hour day for weekly employees at these rates, effective from October 11, 1917:

	Day.	Night
Proofreaders	\$31	\$38
Copycutters	31	38
Copyholders	32	38
Make-ups	31	33
Machine tenders	31	33

The Chicago scale for 1912-1915 provided the following rates for weekly employees working eight hours per day:

	Day.	Night
Proofreaders	\$29	\$31
Copycutters	30	31
Copyholders	31	32
Make-ups	29	31
Machine tenders	29	31

The proposition originally submitted by the union sought to abolish the bonus system and provided for a working day of seven and one-half hours for all journeymen at these weekly rates:

	Day.	Night
Proofreaders	\$30	\$33
Copycutters	30	33
Copyholders	32	34
Make-ups	30	33
Machine tenders	30	33
Operators and handmen ..	30	33

The old scale included rates of 62 and 67 cents per hour for day and night work, respectively, for men employed on an hourly basis, for not less than seven hours' work.

The award increases these rates from 66 and 71 cents and provides for a minimum day of seven and one-half hours.

The old scale included provisions that bonus operators should be paid 50 and 55 cents (day and night) per hour on an average of 3,500 ems, and 55 and 60 cents per hour on an average of 4,500 ems, with 1 cent per 100 ems after an average of 4,500 ems.

The award increases these hourly basic rates for bonus operators to 53 and 58 cents, and to 58 and 63 cents, and provides that operators may be employed on a time basis at the hourly rate for other journeymen.

SAN FRANCISCO SCALE AWARD.

After a delay of several weeks consumed in an effort to agree on the fifth man to act as chairman of the board, the San Francisco newspaper scale was submitted to arbitration. The board was composed of H. N. Kellogg and B. F. Lawrence, representing the publishers, and President Scott and L. Michelson, representing

the union, with George C. Hitt of Indianapolis as chairman.

The union's proposition included an increase of \$4 per week for all journeymen. The publishers offered the existing wage for an eight-hour day.

The award, which follows, increases the weekly wage scale for all journeymen \$2 per week, and increases the working day from seven to seven and one-half hours:

"The parties at interest in this case agreed upon all of terms of a new contract excepting the number of hours to constitute a day's and night's work, the wages to be paid the various classes of men and the date on which the conditions shall become effective.

The decision is:

"1. On both morning and evening newspapers seven and one-half (7½) hours, exclusive of lunch time, shall constitute a day's work, and forty-five (45) hours shall constitute a week's work.

"2. Operators and other journeymen (except foremen and proofreaders) working on morning newspapers, shall receive not less than \$5.66 2-3 per day.

"3. Operators and other journeymen (except foremen and proofreaders) working on evening newspapers, shall receive not less than \$6.16 2-3 per day.

"4. Foremen of morning newspapers shall receive not less than \$7.66 2-3 per day. Assistant foremen shall receive not less than \$6.66 2-3 per day.

"5. Foremen of evening newspapers shall receive not less than \$6.66 2-3 per day. Assistant foremen shall receive not less than \$6.16 2-3 per day.

"6. Heads of adrooms on morning newspapers shall receive not less than \$6.16 2-3 per day.

"7. Heads of adrooms on evening newspapers shall receive not less than \$6.66 2-3 per day.

"8. Proofreaders on morning newspapers shall receive not less than 6.16 2-3 per day.

"9. Proofreaders on evening newspapers shall receive not less than \$5.66 2-3 per day.

"10. In machine offices where four or less machines are in use, where no regular machinist is employed, there must be at least one machinist-operator, who shall receive not less than \$5.66 2-3 per day for day work, and \$6.16 2-3 for night work. A machinist-operator shall be construed to mean an operator who shall be capable of keeping a machine in running order and shall be responsible for the working of such machine.

"11. Head Linotype machinists shall receive not less than \$6.16 2-3 per day for night work, and \$5.66 2-3 per day for day work.

"12. Journeymen assistant machinists shall receive not less than \$4.66 2-3 per day or night.

"13. Journeymen members of San Francisco Typographical Union No. 23 may serve as apprentices on morning and evening newspapers under instructions of machine tenders, and during the same hours, said apprenticeship to be completed in one year. The ratio of such apprentices shall be one to every one, two or three machine tenders. Said apprentices shall receive \$19 per week for the first six months and \$14 per week for the second six months.

"14. * * * For starting work earlier than 6 p. m. on morning newspapers \$3 1-3 cents a day in addition to the regular scale shall be paid; provided such extra compensation shall not apply on Friday and Saturday, nor to any shift, on any day, starting not earlier than 7 a. m. and ending not later than 6 p. m. Working hours on evening newspapers shall be between 7 a. m. and 6 p. m.; for starting work before the hour specified, \$3 1-3 cents a day in addition to the regular scale shall be paid.

"15. The time of the taking effect of this scale shall be the date of the making of this award, namely, October 26, 1917."

MILWAUKEE SCALE AWARD.

Because of irregularities in the local arbitration proceedings, the Milwaukee newspaper publishers appealed from the local decision to the International Board of Arbitration. Upon the evidence submitted it was evident that the chairman of the local board had disregarded the explicit provisions of the code of procedure required by the international agreement. The irregularities were of

such a character that the local award could not be confirmed, and after considering the controversy at two meetings the international board requested the representatives of the union and the publishers to appear before the board, when the following award was made:

"This case concerns propositions for a new wage scale agreement.

"The board decides that under section 15 of the code of procedure of the arbitration contract it cannot make a decision for more than three years; therefore, this decision shall date from August 9, 1916, until August 8, 1919.

"The hours for a regular day's or night's work shall be eight, exclusive of at least thirty minutes for lunch. Help employed on the lobster shift commencing at 12 o'clock midnight shall work seven hours per night and shall be paid at the rate of the regular morning scale.

"Journeymen on evening papers are to receive \$37 per week to date from the beginning of the next fiscal week. Journeymen on morning papers are to receive \$30 per week from the beginning of the next fiscal week.

"Superannuated members are to receive \$18 per week beginning with the next fiscal week.

"Morning and evening journeymen and superannuated members are to be given \$3 per week back pay from April 1, 1917, to the beginning of the next fiscal week.

"The ratio of apprentices shall be one to five and no office shall be entitled to more than eight. No present apprentice to be disturbed, but offices now having more than eight shall conform to that ratio when apprentices now employed in excess of the ratio complete their terms. Apprentices shall receive the following wages from the beginning of the next fiscal week:

"Probationary six months.....	\$5
"Following six months.....	6
"Following six months.....	7
"Following six months.....	8
"Following six months.....	9
"Following six months.....	10
"Following six months.....	11
"Following six months.....	12
"Following six months.....	13
"Following six months.....	14
"Following six months.....	15

"The representatives of the publishers and the typographical union having stated that an agreement on the remaining sections of the contract can be reached through conciliation, the board refers these sections to the local joint committee, the provisions of the existing agreement, except as changed by this decision, to remain in effect pending an adjustment as above provided."

ANOTHER EDITOR ACCUSED.

Because of an editorial entitled "Galley Brutality," appearing in the November issue of the *Le Mars* (Ia.) Globe-Post, information for violation of the Espionage Act has been filed against John Starzl, publisher of the paper, who is of German birth.

The editorial treats of alleged brutality to American soldiers on board transports.

Starzl was arrested on November 2, but was later released on a \$10,000 bond. The case was set for November 21.

The editor asserted that the article was written by his son and published without his knowledge. He published a retraction in his paper, which stated that he could prove to the Government that the publication of the editorial took place without his knowledge.

AIDED GERMAN TO ESCAPE.

Albert Orth, publisher of the *Charleston* (S. C.) *Deutsche Zeitung* was convicted in the Federal Court in Columbia on November 13 of aiding a German prisoner to escape from the Federal penitentiary at Atlanta.

TO ADVERTISE MICHIGAN.

An East Michigan Resort and Tourist Association was organized at Bay City, November 13. The association plans to advertise the attractions of east Michigan through a general publicity and advertising campaign.

A Three Million Lead

In ten months of 1917 The New York Times printed 3,016,607 agate lines more advertising under the eighteen important classifications listed below than any other New York morning newspaper.

CLASSIFICATION.	TIMES Agate Lines	Second Morning Newspaper Agate Lines	Third Morning Newspaper Agate Lines	Fourth Morning Newspaper Agate Lines	Fifth Morning Newspaper Agate Lines	Sixth Morning Newspaper Agate Lines
Dry Goods & Specialty Shops	2,524,125	1,942,989	1,714,328	1,360,709	997,266	581,178
Real Estate & Bldg. Material	1,060,288	769,175	381,487	892,766	94,425	213,534
Financial	1,057,182	376,490	369,107	402,497	402,885	420,782
Automobiles	848,758	398,173	546,737	408,480	212,886	574,662
Resorts, Hotels & Restaurants	423,498	318,885	178,308	301,431	186,134	146,280
Books and Magazines	420,532	119,829	61,262	16,879	184,071	132,439
Men's Furnishings	290,481	206,638	150,267	46,236	216,105	51,888
Miscellaneous Display	257,003	197,519	148,038	119,642	153,958	169,064
Musical Instruments	224,263	148,947	177,758	17,369	122,749	68,897
Transportation	213,336	133,690	113,485	140,068	30,090	129,880
Office Appliances	124,947	19,797	4,069	4,092	34,818	10,301
Boots and Shoes	91,736	55,204	60,267	18,550	16,080	14,742
Foodstuffs	91,556	55,138	67,471	18,512	36,535	11,516
Beverages	75,101	55,810	43,708	28,238	23,865	27,245
Newspapers	60,145	20,342	15,997	5,643	19,220	4,634
Charity and Religion	56,857	38,366	29,099	39,985	41,053	22,040
Public Service	55,854	34,572	36,634	35,032	36,206	53,642
Candies and Gum	32,695	686	12,840	21,927	5,034
Total Agate Lines.....	7,908,357	4,891,950	4,110,862	3,856,129	2,830,273	2,637,758
Other Classifications	2,325,087	6,682,089	3,484,426	2,330,364	1,009,791	779,257
Complete Total AGATE LINES...	10,233,444	11,573,839	7,595,288	6,186,493	3,840,064	3,417,015
Less Help and Situation						
Wanted Advertisements...	574,146	4,408,202	1,133,043	1,286,518	45,092	12,249
Total AGATE LINES Less Help						
and Situation Wanted	9,659,298	7,165,637	6,462,245	4,899,975	3,794,972	3,404,766

The average daily and Sunday net paid sale of The New York Times

Exceeds 350,000 Copies

NEWSPAPER MAN HEADS THE RUSSIAN REVOLT.

Leon Trotsky, leader of the new Russian revolution has been a journalist for twenty years, starting work in Russia, where he was born and where he established a newspaper in Petrograd fifteen years ago. His paper was suppressed from time to time, and Trotsky came to know the inside of many Russian prisons because of the violence of his attacks against the Czar's government.

He is well known in the East Side of New York. He left this city for Petrograd last April, announcing his determination to overthrow Kerenisky. Trotsky arrived here from Russia on January 15, 1917, and almost immediately became editor of the Novi Mir, a Russian revolutionist paper published on the East Side.

A WYOMING PURCHASE.

The interests of H. J. Petersch in the Casper (Wyo.) Daily Press and Weekly Record, of which he was editor and publisher, have been purchased by Percy Cropper and associates.

WOMEN'S PRESS OFFERS ITS OFFICES FOR MEETINGS.

The home of the Women's Press, Stevens Building, Chicago, is now available without cost for the use of women's organizations. The only requirement is that the ladies must belong to the "Press family." The offices have already been retained by the Women's Association of Commerce for its meetings. Other organizations have asked for reservations.

The Press is edited and published for women in war work by Ferd P. Fisher, former city editor of the Chicago Evening Post and his wife, Mary De Lany Fisher, for fifteen years in the business office of the Chicago Examiner.

THESE PAPERS \$1 EACH.

Judge Ruth in the criminal division of the Columbus (Ohio) municipal court, fixed a price of \$1 each on newspapers, when he fined Albert Rogers \$25 and costs for stealing twenty-five newspapers from a street corner. It also cost the young man thirty days of his liberty, which he will spend in the workhouse.

NEW PRESS ASSOCIATION IN IOWA.

The Wayne County (Ia.) Press Association was organized at a meeting of the seven publishers of the county held in Lineville on November 2. It was the first time that all the newspaper editors of Wayne County had been together.

A. D. McGuire of the Humeston New Era was elected president and Bryon Hoehner of the Seymour Democrat secretary.

A meeting will be held at Corydon on December 7.

NEW INTERTYPE USERS.

The following publishers and printers have recently installed two and three-magazine Intertypes:

Commercial Printing Company, New York; Point Pleasant (N. J.) Printing and Publishing Company; Globe Printing Company, St. Louis; Lohmann & McPartland, Davenport, Ia.; Utica (N. Y.) Saturday Globe; St. Marys (Pa.) Gazette Printing Company; Seattle (Wash.) Star; Eureka Press, Boston; Bridgeton (N. J.) Evening News; Louisville (Ky.)

Herald; Syracuse (N. Y.) Post-Standard; Springfield (Mass.) Union Publishing Company.

SPARROW NAVAL CENSOR.

Commander Herbert G. Sparrow, Secretary Daniels' aide, has taken over some of the duties of naval censorship heretofore exercised by Lieutenant Commander Charles J. Belknap of the office of the chief of operations.

Commander Sparrow, for the time being at least, will deal with questions of newspaper publications.

M'AVOY IN CHARGE.

During the absence of Johnstone Vance, managing editor and one of the proprietors of the New Britain (Ct.) Herald, who is now a yeoman in Uncle Sam's service, Arthur E. McAvoy, city and news editor of the Herald, is in charge of the paper's news policy.

E. Fullerton of the Chicago Tribune has won the Critchfield-Taylor cup by taking the championship of the Chicago Press Golf Club, defeating O. G. Lundberg, also of the Tribune.

STANDARDWEIGHT IN MEAD MILLS.

INSTRUCTIONS OF SPANISH
RIVER PRESIDENT TO
HIS EMPLOYEES.

EDITOR THE FOURTH ESTATE.

SIR: I have read in the issue of THE FOURTH ESTATE of November 3 the interview with A. G. McIntyre regarding "Standard weight of news print paper," also referring to the "5 per cent leeway" clause usually included in contracts for standard news print as applying to variation in weight.

I cannot but feel that Mr. McIntyre is a little severe in his criticism of the mills in this interview, and I might also state that the interpretation of the "standard contract" by Mr. McIntyre is not the interpretation of our company, nor do I believe it to be the interpretation of most of the news print manufacturers of the continent.

As evidence of the attitude of our company on the subject of weight of paper, I take the liberty of enclosing a copy of the Spanish River News, a paper published twice a month by and for the employes of our company, which contains a letter which I have thought might be of interest to you.

G. H. MEAD,

President Spanish River Pulp & Paper Mills, Ltd., Dayton, Ohio.

The letter referred to by Mr. Mead follows:

Dayton, Ohio, September 8, 1917.

TO OUR EMPLOYEES:

Subject: "Uniform Weight of Paper."

While the subject of this letter is more particularly of interest to the paper mill departments, and especially to the men operating our paper machines, as set forth in the first issue of the Spanish River News, one of the purposes of this paper is the opportunity for presenting from time to time to all departments the policy for operation of any one department.

Furthermore, it is impossible for the sales department to accomplish satisfactory results from our company, as well as for our customers, without the co-operation of every other department of our organization from the "woods" to the "finishing room."

It is the policy of the company, in the delivery of standard news print, to furnish its customers at all times with *thirty-two-pound paper*; and while our formal contracts do not guarantee such weight, we must consider the obligation to deliver this weight of paper, which is the weight agreed upon in the sale as absolutely binding.

We all realize that it is impossible in our regular operations to maintain absolute uniformity of weight, and our contract therefore states that the paper shall be of substantially the same average quality as sample attached thereto and of approximately the following basis of weight: 24x36, 32-500, without reference to production basis.

However, the sales department is instructed to assure customers that throughout each month, as well as the year, the average weight of paper will be thirty-two pounds.

I wish to ask our entire organization to co-operate toward the maintenance of this uniform weight of paper, since it is the first principle of the company to be fair in all things, and having undertaken the sale of paper of a standard weight it is evidently unfair to deliver paper of greater weight no matter what the demands for maximum production of paper or how prosperous the times may be.

Thinking it may be of interest to all, the News is publishing in this issue the form of contract which is now being used by our company that the various obligations of such contract may be reviewed by yourselves.

GEORGE H. MEAD, President.

WITH OHIO DEFENSE BOARD.

Earl Baird, Columbus (Ohio) newspaper man, has become attached to the Ohio Board of Defense.



ROBERT A. PRINGLE, K. C.
PAPER CONTROLLER FOR CANADA.

SUBDIVIDES DISTRICT.

The New York-Boston district of the Lanston Monotype Company has been divided into the New England and the New York Districts.

The New England district will be in charge of Russell L. Davis, who has been assistant manager at the Boston office.

The New York district will be in charge of Richard Beresford, who has been manager of the combined districts since November 1, 1916.

This arrangement will permit each of the men to give his undivided attention to his own territory.

OTTAWA MILLS BUSY.

Pulp and paper mills in the Ottawa (Can.) district continue steadily employed and all branches of the publishing group are active.

Difficulty is being experienced by all of the producers in obtaining shantymen for the season's operations, despite the high wages offered—from \$50 to \$55 a month, with board—and scarcity of pilers is also interfering with operations.

ROLL-WIDTH DIRECTORY.

The American Newspaper Publishers Association's paper committee will issue a revised width-of-roll directory of newspapers within the next week or so.

This, added to the news print mills directory, issued by the committee last week, provides publishers with two very useful sources of information.

LA FOLLETTE SUES AGAIN.

Action for \$100,000 damages has been filed by Senator La Follette against the Madison (Wis.) Democrat Printing Company and O. D. Brandenburg, president and editor. The action is based on alleged libels printed in the Democrat intending to show that the Senator was giving aid and comfort to the enemy.

OREGON WEEKLY SUSPENDS.

The Marshfield (Ore.) Coos Bay News has suspended publication after having been issued by G. A. Bennett for thirty-six years.

The News was started in 1873 by T. G. Owen, Mr. Bennett becoming sole owner in 1881. Mr. Bennett will conduct a job printing office in the plant.

A TIME-SAVING DEVICE.

Nelson Woolley, chief machinist for the Wilmington (Del.) Every Evening, has invented and constructed a belt carrying device for handling copy and proofs between the news composing room, which is on the fourth floor, and the proof room, which is on the third floor of the building.

NEW SLAV PUBLISHER.

The Southern Slav News Company, New York, has incorporated to do a printing and publishing business, with a capital of \$60,000. A. Tanaskove, D. Grskovic, 461 Eighth avenue, and G. S. Mark, 34 Nassau street, are the incorporators.

CANADA'S PAPER CONTROLLER.

A LAWYER WHO HAS SERVED
HIS PARTY AND COUNTRY
WITH DISTINCTION.

Since April of this year, R. A. Pringle, K. C., the newly appointed Canadian paper controller, has been more closely identified with the Canadian paper industry than perhaps any other person not actually engaged in the business and during that time he has displayed a grasp of that situation such as is sometimes, unfortunately, not shown by those named to make investigations similar in many respects to that which he has been conducting.

The news print inquiry was not the first opportunity Robert Abercrombie Pringle—for that is his full name—has had of displaying his ability for capably discharging the duties of offices which require not only the judicial mind, but also a liberal quantity of "horse sense." He served with distinction at the time of the investigation into the affairs of the Southampton Railway Company, into the Parliament Buildings' Fire, and into other matters of less importance.

Mr. Pringle is the senior member of the law firm of Pringle, Thompson, Burgess & Cote, Ottawa. The son of J. F. and Isabelle Pringle, he was born in Cornwall, Ont., on December 15, 1855, and he received his early education in that place, later rounding out his training at Queen's College and Osgoode Hall. In 1881, he was called to the bar, and in 1906 he was made a King's Counsellor. He practiced in his "home town" until 1911, when he moved to Ottawa, and established his present practice.

Mr. Pringle occupied a Conservative seat in the House of Parliament for two terms—1900-04 and 1904-08; was defeated for office in 1908; and declined the nomination proffered him in 1911. He has served not only party, but country, with distinction.

TOWN WAS TOO WARM.

Rev. Chester A. Miller, editor for a year of the Grays Lake (Ill.) Tribune, has disposed of his paper to William H. Ellis and will go back to his old home in the East. The reason for his change of plan is said to be a public uprising in the vicinity of Grays Lake as a protest against an editorial printed in the Tribune comparing "pickets," who prevented delivery of milk to a Grays Lake condenser, to I. W. W. members. The picketing of the condenser was due to a dispute as to the rate to be paid the farmers, and the farmers who carried out the picketing plan were preparing to demand retraction through force, when Miller postponed matters by placing himself under the protection of officers. His sale of the paper followed the incident.

PAPER FOR DU PONT MEN.

Employees of the Carney's Point (N. J.) plant of the du Pont Powder Company are contemplating starting a community daily for the 20,000 workers of the plant and their families, most of whom live in the neighborhood of the factory. The promoters have been conferring with Wilmington publishers relative to handling the enterprise.

MADDOX HANDLES DEFENSE COUNCIL PUBLICITY.

Aubrey E. Maddox is on leave of absence from his position as assistant city editor of the Hartford (Conn.) Courant, taking charge of the publicity for the Connecticut Council of Defense. He has made a number of addresses throughout the state.

REPORTERS WR I
WAR SLEUTHS.THEIR WORK FOR PROVIDENCE
JOURNAL OUTSHONE
"SHERLOCK HOLMES."

A tribute to the unflinching honesty and the persistent keenness of the American reporters who had fought a long battle against tremendous odds in the form of an organized and elaborately financed German secret service in this country was given by John R. Rathom, editor of the Providence (R. I.) Journal, before the Canadian Club in New York on November 12.

Mr. Rathom said time and time again the Teutons had been outplayed at their own game and how again and again official denials of spy revelations had been replaced sooner or later by official confirmation of the disclosures.

Mr. Rathom was introduced to speak as "the man who put the United States on the map in the war and who put Bryan out of the Cabinet." He told the 700 or more assembled there how he obtained evidence against Von Papen, Boy-Ed and other German residents here who violated our hospitality.

After reciting how this had been done by newspaper reporters, the New England editor dwelt upon what needed to be done in the future against enemy aliens and German sympathizers in order to anticipate such disasters as the Baltimore fire. Internal conditions, he declared, are growing worse instead of better, and unless checked "will mean the maintenance in the very heart of our civil and commercial life of a danger that will destroy half of our war value to ourselves and the Allies."

He asserted that German spies are today employed in Army and Navy work, munition plants and ship-building yards.

The part of Mr. Rathom's recital that won the greatest applause was the tale of how the Providence Journal got a man into the offices of the Hamburg-American steamship offices in New York City when those offices were teeming with unneutral activities and were guarded with the utmost cunning the Prussian sleuths could devise. The newspaper sent one of its young men to Lima, Ohio, and there the reporter wrote to the steamship company, saying he was the son of German parents, true to the Fatherland, and therefore wished to send warning that he had learned the Providence Journal was plotting to put a man into the Hamburg-American offices as janitor.

The reporter said he learned of the plot through a "loyal" telegraph operator in Providence, who heard it from a Providence Journal operator. Within a few days the Hamburg-American offices actually were visited by a man who asked for the job of janitor. He was taken into a private office and there grilled by the head of the company's secret service and other officials. He broke down and confessed he came from the newspaper office, and was thrown out without ceremony.

The youth out in Ohio wrote again a few days later, saying that, having heard nothing, he wanted to apologize for having alarmed the steamship officials needlessly. With "boyish candor," he added that he wanted to come to New York to make his fortune, and wondered if the line appreciated his attempt to help the Fatherland sufficiently to give him a temporary job.

The Hamburg-American wired back for him to come at once, and gave him the very job of janitor which he had warned would be sought by a Providence Journal man.

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PORTLAND (ORE.) JOURNAL	(9)
LOS ANGELES HERALD	(7)
LOS ANGELES TIMES	(6)
BIRMINGHAM NEWS	(7)
DETROIT NEWS	(26)
SAVANNAH MORNING NEWS	(8)
PHILADELPHIA PRESS- TELEGRAPH	(29)
CHICAGO TRIBUNE	(39)
PITTSBURGH GAZETTE TIMES	(30)
PHILADELPHIA BULLETIN	(6)
NEW YORK EVENING MAIL	(15)
BUFFALO TIMES	(10)

and hundreds of others.

FOLLOW THE LEADERS

You can't afford to experiment

Mergenthaler Linotype Co.

Tribune Building, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

He stayed there six months, and the newspaper got evidence which Mr. Rathom said "would have closed these offices long ago instead of only recently, had we had the power the Government has."

"One of our employees," said Mr. Rathom, "a young woman who had worked for our paper for six years, marked one of the packing cases sent by Boy-Ed to his home government before the outbreak of the war with this country, with two hearts, and Boy-Ed, in amorous mood, drew two darts through the drawings. These packing cases were filled with important documents and receipts showing the payment of money by the German propaganda in America. Many of these operations may appear inconceivable, but our proof was indisputable."

"On another occasion Boy-Ed and two men who were responsible for the blowing up of a plant in Wilmington, Del., drank wine with our representative and gloated over the work they had carried on in a country not at war with Germany."

"Going back a little bit," continued Mr. Rathom, "our man in the German consul general's office in San Francisco found that the man was plotting against this Government. That official is now serving two years' imprisonment in San Francisco."

"We had positive proof of the breaking up of the machinery of the German liners docked at Hoboken, N. J., and when this proof was printed Dudley Field Malone, then collector of the port, denied the story," Mr. Rathom said, and when he, Rathom, interviewed the collector the latter explained he hadn't examined below decks, as he didn't think he had authority to do so.

"I asked him if he thought the engines were in the smokestack," Mr. Rathom added, "and I suppose he found out they weren't when the Government ten days later confirmed our entire story."

Other speakers who united in supporting Mr. Rathom's views on the enemy alien situation and in asserting that the war must continue until Kaiserism is crushed were Sir George Reid, former Premier of Australia; Major Ian Hay Beith, Professor Ermano Roselli, Melville E. Stone, Frank A. Munsey, C. V. Van Ande, George T. Wilson, Dr. Alexander C. Humphries, James E. Cattell and Professor Robert M. McElroy.

Mr. Stone declared that "there is a Bolshevik in America even as in Russia." "Here in New York," he continued, "we have one Bolshevik, who, through the medium of his newspaper press, has helped spread the propaganda of the German enemy."

ADVERTISER FAVORS FEWER
EDITIONS OF PAPERS.

Higher priced newspapers and fewer editions of the evening publications were urged by Jesse I. Straus of R. H. Macy & Co., in an address on November 13 before 125 members of the Sphinx Club of New York at its monthly dinner. Mr. Straus also said that some newspapers, whose names he did not mention, should censor their news columns as well as their advertising columns.

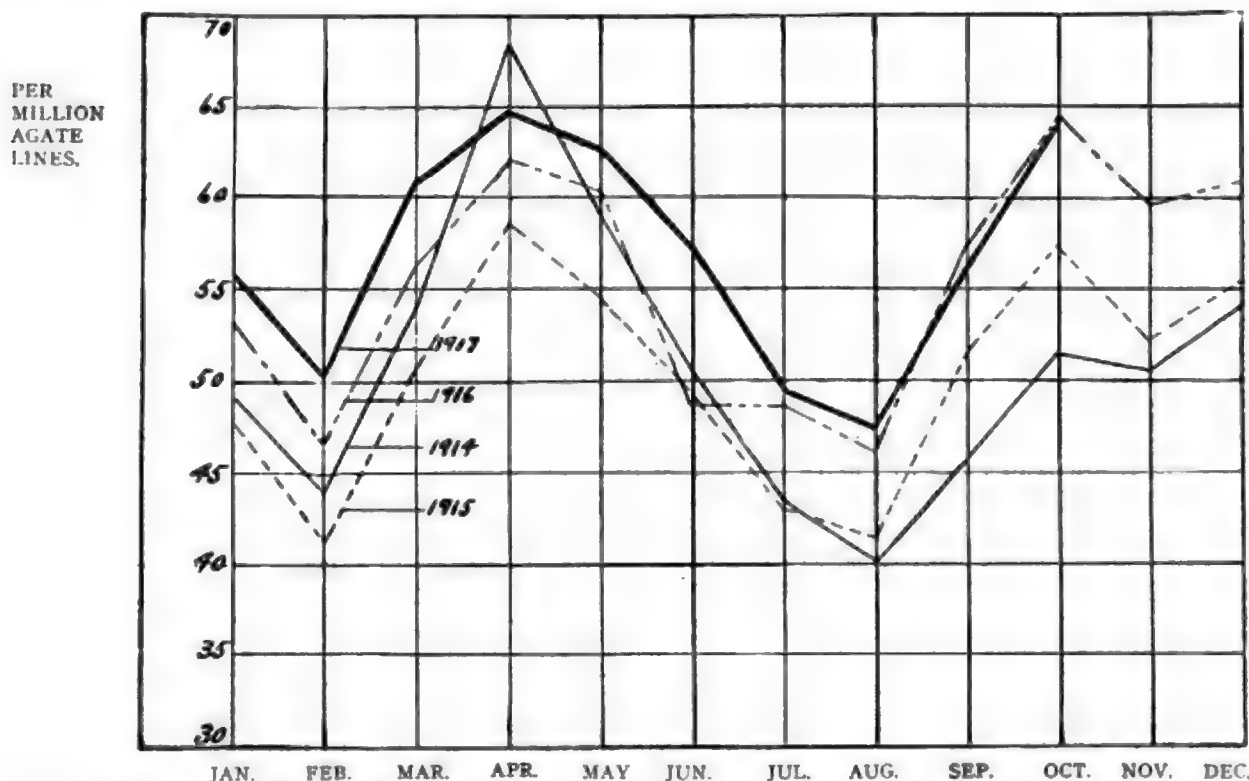
The other speakers were Jason Rogers, publisher of the Globe, and Rev. Warren W. Giles.

Preston Lynn, general manager of Wanamaker's, was toastmaster.

IMPERSONATES GOVERNOR.

Forty-three newspaper men and their wives were present at the first annual session of the Lincoln (Neb.) state house Fryng Pan Club. Frank E. Helvey of Lincoln impersonated Governor Neville of Nebraska in an entertaining skit.

CHART SHOWING HIGH AND LOW MARKS IN NEWSPAPER ADVERTISING, BY MONTHS, FOR PAST FOUR YEARS.



By Courtesy of A. N. P. A. Paper Committee.

NEWSPAPER ADS IN OCTOBER.

REPORTS FROM TWENTY-ONE CITIES SHOW VERY SLIGHT DIFFERENCE.

The annual Autumn increase in advertising business in the United States, as represented by reports to the paper committee of the American Newspaper Publishers Association from ninety-three newspapers located in twenty-one American cities, continued during October on a par with last year's returns.

Compared with the same month last year, October returns showed a very slight decrease.

For the ten months ending October last returns show an increase of 4.18 per cent over the same period last year.

Comparison of these returns for the past four years is presented in the accompanying chart. It will be seen that while this year's figures are about equal to last year's for the month of October, they are considerably above the two preceding years.

Advertising returns for October from Eastern cities as represented by New York, Philadelphia and Buffalo, show an increase of .93 per cent as compared with the same month last year.

The returns from the Middle West as represented by Chicago, Cleveland, Detroit, Cincinnati, St. Louis, Milwaukee and Indianapolis show a decrease of 4.5 per cent.

Pacific Coast cities, represented by Los Angeles, San Francisco and Portland, show a decrease of 8.83 per cent.

Northwestern cities, as represented by Minneapolis, St. Paul and Kansas City, show an increase of 1.7 per cent.

Southern cities, as represented by

Baltimore, New Orleans, Atlanta, Houston and Washington, show an increase of 3.9 per cent.

The monthly advertising returns from these cities are presented in full on another page from January, 1914, to date. Classified and display advertising, local and foreign, week-day and Sunday editions, are included.

Ten months ending October 1916, 545,678,745.

Ten months ending October, 1917, 568,511,919.

Total agate lines, 1914, 610,620,065.

Total agate lines, 1915, 604,898,793.

Total agate lines, 1916, 665,364,166.

The returns are received from the following cities:

Eastern	Portland
New York	North West
Philadelphia	Minneapolis
Buffalo	St. Paul
Southern	Kansas City*
Baltimore	Middle West
New Orleans	Chicago
Atlanta	Cleveland
Houston*	Detroit
Washington	Cincinnati
Pacific	St. Louis
Los Angeles	Milwaukee
San Francisco	Indianapolis*

*One newspaper only.

NORTHWESTERN DAILIES TO CO-OPERATE.

Six dailies of the state of Washington have organized to form the Pacific Northwest Daily Newspaper Association, in order to standardize their foreign advertising business and run it on a co-operative plan. Colonel W. W. Robertson, publisher of the Herald and the Republican of Yakima, has been chosen president of the organization. As yet no other officers have been selected.

Dailies of Washington, Oregon and Idaho with more than 4,000 circulation and possibly strong dailies with over 3,000 may become members.

BOARD OF ADVICE ON WAR TAX.

AID FOR THOSE IN DOUBT—TWO EDITORS APPOINTED—PLAN FOR PUBLICITY.

Newspaper publishers and advertisers who may be in doubt as to their war tax status will be interested to learn that the appointment of an advisory board of nine members to be known as the "excess profits advisers" has been announced by Secretary of the Treasury McAdoo. It will act as a board of appeals for the Internal Revenue Bureau on all questions connected with the interpretation and execution of the excess profits section of the new war tax law.

The members of the board are: Representative Cordell Hull, a member of the House committee on ways and means; T. S. Adams, economist of Yale University; Wallace D. Simmons, president Simmons Hardware Company, St. Louis and Philadelphia; J. E. Sterrett of Price, Waterhouse & Co., accountants, New York City; S. R. Bertron of Bertron, Griscom & Co., bankers, New York City.

E. T. Meredith, editor Successful Farming, Des Moines, Ia.; T. W. McCullough, editor Omaha Bee, Omaha, Neb.; Stewart W. Cramer of the National Council of Cotton Manufacturers, Charlotte, N. C., and Henry Walters, chairman of the board, Atlantic Coast Line, and Louisville & Nashville Railways.

The membership of this board, it is explained, has been selected with a view to the broadest consideration of the business interests of the country.

In addition to the action of the department in availing itself of the services of these advisers, plans are

being formulated for a program of information for the taxpaying public," said Mr. McAdoo.

"It is essential that every taxpayer shall know how to compute the amount of the taxes he must pay, and the time, place and method provided for its payment."

"The department recognizes that information of this kind will be indispensable because the law puts upon the taxpayer the responsibility for making the returns by which his tax is measured."

WAR WRITER NOT EXEMPT.

Writers on the war will not get exemption from the draft from the district board of division for Northern California on the score of the importance of their work to the Government. This stand was made known in the case of James W. Paramount, who wanted to stay in Russia to do a special series of articles on the war for the New Republic, New York. He was denied exemption by the board and has now appealed the case to President Wilson.

"The enterprise was not necessary to the maintenance of the military establishment," the board ruled, "and the individual was not necessary to the enterprise. The New Republic could send a man more than thirty years old, or a woman to do the articles on Russia."

FOSTER DEFEATED.

Charles C. Foster, formerly city editor of the Louisville (Ky.) Times and for eight years in charge of the Jefferson County Jail in Louisville, was defeated at the polls last week. Foster established the first jail school in the United States and has taught thousands of men and women who have been his prisoners.

The Montrose (Ia.) Journal and Gossip have been consolidated.

NEWSPAPER ADVERTISING IN AGATE LINES FOR PAST FOUR YEARS.

Compiled by American Newspaper Publishers' Association's Paper Committee.

[See Opposite Page.]

City	1914											
	January	February	March	April	May	June	July	August	September	October	November	December
New York	8,542,104	7,249,939	8,890,937	9,054,123	9,918,379	8,778,442	6,780,137	6,167,121	7,674,870	8,609,975	8,201,623	8,228,181
Chicago	4,018,000	3,551,700	4,593,600	4,784,400	4,775,100	4,490,000	3,747,900	3,390,300	3,815,700	4,211,400	4,261,500	4,368,300
Philadelphia	3,588,000	3,582,900	4,158,000	4,344,300	4,618,500	3,970,800	3,193,500	2,943,000	3,422,700	3,837,600	4,163,400	3,719,400
Cleveland	2,371,500	1,953,600	2,381,100	2,529,600	2,624,400	2,183,100	2,052,900	1,958,100	2,134,500	2,439,600	2,341,200	2,307,000
Detroit	2,714,700	2,353,500	2,338,500	3,116,100	3,531,700	2,773,800	2,481,100	2,176,800	2,511,600	2,768,700	2,787,900	2,889,300
Cincinnati	1,572,000	1,428,300	1,824,600	1,796,700	1,908,900	1,544,400	1,390,000	1,245,300	1,376,600	1,710,000	1,718,100	1,749,800
Washington	2,047,300	1,827,900	2,246,700	2,323,200	2,456,700	2,095,500	1,821,700	1,629,900	1,928,400	2,368,200	2,393,400	1,555,600
Los Angeles	4,407,000	4,090,800	4,735,800	4,305,000	4,420,200	3,994,800	3,808,500	3,968,700	3,653,700	3,954,600	3,700,000	3,700,500
Buffalo	1,581,000	1,463,000	1,698,000	1,885,000	1,708,000	1,620,000	1,441,000	1,180,000	1,815,000	1,874,000	1,500,000	1,588,000
St. Paul	1,347,346	1,141,434	1,262,020	1,601,586	1,644,384	1,437,772	1,192,128	1,156,792	1,261,890	1,419,236	1,377,642	1,399,678
Minneapolis	1,388,654	1,608,690	1,182,080	2,331,114	2,543,916	2,074,028	1,698,972	1,627,908	2,006,910	2,012,464	2,038,458	1,990,622
St. Louis	2,338,200	2,155,200	2,852,700	2,885,700	3,026,700	2,333,700	2,016,600	2,002,500	2,268,000	2,676,000	2,709,000	2,456,700
Milwaukee	1,890,399	1,553,537	1,905,275	2,147,980	2,227,399	1,877,130	1,415,303	1,435,725	1,599,852	1,802,545	1,718,293	1,702,100
Baltimore	2,271,488	2,013,515	2,446,840	2,712,005	2,891,956	2,499,962	2,039,608	1,733,545	2,136,161	2,598,012	2,652,264	2,357,883
San Francisco	1,938,208	1,769,124	2,254,686	2,222,612	2,466,408	2,155,114	1,904,070	1,890,630	1,763,622	2,068,916	1,946,236	1,831,634
New Orleans	998,568	983,834	1,395,411	1,503,153	1,533,334	1,230,105	1,186,942	1,008,241	1,247,301	1,289,834	1,289,834	1,305,307
Portland	1,731,000	1,536,900	1,889,400	1,868,400	1,926,300	1,700,700	1,527,600	1,431,900	1,668,300	1,938,900	1,815,000	1,646,400
Kansas City	1,113,381	1,020,169	1,221,455	1,358,758	1,358,226	1,332,501	1,065,199	990,309	1,111,781	1,297,990	1,221,553	1,190,947
Indianapolis	577,143	550,980	664,431	675,948	741,129	573,155	484,971	513,615	576,384	593,613	618,195	620,640
Houston	644,490	615,412	806,918	718,466	722,540	628,670	576,268	531,034	524,314	623,644	636,272	603,642
Atlanta	1,517,902	1,500,452	1,800,938	1,920,044	1,981,686	1,580,112	1,544,908	1,531,740	1,368,562	1,422,022	1,539,160	1,492,680
Total	49,100,367	44,050,162	53,750,291	58,556,939	59,045,857	50,492,991	43,730,396	40,040,025	45,879,415	51,534,778	50,631,320	54,174,324

City	1915											
	January	February	March	April	May	June	July	August	September	October	November	December
New York	8,181,777	6,842,241	8,591,730	8,911,463	9,137,289	8,314,267	6,567,355	6,433,564	8,209,813	10,537,061	9,038,775	9,217,776
Chicago	4,054,200	3,460,800	4,380,000	4,794,900	4,522,800	4,320,900	3,460,500	3,405,600	4,005,900	4,507,800	4,390,200	4,721,100
Philadelphia	3,509,100	3,490,700	3,801,000	4,161,400	4,100,400	3,903,300	3,073,200	2,993,700	3,521,600	4,324,400	4,324,500	4,324,500
Cleveland	3,373,900	1,914,300	2,478,000	2,650,400	2,831,400	2,541,900	2,268,600	2,146,500	2,318,700	2,768,700	2,688,300	2,674,200
Detroit	2,607,000	2,328,100	2,892,000	3,196,200	3,279,900	2,998,500	2,788,200	2,573,400	2,917,500	3,595,800	3,223,900	3,324,600
Cincinnati	1,500,900	1,468,500	1,883,700	1,879,700	1,908,000	1,673,700	1,552,200	1,452,300	2,023,600	1,225,800	2,026,000	1,996,600
Washington	1,962,600	1,832,100	2,240,700	2,384,100	2,421,300	2,424,900	2,336,000	1,734,000	2,563,600	2,628,100	2,547,000	2,828,000
Los Angeles	3,981,000	3,513,900	3,822,000	3,800,700	3,906,600	3,566,700	3,444,600	3,550,800	3,332,100	4,011,900	3,728,100	3,840,300
Buffalo	1,312,000	1,220,000	1,618,000	1,800,000	1,740,000	1,695,000	1,530,000	1,252,000	1,733,000	2,095,000	1,810,000	1,785,000
St. Paul	1,014,368	1,010,220	1,195,978	1,219,432	1,269,020	1,013,494	818,934	1,444,534	1,044,634	1,452,588	1,991,938	1,986,026
Minneapolis	1,196,132	980,980	1,296,722	1,491,868	1,371,580	1,369,660	1,196,566	1,282,176	1,372,616	1,473,616	1,431,661	1,457,974
St. Louis	2,153,100	2,074,500	2,184,400	2,694,300	2,826,600	2,426,700	2,107,800	2,028,300	2,385,300	2,899,600	2,770,500	2,675,400
Milwaukee	1,674,247	1,400,579	1,793,164	2,090,746	1,837,310	1,645,322	1,554,422	1,489,501	1,596,852	2,035,791	2,028,852	2,013,107
Baltimore	2,279,915	1,900,281	2,561,148	2,715,591	2,755,656	2,490,603	2,068,208	1,904,568	2,449,808	3,012,157	2,813,989	2,887,401
San Francisco	1,902,628	1,624,436	2,062,250	2,119,068	2,097,102	2,080,922	1,905,148	1,885,394	1,854,446	2,129,295	2,010,010	2,121,923
New Orleans	1,118,837	1,097,214	1,413,684	1,587,192	1,624,192	1,304,841	1,183,761	1,130,598	1,292,593	1,437,902	1,370,226	1,638,826
Portland	1,703,100	1,335,900	1,638,000	1,566,600	1,586,700	1,520,700	1,373,700	1,298,400	1,550,400	1,733,700	1,682,100	1,721,700
Kansas City	1,101,651	1,056,423	1,222,270	1,359,178	1,311,990	1,201,169	1,067,434	1,063,206	1,153,679	1,406,422	1,327,734	1,341,423
Indianapolis	579,951	514,272	610,784	685,026	734,022	586,032	544,083	550,449	570,241	739,593	674,144	754,356
Houston	506,040	458,682	600,712	631,612	651,784	575,004	504,224	483,728	509,614	655,830	631,806	633,752
Atlanta	1,292,270	1,272,380	1,306,248	1,519,168	1,579,452	1,417,976	1,259,454	1,176,756	1,371,786	1,551,154	1,617,784	1,591,968
Total	47,926,616	41,020,518	51,753,290	58,800,143	54,805,997	49,493,632	43,043,790	41,302,255	51,681,193	57,499,308	52,336,910	53,439,741

	1916											
City	January	February	March	April	May	June	July	August	September	October	November	December
New York	8,894,738	7,200,014	9,014,466	9,978,718	9,686,128	9,274,285	7,436,740	7,186,258	8,592,197	11,363,528	10,120,789	9,946,018
Chicago	4,649,100	3,758,600	4,654,923	5,294,000	5,148,300	4,949,400	4,139,100	3,960,600	4,775,400	5,241,000	5,175,300	5,119,000
Philadelphia	4,072,300	3,871,500	4,669,785	5,207,400	5,228,100	5,026,500	3,814,200	3,595,800	4,344,500	4,828,000	5,111,700	5,234,300
Cleveland	3,705,400	2,389,000	2,780,100	3,194,100	3,399,300	3,334,000	2,812,800	2,577,900	2,835,300	3,339,000	3,261,600	3,242,700
Detroit	3,287,400	3,006,600	3,699,600	4,142,700	4,041,900	3,770,100	3,213,300	3,021,600	3,422,000	4,328,700	4,191,000	3,969,600
Cincinnati	1,788,600	1,685,100	2,042,400	2,181,900	2,150,700	1,881,600	1,715,100	1,558,500	2,334,300	2,388,100	2,175,900	2,220,600
Washington	2,198,700	2,040,000	2,395,900	2,649,000	2,321,700	2,184,900	2,112,900	1,705,400	2,542,900	2,632,700	2,509,800	2,678,100
Los Angeles	3,826,500	3,501,800	3,986,700	4,059,600	3,942,900	3,864,000	3,747,600	3,674,100	3,749,400	4,227,000	4,206,600	4,359,623
Buffalo	1,600,000	1,463,000	1,840,000	1,962,000	1,900,000	1,865,000	1,550,000	1,299,000	1,748,000	2,028,000	1,860,000	1,827,000
St. Paul	1,396,060	1,211,672	1,531,838	1,656,024	1,668,304	1,567,454	1,326,712	1,400,266	1,568,800	1,666,532	1,627,738	1,661,430
Minneapolis	1,040,594	1,741,522	1,217,362	2,348,896	2,318,594	2,246,026	1,842,482	1,202,244	2,233,456	1,730,368	2,274,662	2,305,070
St. Louis	2,485,800	2,356,200	2,814,700	3,169,500	3,084,024	2,921,361	2,379,618	2,402,039	2,872,633	3,545,700	3,350,900	3,192,900
Milwaukee	1,804,110	1,633,974	2,118,729	2,454,834	2,333,348	2,113,898	1,791,372	1,640,511	1,806,971	2,025,308	1,591,331	1,911,412
Baltimore	2,634,266	2,438,341	3,051,194	3,221,672	3,247,146	3,240,867	2,569,795	2,340,049	2,872,386	3,747,757	3,483,407	3,355,572
San Francisco	2,034,600	1,705,062	2,170,350	2,226,860	2,245,544	2,181,452	1,941,520	1,910,512	2,098,384	2,278,936	2,117,894	2,199,540
New Orleans	1,418,503	1,343,015	1,675,806	1,672,680	1,537,660	1,380,397	1,276,723	1,185,066	1,313,581	1,563,323	1,605,114	1,902,177
Portland	1,610,400	1,515,900	1,715,400	1,776,000	1,732,800	1,563,300	1,440,900	1,446,000	1,612,500	1,771,400	1,804,700	1,743,300
Kansas City	1,243,360	1,248,975	1,374,906	1,443,319	1,455,455	1,242,233	1,258,328	1,174,744	1,366,728	1,543,500	1,428,810	1,412,767
Indianapolis	687,600	605,799	734,646	837,069	844,834	714,738	732,195	608,910	686,910	861,323	761,565	820,349
Houston	553,924	605,280	602,300	725,672	703,094	650,708	651,080	549,154	553,966	697,242	714,434	666,638
Atlanta	1,393,886	1,400,500	1,557,514	1,823,570	1,813,510	1,623,010	1,314,886	1,343,874	1,396,290	1,708,462	1,637,706	1,579,976
Total	53,125,293	46,700,484	56,178,888	62,183,359	60,463,079	49,933,540	41,807,291	46,275,861	57,320,006	84,360,478	60,760,050	60,098,851

N.Y. NEWSBOY LAW CHANGE

ADVOCATED BY STATE BODY OF CIRCULATORS—PROTEST ON MAIL SERVICE.

Appointment of a committee to urge modification of the present newsboy law to permit boys of ten years to sell newspapers and adoption of resolutions protesting against inadequate and unreliable mail service marked the convention of the New York State Circulation Managers Association, held in Syracuse, N. Y., on November 15.

Twenty-five circulation managers, representing all leading newspapers between New York and Buffalo, participated in the conference. There were two business sessions and between them the circulation managers were guests of Syracuse newspaper publishers at a luncheon. Edward Schoeneck, lieutenant-governor, and Stewart F. Hancock, corporation counsel, spoke.

In the minds of the circulation men, the opening of a campaign to change the newsboy law is the most important step they have taken since their association was formed. The necessity for a change, they say, is directly due to the new industrial situation arising from the war.

Under the existing statute, boys under twelve are forbidden to sell newspapers at all, boys between twelve and fourteen are permitted to sell them only on consent of the educational authorities and boys under sixteen years are forbidden to sell them late at night or before 8 a. m.

It developed, during a discussion led by R. D. M. Decker of the Albany Knickerbocker-Press at the afternoon session, that every newspaper in the state is laboring under unusual difficulties imposed by the Newsboy Law. It is practically impossible to get boys over sixteen, since they now find more remunerative employment in factories and shops. Sporadic enforcement of the law has worked havoc with regular circulation in many instances, frightening the regular newsboys out of business for days at a time and making it impossible for the circulation manager to distribute his normal output of papers.

It was pointed out by several of the speakers that most of the agitation against youthful newsboys is due to the activity of the undisciplined, irresponsible little urchins who appear in the streets after seven o'clock at night with three or four papers they have picked up somewhere and make a nuisance of themselves by trying to wheedle a few pennies from sympathetic buyers. Few regular newsboys work later than seven p. m. and there are hundreds of them in Syracuse alone between ten and fourteen years, who contribute an essential portion of the

support of their families.

At the coming session of the legislature the association will endeavor to have the law amended so as to make ten years the minimum age limit, whatever qualifying clauses in the way of controlling the boys may be added. The fact that Lieutenant-Governor Schoeneck told them he started his career by selling papers at the age of seven years, leads the association to expect some helpful support at Albany, and by excluding New York City from the matter, the circulation men hope for success.

Edwin F. McIntyre, Syracuse Herald; G. M. Therrien, Buffalo News; and R. D. M. Decker, Albany Knickerbocker Press, were appointed a committee to direct the campaign.

A strong protest against the present inadequate mail service badly crippled by "war economy" on the part of both railroads and the Government was framed after an address by Mr. Therrien. Removal of mail trains, cuts in the mail force of mail clerks and other war changes have affected the newspapers seriously, according to Mr. Therrien. Without some vigorous opposition, he believes the situation is due to become infinitely worse.

A telegram making plain the attitude of newspapers was sent to the Postmaster-General, and Secretary J. O. Taft was directed to draft a formal protest in a letter to follow it. Other state associations, it was said, were taking similar action.

Among the papers and discussions at the two business sessions were the following: "What circulation managers gained through the National Convention at Atlanta," by James McKernan of the New York World.

"The best plan for encouraging independent carriers and country agents to obtain new business," by Charles E. Blewer of the Binghamton Press.

"Branch offices in towns of 5,000 to 50,000 and value of localized editions," by W. C. Hixson of the Syracuse Post-Standard.

"Experience with newsboy clubs," by all members.

Mr. Hixson was appointed chairman of the membership committee with E. C. Hanford, M. A. Condon, and A. W. Cockerill, associate members.

The convention committee contains F. A. Roberts, Charles E. Blewer and R. J. Bulger, and the auditing committee is made up of R. R. Cleland, Raymond Parramore and Martin A. Miner.

The April meeting of the association, a two-day conference, will be held in Buffalo on invitation of the united Buffalo newspapers.

NEW DENVER PUBLISHERS.

The Western Oil Publishing Company of Denver has been incorporated with \$25,000 capital stock, by S. B. Slife, B. A. Hayden, E. L. Krushnic and C. Goard.

BENEFITS of I.C.M.A CONVENTIONS.

WHAT CIRCULATORS GAINED BY MAKING THE TRIP TO ATLANTA THIS YEAR.

By JAMES MCKERNAN.

Circulation Manager of the New York World; Second Vice-President I. C. M. A.; Vice-President New York State Circulation Managers Association.

(Address at New York State Circulation Managers Association meeting, Syracuse, November 15.)

The recent convention of the International Circulation Managers Association, which was held in Atlanta, was typical of its conventions, inasmuch as there were numerous subjects discussed that dealt with the many problems which confront the circulation manager in the discharge of his duties. To enumerate each subject would be a task too large to undertake; therefore, I will only mention the general advantages gained by attending the convention.

There was and always is an opportunity given the members at the convention to ascertain how particular schemes or problems are handled by other men in the same business.

There is nothing that tends to broaden a man's ideas more than to hear a general discussion from various viewpoints and to learn of the other fellow's way of doing things.

The experiences in the different sections of the United States and Canada of members who represented papers that recently raised their selling price was very valuable information to the circulation manager, especially if his publisher contemplates similar action. This was gone over very thoroughly at Atlanta.

The handling of army camps—Are you sure you are doing this in the best way?

Would you like to know how it is being done elsewhere?

The question was discussed at Atlanta, and I am sure all who attended learned something new about this important subject.

Economy in running your department was another important subject. No one will deny the advantages accruing to members who can avail themselves of all improvements made in this particular line by members representing both small and large newspapers. The big fellows can often learn much from the little fellow on this subject.

One has only to look at the following partial list of papers read at this convention to satisfy himself of their importance and benefits to those hearing them discussed:

Effects of raising price of paper to two cents; methods of holding circulation in such cases.

Can one or more papers raise prices without concerted action?

The psychology of price raising.

Schemes for reducing circulation expenses.

Value of magazine clubbing offer to daily newspaper circulation.

Cooperation versus competition.

Are mailing machines a success?

Various methods of handling collections.

Various methods of organizing and handling city solicitors.

Bulletin service value to circulation.

Improving mail service.

New zone rate and how best to handle it.

The control of newsboys.

Best plan for "R.F.D." circulation.

These are only a few of the subjects discussed from different angles. I believe the answer to any one of them, if such a question was

bothering a circulation manager for a correct solution, would more than pay his publisher for the time he spent in attending the convention, and it ought to convince any fair minded man that the journey was a profitable one—at any rate this was the consensus of opinion of those who attended.

ENCOURAGING THE CARRIERS

AND COUNTRY AGENTS TO GET NEW BUSINESS—THE INDEPENDENTS BEST.

By CHARLES E. BLEWER,

Circulation Manager Binghamton (N. Y.) Press.

(Address at New York State Circulation Managers Association meeting, Syracuse, November 15.)

I will not say that we have the best plan for independent carriers to secure new business, but think we have a very good one.

Previous to January 1, 1917, the Binghamton Press was a one-cent paper, and we paid our carriers \$1.00 per week. While we got a fair delivery, it was not satisfactory, for we were unable to interest the boys sufficiently to make him do good work. It was also a difficult matter to keep our carrier list up to where it should be, as we sold papers to many salesboys, and they would work it among regular routes and get many of the subscribers. This made it necessary for us to send our canvassers at certain times to build up the routes.

The first of last January, we changed from a one-cent to a two-cent paper. We also put our carriers on an independent carrier basis. This was a very radical change to make at one time, but we had hopes that with the help of our carriers, and by arranging it so that they building up their routes, it would mean more money for them that we would get away with it without much loss of circulation—which we did.

Our circulation decreased about ten per cent the first two months. At the end of that time, we had adjusted ourselves to the new system and decided to put on promotion campaign for new business and make an effort to get back a portion of the subscribers who had stopped their paper on account of the increase in price. We all realized that the boy, properly handled, would be our greatest asset as a selling force.

To get the most work out of the boy, it is important to get as close to him as possible, making him feel that he is an important factor in the organization and impress him with the fact that to be successful he must have a perfect delivery of the paper.

Also show him if he is selling the papers daily he will make a certain amount, but if he can increase to seventy-five or 100 copies daily, he will earn that much more.

Show him the importance of being on time for his route every night and that he must get his papers delivered at a certain time, if possible, for there are certain "subs" who have to leave home at 4.30 or 5 o'clock, and they must have their papers before they go.

Make him feel that he will be well come to tell the circulation manager his troubles, and do the boy a favor if possible.

The circulation manager who follows the above suggestions is bound to get good results from his carriers, and they will respond and work for him every time he asks them to.

On March 1, 1917, we began a six weeks' contest with our boys, offering them twenty cents for each new sub-

Curtright Circulation Company

"Premier Promoter of the U. S. A."

Now conducting its Sixth Contest for

The MERIDIAN (Miss.) STAR

More than a Hundred Successful Contests

Temporary Address

Meridian Star
MERIDIAN,
MISS.

Mr. Publisher!

If you want better results,
send for the Curtright Com-
pany for your next contest.

Permanent Address.

P. O. BOX 592
SHREVEPORT,
LA.

Service Banners

Size 15x19 inches. Printed in four colors on heavy enameled stock. Shows large picture of the American flag in colors, with "Our National Anthem" and with special printing in bold type at the bottom.
"A Man From This House Is Fighting For His Country."

Can be given free or offered on commission plan for five cents. Price \$35 per thousand. Many thousands are being used. This banner should be in every home. A custom in other countries; now being adopted here.
Write today for sample.

S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes.
Write for Samples.

The Limoges China Co.
SERRING, OHIO

scriber who stayed on our list one month or more. We also put up three prizes for them to work for, which consisted of a gold watch, valued at \$21, a sweater coat, valued at \$8 and a pair of Boy Scout shoes, valued at \$6.

The spirit and enthusiasm in which they entered this contest was splendid, and they brought in a total of 500 new subscriptions in the city alone. At the close of the contest, we gave the boys a banquet at the Y. M. C. A. Hall with music. Also several prominent men, some of whom had been former newsboys, gave them a talk along the line of service. We also distributed the prizes and the checks for commission that the boys had earned.

We have continued this policy with our boys to date and have just started our third contest, beginning November 5. The first week showed a gain of 100 new subscribers. I might also add that our city carrier list increased thirty-three per cent since January 1, 1917. This showing could not have been made with our former methods.

In the country towns, we get better results to use each town as a unit, for all the people in the town know the local boy, and if they do something for him they want him to win.

Follow the plan I have described in each separate town, and you are bound to get good results.

You will also get better service as we find that where the carrier solicits his own new business, he takes more pains in his delivery.

The motto of our circulation department is service, which we honestly try to give in every way.

HOLLISTER'S CIRCULATION ORGANIZATION

ON THE

St. Louis Republic AGAIN.

"Results Mean Repeat"

If you want more circulation, write or wire C. B. Hollister, care of ST. LOUIS REPUBLIC

The Northeastern Circulation Co.
Home Office: IOWA
DAVENPORT

The True News

FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg., NEW YORK

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

EVENING PAPERS on RURAL ROUTES.

HOW ONE "WITH THE GOODS"
CAN MAKE GOOD OVER
"A. M." COMPETITION.

By MARVIN A. MINER,
Circulation Manager Utica (N. Y.)
Observer.

(Address at New York State Circulation Managers Association meeting, Syracuse, November 15)

An evening newspaper can hold its own and make headway against morning competition.

Some cut their rates to a very low figure; some predate their last evening editions; others make a paper that appeals to some people they want to have on their lists and sell it to them on its merits or in connection with some premium or clubbing offer.

My paper endeavors to make an out-of-town edition that will interest every rural and small town newspaper reader in its territory. We charge our full price of \$5 a year in the small towns where the paper is received the same day as published, and \$4 a year on rural routes where the paper is received the next morning.

To stimulate rural and small town circulation, you must first get the co-operation of your news and editorial departments to produce a paper that will interest rural people.

Especially attention should be given the stock and market reports, as they are of vital interest to every farmer. Many farmers take a morning paper simply because it gives, as a rule, these reports very completely. But there is no reason why an evening paper cannot give him what he wants and needs and thus gain his subscription.

Correspondents should be secured in all small towns to furnish a letter of neighborhood gossip once or twice a week. Country people like to read about the little happenings and personal of the people they know, and such news is a big factor in circulation building.

Every newspaper has men on the road collecting and soliciting, and in addition to this work they should take the name of every non-reader. Lists of prospects can also be secured from your correspondents, farm directories, and various other sources.

During the fall and winter months these lists should be "hit up" with

KEEN PUBLISHERS Everywhere Are Buying Electric Bulletin Machines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin
Corporation.

NEW LONDON, CONN.

1-Col. Comics

So many have ordered here of late that you, too must need this excellent little service—top-notch as feature and filler.

The International Syndicate

Established 1899. BALTIMORE, MD.

sample copies and letters setting forth the merits of your paper and also telling of any special offers you may have at that time.

Print an order blank across the bottom of your paper and always send a return envelope. Farmers aren't great letter writers as a rule, and the idea is to make it as easy as possible for their names to get on your list.

Magazine clubs can be used to advantage, and I have no doubt that premiums would go very well, too.

Sample copies sent a day or two in advance of your traveling man will help many an order along. By offering a liberal commission to postmasters many an order can be swung your way.

It is customary for evening papers to make a little lower rate to their rural route subscribers, as the paper is not delivered until the day after publication. This offsets the argument about your paper being a day late, etc., and is one of the best inducements you have.

These are some of the methods, described briefly, we have used.

They are not new or original with us, nor very startling, but they do bring in business.

The whole thing is this—An evening paper with the "goods" can get rural readers.

NEWS NOTES OF CIRCULATORS.

David Rosenwein, an old-time San Francisco Chronicle newsboy, has written a patriotic song entitled, "Good-bye, my soldier boy."

The Madison (Wis.) State Journal has secured the right to print the drawings of Nell Brinkley, illustrator for the Hearst publications.

The Brooklyn (N. Y.) Eagle has been helping along by supplying yarn to the knitters-for-the-soldiers at cost.

The Birmingham (Ala.) Ledger, of which James J. Smith is publisher, recently published a forty-page tabloid supplement devoted to the industrial, commercial, financial, agricultural, live stock, produce, lumber and mineral resources and other advantages of Alabama.

Secretary of War Baker recently commended the Charlotte (N. C.) Observer, W. B. Sullivan, publisher, for the generosity in supplying an agency

The William L. Betts Company

NEWSPAPER CONTEST SPECIALISTS

Suite 406, World Bldg., NEW YORK

I Get the Money! J. A. McAVOY

Special editions
Weekly Review Pages

Nat'l Exch. Bk. Bldg.
PROVIDENCE, R. I.

by which the soldiers at Camp Green could keep in touch with the climax of the baseball season. Secretary Baker was fortunate in being in Charlotte at the time the world's series was being shown on the player board of the Observer and had an opportunity to see the entire camp assembled and to note the interest as the soldiers watched the returns come in.

Although only twenty-six years old, M. Fenske is now circulation manager of the Milwaukee (Wis.) Free Press. After serving two years in the city circulation department of the Milwaukee Sentinel, Mr. Fenske became



M. FENSKÉ.

assistant circulation manager of the Free Press. He remained at that position for two years and was recently appointed circulation manager.

The New York Globe has just closed its Liberty Loan essay contest, in which more than 400 schools, high and elementary, are represented. The essays are now being examined and it will take a few weeks before the awards can be announced.

The Miami (Fla.) Daily Metropolis has just installed a new press, which can print 30,000 papers an hour up to sixteen pages. The paper attributes (Continued on Twenty-second Page.)

A.N.P.A. ADVICE ON PAPER CONTRACTS FOR 1918.

WHY MANUFACTURERS MUST MAKE NEWS PRINT—BAD LEGISLATION CAUSE FOR U.S. NON-INVESTMENT.

The American Newspaper Publishers Association's paper committee says that a further study of the market situation indicates that the advice of the paper committee for the past two weeks has been most timely in relation to next year's contracts.

The committee announces:

A large number of contracts have now been signed since this decision of the committee was announced under the terms which it indicated should be sought. Publishers are finding little difficulty in most orders in protecting themselves for next year under much more reasonable terms than they had anticipated.

"On the other hand, we hear, of course, the usual talk by manufacturers of drought and floods and labor trouble and the gross exaggerations of the ills to which they are subject, which under the glamor of present war conditions can be stretched even farther than usual.

"The Great Northern Paper Company apparently proposed the fairest method of charging two and one-half cents at the mill, plus increased costs for next year.

"Many well informed authorities claim that the only satisfactory way is to have some sort of an adjustable contract, which may be adjusted over short periods, or buying in the open market entirely.

"It is obviously unfair to the publisher to be forced to sign a contract today for paper to be delivered in the next twelve months under prospective conditions for which there is no precedent, and which can only be estimated and guessed at.

"Manufacturers naming prices under such conditions will, in addition to their very large profit, add every possible contingency as and if breaking against them, with the result that the publisher will pay for every contingency which can be thought possible at all for the entire year, whether it happens early or late in the year, or at all.

"For this basic reason, the paper committee believes that contracts should only be arranged for next year at a fair price and that the five per cent over-weight allowance should be reduced to a maximum overweight of one-half pound, or certainly not more than three per cent, which would be equal to approximately one pound, and that the average weight of the paper supplied must be 32 pounds on the basis of 34x26/500 sheets.

"Further figures show that consumption has been substantially decreased, and will doubtless continue, due to publishers increasing price, eliminating waste, returns and free copies, loss of circulation due to new postal rates and a further decrease in consumption, due to reduced advertising.

"During the past month, the advertising in many large cities, particularly New York, was kept up by the recent elections, but the real increase is much less than would be shown by the figures. In addition to this, we have increased production, a number of new mills coming on the market, Newfoundland paper—all of this coupled with decreased exports.

"Under the panicky conditions of last year's market at this time, publishers covered themselves even at the then existing fearfully high prices, for their maximum requirements. These savings effected a drop in business, which have had the result of building up enormous storage, so that it is now known that in the hands of the manufacturers, in transit and in publishers' warehouses, there are substantially 300,000 tons, or, roughly, a three months' supply.

NO WOOD SHORTAGE NEAR.

"The famous wood shortage, her-

alded broadcast by the manufacturing fraternity failed to materialize. Labor conditions, while very scarce and severe, have not been as bad as anticipated.

"Woods operations have been continued and all mills are getting in a satisfactory supply, although at increased prices. It is apparently possible at the present time that a serious wood situation may develop by a year from now but certainly not before.

There has been ample water in all the mills, particularly those United States mills in Wisconsin and northern New York, so that the supply and production of groundwood pulp is very much above normal and there are enormous stocks on hand, the aggregate of which is probably in the vicinity of 250,000 tons, single manufacturers having as much as 40,000 tons, so that the pulp supply for the coming year promises to be exceptionally good. Price dropped from \$36 a ton at the mill to now about \$30.

"The 'ghost from the closet,' which publishers have nearly always fallen for, of turning machines on to other grades is not and could not materialize.

"It would cost millions of dollars to turn any substantial number of these machines on to other grades of paper and in the case of practically all the good news print mills it would be almost impossible to do so. Their machines are built strictly for news print, have not an adjustable wire, the mills run on slush pulp and have little or no beating equipment and could not possibly make a higher grade of paper, or even a wrapping paper.

"Only the small, old mills, such as the International is so plentifully supplied with, could make any other sheet and its tonnage is always small, as can be seen by the fact that the International is today running fewer machines on news print than a year ago, but is making more news print paper. The only active news print mill to change has been Berlin, which had a sulphate mill to furnish the kraft pulp for wrapping paper.

"Now, there is sufficient paper on hand and sufficient production in sight for next year's business and sufficient raw materials assured to be

able to say to these manufacturers that these inefficient marginal mills with their production are not needed in news print and it will certainly tend to a more staple and healthy condition in the news print manufacturing business for such mills to be in some other market, rather than always making news print under the menace of stopping if they do not get what they want.

"STUPID" LEGISLATION REASON FOR U. S. NON-INVESTMENT.

"These are the kind of mills that raised the holler about the Canadian tariff being taken off, and other developments which happened in the last few years. The real fact of the matter is that the only thing which ever scared capital in the United States from investing in news print mills was the unfortunate operation of these marginal mills, lack of satisfactory water power legislation and lack of adequate timber supply in the section of the United States where most of the paper was consumed.

"In the only part of the United States where there is any timber, viz., the Northwest, the water powers are all under such poor legislation that no mills could be developed.

"Instead of the Canadian tariff killing the mills in this country, it was stupid legislation and poor mill management.

"The publisher in the open market next year will have no difficulty if he handles his buying properly from being better protected than he would be under an iniquitous contract. If, however, he can make some equitable contract, such as the Great Northern

proposed, he would of course be ill advised not to make such a contract.

"There is ample paper in sight and nothing to worry about for next year's supply. Manufacturers are much more reasonable, and apparently very anxious after they have made their 'killing,' to maintain more friendly relations for the future, and although it is a year late, still it is the hope of the paper committee, that such relations may now be established permanently and an equitable market maintained indefinitely."

EDITOR URGES LEAVE FOR CANADIAN VETERANS.

Stewart Lyon, managing editor of the Toronto Globe, is back in Toronto after spending almost a year with the Canadians at the front, as representative of the Canadian Press.

Mr. Lyon made a plea that those who remained of the first Canadians to see active service should be given an opportunity to visit their homes again.

"There is no military reason," said Mr. Lyon, "why they shouldn't come back."

NEW FEATURE SERVICE.

The Federal Exclusive Feature News Service, has been incorporated in New York to conduct a news service, general publishing business, etc.

The incorporators are W. H. Brooks, 720 Seventh avenue; J. A. Milligan, 2676 Morris avenue; and A. A. Beecroft, Bayonne, N. Y. The capital is \$175,000.

U. S. NEWS PRINT IMPORTS AND EXPORTS INCREASE.

Reporting on news print imports and exports, the A.N.P.A. paper committee says:

"Imports show a substantial increase over last year, which will probably be maintained for the balance of the year.

"Exports, up to September, showed a decided decrease over the same period last year.

"The month of September shows the highest export record yet of 12,000 tons. This includes a large shipment of about 3,000 tons from the International Paper Company and some others to Australia, in addition to some unusual shipments.

"Last year, the month of August showed a very heavy export figure of 10,000 tons. This total of exports for September is probably only a temporary jump and the total exports to date are still somewhat under last year."

U. S. IMPORTS AND EXPORTS FOR 1917.

	IMPORTS.			
	1914	1915	1916	1917
January	29,769	24,166	25,986	41,023
February	21,598	24,045	25,856	23,487
March	26,618	25,863	41,952	47,229
April	24,525	23,864	28,033	42,571
May	27,739	28,156	42,787	48,050
June	26,810	24,890	41,452	47,140
July	26,580	21,531	40,120	47,324
August	28,064	21,245	26,475	50,101
September	28,525	21,047	26,860	46,605
Total for nine months	233,333	261,564	249,898	405,534
October	29,229	24,618	28,561	
November	26,923	26,132	28,756	
December	26,113	26,042	26,468	
Total for year	316,601	286,407	468,683	

These imports are practically all from Canada.

	EXPORTS.			
	1914	1915	1916	1917
January	2,294	5,104	8,000	5,143
February	3,402	3,239	6,158	4,601
March	2,480	4,118	5,204	4,006
April	6,884	4,809	4,843	4,486
May	3,042	5,199	6,071	5,844
June	6,015	6,797	7,300	5,943
July	4,610	3,487	7,458	6,757
August	5,794	4,123	10,294	5,677
September	9,948	7,377	6,714	12,403
Total for nine months	45,369	40,685	58,767	54,907
October	9,273	8,505	4,940	
November	8,373	8,343	6,617	
December	4,998	5,331	5,849	
Total for year	64,911	65,064	76,193	

N. Y. PRINTERS ASK BIG INCREASE.

NEWSPAPER PUBLISHERS IN
MANY CITIES HAVE HAD
TO RAISE WAGES.

In New York City, the newspaper scale committee that was appointed by President Rouse of Typographical Union No. 6, some time ago has finished its labors so far as the drafting of the document is concerned.

To begin with, it calls for \$1 a day increase and at the same time reduces the hours of work for those laboring on the night and third shift one-half hour. The document also stipulates that during July and August (the two warmest as well as the dullest months of the year) an additional reduction on all shifts of one-half hour shall take place.

At a special meeting of the union an endeavor was made to go even farther by reducing the hours to seven on all shifts, but eventually the committee's report prevailed.

A new wage scale is being discussed by union printers in Hartford, Ct.

An increase of \$3 per week has been granted by publishers in Port Arthur, Ont., making a flat scale of \$26 per week.

A raise of \$2 per week all around, the scale to be in effect from September, 1917, to September 1, 1919, has been granted in Coffeyville, Kan.

Increases from \$1.50 to \$3 per week are provided for in a one-year contract recently signed at Livingston, Mont.

A new scale, to cover the period from July 6, 1917, to July 6, 1919, with an increase of \$1 per week all around, has been signed in Kankakee, Ill.

A wage contract to run for a year and a half has been signed with the employers, newspaper and book and job, of Kirksville, Mo., granting an increase of \$1.50 per week all around.

Union printers of Marion, Ohio, have received a wage increase of \$3 per week, on a contract running for five years from September 23, 1917. Beginning with the date of the agreement an increase of \$2 per week became effective, and the further increase of \$3 is spread over a three-year period, beginning September 23, 1919.

Foremen in book and job offices received an increase of \$1 per week and all others in both newspaper and book and job offices an increase of \$2 per week, through an agreement signed by the employers of Tuscaloosa, Ala. The contract runs for one year from October 1, 1917.

The Flint (Mich.) Daily Journal, the only daily newspaper in that city, has granted wage increases as follows: Until January 1, 1918, \$24 per week; and for the following two years, \$25. A scale of \$22 per week,

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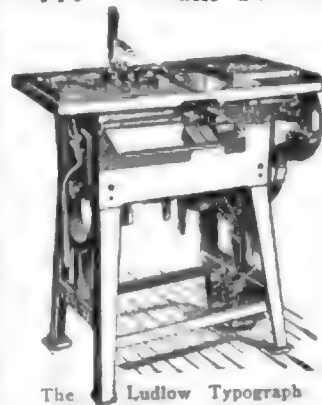
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an increase of \$4, was agreed upon for proofreaders.

Printers employed on the San Diego (Cal.) Morning and Evening Tribune and the Evening Sun, the two first-named Spreckles papers and the latter owned by the Scripps-McRae League, were informed on October 1 that their pay would be increased 25 cents per day. Six months hence, if business warrants, the management of the Union and Tribune said a similar increase would take place. The men donated the first day's increase to the soldiers' tobacco fund.

The Tulsa (Okla.) Times and Democrat, morning and evening, have raised wages of all composing-room employees \$2 per week, making the rate of pay \$27 and \$30 for day and night work, respectively, and the raise on the World, morning, also is \$2 per week above the scale. The Mid-West Printing Company and the Democrat job office are paying \$27 a week, which is an increase of \$3 over the scale.

A new scale to be in effect for one year has been agreed to in Orange, N. J. Hand compositors in book and job offices will receive \$23 per week and machine operators \$25. Night rates are \$3 per week over the old scale. The increase amounts to \$2 and \$2.50 per week, respectively, for hand and machine men.

The new union at Sherbrooke, Province of Quebec, has been granted the eight-hour day and an increase in pay of from \$3 to \$6 per week.

An increase of \$4 per week for floormen and \$2 for machine operators and foremen has been agreed to in Beaver Valley, Pa., for the years 1918, 1919 and 1920.

Rahway, N. J., has a new scale, with an increase of \$1 per week for floormen and book and jobbers, the wage being \$23 per week.

FOR Y. M. C. A. PUBLICITY.

Roger Daniels, formerly reporter on the Savannah Press, now is state director of publicity in Georgia for the Young Men's Christian Association. His headquarters are in Atlanta, but he spends most of the time in the field, particularly at Fort Oglethorpe.

John K. Allen, a Boston advertising man, is covering the publicity in the military department of the Northeast for the thirty-five million dollar War Work Fund campaign, carried on by the Young Men's Christian Association, November 11-19.

Leon M. Wickersham of the Wilmington (Del.) Star, is handling the publicity for the fund in Delaware.

SOLDIERS' WEEKLY HAS NEW NAME.

The ? ? ? , the weekly newspaper of the 1st and 2d provisional regiments, New York Guard, doing duty along the state's aqueduct and barge canal now has a real name and will henceforth be known as the Watchdog.

An award of \$25 was promised to the soldier who would suggest a name satisfactory to the contest board, but the latter had to go outside the names submitted. The prize was awarded to the board, but the \$25 was declined, and it was unanimously voted that the money be given to the Watchdog to aid in further financing it.

GERMAN EDITOR INTERNED.

Max Lucke, former editor of the Portland (Ore.) Deutsche Zeitung, now suspended, was arrested on November 8 and will be interned for the period of the war. Of late Mr. Lucke has been editing a German weekly.

SOME NEW BOOKS

"ACCOUNTING PRINCIPLES," by Samuel F. Racine, C. P. A.; Western Institute of Accountancy, Commerce and Finance, publisher.

In the production of this book, the fifth in Mr. Racine's "Accounting Students' Series," particular study was made of the published examination papers of recent years, and the salient features of these papers were brought into the volume. Instructors and students using this book find it valuable.

"PSYCHOLOGY," by Burtis Burr Breese, professor of psychology in the University of Cincinnati; Charles Scribner's Sons, publishers.

This text aims to give a comprehensive view of the facts, principles and theories of human psychology. Representing, as it does, the various points of view of modern psychology—the analytic and the descriptive, the structural and the functional, the genetic and the physiological—the study of mental life.

"MANUAL OF MILK PRODUCTS," by William A. Hocking, professor of dairy industry at Cornell University; the Macmillan Company, publisher.

This new work is intended to serve as a reference book covering the entire subject of milk and its products. The book is the eighth volume in the "Rural Manuals" edited by L. H. Bailey, one of the foremost authorities on agricultural science, and maintains the excellent standard already established by the earlier volumes of the series.

MURPHY FILES COMPLAINT IN LIBEL SUIT.

The complaint in the \$500,000 libel suit of Charles F. Murphy, leader of Tammany Hall, against the Press Publishing Company, because of the publication in the New York Evening World on October 22 last of an editorial containing alleged remarks by ex-Chief of Police William S. Devery concerning Mr. Murphy, was filed on November 13 in the Supreme Court.

The complaint quotes the alleged libelous articles, and alleges that "the statements set forth purport to connect the plaintiff with certain pool-rooms, amounting to charges that the plaintiff had been guilty of crimes and of violations of the penal law and the penal code." The complaint is signed by Mr. Murphy.

JOINS FOOD FORCES.

Charles B. Ryan, Jr., has left the city staff of the Norfolk Virginian-Pilot to become first assistant to the chief of the foreign language press section of the public information division, United States food administration.

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ATLANTA CONSTITUTION'S BIRTHDAY RECALLS CITY'S VERY INTERESTING JOURNALISTIC HISTORY.

By SAMUEL W. SMALL,

A member of the news staff of the Constitution in its pioneer days.

In 1868 the mad orgy of "Southern reconstruction," under the legislation of the rampant radical Republicans of the "rump congress," was just getting under full headway.

It was in the midst of that confusion of government and of political counsels that the people of Georgia began to organize their scattered forces and recover courage to assert their constitutional rights, with the intention to regain the control of the state and destroy the rule by carpet-baggers.

With the assurance that the states of the South were to be soon accorded representation in the Government, even though upon terms dictated by aliens, there arose a general desire for a press leadership at Atlanta, that had been made the state's capital by military action. The real people of Georgia demanded a voice at the center of political power, by which they could utter their convictions, register their protests and promote measures for regaining their right to rule the state.

The answer to that demand was the establishment of the Constitution on June 18, 1868, by a small company of determined men.

Colonel Carey W. Styles was the prime mover in the adventure and the paper began its daily career upon a very precarious foundation, trusting almost wholly to the patriotic devotion and sacrifices of an impoverished but "unreconstructed" constituency.

The times were exceedingly parlous, the powers dominant were sure to be hostile and unscrupulous in devices of oppression and suppression, and threats were not lacking that the paper would be quickly strangled.

MAN FOR EMERGENCY.

Colonel Carey W. Styles had been a Confederate soldier and officer with no doubt at any time of his courage and dogged stubbornness. He had an active brain, a fiery temper and reckless daring in the use of both words and weapons. He was just the sort of spirit the emergency and the enterprise called for. After many vicissitudes of fortune he passed out of life in the Soldier's Home in Austin, Tex., some years ago, but it is just to him to say that at the most critical juncture of Georgia's history his voice was that of her Roderick Dhu.

During the year that he stood at the helm of the Constitution occurred the Presidential campaign of 1868—a campaign that was full of excitement because it was the first one after the conclusion of the Civil War and in which most of the Southern statesmen were permitted to take part by electing electors.

The fact that Georgia in Republican control, "went Democratic," was attributed in main to the strenuous and brilliant fight made by the Constitution, which had sprung into widespread popularity among the people and whose power as their champion was admitted and felt sorely by their opponents.

Scarcely a day of that birth year, 1868-9, of the Constitution was barren of some sensation affecting the domestic or political life of the people of Georgia, and how faithfully every vital event was reported and the interests of its constituents represented by this newspaper can only be understood by one familiar with its files of that era.

It may be of interest to note that on the same day, perhaps, that the Constitution was born, the Louisville Courier-Journal also appeared, control of the two journals so hyphenated having been acquired by Henry

Watterson, who had given up his partnership in the Nashville Banner in order to command the larger vantage point on the Southern bank of the Ohio. Since then Colonel Watterson has made his paper famous around the globe and is now the one great editor whose name is more often used than that of his paper in quoting its utterances.

When Colonel Styles, in the face of the notorious "Black Friday" panic, when gold reached 164 on Wall street decided that he could no longer finance the Constitution, he transferred his holdings to Colonel J. H. Anderson, whose patriotism and fine business abilities prompted him to keep the paper in action.

Colonel Anderson associated as his partner his son-in-law, Colonel William A. Hemphill, who had been a gallant Confederate artillery officer and wore in one cheek a deep scar that testified how nearly he had given the supreme sacrifice of courage and duty. He came from a teacher's desk to the business table of the Constitution, and for more than thirty years his watchworks brain and steady guiding hand piloted the paper over financial shoals and across quicksands of competition that threatened sure disaster scores of times, and, probably under other pilotage would have planted the paper in the once notorious Atlanta "newspaper graveyard." His close economies, his fine personal integrity and the confidence of the business world about him made him the right man for the precarious journey any daily paper in the South was fated to make in those days to a position of security.

The retirement of Colonel Anderson left Colonel Hemphill as the principal owner of the paper. He called to its editorial head Colonel Isaac W. Avery, who had been one of "Morgan's men" in the war, and who was a keen and brilliant editorial writer.

Later on he was called to other engagements, and Colonel Edward Y. Clarke purchased an interest in the paper from Colonel Hemphill and became its managing editor.

In 1871 the Republican machine in the state began to break down, and on the last day of October the Constitution announced the startling news that Governor Bullock had resigned the night before and fled the state. This was a great triumph for the

Constitution, for it had fought Bullockism night and day from its inception.

About these times arose a fierce competition between the daily newspapers in Atlanta for the patronage of the reviving people, especially in southwest Georgia.

The railway schedules out of Macon to the Southward were such as to make it impossible for the Atlanta morning papers to reach Macon and get South of that city before the night trains of the same day.

In order to overcome that handicap and meet the intense demand for newspapers from the capital city, where important events were constantly occurring, the Atlanta newspapers began to hire special trains—an engine and car—to carry their papers to Macon on fast runs to catch the morning trains to the southwest and southeast Georgia. The early morning races to get "off the press" first and start the first train became a state-wide sensation, and many thrilling adventures marked the rivalry, but the most thrilling thing about the contest was the daily scuffling to get the money in each office to pay the heavy and exhausting tolls charged by the railroads for the extraordinary service.

In the end the Constitution won out and not only saw its competitors distanced and defeated, but fortunately succeeded in securing such changes of schedules as to finally put it independent of all competitors.

One of the contributing factors to the victory of the Constitution was the advent of Colonel N. P. T. Finch, an able writer from New York, brother of the author of "The Blue and the Gray" poem, who brought money enough to buy a respectable block of stock in the paper at this critical juncture. Colonel Finch remained as chief editorial writer until after Colonel Clarke had sold his interest to Captain Evan P. Howell in 1876, and then, in 1877, Colonel Finch sold out to Henry W. Grady and retired for some years, later becoming editorial writer on the Birmingham Age-Herald.

CONSTITUTION REORGANIZED.

When Captain Howell—who, returning from the war, became city editor of the Atlanta Intelligencer, then Atlanta's only daily, giving him an acquaintance with journalism, and who had lately been solicitor general of the circuit and state senator—took active management of the paper as president and editor-in-chief, he began a thorough reorganization of its forces.

He it was who negotiated the purchase of the Finch interest by Henry W. Grady, whom Captain Howell had brought to the Constitution as a special writer, and between whom, until death broke the bond, there existed an attachment of the keenest affection.

Grady had already become famous among Georgians by his connection with other papers, notably the Atlanta Herald, as co-partner of the brilliant and ill-fated Colonel Robert A. Alston. He possessed one of the most fertile and versatile minds ever produced in the South, was owner of an ornate and picture-projecting vocabulary, a keen appreciation of news values and his associations with public men gave him outlooks upon events especially such as "cast their shadows before them" that were fairly prophetic and almost statesmanlike.

Grady was passionately devoted to Atlanta and to Georgia, and, in fact, to both the South and the nation. He used the columns of the Constitution with tremendous power to promote the Atlanta spirit, to make Georgia a merca for capital and enterprises, to vindicate the loyalty of the people of

the South, and to put them in line with cosmopolitan patriotism.

In all those remarkable campaigns inaugurated for such purposes he had the sympathetic and wise support of Captain Howell, who was pre-eminently astute in political matters and had an acute judgment over men and measures in every field where his paper exerted influence.

Among those who became interested financially in the Constitution during the era in question were Albert Howell, Sr., brother of Colonel Evan P. Howell. He sold afterwards to Sam and Hugh T. Inman, while Clark Howell, Jr., son of Colonel E. P., acquired three shares of the Finch stock, the major part of which had been bought by Grady.

The yellow fever epidemic on the coast in 1878 caused Joel Chandler Harris, then engaged upon the Savannah News, to seek refuge in Atlanta. Harris had been associated there with Colonel W. T. Thomson, the author of the famous humorous adventures of "Major Jones," and the quiet fun in both had found frequent ebullition in the columns of the News. Indeed, Harris had become very popular as a paragrapher of state news, which then was a prominent feature of all daily newspapers.

UNCLE REMUS.

Captain Howell made successful proposal to Harris to join the staff of the Constitution as a general writer and paragrapher on the editorial page, and thus the future classic folk-lore humorist of the South began to reach that national audience that now was being acquired by the Constitution under the popular names of Howell and Grady. And it was in the Constitution that Harris' immortal "Uncle Remus" sketches first appeared.

During all those first thirty years of its career the Constitution had been bucking the varying hard times of the South and the country, slowly gathering a constituency that rallied to its every slogan and surviving perhaps the most persistent efforts at competition ever encountered by a daily newspaper outside of New York city or Chicago during those same years. The history of those competitions in Atlanta would make a fascinating story to a modern journalist.

Readers may recall the first snuffing out of the old Intelligencer, conducted by Colonel Jared I. Whitaker, a journalist of the stately ante-bellum "pistols and coffee-for-one" style.

Then Colonel Sam Bard, who had become an emergency Republican, ex-governor of the territory of Idaho, and now Grant-appointed postmaster of Atlanta, printed his New Era, that succumbed promptly when Colonel Bard became separated from the national pay roll.

Georgia's final status politically was yet hanging fire in Congress, and that aroused the ire of Alexander Hamilton Stephens, former vice-president of the Confederacy, now restored to political rights, but who, with Herschel V. Johnson, had been refused the seats in the United States Senate to which they had been chosen by the legislature assembled by President Johnson "to restore the state in the Union."

Mr. Stephens was determined to fight for the rights of Georgia and her sisters in plight, and concluded that the way to win the battle was to establish a newspaper in Atlanta and bombard the radicals with incontestable constitutional arguments. So he founded the Atlanta Sun, that began to shine in red-hot style.

The political admirers of Mr. Stephens supported him bravely for a season, and his lengthy editorials, signed "A. H. S.," became the temporary wonder of the state and eventually the journalistic joke of all the prominent newspaper sanctuaries of the

nation. His money soon failed and that of his immediate friends could not stand the steady and fierce drain upon a daily newspaper exchequer, so the Sun soon went down to rise no more.

Then in varied successions some of the most versatile and impecunious "trained journalists" of Georgia and the South tackled the problem of taking the field from the Constitution—that by now was acknowledged to be the standard daily of the state.

The most ambitious and temporarily serious of these undertakings were the Atlanta News, by Alex St. Clair Abrams, the Atlanta Herald, by "Bob" Alston and Henry W. Grady—and it was after its death that Captain Howell brought Grady to the Constitution—that had a brief and bailiff-chased career under Colonel B. F. Sawyer; the Daily Capital, under Charles S. Atwood, whose busy legs were his chief capital, but his venture was also captured by the mortgage-master; the Post-Appeal, by Colonel Marcellus E. Thornton, then by David E. Caldwell, made a bold bid for permanency, but could not stand the pace and, I think, was eventually absorbed into what is now the Atlanta Journal, the sole and successful survivor of a steeplechase pack of papers, such as Telegrams, Evening Herald, Gazettes and others "too numerous to mention" as the sheriff might have stated upon the vendue bills that wound up the affairs of most of them.

GENIUS OF GRADY.

The genius of Henry W. Grady for journalism was peculiarly suited to his time after he found his place on the Constitution, unembarrassed by financial shackles upon his news enterprises. In close working harness with Captain Evan Howell, whose common sense, even balance, and remarkable power for leadership was a marvel, the two soon lifted the paper to a place in the sun of national recognition and power.

What Grady wrote obtained quotation everywhere, while invitations arrived from all sections, South and North, for addresses upon special occasions and at important public functions. These things brought subscribers and advertisers to the paper out of fields that no other Southern journal had been able to reach, and the circulation and prosperity of the Constitution not only increased by leaps, but became large and constant.

Captain Howell impressed Grady with the fact that the prosperity of the people to be served must be the sure basis of the paper's own prosperity. Therefore, while other editors were grinding out encyclopedic editorials in their hidden sanctums, burying their faces in exchanges and sitting in clubs or public offices listening to the jowling of obsolete politicians, Howell and Grady were busy among the people who were bringing things to pass.

They went in and out among the railway men and boosted whatever those managers did that would benefit the Southern farmers, factors, or towns, especially Atlanta; then they would detect some injustice in railway rates or management and would jump upon it with such publicity and protests as to force corrections; they attended county fairs, state fairs and farmers' conventions and made the Constitution the alert and faithful friend of the farmers—and were the pioneers in making farm news and counsel a paramount feature in their publications.

They made it their rule not to miss any important political gathering and college commencements and public school celebrations could make sure of either their presence or a personal representative from the Constitution. Nothing that was of interest to the people was alien to either of them,

and under their policy the popularity of the paper grew nation-wide.

NOTABLE ENTERPRISE.

Several notable instances of enterprise by the Constitution should not escape worthy treatment in any history, either of the paper itself or the progress of the state.

In 1877 a constitutional convention was called to Atlanta to revise and amend the constitution of the state.

Recognizing how tremendously concerned were the substantial people of Georgia in the labors and product of this fateful convention, Captain Howell, upon the suggestion of the writer of this, who was then a reporter of the Constitution, and a skilled stenographer, decided to have

a verbatim report of its proceedings printed daily in the Constitution, so that the people of the state might know from day to day what was being said and done in the making of their new constitution.

He undertook a labor and expense that had never before been tried outside of the national Congress. The venture proved sensational, popular and wise, the circulation of the Constitution was greatly augmented and the volume of debates that resulted has since been a *vade mecum* to the legislatures and courts of Georgia in defining and construing the purposes of those great constitution makers.

The next great adventure championed and made actual by the influence of the Constitution was the first

"International Cotton Exposition," held in Atlanta in 1881.

The old office of the Constitution that had been the theater of its struggles and triumphs for so many eventful years had grown too small for its expanding business by 1883 and the new building was begun, and completed and occupied in 1884—as it now stands at the corner of West Alabama and Forsyth streets.

It became a center of state and Southern influence and in its offices many strenuous and notable political campaigns were projected and managed to victory. One of the great events of its first years' occupancy was a famous celebration of the election of Cleveland to the Presidency—the first Democrat chosen to that office since the Civil War.

GETS TRAINING IN THE EAST.

In the summer of 1883 Clark Howell, Jr., son of Captain Evan P. Howell, but "junior" to his greatly beloved and honored grandfather, was graduated by the University of Georgia, after completing the course of the Atlanta public schools. He had determined while yet in the Atlanta High School to follow journalism as a profession, and employed all his studies to that end.

He was already familiar with the personnel and workings of the Constitution, but he desired training in cosmopolitan schools, and to obtain it he went East and worked zealously under the managing editors of the New York Times and the Philadelphia Press for about a year. Having familiarized himself with the most modern methods of searching out and handling news, he returned to Atlanta in the spring of 1884 to take the place his devoted father had been preparing for him. His first billet was that of night news editor, but soon after he became the regular night editor, and later the assistant of Grady as managing editor.

Between Grady and the younger Howell there was the same confidence and accord as between Grady and the elder Howell, so that as the public calls upon both Captain Howell and Grady became multiplied and they were frequently abroad filling such requisitions, the full burden of conducting the paper frequently rested upon the brain and hands of Clark Howell.

Grady especially was in constant demand for orations in many of the greater cities, and for that reason he freely trusted to his facile and accomplished lieutenant and so the latter came to be the reliable governor of the mechanism of the great journal when but little more than twenty-four years of age.

When in December of 1889, as the Christmas eve cheer was permeating the homes of the nation, the spirit of Grady, the "Apostle of the New South" and of the reunion of peace and patriotism, passed into the mysterious bourne, followed by nationwide grief, it was the natural thing that he should have no other as his logical successor than Clark Howell, who thereupon became the responsible managing editor of the paper.

Thus, within half a dozen years this young university alumnus had forged his meritorious way to the full generalship of a great daily that had by his help come already to popular fame as "The Standard Newspaper of the South."

WIDELY QUOTED.

And that, be it truthfully recorded, was no self-assumed flamboyant title, because no newspaper in the South and few in America have ever had consistently upon its staff writers of such national favor and fame as the Constitution. No other Southern journal has been as widely and constantly quoted, had its special arti-

(Continued on Twenty-fourth Page.)



CLARK HOWELL,
PUBLISHER OF THE ATLANTA CONSTITUTION.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 30, 1904.
Issued every Saturday by THE FOURTH ESTATE Publishing Company.
Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 223 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c.; to other countries in Postal Union, \$1.04. Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices. Single copies, TEN CENTS (except Special Editions, 25 cents.) Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

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ERNEST F. BIRMINGHAM, Publisher

No. 1238.

FOR THE WEEK ENDING NOVEMBER, 17, 1917

STRIKE! STRIKE NOW!! STRIKE HARD!!!

Congress is about to convene and newspaper publishers should at once in their own interest impress upon their Senators and Representatives the immediate necessity of enacting such laws as will enable the unused water powers owned by "Uncle Sam" to be developed along such lines as will enlist capital and make possible the utilization of the vast paper making timbers now waiting, some of which is dying and going to waste.

These immense resources would be enhanced in value by intelligent cutting, as has been demonstrated in foreign countries.

Conservation should mean intelligent utilization instead of wasteful stagnation.

For example, the forest reserves of New York State are suffering because no one is permitted to even remove dead, down, or rotten timber.

Could any one conceive of a more assinine or unintelligent statutory condition? Yet this was and is the result of activities of a class of fanatical people calling themselves conservationists.

No Senator or Representative would deliberately turn the newspaper publishing interests over to the tender mercies of our friends the Canadian paper manufacturers. Yet their failure to afford the relief asked for will work to exactly that end.

Encourage capital to embark in the paper making business.

Encourage the development of new tonnage in this country so that we may abandon the policy of price fixing, which will ultimately drive every one out of the news print making industry and leave us absolutely at the mercy of other countries.

Never for a moment lose sight of that fundamental principle so well expressed by the celebrated T. P. O'Connor in one of his so-called "Irish Bulls": "No matter what our relations in life may be, that which is good for you and is not good for me is not good for either of us."

Encourage increased production so that the free play of the law of supply and demand may afford us all the relief possible.

Sixty millions is the estimated potential water horse-power of the United States.

Of this sixty million only about six million, or ten per cent, is at

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 30 cents a line; again measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$250; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 25 lines in depth of column) double price.

present being availed of through electrical development.

Dependable estimates show that thirty-five million water horse power can be developed as soon as the necessary Federal authority is secured.

Bills now pending in Congress, the passage of which will place the requisite authority in the hands of the Departments of War and Interior, adequately protect the public interest and at the same time assure the early development of these water powers.

At least 500,000 horse-power is located adjacent to paper making timber, where the powers could be developed at extremely low initial unit cost and with timber supply, barring fires, in perpetuity.

This development alone would provide us with 5,000 tons per day of news print paper.

There should be no question as to early action and the conditions should be so attractive that immediate action will ensue.

A prominent public man has said: "Development has been held back by a little group of water power magnates and their friends in Congress who have blocked all legislation which would not give them these valuable properties forever and for nothing."

If the newspaper publishers in this country are alive to their own interests, each and every one of them will actively and affirmatively, right now, inform their Senators and Representatives of what all this means, for it is inconceivable that this water power legislation shall be longer delayed when they know the facts.

It is up to you, Mr. Publisher, for if you "let George do it" you will finally pay the piper.

GOVERNMENT BRANDS LIGHT ADVERTISING AS A WASTE.

The use of coal in the production of electricity for non-essential purposes is curtailed throughout the United States in an order issued November 9 by Fuel Administrator Garfield.

The order will prevent the lighting of advertising signs and other outdoor electrical display until 7.45 at night, and they will be forced to darken at 11 o'clock at night.

It is estimated that this order will save fifty per cent of the fuel now

used in maintaining this class of electrical display.

Dr. Garfield is anxious to avoid interference with legitimate business just as far as possible, but he is determined to see that the industries essential to the conduct of the war and the domestic consumers of the country have the coal they need.

The order makes an exception of signs maintained by small merchants for the purpose of directing customers to their places of business.

These, if not of an unreasonable size, will be permitted to continue while the establishment is open for business.

Experts have determined that at least 250,000 tons of coal per year are used for this display electric lighting. This amount, it is estimated, would keep 100,000 people warm throughout the winter.

A committee of the gas and electric service companies of the country co-operated with the Fuel Administration in determining the need for a limitation on coal consumed in supplying current for the outdoor display lighting, and the restrictive order has the approval of this committee.

It is expected that the restrictive order will result in an incidental reduction in addition to the fifty per cent curtailment directly ordered.

With the effectiveness of the display signs cut in two, it is probable that advertisers will reduce their use of outdoor displays, which is purely and simply a waste of national resources.

This offers a splendid chance for newspapers to educate electric sign advertisers in the value of newspaper space.

It's a safe bet that they won't go back to old methods—if the newspapers take proper advantage of their opportunity.

THE BOOK PAPER MAKERS WILL BE GOOD.

If only the news print situation was in as satisfactory a shape as the book paper situation there would be signs of relief in the vicinity of the Federal Trade Commission. It has been apparent to the Trade Commission ever since formal "complaint" was filed against the book paper manufacturers and their Bureau of Statistics, that the producers in this section of the industry have no disposition to assume any such attitude of defiance toward the trade body as has characterized certain news print manufacturers since indictments were returned in New York.

As a Trade Commissioner has expressed it for THE FOURTH ESTATE:

"The book paper manufacturers in effect deny that they have done the things that we said they did, but they clearly convey their promise not to do them in the future."

The virtual abandonment of the Bureau of Statistics and the shift of its erstwhile secretary, Charles F. Moore, to other activities is accounted at the Trade Commission the keynote to an attitude of virtual compliance on the part of the book print men. To be sure, only twenty-three out of forty important book paper manufacturing concerns have been members of the association known as the Bureau of Statistics.

However, the twenty-three producers are accounted a "majority" in every sense of the word, their aggregate output being 2,200 tons daily out of a total of 3,000 tons daily for the full two-score manufacturers, so that it is reasonable to assume that the twenty-three firms will set the pace for the industry in all phases of sales policy as well as in bowing to the mandate of the Trade Commission.

It will be recalled that ostensibly the function of the Bureau of Sta-

tistics, Book Paper Manufacturers, upon which the Trade Commission prosecution was hinged, was merely the gathering and disseminating of statistical information. The Trade Commission investigators did not mince words in declaring that the facts indicate that "the activities transcend such declared purpose." Indeed, the suspicion of the Trade Commission was aroused by the coincidence that the sharp advances in paper prices that occurred in 1916 almost invariably followed meetings of the Bureau of Statistics at the Vanderbilt Hotel, in New York.

Perhaps the most important thing that has happened recently with respect to the Trade Commission's police work on the paper beat has been an open-and-shut acknowledgement from one of the leaders of the opposition to the effect that the trade body was strictly within its rights when it brought up short C. F. Moore, the secretary of the misnamed Bureau of Statistics.

The association of paper manufacturers that made up the bureau employed camouflage to the extent that the association was unincorporated and had neither constitution nor by-laws. No minutes or records of meetings were kept. The only officer was the secretary and the only office his office.

When the Trade Commission sought to come down on the secretary there was, consequently, more or less talk in paper trade circles to the effect that "it can't be done"—argument that there was nothing to get hold of.

However, the Trade Commission had come to the conclusion that, whereas ostensibly the duties of the secretary were to compile and distribute statistical information, in reality his role was to encourage, by correspondence and personal solicitation, the raising of prices by members.

Now after the bluff has been called, comes an attorney for the paper interests and acknowledges publicly that the Trade Commission was right. Appearing before the trade body in another case and speaking on the broad subject of the jurisdiction of the commission, Gilbert H. Montague digressed, the other day, to say:

"Take, for example, your book paper case. In your theory of that case that you did have jurisdiction under the act you were unmistakably right on one proposition and that was in putting in as one of the respondents Charles F. Moore, who is merely an individual, who is merely secretary of an association, who himself nor his association is engaged in interstate commerce. But you very properly held that even though he himself was not engaged in interstate commerce he was doing some kind of act which in your theory did interfere with the interstate commerce of somebody else. It is a perfectly clear principle and you are absolutely sound on it. It happens to be the first instance in which you did it and I think you were eternally right on that proposition."

NOTE AND COMMENT.

The City Council of Panama has issued a decree that in the future no signs or advertisements will be permitted in public places unless the owners sign a contract with the municipality for the display. Commercial signs in front of places of business are excepted from this ruling, but they are to pay a tax of \$1 a month. Payment of this fee in advance will reduce it to \$10 a year. All signs displayed in public places must bear a stamp showing compliance with the decree, and must be in Spanish. The text in a foreign language, however, may be placed direct-

ly under the Spanish working, if desired.

The display of signs, posters or advertisements containing mistakes is prohibited and is penalized by fines.

The W. D. McJunkin Advertising Agency, Mallery Building, Chicago, claims the distinction of having prepared the first advertising campaign for the sale and distribution of human skeletons. The agency has just completed the preparation of such a campaign for Truax of Chicago, dealer in physicians' supplies, and the skeleton copy will appear shortly in a number of medical magazines.

The copy writers on the skeleton job were compelled to rely entirely upon their own resources, there being absolutely no precedents to govern such advertising.

Before the war newspapers were not sold on the streets of Amsterdam, but only at news-stands and publication offices. The war has produced street sales—not only by newsboys, but by men and women.

They are not as numerous, as in the United States and England, however, for as a rule the Dutch people are regular subscribers to the journals that they read.

Until a few months ago the price of the newspaper sold on the street was five Dutch cents (two American).

Then it was raised to six Dutch cents, and today it has been advanced to seven and one-half (three American).

This applies to the principal daily newspapers.

The advance is made by the publishers because of the increasing cost of paper and other items. The price to regular subscribers, advanced ten per cent in 1916, is not changed at present. It ranges from \$1.35 to \$1.75 per quarter, according to the newspaper.

This subscription price covers a morning and an evening edition every day except Sunday and Monday, which have one edition each, and except on several holidays in the course of the year, when one or both editions are omitted. The week-day morning issue consists of four to six pages; the Sunday, eight to twelve. The evening edition, which is the most important, consists of ten to fourteen pages.

For a village of less than 800 inhabitants and five and a half miles from a railroad, Raritan, Ill., has fully contributed its quota to the newspaper fraternity.

Among those who once made their home in or near Raritan, who published newspapers, are: J. C. Coulson of the LaHarpe (Ill.) LaHarper; A. H. Kershaw of the Stronghurst (Ill.) Graphic; C. E. Pendarvis of the Media (Ill.) Record; W. H. Bonham of the Deadwood (S. D.) Pioneer-Times and F. L. Basco of Dice, Ill., retired.

The Standard Oil Company published a page advertisement in New York newspapers this week in honor of its employees with the colors. The name of each man was printed under the following announcement:

"In this space we have hitherto listed the dealers who distribute 'Socony' Motor Gasoline. We now take pride in listing the names of more than 300 men from the Standard Oil Company of New York who have entered the service of their country. We know they will serve their colors as capably as they served us."

In advising publishers that they are going to launch a very extensive advertising campaign in leading national magazines exploiting Riley's Works, Harper & Brothers offer newspaper publishers an advertisement to

run whatever space available will permit, agreeing to pay for same twenty-five per cent for each order received and passed for the set of books. They go one better by submitting a similar proposition on Mark Twain.

Emphasis is placed on the big chance for publishers to make money on this proposition!

It will be interesting to learn what publishers accept it.

Co-operation among its departments secured a perfect record in the publication of the Toledo Blade during October, 1917. The Blade issues seven editions daily. Not a single edition was late in October.

The record was due not only to fine co-operation among the departments but to the loyal co-operation of advertisers as well. It was accomplished, too, in face of the fact that October was one of the heaviest advertising months in the Blade's history. It shows a high standard of shop spirit.

The Blade maintains an operating chart which is consulted daily by the heads of departments. The chart stimulates each department to strive for perfect record.

STAFF CHANGES.

Henry N. Lee, business manager of the New Britain (Ct.) Herald for a number of years, has resigned to join the business staff of the Hartford Courant.

J. S. Woodson has left the Dayton (Ohio) Journal to join the editorial staff of the Chicago Journal.

Miron Morrill, until recently with the Superior (Wis.) Telegram, has joined the Anaconda (Mont.) Standard.

Hugh Steele has returned to the city staff of the Norfolk Virginian-Pilot.

Roger J. O'Donnell is now manager of the foreign advertising department of the Brooklyn (N. Y.) Standard Union.

Charles W. Townsley, formerly with the Vulcan Steel Products Company, has joined the advertising department of the New Orleans Item.

Charles E. Colby, former publisher of the Barnesville (N. D.) Headlight, is now editor and manager of the Hawley (Minn.) Herald, succeeding Ralph Rittman, who has been drafted.

Archie F. Kramer has left the Mankato (Minn.) Free Press to become connected with the Yawman & Erbe Manufacturing Company, in Rochester, N. Y.

Lars J. Siljan, editor of the Grand Forks (N. D.) Normanden, has gone to Norway to become staff correspondent for a Norwegian newspaper.

Gustave Oehm, formerly with the Harrisburg (Ill.) Register, has joined the Chicago staff of the United Press.

"Jud" Wright, formerly cartoonist on the Milwaukee Leader, has gone to Los Angeles.

WEDDING BELLS.

John Clyde Oswald, editor of the American Printer, New York, and Miss Virginia Bell of Bartlett, Tex., will be married in Bartlett on December 3.

Miss Helen Williams, daughter of Dean Walter Williams of the University of Missouri school of journalism, will be married soon to Captain John Franklin Rhodes, now stationed at Camp Devens.

All this week the Trenton (N. J.) Times has been conducting a Food Conservation Exposition in its city.

PURELY PERSONAL.

George Polly, who recently joined the staff of the Louisville (Ky.) Times, is the hero of a hotel fire in Louisville. He recovered several thousand dollars worth of gems left in the burning building by fleeing guests.

John C. Shaffer, wife of the publisher of a chain of newspapers, was one of the speakers at a meeting of the Daughters of Indiana held in Chicago on November 6.

Miss Mary Fredericks of the New Britain (Ct.) Record has just returned from her annual vacation.

Harold R. Jones, city hall reporter of the New Britain (Ct.) Herald, is back from his vacation.

John C. Freund, editor of Musical America, New York, is one of the leaders in a movement to raise a public subscription fund for the purpose of erecting a community hall at Camp Upton, in which 10,000 men of the division can assemble at one time.

William Traer, editor of the Jacksonville Florida Stockman, has returned from an extended Western trip.

W. A. Reed, editor of the Waterloo (Ia.) Times-Tribune, spoke on "The railroad situation from the viewpoint of a newspaper editor" at the semi-annual luncheon of the station agents of the Chicago Great Western Railroad, in the Russell-Lamson Hotel, Chicago, on November 8.

George Bailey, paragrapher of the Houston (Tex.) Post, recently occupied the pulpit of the St. Paul's Methodist Church in Houston.

Edward C. Westlake, late automobile editor of the Chicago Evening Post, left an estate of \$22,500, according to his will, which has just been filed for probate.

John T. McCutcheon, cartoonist on the Chicago Tribune, is the father of a son born late last week.

Mrs. Honora Willis, managing editor of the Delineator, New York, spent part of last week in Madison, Wis.

Mrs. Joseph Pulitzer, widow of the late publisher of the New York World, has donated a room in her residence for the use of the Rainbow Division Workers' Committee, which is an auxiliary of the New York Chapter of the American Red Cross.

James R. ("Jim") Muir of the Ottawa (Ont.) Journal has received word of the death in action of one of his brothers, Lieutenant A. Reid Muir, who was in an artillery unit when he fell.

F. W. Kellogg, publisher of the San Francisco Call-Post, has been named to take the place of Harold Powell as vice-president of the Associated Advertising Clubs.

John R. Rathom, editor of the Providence (R. I.) Journal, will tell how he exposed German plots in this country through a series of articles in the World's Work.

CHANGE IN THE NEW YORK EVENING MAIL STOCK.

Notice of an agreement to reduce the capital stock of the S. S. McClure Newspaper Corporation, publishing the Evening Mail, from \$3,000,000 to \$100,000 was filed November 12 at the office of the secretary of state of New York. In the original articles of incorporation, 30,000 shares of stock were listed; 20,000 preferred and 10,000 common. Only a portion of this stock had been issued. The S. S. McClure Newspaper Corporation is a holding company.

The stock of the Mail and Express Company was increased from \$400,000 to \$1,250,000; \$1,000,000 of common and \$250,000 of preferred.

WORLD MOURNS WARBURTON.

Few, if any, men not actually engaged in newspaper work had the equal of the number of friends in the newspaper business that paid tri-



THE LATE FREDERICK J. WARBURTON.

bute to the late Frederick J. Warburton, secretary-treasurer of the Mergenthaler Linotype Company, on learning of his death on November 2. Expressions of regret came from all parts of the world.

CANADIAN PUBLISHERS AID VICTORY LOAN.

The publishers of Canada are doing everything in their power to make the Victory Loan campaign the success hoped for. They are devoting much space in their editorial and news columns to the subject, and the advertising departments are making every endeavor to persuade clients to devote a large part of their space to the appeal: "Buy a Bond." In the latter regard, many papers have carried full page advertisements blocked off into cards in which the Victory Loan is the sole topic of the various space users, and many of the large firms which seldom advertise in the regular way have made big displays.

Many of the publishers have made it possible for some of their employees who, perhaps, would not otherwise be in a position to do so, to purchase bonds, offering them the "dollar a week plan."

Among those may be mentioned the Ottawa Journal Publishing Company, which has offered to buy bonds for its employees and deduct the amount involved at the rate of \$1 per week per bond. In such a case, of course, the publisher loses the amount of interest on principal, as no deduction is made for this carrying charge.

The papers are "doing their utmost"—a phrase which is now replacing "doing their bit"—towards making the Victory Loan a success.

IOWANS CONFER NEXT WEEK.

The third annual conference of Iowa newspaper men will be held at the University of Iowa, in Iowa City, on November 23 and 24.

E. W. Williams, editor of the New Carlisle (Ohio) Sun, has been elected a justice of the peace.

NEWS OF THE AD AGENCIES.

C. J. McClure, formerly advertising manager of the Mitchell Motor Car Company of Racine Wis., has just been elected vice-president and general manager of the Arnold Joerns Company, Chicago.

A. W. Hobler is again with the Gardner Advertising Company of St. Louis.

After graduating from the University of Illinois, Mr. Hobler went to St. Louis with the Gardner Agency and after a short time joined the sales and advertising department of the Appleton Manufacturing Company of Batavia, Ill., manufacturing



A. W. HOBLER.

farm machinery. He was subsequently credit and collections manager and general sales manager of the firm, recently retiring from the latter position to go back with the Gardner Agency.

During the past four years Mr. Hobler has also been secretary-treasurer of the sales manager's department of the National Implement and Vehicle Association and secretary and treasurer of the Windmill Manufacturers Club of America.

Alfred W. Breuninger, formerly production manager of the Atlas Advertising Agency, New York, is now head of the plan, copy and merchandising department of the P. F. O'Keefe Advertising Agency, Boston. Mr. Breuninger was previously with J. J. Gibbons, Ltd., Toronto, and N. W. Ayer & Son, Philadelphia.

Harry Ivans of the George P. Ide Company, Troy, N. Y., has joined the H. E. James Advertising Agency, New York, as manager.

H. A. Willis, formerly with the Riker-Hegeman stores, has been placed in charge of the service department of the same agency.

Edward W. Hemphill, who was manager of the art department of Frank Seaman, Inc., New York, has become associated with the Rebele Studios of New York.

Richard S. Raub, president of the Richard S. Raub Company, Pittsburg, has been appointed director of advertising of Duquesne University, Pittsburg.

The Snowden Advertising Agency has been incorporated in New York with a capital of \$100,000. The incorporators are A. E. Snowden, A.

S. Snowden, 205 West 103d street; and W. B. Shelton, 765 Westminster Road.

Homer McKee, formerly advertising manager of the Premier Motor Corporation of Indianapolis, has opened an advertising agency in the Kahn Building, Indianapolis, and will handle the Premier account as well as those of the J. P. Tractor Company, Cleveland, the Hoosier Sub-Carburetor Company and others.

The officers of the agency are: Homer McKee, president; Aaron Wolfson, vice-president, and F. H. Hoover, secretary and treasurer.

Theodore Kirby, formerly advertising manager for Richard Hudnut, New York, has joined the service department of the MacMartin Advertising Agency, Minneapolis.

The Gagnier Advertising Service, Toronto, has changed its name to the Consolidated Advertising Agency. There will be no change of ownership or personnel.

The William D. McJunkin Advertising Agency, Chicago, is contemplating changing its name to the McJunkin Advertising Company. There will be no change in the personnel of the agency.

Courtland Smith, who wrote Fatima copy for Frank Seaman, Inc., has joined the J. A. Richards Advertising Agency. Mr. Smith is now in Washington doing work for the American Red Cross. He will be at his new post within a few weeks.

Christopher Walsh, advertising manager of the L. H. Rose-Chalmers Company, has left San Francisco for New York to become connected with the Van Patten Advertising Agency.

Mr. Walsh was located in San Francisco for only a few years, hav-



CHRISTOPHER WALSH.

ing done most of his newspaper and advertising work in Los Angeles. He was admitted to the California bar after graduating from the University of Southern California in January, 1915. He is twenty-five years old.

Wilbur D. Nesbit of the William H. Rankin Advertising Company is back in Chicago from an extended tour to branches of the B. F. Goodrich Company in the Northwest. The Goodrich advertising account is handled by the Rankin Agency.

The Fletcher Company, advertising service, Widener Building, Philadelphia, has appointed David Bowers, Jr., director of its art department.

The Casper Advertising Agency, of Casper, Wyo., has been established as a partnership by R. W. Spangler, publisher and owner of the New West Magazine, of Salt Lake City, Utah, and I. M. Moe, owner of Moe's Directory and special Wyoming repre-

sentative of Mining American, Denver.

The David-Dean Agency, Cooper Building, Denver, Colo., is a new agency, of which Leslie David is the head. For the last five years he has been an advertising solicitor for a Kansas City paper and only recently went back to Denver.

The Commonwealth Advertising Corporation of New York, has been incorporated in Delaware with a capital of \$1,200,000 by M. L. Rogers, L. A. Irwin, and Harry W. Davis of Wilmington.

AD FOLKS' NEWS.

D. Gantz Bechtel, advertising manager of the Marshalltown (Ia.) Times, will on December 1 become advertising manager of the D. & S. Motor Company of Marshalltown.



D. GANTZ BECHTEL.

Cedar Rapids and Des Moines. Before joining the Times-Republican, five years ago, Mr. Bechtel handled specialty advertising in New York and Kansas City, Mo.

The board of directors of the Advertising Club of New York has unanimously recommended raising the dues of the association to \$50 annually, including the war tax on membership. A meeting of the club has been called for December 12, for the purpose of making the necessary amendment to the constitution and by-laws.

Norman B. Hickox is now sales and advertising manager of the National X Ray Reflector Company, Chicago. Hugh D. Butler, formerly manager of the Chicago sales department, has been made assistant sales manager and is succeeded as Chicago sales manager by Guy R. Hastings, formerly assistant manager of that department.

E. E. Reed, formerly of the Hamilton Advertisers Agency, Hamilton, Ont., is now in the sales department of the F. F. Dalley Company, Ltd., Hamilton, maker of "2-in-1 Shoe Polish."

At a meeting of the Minneapolis Advertising Forum held on November 8, John H. Mitchell, president of the Mitchell Advertising Agency, spoke

on the advertising campaign for the recent Liberty Loan. An interesting feature of his address was the exhibiting of a roll of paper, upon which was pasted all of the advertising used to urge Minneapolis people to buy the Government bonds. The long roll, when unwound, circled three times the long tables set for the ad men.

Benjamin G. Lee of the L. S. Donaldson Company, chairman of the meeting, addressed the Forum on "Institutional advertising," which, he said, "is a creator of good will not only toward the products a store sells and the manufacturers of those products, but toward the store itself."

Institutional advertising, as it is seen by manufacturers, was taken up by William B. Morris of the Northwestern Knitting Company.

C. E. Greenfield, formerly manager of the automobile advertising department of the Milwaukee Journal, has joined the Chicago office of Omara & Ormsbee, special newspaper representatives.

No advertising manager has as yet been appointed by the Cadillac Motor Car Company, Detroit, to succeed K. P. Drysdale, recently made director of sales promotion for the Cleveland Tractor Company. The Cadillac advertising is under the supervision of E. C. Howard, sales manager.

Harry I. Wildenburg, formerly advertising manager of the Riley-Shubert-Grossman Company, Chicago, and previously with the Spiegel-May-Stern Company, is the new advertising manager of the Daniel Hayes Company, Rock Island, Ill.

Rudolph F. Vogt, an advertising solicitor of 36 Washington Square, New York, has filed a petition in bankruptcy with liabilities of \$2,219 and no assets.

W. L. Agnew, until recently director of advertising and publicity for the Chalmers Motor Car Company, Detroit, is now vice-president and general manager of the F. E. Stuyvesant Motor Company, Cleveland.

Miss J. J. Martin, advertising manager of the Sperry & Hutchinson Company and president of the League of Advertising Women of New York, gave some good advice in a talk to the alumni of the New York School of Secretaries on November 13 at Aeolian Hall. Her subject was "The way to get there."

Maxwell Bruckenstein has resigned from the New York Deutsches Journal, a Hearst publication, to become assistant to the general manager of the New York City Car Advertising

H. W. KASTOR & SONS ADVERTISING CO.

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Bromfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
28 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



Company. Prior to his resignation, Mr. Bruckenstein was in complete charge of the promotion and statistical work of the Deutsches Journal.

Ernest G. Hirsch, secretary of the Chicago Advertising Association, was married November 10 to Miss Lydia Klupach of Chicago.

The San Francisco Advertising Club has appointed its convention board in anticipation of the 1919 convention of the Associated Advertising Clubs in that city. The members are Frank H. Abbott, Jr., general director, B. F. Schlesinger, Milton H. Esberg, Samuel P. Johnston and Charles W. Duncan.

John Ritchie, Jr., spoke before the Pilgrim Publicity Association of Boston on what "Technology has done for preparedness," at one of the Tuesday noon meetings.

On November 8, the Boston ad men were, with their wives, the guests of the United Drug Company. The party inspected the plant of the company and each man and woman was presented with a souvenir.

Frank L. Boyle, until recently sales manager of the Water Color Company, New York, is now sales manager of the Standard Music Roll Company, Orange, N. J.

The first of the five monthly meetings planned for the New York Advertising Club is scheduled for November 21. Former Senator Theodore E. Burton, president of the Merchants National Bank of New York, and Saunders Norvell, general manager of McKesson & Robbins, New York, will talk on "When is the price break coming?" William H. Ingersoll, former president of the club will preside and direct the discussion.

The Clowry Chapman luncheon, announced by the export division of the New York club for November 13, was postponed, the date to be announced later.

At the club luncheon on November 15, James E. West, chief scout executive of Boy Scouts of America, told of the part that publicity played in enabling the Boy Scouts to sell over \$100,000,000 of bonds in the second Liberty Loan campaign.

Bruce Blyven, of the editorial staff of Printers' Ink, spoke before the Young Ad Men's Club of New York, on November 9, on the national advertisers' relations with the retailer, talking in detail on the subject of dealer help.

At the next meeting of the club, on November 23, Frank Fehlman, of the Fruhaufer Brothers Company, will talk on another phase of "How the retailer affects advertising."

The League of Advertising Women of New York will gather at the New York Ad Club on November 20. The program will be divided into two parts; the art of solicitation and export advertising.

Under the first heading, Dan A. Carroll, a special representative, and Miss J. J. Martin, president of the association and advertising manager of the Sperry & Hutchinson Company, will be the speakers. Under the second caption, Dr. W. T. Aughinbaugh, foreign and export editor of Leslie's Weekly, and Miss Lucy Goldsmith, export manager of the Aeolian Company, will talk.

United States Senator Hiram W. Johnson criticized the war revenue law as "unscientific, ambiguous and by no means just" in an address on November 7, before the San Francisco Advertising Club. He declared unwavering loyalty to the President, but asserted that the nation's war profits were inadequately taxed.

LIBERTY BOND ADS WERE WASTED.

THE A. A. C. W. OFFICIALS SHOW HOW AT MEETING IN INDIANAPOLIS.

Much of the session of the executive committee of the Associated Advertising Clubs held on November 12 and 13 in Indianapolis was devoted to a discussion of how advertising can help win the war.

Recent Liberty Loan advertising was thoroughly reviewed, plans for helping the Y. M. C. A. were discussed, and the meeting was attended by C. E. Raymond, advertising director of the Food Administration, and Dr. Barton Dunn, advertising manager of the Oneida Community, who has just been appointed advertising director for the Fuel Administration. Mr. Raymond and Dr. Dunn were made members of the advisory board during the meeting.

Herbert S. Houston, chairman of the National Advertising Advisory Board, regretted that the Government at Washington was not yet in the attitude of paying for advertising space to put over war bonds, and he especially stressed the fact that the present method of advertising them resulted in great waste.

In the course of the meeting the fact that one New York daily newspaper had used five and one-half pages in one day to advertise Liberty Bonds was brought out, and there were numerous other cases where from three to five pages had been used in a single issue. This was claimed to give a definite proof of waste.

"No business man would take five and one-half pages in a single issue of a great New York daily," said Mr. Houston.

The meeting developed the fact that most of the advertising, when it is paid for either in money or space contributions by local advertisers, is concentrated in the big centers, while there is very little advertising in the smaller cities and in the rural districts.

An interesting side-light was thrown upon this situation in the statement of William H. Rankin of Chicago, vice-chairman of the National Advertising Advisory Board, who showed that after farm papers were used in Illinois, Illinois farmers subscribed for the Second Liberty Loan in greater proportion than the farmers of any other part of the country.

Mr. Rankin told how \$75,000 cash was raised for a campaign in Chicago, where the advertising cost of selling the bonds was twenty-six one-thousandths of one per cent. This plan and its results were explained in full in THE FOURTH ESTATE last week.

O. C. Harn, chairman of the committee on plan and scope for the advisory board, reported that his committee had been able to act as a clearing-house for ideas which were passed from one to another of the board members in the twelve Federal Reserve Districts, who were in direct charge of district campaigns. He said that the handling of the advertising was also greatly facilitated by the fact that these local managers exchanged information directly.

Mr. Houston spoke, as already mentioned, of the work of the advisory board at a dinner which the Advertisers' Club of Indianapolis gave the executive committee and visiting club presidents who attended the sessions.

Frank Stockdale, retailing counsel for the Associated Clubs, spoke on retail profits in war time and suggested that retailers should fortify themselves in these days of rising

prices. He suggested that a merchant should keep his stock as low as possible and that if he did follow the policy of carrying much stock he should have a sinking fund to meet the time when prices are bound to fall.

Speaking on what advertising is doing for business in war-time, William C. D'Arcy, president of the Associated Advertising Clubs, read several telegrams from prominent publishers and business men.

William G. Rook, publisher of the Canadian Home Journal, Toronto, told what advertising has done for the Canadian government in war-time, citing the fact that the Dominion government has run twenty-one distinct advertising campaigns and that eight others have been placed by the Canadian Provinces. That this advertising has paid the government well, he said, is demonstrated by the fact that the appropriation during the last year is larger than at any time. If it had not paid, he suggested, the Government would not be increasing its appropriations.

One entire day was practically given over to a discussion of educational and vigilance work, these discussions being led by Harry Tipper, New York, chairman of the national educational committee of the Associated Advertising Clubs, and Merle Sidener of Indianapolis, chairman of the national vigilance committee. Mr. Tipper said the educational work should divide itself into two chief parts—the study of advertising practice by experienced advertising men and the promotion of the education of young men. He advocated more research work in the advertising clubs.

Among the speakers were: Noble T. Praeger, educational secretary; George M. Husser, secretary of the national vigilance committee; Will P. Green, in charge of vigilance work through better business bureaus of local clubs; Frank Stockdale, Harry E. Myers, and Llewellyn E. Pratt, chairman of the national program committee.

This Indianapolis meeting was the first to which advertising club presidents have been invited. In addition to attending the sessions, the visiting club presidents inspected the association headquarters office and learned first hand of the service the association is rendering the clubs.

AN ANNIVERSARY DINNER.

In celebration of the twenty-fifth anniversary of their entrance into the newspaper game, A. Boyd Hamilton, Associated Press correspondent and long connected with the editorial department of the Harrisburg (Pa.) Telegraph, and J. P. McCullough, superintendent of the mechanical department of the Telegraph, entertained some forty newspaper men at a dinner given at the Country Club of Harrisburg on November 8.

RECEIVER IN SANTA FE.

Frank Staplin has been appointed receiver of the State Publishing Company, of Santa Fe, N. M., publisher of the State Record, by Judge Reed Holloman, in the state district court.

The order appointing a receiver followed the filing of a petition by Mr. Staplin, as a stockholder and creditor, asking that a receiver be named.

M'CALL'S ELECTION.

Allan H. Richardson, president; Henry J. Fisher, chairman of the board; R. C. Wilson and O. B. Capen now make up the executive committee of the McCall Company, New York, publisher of McCall's Magazine and McCall's Patterns.

Joseph M. and Ira E. La Londe, father and son, have taken over the Outlook (Mont.) Promoter.

FOR A MONTH OF PATRIOTIC ADS

ADVERTISERS AND AGENTS WILL ADD TO SERVICE TO NATION.

A plan for a month of patriotic advertising by national advertisers of the country has received the endorsement of prominent advertisers and advertising agents and their associations.

A meeting was held in the headquarters of the Association of American Advertising Agents, in New York, on November 15, at which the plan was outlined by Eula McClary to Secretary James O'Shaughnessy, executive secretary of the A.A.A.; Joseph A. Richards, president of the New York Advertising Agents Association; Herman Halsted, president of the Six-Point League; John Sullivan, secretary of the Association of National Advertisers; and Mr. Thorson, representing the Periodical Publishers Association of America, and to representatives of the advertising and newspaper trade press.

The representatives of all interests at the meeting pledged their support to the plan to urge advertisers to give their copy a touch of national service appeal in the month of March. This may be done by, in whole or in part, basing copy theme on how advertising readers may be of service to the Government through conservation of vital war munitions, inspiring the patriotism, etc., all of which will aim to arouse Americans to win the war quickly.

Eula McClary, who recently introduced the plan of showing people how they might eat cheaply through the example of the New York police diet squad, is sponsor for the patriotic advertising month. She said that prominent citizens and officials of the nation had promised to co-operate with her in the way of giving their full support and even furnishing inspiring "talks" and pointers on America and the war for use in copy. She mentioned among these such prominent advertising men as Frank Presbrey, William H. Johns and O. H. Blackman.

It was suggested that the newspaper advertisers do their part in the first week of March.

THE FOURTH ESTATE will explain the plan in detail in an issue of the near future.

Two Facts for Thought!

1. The Liberty Loan

In the recent selling campaign of Liberty Bonds the Brooklyn Eagle led every other afternoon newspaper and every morning paper except one, in volume of Liberty Loan advertising, with a total of 53,517 agate lines.

2. Voters

Brooklyn has the largest voting population of any other borough of Greater New York, having outstripped Manhattan at the last election by 3,000 votes.

THE BROOKLYN DAILY EAGLE

Brooklyn and Long Island's Leading Newspaper for 76 Years.

BUSINESS OPPORTUNITIES.

\$19,000

buys small daily newspaper property which returns owner \$3,000 to \$6,000 annually for personal effort and investment. \$10,000 cash necessary. Proposition P. Y.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Newspaper For Sale in the Sunny South

Small daily in growing Southern resort, exclusive field, netting annually close to \$7,000. Extraordinary opportunity. Price \$20,000, half cash asked. Proposition No. 179x.

Small city daily and high class weekly in desirable Idaho locations. Nos. 7091x and 679x.

Special offer in small city daily in rich Colorado field. No. 598x.

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

NEWS NOTES OF CIRCULATORS.

(Continued from thirteenth page)
the need for this improvement mainly to its increasing circulation.

The paper is now publishing the Junior Metropolis monthly in the interests of its carrier boys.

The boys are now competing in a contest for an autoped to be given to the carrier securing the most new subscribers.

An "inaugural-identification" edition of thirty pages, devoted to Camp Zachary Taylor, was issued by the Louisville (Ky.) Courier-Journal and Times jointly. The edition contains many illustrations and cartoons and a handsome cover, picturing incidents in the lives of the soldiers at the camp.

The Courier-Journal will play Santa Claus to the 40,000 soldiers stationed at Camp Zachary Taylor. A Christmas tree celebration will be held in each unit in camp.

The Bridgeport (Ct.) Telegram is distributing water-proof capes to boys for selling Telegrams. One is awarded for each 150 coupons.

The New Englanders are going to invite publishers to attend their next annual meeting. A big drive for new members has been started.

Members of the New England Circulation Managers Association were much interested in a Hotelling Newspaper Vending Machine, which was exhibited at the meeting in Hartford, Ct., last week.

The Lewiston (Me.) Journal will raise its price on January 1. Seth J. Moore is circulation manager.

Harry Gould of the New England News Company, spoke before the meeting of the New England circulation managers last week.

The New England circulators tendered C. R. Bailey of New York, the premium specialist, a vote of thanks for his interest in the organi-

BUSINESS OPPORTUNITIES.

Sales Purchases Consolidations Appraisals of Newspaper and Magazine Properties

AUBREY HARWELL HENRY F. CANNON
Harwell & Cannon
Times Building NEW YORK

Afternoon Daily For Sale

For Sale at Big Sacrifice.

AFTERNOON DAILY

in one of the most prosperous small cities in the Middle West. Plant and equipment modern. Most attractive possibilities for the future. Owner obliged to leave city on account of other interests. Address Box 884, care The Fourth Estate.

FOR SALE.

Best equipped newspaper plant in New England. Everything new and ready to operate. Five Linotypes and all steel furnishings. Goss press. Plant just closed; other interests demand attention of owner. Price low for immediate sale. Address for particulars, Daily News, Pittsfield, Mass.

nation, which has resulted in several new members joining.

The Hartford Courant presented each person who attended the New England circulation managers meeting with a photograph of the group.

CIRCULATORS IN ILLINOIS

THEIR SECOND SEMI-ANNUAL CONVENTION HELD IN SPRINGFIELD.

More than a score of Illinois circulation managers gathered in Springfield on November 13 for the second semi-annual convention of the Circulation Managers of Illinois.

In the morning a general business session was held at the St. Nicholas Hotel, at which questions of vital importance to the circulation men were discussed. "Country or R.F.D. circulation," "Handling carriers," "Child labor," "Cost of carrying papers," "Office controlled routes" and "How to get city circulation" were among the topics programmed.

After the photograph of the members had been taken, a luncheon was given at the St. Nicholas. The business session was resumed in the afternoon and many helpful ideas were offered at the open discussion which took place. Among those who led in the discussion were Clarence Eyster of the Peoria Evening Star, Willard E. Carpenter of the Lincoln Courier-Herald and Lawrence Barrett of the Rockford Morning Star.

Following the afternoon business session a trip was made through the newly equipped plant of the News-Record. The visiting newspaper men were the guests of the Springfield papers at a banquet at the St. Nicholas Hotel and a theater party at the Majestic.

The annual election of officers will take place at the next meeting, which will be held in Peoria.

The present officers of the organization are: President, L. V. Vaneleave, Rockford Republic; vice-president, Clarence Eyster, Peoria Star;

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight Line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at 50,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE, Model 1, Serial No. 8011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22 or 24 pages. Overhauled and rebuilt. Will sell at very low prices. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

For Sale

For Sale—Weekly newspaper plant and job printing office, located at Easton, Maryland. Equipment practically new and very complete. Editor called to colors reason for selling. For further particulars address J. G. Bateman, P. O. Box 542, New York City.

POLLOCK'S NEWS

You can reach 2,600 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 30,000 of them in a year for ten dollars. Send for samples and display rates. 710 Temple Court, MINNEAPOLIS

secretary-treasurer, G. S. Galloway, Rockford Register; directors, W. F. Lovell, Bloomington; E. F. Gardner, Elgin; and E. R. Regan, Springfield.

Those present at the meeting were: Champaign Daily Gazette—William Bennett.

Litchfield News-Herald—E. E. Burson. Springfield State Register—E. R. Regan. Peoria Evening Star—Clarence Eyster. Dixon Morning Leader—A. M. Clapp. Bloomington Pantagraph—W. P. Lovell. Decatur Herald—R. S. Cross. Elgin Courier—E. F. Gardner. Rockford Register Gazette—G. S. Galloway.

Joliet Herald—J. J. Wilnits. Aurora Beacon—Charles D. Chaffee. Decatur Review—W. H. Conrad. Quincy Journal—W. C. Hunter. Rockford Republican—L. V. Vaneleave. Ottawa Republican—V. A. Capel. Galesburg Evening Mail—Miss Ruth L. Gondsell. Rockford Morning Star—L. P. Barrett. Belvidere Republican—Joseph E. Tabor. Lincoln Courier-Herald—R. W. East. Willard E. Carpenter. Decatur Review—J. A. Recket. Springfield News-Record—J. P. Kienzie. Quincy Whig—Glenn Newalt.

MAGAZINE NOTES

Richard I. Donovan, formerly with W. & J. Sloane, has joined the advertising staff of Leslie's Weekly.

Southland Farmer, published at Houston, Tex., has opened a branch office at Dallas with T. M. Darlington, president of the company, in charge. The Dallas office will handle the advertising end.

Albert Wyman Brownell has been made New England and New York State representative of Motor, New York, with headquarters in Boston.

Frederick A. Dennison is now connected with the Western advertising staff of the Cosmopolitan.

Don M. Parker, advertising manager of the Century and St. Nicholas, New York, has been elected secretary of the Century Company.

HELP WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

JOURNALISTIC OPPORTUNITY IN MID-WESTERN STATE

WANTED—Man of initiative, energy and ability, with good editorial style and sense of news values, for preparation of interesting feature articles for old, established weekly Grain-Belt publication, having wide circulation among farmers. Must be a hustler and understand need for promptness and dependability in preparation of copy. Work requires considerable traveling among rural subscribers and rural advertisers and ability to mix agreeably with them. Farming experience desirable; also experience in journalistic writing and photography, but these not absolutely essential. For a man who will familiarize himself with field and work hard—in a word, for a man who "will carry a message to Garcia" if necessary to serve his organization—there is an exceptional opportunity awaiting. Address with full details, Box 875, Chicago, Ill.

Newspaper in city of 400,000 wants real salesman of advertising (not a solicitor). Must be able to create new business and hold it by real service to clients. Copy writing ability preferred. No "whirlwinds." Must be a maker of friends. Good future. Tell past performance, married or single, and references (confidential). Address Box 927, care The Fourth Estate.

Wanted at Once—Have an opening for a thoroughly competent and reliable content manager with a clean record to work in the East. Accompany your answer with references. Address X.Y.Z., Box 925, care The Fourth Estate.

Telegraph Editor

Wanted—Telegraph editor for Regina Daily Post (evening). City of 50,000 capital of Saskatchewan. Salary \$30. References as to character and ability required. Man with Canadian experience preferred.

TYPO

CREDIT BOOKS, REPORTS, COLLECTIONS
General Offices
373 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS
YARD'S NEWS BUREAU
124 W. Washington Street, CHICAGO

SERVICE CORNER.

616.—"I have been very unfortunate in having three metal pots in my stereotyping department cracked during the past twelve months. My pot holds 8,000 pounds of metal. The stereotyper insists the pot is never overheated nor allowed to get cold overnight. The manufacturer of the pots insists there are no defects in them. What is the experience of other publishers along this line, and can any one tell me how the trouble can be obviated?"

617.—"What is the best kind of paste to use in the stereotyping department and pressroom? We have been making our own paste, but the increased cost of ingredients makes us believe that there is a cheaper prepared paste."

SITUATIONS WANTED.

Larger Profits

possible on present business, and a
LARGER VOLUME
to get profits from.

Here's a *Hired Man* to do it.

A publisher's assistant or business manager—a production engineer also, with a successful record—technically and practically trained—a newspaper builder “inside” and “outside” the front door—wants to listen to the publisher of a *free* or *dead* proposition who needs a man of ability, reliability and force.

A production record unexcelled, and a man who will organize, administer and get results in every department.

A specialist in manufacture and service; knows when and where to spend, and when and where not to.

Not a novice and not attracted by a novice's salary, though willing to consider a weekly drawing account and a yearly salary based on increased profits. Employed. Gilt edge references. Address Box 999, care The Fourth Estate.

THE SOUTH'S MOST BRILLIANT CIRCULATION MANAGER

would not consider \$50 per week, yet the next best would. Have made wonderful record. No schemer or premium man. Excellent references. Now employed. Address for further information in strictest confidence. Box 919, care of The Fourth Estate.

Real advertising salesman, copy writer, service and promotion organizer, open for position on newspaper wanting a man with “pep” who makes friends and holds them as such; 30 years' practical newspaper work. Printer, pressman, expert dry mat stereotyper; efficient in business office accounting and administration; all my life as owner, business manager and advertising manager. Knows how and will work. All habits; health excellent; 47 years; best of references. Address Box 926, care The Fourth Estate.

Newspaper Foreman

Capable of handling any size plant wishes change from present situation. Over four years have been with the largest plant in South. Above draft. Have family. Will not connect with other than absolutely substantial people. Hard worker and fast make-up. Not a boozier or smoker. Address S. S., care The Fourth Estate.

Managing Editor

Managing Editor—Varied and intensive experience though making but two changes in fourteen years. Capable executive with unexcelled endorsements. Tireless worker. Have built up three papers. Prefer afternoon paper. Address Box 988, care The Fourth Estate.

Circulation Manager

with twelve years' experience on leading daily newspapers desires to make a change. Prefer daily paper with circulation of 25,000 to 100,000 circulation. Expert in handling boys. Would consider city circulation on large daily. Gilt edge references furnished as to ability and reliability. Address Box 980, care The Fourth Estate.

Newspaper Man

Newspaper man of long experience offers his services as editor, editorial writer, telegraph editor, city editor, desk man, political man, special or feature writer, or war correspondent. American by birth, British descent, Republican in politics, married, absolutely temperate, well educated, available at any time. Permanent engagement sought. Address Writer, care Fourth Estate.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY
which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.
74-76 Church Street, TORONTO, CAN.

SITUATIONS WANTED.

Managing Editor

Young enough to travel at top speed, experienced and old enough to hold your confidence.

Peppery, original, economical—an expert on make up and features, capable of handling men and getting results.

Want place good afternoon paper in city pleasant enough for permanent home. Tell me what you expect and what you can pay and I'll tell you if I can fill your want.

Address Box 920 Fourth Estate.

Advertising Manager Open For Position

Young man, 32 years, who is a demonstrated success, knows how to do things and can get the business. Can furnish the best of references as to character and ability. Now employed on a big Southern paper. Write H. H. H., care The Fourth Estate.

Live, energetic newspaper man, experienced city-country, wants position as business-advertising manager. Daily or weekly. Can take publishers' place. At liberty October 29. Good salary or salary and profit sharing. A real mixer and “live wire.” Address Box 910, care The Fourth Estate.

Circulation Manager

wants position on small Eastern daily. Has had many years experience on metropolitan newspapers. Salary not so much an object as position with live outfit. Member of the I.C.M.A. with best of references. Address Box 921, care The Fourth Estate.

CIRCULATION OR MAILING

At it since January, 1904. Seven years in mailing department, four as foreman, followed by three years in charge of circulation department, afternoon daily, issue 55,000; followed this with two and a half years' weekly magazine combination work. A thorough believer in system and efficiency. Twenty-nine years of age; honest and integrity above reproach; as former employers will testify; at present in another line; want position with a future; either department; (exempt). What have you. Ray A. Glass, 3234 Prospect ave., Kansas City, Mo.

Circulation Manager

Resourceful, successful business getter, using original campaign methods; many years' experience; methodical; economic; wishes to connect with metropolitan newspaper. Best references. Address Box 941, care The Fourth Estate.

Managing Editor

Backed by experience and record of success. Able to produce results and build up real heart of paper. At present engaged in city 300,000. Prefer South. Worked up in ranks, held and supervised every department on metropolitan dailies. Familiar with publisher's problems in cities 75,000 upward. Strictly sober; married. Seek place where can permanently build for paper and city. Thirty-six years old. Require at least 30 days' notice. Address Box 981, care The Fourth Estate.

Contest Men

WANTED—Three or four good contest men at once; must be producers; state age, experience and give references in first letter; also state salary wanted. Address P. O. Box 592, Shreveport, La.

Right effort insures

good results.

Mapping out an advertising campaign for THE FOURTH ESTATE is the right kind of effort.

Our Service Department will help you secure good results.

Managing Editor

Can answer all reasonable requirements, is open for immediate engagement. Salary \$40 to \$50, dependent on city. Address Box 993, care The Fourth Estate.

SITUATIONS WANTED.

EXECUTIVE — BUSINESS ADVERTISING

Gentleman with many years successful experience in the business and advertising departments of newspapers, seeks connection with daily (in city of 50,000 upward) as business or advertising manager or both. Thoroughly competent. Best of references. Will go anywhere. Address: Box 923, care The Fourth Estate, New York City.

To Newspaper Owners:

Is your plant earning its maximum? Is your circulation in proportion to your mechanical and editorial capacities? If not, why not?

A Newspaper Expert

versed in every department of a newspaper, counting room, press room, composing room, editorial departments and circulation department, will make a careful examination of every detail of your establishment (or one you think of purchasing) from roof to cellar, and report its condition, furnishing, in addition, working ideas and suggestions, and practical and practicable plans for the improvement and increased efficiency of every department.

Circulation schemes, based upon capacity and efficiency of plants, and possible points of economy will be supplied after examination. Correspondence invited. Address “A to Z,” care The Fourth Estate.

Managing Result Getter!

Thirty-two years old, who has been a successful newspaper executive eight years and worked from the ground up. Will sever present connection January first. Is open to proposition from live daily, afternoon preferred. Expects good salary, but expects to earn it or get fired. Can write editorials with a punch in them. Knows how to handle men well. Record in present position shows strong economies. A heavy reduction in reading matter, yet with news so handled that it has been possible to increase advertising rates, increase circulation and increase net income per subscriber from circulation. Essentially the right man when expenses are growing so rapidly. Married. In good health and teetotaler. A Northerner, but experienced principally in the South. Address Box 932, care The Fourth Estate.

HEMSTREET PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

“BURRELLE”

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

HALF-CENTURY OF SERVICE.

(Continued from Seventeenth Page.)
cles eagerly copied by the general press, or had its editors so often called upon to leading metropolitan journals to specially voice Southern sentiment on great events or in great political controversies.

In 1897 Captain Evan P. Howell retired from the duties of editor-in-chief, selling his interest in the paper to Hugh T. Inman. A new organization of the publishing company took place, and Clark Howell, although he held but a small block of shares, was honored by election to succeed his father as editor-in-chief. Later on he bought back the stock that his father had sold and thereupon became also the president of the publishing company.

He brought now into full play his enthusiasms to prove a capable successor to his father and Grady to make the Constitution an ideal institution that had been forming in the brains of all those who had worked upon it from its inception—a newspaper that would hold undisputed the confidence of the world-at-large and be the voice of the sanest and most progressive spirit of the great South. That he has accomplished that great ideal is not now disputed anywhere by impartial observers.

In 1901 Roby Robinson joined with Howell in buying the shares of Colonel Hemphill, who was now ready for a well-earned retirement from active service, and after a popular term in the office of mayor of Atlanta.

The Constitution Publishing Company was then reorganized upon a million-dollar basis—the most valuable newspaper property in the South.

Roby Robinson succeeded Colonel Hemphill as business manager for the next five years, having accepted the position only until it could be filled by the management. Mr. Robinson himself not having given up his other large business interests—which assumed such proportions that he could not continue in the business management of the Constitution, from which position he retired to give his full time to his own business, though retaining the vice-presidency of the company.

In 1912 Albert Howell, Jr., brother of Clark, was made president of the company, and Clark himself became general manager of all the interests of the paper, editorial and business, which condition yet exists, and doubtless will continue until some readjustment.

GEORGIA'S HISTORY.

The intelligent elder men of Georgia will readily agree that a comprehensive history of the state for the past half century can never be written without almost constant refer-

ence to the daily files of the Constitution.

One does not have to ignore that older and ably edited daily papers have existed and appeared continuously in Georgia during all those fifty years.

The Augusta Chronicle, with its more than a hundred years' record, and effulgent during the semi-cycle under the Wrights, father and son, and Patrick Walsh and "Tom" Loyless; the Savannah News, under Thompson and Estill; the Macon Telegraph, under Sisby, Jones, Albert Lamar, Henry Richardson, Charles R. Pendleton and W. T. Anderson; and the Columbus Enquirer and Sun, under very able editorships, are all of them to be counted as potential press forces in the redemption, the resurrection and rehabilitation of Georgia to her present more than pre-bellum power and prosperity.

Their labors and loyalties were as ungrudging as any and the gratitude of Georgians will always be a part of their glory. Nevertheless, because of its emplacement at the center of Georgia power, and of the slow and costly processes of news distribution in the early years of the era under consideration, the Constitution had the advantage of first and full information, the first chance to favor or to fight any proposition or performance affecting the people, and thus it became not only an open reservoir of the growing materials of history, but the source upon which other presses freely and confidently drew for the completion of their own columns.

It is a fact that a skillful compiler and commentator could use the file room of the Constitution and write from its pages a comprehensive history of the city, the state, the nation or the salient world movements since the paper's birth.

One of the supreme services rendered to the state by the Constitution has been its early and constant devotion to the development of the railway system, particularly as those "modern acts of the apostles of civilization" affected Atlanta.

OLD-LINE REPORTERS.

Among the many distinguished "graduates" of the Constitution's staff is Joseph Ohl, now representing James Gordon Bennett in control of the New York Herald. A reporter on the Constitution, he later became city editor, then news editor, succeeding Henry Richardson as Washington correspondent, which position he filled with such distinguished ability for several years as to attract the attention of Mr. Bennett, who sent him to Asia in charge of the New York Herald's Asiatic bureau at Peking; remaining there several years, he then returned to New York as a member of the Herald's executive board, of which he is now chairman.

In the old days the Constitution also had the services of that unrivalled newsmonger, Edward C. Bruffey; and the labors in staff service from time to time of Robert T. Small, now the Associated Press man with Pershing in France; of Alfred C. Newell, now a tower of strength in the insurance world; of Lucian Lamar Knight, Georgian historian and author; of Robert Adamson, now fire commissioner of New York City; of Ivy Lee, now publicity man for the Rockefellers; of Remsen Crawford and others who went out from apprenticeships in the Constitution to do admirable work in other fields from New York to Nome, in Alaska.

By the way, I must not omit the fact that for extra scout reporting we had at hand always the newsy nose and able legs of the well-remembered and lovable Colonel Marcus E. Thornton.

The great editorial and fiction work of Wallace P. Reed is a brilliant page

in the history of the Constitution, from 1885 until his death about twenty years later.

In Saint Paul's in London you read of Sir Christopher Wrenn, its architect, "Si monumentum requiris, circumspecte."

Concluding this desultory chapter of memories of the Constitution for fifty years I can only repeat that—"if you seek its monument, look about you!"

From end to end of Atlanta may be seen the institutions, the utilities, the statues and adornments—such as Soldiers' Home, the Hill statue, the Jewish Orphans' home, Piedmont park and other like affairs—all of which are examples of how loyally and unselfishly the Constitution has labored for the public good.

OF NATIONAL IMPORTANCE.

Now, under the trained and wise direction of its editor, Clark Howell, whom I have seen grow up out of knee breeches into national importance and influence, the paper presents a solid, sane and safe helpfulness to Atlanta, to Georgia, to the South and the nation.

Mr. Howell was yet fairly a boy when the people elected him to the state house of representatives, where he served splendidly and twice as its speaker; then transferred to the state senate he broke another record by successive elections to its presidency and as the Georgia member of the Democratic National Committee for over twenty years he is now its member of longest service and one whose counsel is sought and respected by the leaders of the party in every national emergency.

Clean, clear headed, prejudiced naturally for all right and good things, generous with a fault to his friends, too tolerant of those who want to be his foes at any time, charitable to all in need, and ready to lend a hand wherever he can personally or with the paper advance any beneficent public work, he holds deservedly a place of high honor among the most eminent editors of America in the affection of his intimates and in the confidence of the people—the multiplied thousands—who regard the Constitution with positive affection and who whenever the term "The Georgia Bible" is used, know at once that it means the Constitution.

Such are the bones of the story of the origin and building up of one of the most eminent newspaper properties of the nation, but one having the peculiar distinction of representing in the popular mind the life, the labors, the ideals of an entire section of the republic and especially that section which can never be absorbed or disorganized, but will always remain unique within the union.

THE NEWSPAPER PRICES AND SIZES IN GREECE.

By a Royal decree which was published September 1, 1917, O. S., no Greek daily paper will be allowed to be sold at a price lower than ten lepta (about two cents).

Semi-weekly papers may be sold for fifteen lepta (\$0.0289).

Annual subscriptions to daily papers must be at least thirty-six drachmas per annum (\$6.95).

For exceptional reasons, and not more than fifteen days during the year, papers of double size may be issued.

From the prices which have been given two and one-half lepta will be paid to the sellers of the papers (about one-half cent), while one-half lepton (one-tenth cent) will go to the selling agency.

Foreign language newspapers published in Athens also will pay to vendors and selling agencies a total of three lepta on each paper, but the

proportional distribution is not prescribed.

The total weekly surface of daily papers must not exceed 2.04 square meters (22 square feet).

Semi-weekly papers may not exceed 73 by 75½ centimeters each issue (28 11-16 by 29¾ inches).

Infringement of these regulations will be punished by imprisonment up to six months and a fine of not more than \$1,930. The regulations will continue in force from the date of publication until six months after the signing of the treaty of peace.

LIBERTY LOAN CAMPAIGN COST IN CHICAGO.

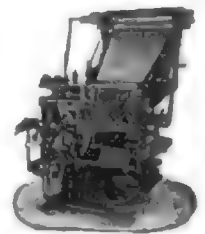
EDITOR THE FOURTH ESTATE.

Sir: Since the report on the Chicago campaign was sent you, the Government has issued figures showing a subscription of \$177,301,000 instead of \$200,000,000, as given out at first.

This makes the cost of the campaign 27/1000 of 1 per cent.

In giving publicity to this report, will you please make these corrections? WILLIAM H. RANKIN, President W. H. Rankin Co., Chicago.

[NOTE.—Mr. Rankin refers to the figures in the article by Robert E. Rhinehart, printed in THE FOURTH ESTATE last week. His letter was received too late to make the correction at that time.]



ASK any travelling salesman in an allied line what he hears from users about the

INTERTYPE

INTERTYPE CORPORATION

Executive Offices
60 Court Street BROOKLYN, N.Y.

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
606 West 39th Street NEW YORK

FRAUDULENT FINANCIAL PUBLICITY.

WORKING GUIDE FOR WEEDING OUT UNTRUTHFUL FINANCIAL PUBLICITY.

(Copyright, 1917, by the Investment Bankers Association of America—Published by Permission.)

[The board of governors of the Investment Bankers Association of America has authorized the preparation by its fraudulent advertising committee of a "working guide" on financial advertising to enable publishers, bankers and others to pass on the honesty of financial copy.

This is the first step in a broad campaign to endeavor to stamp out fraudulent advertising and to protect the interests of newspapers and other media, the investing public and legitimate finance. Other plans are being formulated and the co-operation of a large number of influential newspapers has already been pledged.

On the ground that it will be a big help to the cause to do so, the association has given THE FOURTH ESTATE permission to print its guide, despite the fact that it is copyrighted. At the same time Secretary Gordon Cloyd of the fraudulent advertising committee said: "We particularly desire to receive information from readers of THE FOURTH ESTATE on questionable promotions for our reference files and solicit your personal co-operation in this respect."

"If any readers of THE FOURTH ESTATE have any suggestions for future work in the interests of legitimate finance we will be glad to receive them. We need your assistance."]

It is almost impossible to estimate accurately the many millions of dollars of savings of persons of small means which yearly have gone into fraudulent or highly questionable operations under the guise of investments.

The hardship occasioned by the sale of these practically worthless securities has been deplorable. Every day investment bankers are coming into first-hand contact with persons who might have had a competence, had they been protected from misrepresentation regarding the fundamentals of the investments they thought they were making. These misrepresentations have been made chiefly through printed circulars distributed by mail and advertising matter in the press of the country.

Believing that an obligation in respect to protection of investors of the country lies upon it, the Investment Bankers Association of America desires to do everything in its power to prevent fraud or misrepresentation in connection with the sale of securities.

Preliminary investigation with a large number of publications in various cities throughout the United States has resulted in a request being made upon this association for the preparation of a simple working guide, which may, in some measure, assist advertisers, advertising agencies, publishers and Government authorities to eliminate fraud and misrepresentation from advertising copy of financial character.

To this end the following has been written.

CHARACTER OF ADVERTISERS.

In view of the necessity of publishers passing very promptly upon copy presented to them for publication, it is desirable that they be assisted as much as possible toward accepting, rather than rejecting, advertising.

A number of financial associations and exchanges of the country, having in mind the necessity of keeping financial advertising clean, police their membership to this respect and endeavor to investigate cases of misrepresentation on the part of their own members. While this custom does not vouch that there may not be lapses from good practice on the part of members of such organizations, nevertheless, newspapers should feel fairly safe in accepting financial advertising from them—

Provided that the copy in itself does not appear suspicious. In assuming that any individual financial advertiser intends to be honest and truthful, the dividing line has been placed between such associations and exchanges as supervise their membership in such respect, and those which do not.

While, doubtless, there are in the aggregate many financial advertisers who do not belong to such associations and exchanges, yet who are entitled to the best consideration, there

is no quick method of passing favorably upon their character, if they are not well known.

In such cases it is highly desirable that complete information regarding the character and antecedents of the advertiser be available.

Moreover, the more membership in recognized associations or exchanges should not be advanced as a reason why those interested should not have full information regarding the advertiser.

When any one is in doubt regarding the advisability of accepting copy from an unknown advertiser, the following set of questions may aid in arriving at the information:

Advertiser—Who?

If the advertiser was once associated with fraudulent promotions in which there were indictments, prosecutions, etc., it is very likely that his new venture is dangerous.

A number of the more progressive publications in the country make it a policy never to accept copy from men who at any time have been associated with a fraudulent enterprise. They go even to the extent of declining to accept advertising matter describing a security of a corporation in which a man with such a record has any apparent influence, either as director, officer, large stockholder or broker.

To What Association Does Dealer Advertiser Belong?

If the dealer belongs to one of the recognized and responsible financial associations, information regarding him may be promptly obtained by addressing the secretary of such association.

If at any time information is required regarding members of the Investment Bankers Association of America, such information may be

had from the secretary's office, 111 West Monroe street, Chicago.

The mere membership in commercial clubs and various exchanges of the country does not necessarily imply responsibility on the dealer's part, and intimate investigations should be made in cases of doubt.

References.

A reference from a bank, merely stating that the advertiser has a satisfactory balance and has not asked for accommodation, does not mean anything whatsoever regarding the character and responsibility of the advertiser.

The fact that advertising bills can be paid for in cash does not mean that the securities advertised are properly issued. *In case of doubt, explicit, detailed reports should be secured from some bureau which makes a specialty of the history of individuals managing properties, such as Hill's National Reporting Company of Chicago, or Bishop's of New York*

ADVERTISING AGENCIES.

Under ordinary circumstances, the reputation of a responsible advertising agency is sufficient guaranty for most types of commercial advertising.

Investigation of a large number of highly questionable financial flotations has developed the fact that many reputable advertising agencies have been misled and have suffered large financial losses by not understanding the fundamental selling plan and type of securities of clients who seem to be financially responsible.

In some cases of late, large advertising agencies have declined to handle financial copy, except from the oldest and best known banking houses, lest by chance they inflict a loss upon innocent investors.

In view of the probability that the number of investors will increase materially by reason of the Government financing in the war, and in consequence financial advertising will increase in volume, it would seem to be unwise for advertising agencies to overlook entirely the possibilities of business in this field.

Empirically, however, there is necessity for the advertising agency knowing its client and his policies before taking on an account; and in view of the fact that there are only a few agencies in the country which have specialized in placing financial advertising, the presentation of financial copy from a reputable agency does not imply that the real advertiser is trustworthy.

PRESENT BAD PRACTICES.

The reason that so many millions of dollars annually are sunk in worthless securities is that the sellers of such so-called investments make alluring promises of great profits to be derived from a few dollars.

If deliberate misrepresentations and recklessly loose statements are eliminated from advertising and circular matter, get-rich-quick operators will not be able to make their fraudulent schemes pay.

In investments one does not get something for nothing any more readily than in any other branch of merchandising. It is entirely misleading, therefore, to use statements which will lead investors to believe this to be possible, such as the following taken from one piece of copy advertising a promotion that failed utterly:

"The best investment ever offered to the American public."

"Immense profits on small investments."

"\$1,000,000 a month profits."

"You take no chance."

"Golden Harvest."

Some of the other more dangerous bad practices which invariably mis-

lead are the following:

Trading on reputation or earning power of another company, such as implying that a new automobile company will be as successful as the Ford Motor Company, or using a name which sounds similar to a well known trade name to imply that the well known person or corporation is interested in the new company.

Offering securities where the corporation has not a well defined financial plan calculated to carry the company through poor times, as well as good times.

Giving undue importance to the name of the banks acting as trustee or registrar, and implying thereby that these banks in any way are responsible for the securities. The fee for such services paid to banks or trust companies is very small, and the services do not insure safety of securities.

Offering to let people in on the ground floor.

Stating that securities are as safe as Government bonds.

The use, by a dealer concern, of a name which implies that it is a bank or trust company when it is not such.

Using the word guarantee as applying to the security when no guaranty exists.

Placing up sub-heads in copy on one subject matter in such a way as to

(Continued on Twenty-eighth Page.)

TAKE IT TO POWERS!

"Fastest ENGRAVERS on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO-ENGRAVING COMPANY

154 Nassau Street, NEW YORK

Telephone 4200 Beckman

Good Work

Prompt Service

Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit of

"Phone the Manhattan Man for your Engraving."

MANHATTAN PHOTO ENGRAVING CO.

261-353 William Street NEW YORK

Phone, Worth 1667-8

At Tempting Prices!

Half-Tones, Line Cuts

and Modern Engraving in all its branches

DEFENDAM ENGRAVING CO. Inc.

1021 Broadway, NEW YORK.

STANLEY PROCESS TYPE METAL

to a not down up male price

SYRACUSE SMELTING WORKS

BROOKLYN, N. Y., and CHICAGO, ILL.

For Particular Printing come to the

ALLIANCE PRESS

110-114 West 22d Street, NEW YORK

THE PITTSBURG PRESS

HAS
THE
Largest
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

FLETCHER, Widener Bldg., Philadelphia.—Placing new copy in general publications for Martin Truck and Body Corporation, York, Pa., manufacturer of the Atlas Truck; Bell Motor Car Co., also of York; Goodrich-Lenhardt Manufacturing Co., Philadelphia; manufacturer of Goodrich Automobile Accessories; Bourne Magnetic Truck Co., Philadelphia.

RANKIN, Monroe Bldg., Chicago.—Placing special newspaper campaign in Kansas City and Omaha for the Schulze Baking Company.

FULLER, 623 S. Wabash av., Chicago.—Placing advertising for the Swiss Hair Treatment Company, Cincinnati, Ohio, which offers contracts to publishers who will get the co-operation of one or more good local druggists who will buy a certain quantity of "Swisco." Copy is now running in a number of Southern papers, and a general distribution is being secured through free sampling and other direct methods. Contracts vary from one to ten thousand lines to be used within twelve months. The amount of space is based on the population and amount of purchase made by the druggist.

CASPER, Casper, Wyoming.—Placing advertising for Seelye-McDavitt (financial) Security Investment Co., Casper Oil Exchange, Glenrock Oil Co., Stanley & Co.

WADE, Old Colony Bldg., Chicago.—Making up lists of farm papers for Keystone Steel & Wire Co., Peoria, Ill.

LAMPORT, J. M. S. Bldg., South Bend, Ind.—Placing copy for O'Brien Varnish Co., South Bend, Ind.

SEHL, 139 N. Clark st., Chicago.—Placing advertising in trade papers for a non-alcoholic beverage being put on the market by the Gund Company, La Crosse, Wis., under the name of "Gund's Beverage" to be distributed through grocers and other

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Open Door to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Avenue Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending October 1, 1917,
showing net paid circulation

33,924

Member A.B.C.

Arthur Capper TOPEKA, KAN. Publisher

retail merchants and also to hotels, restaurants and soda fountains.

Preparing for the Calumet Baking Powder Company a series of Buy-at-Home advertisements or anti-mail order articles. These ads, either in electro or mats, are offered to publishers who will agree to run them without charge. The copy contains a credit line at the bottom stating that the Calumet Baking Powder Company paid for the preparation of the article.

WILLIAMS & CUNNINGHAM, Mellers Bldg., Chicago.—Will soon place orders for "Quaker Macaroni," a new product of the Quaker Oats Co., Chicago.

SNITZER, Garland Bldg., Chicago.—Placing orders in selected daily papers for Christensen School of Popular Music, Chicago.

ARMSTRONG, North American Bldg., Philadelphia.—Sending out orders to newspapers for Victor Talking Machine Co., Camden N. J.

FRIEND, 347 5th av., N. Y.—Placing orders generally for Goldwyn Picture Corporation, N. Y.

PRESBRY, 456 4th av., N. Y.—Placing special copy with newspapers for Equitable Life Assurance Society, N. Y.

AYER, 300 Chestnut st., Philadelphia.—Placing copy with selected newspapers for P. H. Hanes Knitting Co., "Hanes" electric knit underwear, Winston-Salem, N. C.

Also placing advertising for John Duncan Sons, "Lee & Perrins Sauce," N. Y.

HARLTON, 312 Buhl Block, Detroit.—Sending out orders to selected daily papers for the London Veterinary Correspondence School, Detroit.

BATTEN, 381 4th av., N. Y.—Reported placing advertising of "Columbia Storage Batteries" for National Carbon Co., Cleveland, Ohio.

Again placing orders with newspapers for Ipswich Mills, "Ipswich Hosiery," Ipswich, Mass.

FULLER & SMITH, Guardian Bldg., Cleveland.—Placing advertising of "Columbia Dry Cell Batteries" for National Carbon Co., Cleveland.

SHAW-PIERCE, Book Bldg., Detroit.—Placing 10,000-line newspaper orders for the Book Estate, Detroit.

Using 700-line copy six times in a selected list of newspapers for the Detroit Weatherproof Body Co., Pontiac, Michigan.

Also, handling the I. Hubert Malvina Gream account, Toledo; Columbia Motor Truck and Trailer Co.,

BOSTON POST

CIRCULATION OCTOBER, 1917
"NO RETURNS"

The Daily Post 501,861

The Sunday Post 345,302

KELLY-SMITH CO., Representatives
230 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building CHICAGO

Today's Housewife

Net Paid  For Every
Guaranteed Issue

GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

Pontiac, Mich.: Swedish Crucible Steel Co., Detroit; Olson One-Ton Truck, Detroit; Drugcraft Co., Ann Arbor, Mich.; Service Realty Co., Detroit and a number of other local and general accounts.

JAMES, 110 W. 10th st., N. Y. City.—Placing space copy with newspapers on contracts for Sloan's Liniment.

STEWART, 123 W. Madison st., Chicago.—Reported placing advertising in newspapers and magazines for Cream of Rice Co., Columbus, Ohio, manufacturer of "Cream of Rice" cereal.

EDWARDS, 318 Chestnut st., Philadelphia.—Reported placing advertising for Electric Storage Battery Co., Allegheny av., and 19th st., Philadelphia, manufacturer of storage batteries.

ARMSTRONG, 1463 Broadway, N. Y.—Reported placing advertising for Alexander Hamilton Institute, Astor Place, N. Y. City, correspondence school for business executives.

BREARLY-HAMILTON, Perkins Bldg., Grand Rapids, Mich.—Reported placing account of Kant-Sink Swimming Co., Traverse City, Mich., manufacturer of "Kant-Sink Swimming Harness."

M'LAIN - HADDEN - SIMPERS, 210 W. Washington sq., Philadelphia.—Reported placing advertising for Crew-Levick Co., Land Title Building, Philadelphia, manufacturer of motor specialties and oils.

ENSIGN, Union Arcade Bldg., Pittsburgh.—Placing orders with newspapers generally for Nostriola Balm Co., "Mus-Ter-Pep," Wheeling, W. Va.

ERWIN & WASEY, 58 E. Washington st., Chicago.—Placing orders with some Western newspapers for Eversharp Pencil Co.

Placing account of McDougall Co., "McDougall Kitchen Cabinets," Frankfort, Ind.

HANFF-METZGER, 95 Madison av., N. Y.—Again placing orders with some N. Y. City newspapers for Armstrong Seetag Corp., "Seetag Oysters," Oyster, Va., and 23-5 Beaver st., N. Y. City.

Also reported will resume advertising in newspapers after January 1 for American Tobacco Co., "Sweet Caporal" cigarettes, 111 5th av., N. Y. City.

HOYT, 120 W. 32d st., N. Y.—Making 5,000-line contracts with a selected list of newspapers for Dea-

1916 Broke All Records of the

Toledo BLADE

9,807,578 Lines

of advertising in 313 days.
AN AVERAGE OF OVER
104 COLUMNS PER DAY.
Member A.B.C.

Represented by PAUL BLOCK, Inc.
260 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
291 Devonshire St., BOSTON
Krege Building, DETROIT

YOU MUST USE THE LOS ANGELES EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than 150,000

tinol & Pyorrhoeide Co., 110-2 W. 40th st., N. Y. City.

KIERNAN, 135 B'way., N. Y.—Placing 70-line 1-time test advertising with newspapers in Milwaukee, Wis., for White Cross Laboratories, 123 Cedar st., N. Y.

VIRGINIAN, Monticello Arcade Norfolk, Va.—Placing orders with some Southern newspapers for Ferrandine Chemical Co., acid iron mineral.

LORD & THOMAS, Mallers Bldg., Chicago.—Placing advertising for Anglo-American Mill Co., 397 Trust Bldg., Owensboro, Ky.

Making trade deals with newspapers generally for Hotel Galvez, Galveston, Tex.

DIRECT.—Willis Sharpe Kilmer, "Swamp Root," Binghamton, N. Y. is placing copy with newspapers generally.

ASKING RATES.—Sterling Adv. Service, 110 W. 40th st., N. Y. City, is asking newspapers for rates on 5,000-lines.

A GIFT BY DE YOUNG.

M. H. De Young, publisher of the San Francisco Chronicle, has presented to the Memorial Museum in Golden Gate Park, San Francisco, forty-seven paintings—representative themes from the French, Russian, Italian, British and German schools. The canvases are said to represent tens of thousands of dollars in money value.

EDITS CATHOLIC PAPER.

Rev. Luke P. Sharkey of Johnstown, N. Y., has been appointed editor of the Buffalo (N. Y.) Catholic Union and Times.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000.

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives

John Glass, Peoples Gas Bldg., Chicago
J. A. Klein, Metropolitan Tower, New York

TRADE AND CLASS PRESS.

C. C. Fisher, formerly of the sales department of the Studebaker Corporation of South Bend, Ind., and H. L. Fleming, formerly of the Tobey Furniture Company, Chicago, have joined the Western office of Farm & Fireside, with headquarters in Chicago. Mr. Fisher will represent the publication in the far West, while Mr. Fleming will cover the Illinois and Indiana territory.

Arthur C. Barnett, formerly Western manager of the W. F. Wendt Publishing Company, Buffalo, N. Y., publisher of La Hacienda, has been made vice-president of the company.

The Merchants Trade Journal, Inc., Des Moines, announces the publication of two new papers to go to the merchants in the medium sized and small cities and towns. They are the Merchants National Drug Journal and Merchants National Hardware Journal. Both papers are represented by William J. Bryan, New York, in the East, and in the West by H. C. Lee, Chicago.

The Associated Business Papers, Inc., has admitted to membership Factory, published by the A. W. Shaw Company, Chicago, and Starchroom Laundry Journal, published by the Starchroom Publishing Company, Cincinnati, Ohio.

Brick & Clay Record, Chicago, has moved from 445 Plymouth Court to more commodious offices at 610 Federal street.

F. M. Bailey, who formerly represented the Modern Hospital at Cleveland, is now connected with the Chicago office.

Hollis G. Gleason has resigned as special representative for the Inland Printer to assume the duties of manager for the La Salle Paper Company, Chicago. His position with the Inland Printer will be filled by Ed

LARGEST Morning Circulation in the Nation's Capital.

THE WASHINGTON POST

DAILY 8c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Food Rally Week

November 19th to 24th

Trenton TIMES

New Jersey's Great Food Medium

2,000 lines secures booth space. Snyder again is lecturer and demonstrator

KELLY-SMITH CO.

220 5th Ave., N. Y. Lytton Bldg., Chi.

Baltimore News

Net Daily Circulation 92,088
October, 1917,
Gain over
October, 1916, 5,696

Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

don H. Gleason, formerly circulation manager for that magazine.

H. C. Lee has become Middle Western representative of the Furniture Merchants Trade Journal, with offices in the Lytton Building, Chicago. He is replacing Russell Bandy, who has joined the aviation corps.

Papers of incorporation were filed on November 8 for the Hewitt Publishing Company, New York, which will hereafter publish Arts and Decoration, the Dry Goods Guide, the Inland Storekeeper, the American Dyestuff Reporter and other periodicals.

The incorporators are A. P. Howes, D. W. and E. Hewitt, 470 Fourth avenue. The capital stock is \$250,000.

Arthur E. Curtis has given up his position as managing editor of Motography, a motion picture weekly, to enter the producing field.

WALTER PULITZER CONVICTED

Charged with having an obscene picture in his possession, Walter Pulitzer, publisher of Pulitzer's Review, New York, was convicted in the Court of Special Sessions on November 13. Pulitzer did not appear, but his lawyer represented him.

A representative of the Society for the Suppression of Vice, testified that he had gone to Pulitzer's apartment a month ago and there found the picture. The defendant's attorney was notified to have his client in court for sentence November 19. Pulitzer is out on bail of \$500.

Maximum penalty for this offence is three years in the penitentiary.

Walter Pulitzer has no connection with the New York World owners of the same name.

SHIFTS IN JOHNSTOWN.

A general reorganization of the staff of the Johnstown (Pa.) Democrat has been effected.

Gordon Williams, sports editor, became city editor.

John Gable changed from the city desk to the telegraph.

James L. Berkebile was transferred from the local force to the Ebensburg office.

Miss Frieda Paul left the woman's page for a place in the business office.

Miss Marion Bailey is taking up Miss Paul's work on the paper.

Miss Lucy Seddlemeyer was added to the local staff.

St. Louis Globe-Democrat

dominates the morning field.

Government statement six months ending September 30, 1917

138,252

The clean home-going family newspaper.

National Representatives

F. St. J. Richards, Tribune Bldg., N. Y.
Guy S. Osborn, Tribune Bldg., Chicago
J. R. Scolari, Ford Building, Detroit
R. J. Bidwell, 749 Market St., San Francisco.

PATERSON

New Jersey's Famous Manufacturing City PRESS

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

COLUMBUS CIRCLE IS LIVELY THESE DAYS.

Columbus Circle, in New York City, the home of THE FOURTH ESTATE, has again become the center of life and activity through the opening of the Century Theater and the Park Theater.

The tremendous production of "Miss 1917," with the usual generous cast, artistic settings and elaborate costumes, characteristic of Dillingham productions has drawn the illuminations from all sections to the Century.

"Miss 1917" is a wonderful review filled with constant surprises, clever conversation, "pep" and color, and requires several hundred pretty and lively citizens to complete. The review is a hit in every way, and William Raymond Sill isn't losing any opportunity to tell the world that the Century has something real behind its numerous doors.

The Park Theater has struck its old gait with a real novelty. Someone scoured Spain and landed the greatest company of Spanish performers in the shadow of the Columbus monument that New York has ever seen.

"The Land of Joy" is a musical comedy filled with the tuneful melodies of Valverde, and is an inexpensive and interesting trip to Spain. The costuming, settings dancing and music are something new in New York, and that it is appreciated is shown by the packed houses that greet the performers.

Walter N. Lawrence had a great idea when he decided to bring this large company from Havana and give New York a breath of Spain.

Lawrence Anhalt should make the Park Theater the headquarters for Spanish plays on the same plan as the new French players at the old Garrick.

With such good plays as "The Land of Joy," and the great floating spanish speaking public in New York, the Park would retain the old life of the day of "The Wizard of Oz," "Quaker Girl," etc., it has just regained through "The Land of Joy," which is the slogan given for Spain.

CATES BILL PASSES.

After fifteen years, the Cates bill, which provides that public notices shall be published in the newspapers instead of being posted, has become a law in Texas. R. F. Cates, publisher of the Bartlett (Tex.) Tribune, was sponsor for the measure.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

WM. J. MORTON CO., Eastern Rep.,
Fifth Ave. Bldg., NEW YORK
Tribune Building, CHICAGO

WHAT BOOKS ARE WANTED BY AMERICAN SOLDIERS.

As to the books the soldiers from America read in France, and want to read, there is a very definite statement in the volume of correspondence by Lieutenant Clifford Almon Wells called "From Montreal to Vimy Ridge and Beyond," published by the Doran Company. In a postscript to a letter to his mother Lieutenant Wells wrote:

"In your next box, will you please slip in something to read. Some cheap copy of a good novel, or some other book—not too deep, but yet of a good length. Some good old English novel preferably. One of Jane Austen or Thackeray, or some good modern novel or essay—anything with lots of reading matter in it. I am asking Emma to do the same. All reading matter is carefully preserved and passed around."

These letters contain a surprising variety of topics, graphic descriptions and information on many matters of interest to all who have friends overseas. Lieutenant Wells (a youthful doctor of philosophy) of the 8th battalion Canadians, B. E. F., was killed in action April 28, 1917.

NORTHCLIFFE IN LONDON.

Lord Northcliffe has arrived in London to attend the meetings of the inter-Allied conference. He expects to return to America shortly before Christmas.

Lord Northcliffe has declined a proffer by the administration of the new Air Ministry made to him by Premier Lloyd George.

The Struble (La.) News has ceased publication.

THE PITTSBURGH POST

ONLY Democratic Paper In Pittsburg



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The same is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY
220 Fifth Ave., NEW YORK.
Lyttel Building, CHICAGO.

FAKE FINANCIAL PUBLICITY.

(Continued from Twenty-fifth Page.)
make it appear that the sub-head emphasizes the security, such as a guaranty on a part of an automobile by a manufacturer as implying that the stock for sale is guaranteed by that manufacturer, etc.

The appeal to patriotism, except in the case of selling "Liberty" Bonds. Offering to give "Liberty" Bonds away with so many shares of suspicious stock.

TESTING COPY OUTWARDLY NOT BAD. Presumably, those interested in clean financial advertising desire that money from people of small means who cannot afford to lose it should not go into greatly hazardous enterprises.

While ordinary business risks can never be eliminated, it is possible to obtain the information which will disclose whether or not the securities to be advertised are extremely hazardous and should not be offered by responsible investment bankers to such persons of small and moderate means.

Where the character of the advertiser appears to be satisfactory and there are no flagrant misrepresentations in the copy, it may still be desirable to know whether the corporation whose securities are being offered, is such as will presumably bring grief to the investor.

When it is desired to disclose the more subtle hazards in such securities, the real situation can generally be ascertained by requiring of the advertiser information along the following lines:

Property.

What constitutes the property?

Is it actually built?

Where is it located?

What is real appraisal value of property by competent, intelligent appraiser, audited by certified public accountant?

What is value of property for the purpose of operation?

DETROIT SATURDAY NIGHT

Holds a commanding position in the progressive and prosperous homes of Detroit and Michigan.

One reason why it gained 35% in circulation and advertising during 1916.

Represented by
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
201 Devonshire Street, BOSTON
Krease Building, DETROIT

e DAYTON SUNDAY NEWS and SPRINGFIELD SUNDAY NEWS

NEWS LEAGUE OF OHIO
(the two at .055 per line) are a great combination.

J. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

Is property in operation?

If so, how long has it proved successful?

What is output?

Does company own or lease property?

Earnings.

What are actual earnings as audited by certified public accountant?

What are detailed earnings over a period of years?

Are earnings estimated instead of actual?

If estimated, by whom?

Estimates should not be vague, but should be definite and calculated on some basis, else they are valueless. They should not be made essentially on the basis of earnings of other very prosperous companies in the same line of business, for different managements will not operate with equal success.

Goodwill.

Is the goodwill all in prospect, or has it been valued on definite earning power?

Goodwill should not be valued primarily on the earnings or goodwill of other successful companies in the same line of business.

Investment Income.

What dividend or interest is paid on securities offered?

If income is being paid or promised, who has audited the books of the company?

The payment of the dividend implies that it has been earned. Grave harm can be done by representing securities as dividend payers when payments are made from capital.

Price of Securities.

Securities of dangerously financed companies are generally offered in small par value so as to appeal to people of small means. This is especially true in the sale of stock. If the par value of the securities offered is \$10 or less, an investigation is desirable; if it is below \$1, this investigation is imperative.

It is bad practice to offer securities for sale with a statement that the price will be advanced on a certain day. This statement implies that the value has increased to the extent of the increase in price; as a matter of fact, the increase in price may not mean this, and usually it is only a plausible selling scheme. One good test of this is to ascertain at what price the advertiser will buy

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

THE Philadelphia Bulletin

Dominates Philadelphia

The largest 2c circulation in the East. Goes daily into most of Philadelphia's 375,000 homes.

Net Average 364,637 COPIES A DAY.

WILLIAM L. McLEAN, Publisher.

back the same stock he is offering.

Financial Statements.

Any statements mentioning figures should be susceptible of proof through an income account and balance sheet, audited by a certified public accountant.

These two accounts should be given as of one date, because it is possible to cover up inaccuracies if the balance sheet is given on a date different from that of the income account.

Any company offering securities for sale which will not, if requested, submit an income account and balance sheet, subjects itself to the suspicion of fraudulent practice.

The financial statement of a company should be as of the date on which the securities will be outstanding, and the balance sheet should, therefore, show the securities as liabilities.

From these statements can be calculated the tangible net assets per share of stock or the value of property securing bonds. If these figures fall materially below the selling price of the securities, the risk is considerable, and requires a detailed explanation.

Great care should be taken that the promoter does not glibly promise future growth to explain away any discrepancy, or represent that goodwill is of sufficient value to take care of it. Where a company is showing real earnings with very little property, it is, of course, legitimate to capitalize these earnings to a reasonable extent.

Equity.

Misrepresentations are often made when an issue of treasury stock is offered. Care should be exercised that a large amount of stock is not issued on a disproportionately small amount of property. Where practically all the cash capital of a company is raised on such a basis, advertisements should not be permitted to mislead investors into thinking that an adequate amount of property is behind the stock.

Bonus Stock.

When common stock is offered as a bonus to the investor, equal in amount to a certain percentage of the preferred stock he buys, it is well to make inquiry and find out just what risk the promoter has taken in putting out the preferred stock.

In some of these undertakings the public puts up all of the money, and if the scheme is successful the public

THE SYRACUSE POST-STANDARD

October 1st, 1917

Government Statement

Daily (Net Paid) CIRCULATION 54,470

April, 1917 Figures—A.B.C. Basis. —Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
201 Devonshire Street, BOSTON
Krease Building, DETROIT

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening

Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.

C. GEORGE KROGNES, Chicago
FERREE & CONKLIN, Inc., New York

gets little of the profit above the preferred dividend.

If the project is a failure, the public loses all the cost of the undertaking, while the promoters lose nothing but their time. Advertisements should not hide these important features, and usually advertisements offering preferred stock with a bonus of common stock justify particular scrutiny.

Corporation Management.

What are the names of officers and directors of corporations?

Management should include men trained in all the branches necessary to the successful operation of the business whose securities are advertised.

Generally, on the board of directors one will find the name of a notorious promoter, if the company is suspiciously financed. Special attention should be paid to this man's record, because any former bad practices by him will probably taint the plan under which the company is being financed.

A properly financed company usually will have on its board of directors one or two bankers or experienced financiers, who will know how to take care of the investors' future through permanent, sound financing of the company. If there is no such banker, special inquiry should be made as to the permanent financial plan under which the company is securing its money.

SERVICES OF INVESTMENT BANKERS ASSOCIATION OF AMERICA.

For the purpose of assisting in eliminating fraudulent financial advertising, a committee of the Investment Bankers Association of America is prepared to co-operate with publishers, vigilance committees, advertising agencies, individual advertisers, financial organizations or Government authorities.

To this end it maintains a file of information on the subject which is available to persons interested.

In view of the fact that most fraudulent enterprises are promoted by persons of previous bad records, it is highly desirable that this committee secure as much information as possible regarding the record of any suspicious or definitely bad promotion.

Any information, or requests for such, should be addressed to the fraudulent advertising committee, Investment Bankers Association of America, 111 West Monroe street, Chicago.

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

**LARGER PAPER, USING LESS
NEWS PRINT.**

EDITOR THE FOURTH ESTATE.

SIR: Here is a matter which, though it contains some elements of free advertising, I think will be interesting to all of your readers who are using a Duplex flat bed perfecting press. I assure you that I have no interest in either the Duplex Company or the Rousseau Company.

At a cost of less than \$100, we have enlarged our paper and at the same time cut down the consumption of print paper. We formerly used 70-inch, 53 1/4-inch and 35-inch paper. By the purchase of four Rousseau chases, which have narrow sides, we can use 67-inch, 50 1/4-inch and 33 1/2-inch paper. The margins are narrower, but are ample.

By taking out the iron head sticks at the top of the page, and cutting down the iron foot-sticks to half an inch, and by substituting 12-point foot-slugs for 18-point foot-slugs, we increased the length of the columns from 20 to 21 inches, giving us 56 inches more space in each 8-page paper.

This has resulted in our frequently being able to avoid going to 10 pages to take care of our advertising and news.

Anything that tends to economy in these days, it seems to me, ought to be passed along.

J. L. STURTEVANT,
Wausau (Wis.) Daily Record-Herald.

**NEW POSTAL LAWS CAUSE
ANOTHER SUSPENSION.**

After an existence of thirty-five years, Bahn Frei, the weekly organ of the New York Turnvereins, has ceased publication. This action was taken largely because of the application of the new postal regulations covering foreign language papers, according to the local German press.

In place of Bahn Frei, the New York German Athletic Society will publish a monthly called Monatlicher Anzeiger.

St. Paul and the Northwest

best can be reached by advertising your wares in the columns of the

ST. PAUL DISPATCH
and **ST. PAUL PIONEER PRESS**

In St. Paul, the St. Paul Dispatch has an average total daily circulation of 58,676; the St. Paul Pioneer Press, an average total daily circulation of 46,622; the St. Paul Sunday Pioneer Press an average total Sunday circulation of 47,802.

They also enter thousands of homes, located in cities, towns and rich farming districts of the Northwest.

TOTAL CIRCULATION.
St. Paul Dispatch (daily). Over 81,000.
St. Paul Pioneer Press (daily) over 64,000.
Sunday Pioneer Press. Over 77,000.
They Cover the Field.

BRIDGEPORT

CONNECTICUT
(The Essex of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A.B.C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

**DALLAS EVENING
JOURNAL**

Published by A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning.
40,655 NET PAID average during 6 months period ending Oct. 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
728 Tribune Building, NEW YORK

**ILLINOIS PUBLISHERS MAY
HAVE OWN PAPER MILL.**

At its annual meeting, the Illinois Daily Newspaper Publishers Association took steps that it is hoped will solve the print paper problem for the members. After hearing reports on the de-inking process invented by John Welsh of the Green Bay Paper and Fiber Company, the association appointed a committee of two members together with A. G. McIntyre, special representative of the A. N. F. A. paper committee, to pursue the subject farther. The committee is to



ARCHIBALD S. LECKIE.

report on the advisability of purchasing a mill and manufacturing 400 tons daily for the members of the association.

The organization is considering a plan for intensive publicity in Illinois which state is thoroughly covered by newspapers operated by the members.

The association has declared for the principle of proven circulation and expects to equalize rates on an equitable basis guaranteeing the advertiser in Illinois exactly what he is paying for.

The following officers were elected for the ensuing year:

President, Archibald S. Leckie, Joliet Herald-News; secretary, Fred LeRoy, Streator Independent Times; treasurer, C. C. Marquis, Bloomington Pantagraph.

THE
**DETROIT
JOURNAL**

with over 100,000 net paid Circulation daily, is indispensable in covering Detroit and surrounding territory.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

Newark Star-Eagle
**NEW JERSEY'S
LARGEST PENNY PAPER**

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

LINOTYPE INSTALLMENTS.

Among recent Linotype purchasers are the following:

Walter (Okla.) New Era; Cordelia H. Hanson, New York; Utica (N. Y.) Daily Press; Boston Christian Science Monitor; Ransome Typesetting Company, Waco, Tex.; Wylie (Tex.) Rustler; Bethel (Me.) Citizen; Monroe City (Mo.) Worth County Times; Ironton (Minn.) Miner; Maverick-Clarke Litho Company, San Antonio, Tex.; Rochelle (Ga.) New Era; Tallulah (La.) Madison Journal; Florence (Ariz.) Blade Tribune; Hammond & Candy, Santa Barbara, Cal.; Dighton (Kan.) Herald; Circleville (Ohio) Democrat and Watchman; Zenia (Ohio) Republican-Gazette; Brownsville (Tex.) Sentinel; Idar (Tex.) Publishing Company;

Walter R. Manning, New York; Shepherdstown (W. Va.) Register; New York Russian Voice; Nicoletti Brothers Press, Inc., New York; Boyne City (Mich.) Bee; Echo (Ore.) News; Portland (Ore.) Journal Publishing Company; Watsonville (Cal.) Register; San Jose (Cal.) Mercury-Herald Company; Wyandotte (Mich.) Herald; Clarksburg (W. Va.) Exponent; New Haven (Conn.) Journal-Courier; Washington (N. C.) Progress; Boston Weekly Bostonian; Racine (Wis.) Journal News; Berwyn (Ill.) Beacon; Watson Brothers Printing & Publishing Company, New Orleans; Middletown (Ohio) Journal.

GUILTY OF TREASON.

W. P. Beard, editor of the Abbeville (S. C.) Scimitar, recently denied use of the mails, has been found guilty in the Federal Court in Greenwood on two charges, one of publishing false reports and statements with intent to interfere with military and naval forces and another of attempting to cause mutiny and disloyalty.

TO HEAD RED CROSS DRIVE.

George S. Fowler, advertising manager of Colgate & Co., Jersey City, has been released from the service of that company for two months to be executive head at Washington for a special Christmas drive of the Red Cross for new members and funds. Mr. Fowler will be in Washington four days a week.

BUYS POULTRY MARKET.

Harry W. Rynick, for a number of years in the newspaper business in Wilmington, Del., has bought a poultry market in that city and will devote his entire attention to it.

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND
Over 175,000 Daily. || Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, People Gas Bg., Chicago

THE JOURNAL
IS THE ONLY MORNING AND
SUNDAY PAPER PUBLISHED IN
DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
Peoples Gas Building, CHICAGO.

**AUTHORS PROTEST AGAINST
SECOND CLASS INCREASE.**

The Authors League of America held a meeting last week which was attended by many of the best known authors of both sexes, to consider what action might be taken to persuade Congress to repeal the postal section of the War Revenue Bill imposing high zone rates on second class matter. The meeting was held in New York.

The consensus of opinion was that this heavy and destructive burden which it is proposed to lay upon the publishers would seriously interfere with the dissemination of intelligence through literature; that it would tend to sectionalize the country; that it would discourage reading; that it would penalize the people living at a distance from the centers of population; that it would not produce revenue; that, in fact, the Post Office Department should not be used to collect taxes of any kind and that the development of authors would be seriously hampered because of the restriction of their opportunities and the serious curtailment of their remuneration.

The authors are deeply stirred over this matter and propose to use the full power of their pens in awakening the people of the country to the real character and import of the postal legislation which has been tacked on to the Revenue Bill.

GERMAN PAPER MOVES.

The Wilmington (Del.) Lokal Anzeiger had a formal opening of its new quarters on November 5. Max Goetz is the proprietor of the paper, which is a weekly.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending September 30, 1917:

Evening Star	88,752
Evening Times	42,375
Washington Post	47,032
Herald (over)	25,000

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING
EXCEPT Union Star
SUNDAY.

AUDITED CIRCULATION 20,643
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

POST OFFICE BANS NEW YORK CALL.

SHUT OUT OF THE SECOND
CLASS MAILS, BUT IT IS
STILL DEFIANT.

The New York Call, the Socialist
daily newspaper, was served with a
notice by Postmaster Patten on Nov-
ember 13 that its second class mail-
ing privileges had been revoked, to
take effect immediately.

The action was ordered by Post-
master General Burleson, under the
Espionage Law.

About a month ago the publish-
ers of the Call were cited to appear
in Washington to show cause why
the newspaper should not be de-
nied the use of the mails. The cita-
tion set forth numerous editorials
published in the Call, and alleged
that they tended to obstruct the pro-
secution of the war and the enforce-
ment of the conscription law.

The Call, in reply, denied that it
had advocated the violation of any
law, but simply had exercised its con-
stitutional right to criticize the Gov-
ernment and to urge the repeal of
the conscription law.

The paper began immediately the
replication of all the editorials
objected to by the Government on
the plea that it was showing the pub-
lic that it had violated no law.

Interest in the Call's fight to re-
tain its mailing privilege was intensi-
fied by the fact that it was made an
issue in the mayoralty campaign.
Morris Hillquit, the Socialist candi-
date for mayor, championed the
cause of the paper, declaring that if

THE CIRCULATION OF THE
CHRISTMAS ISSUE
of

The BILLBOARD

is guaranteed to exceed

45,000 Copies

It will be obtainable wherever pa-
pers are sold throughout the entire
English speaking world.

No advance in rates.

Last form closes Sunday, December 16

The Billboard Publishing Co.

Member A.B.C.

Broadway & 42d Monroe and Dearborn
NEW YORK CHICAGO

W. D. BOYCE CO.

500-514 North Dearborn St., CHICAGO
206 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS.

THE FARMING BUSINESS

High-class farm weekly, magazine form.

BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.

Peoria JOURNAL

Only evening paper in Peoria with As-
sociated Press franchise. Leads in cir-
culation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate.

HENRY M. PINDELL, Proprietor,
CHAS. H. EDDY CO., Representative,
NEW YORK BOSTON CHICAGO

the Government used repressive
measures against "the greatest and
bravest Socialist organ in this coun-
try, it would do so without sanction
of law."

Charles W. Ervin, managing editor
of the Call, has stated that in spite
of "the arbitrary and autocratic
action of the Post Office Depart-
ment" the out-of-town circulation of
the newspaper would be continued
through the first class mail.

Following the example of news-
dealers who have refused to handle
copies of the Masses and other pub-
lications with radical anti-war poli-
cies, on the ground that there is dan-
ger of severe punishment under the
Trading with the Enemy Act for
handling them, the Interborough
Rapid Transit Company of New York
has ordered that no copies of the
New York Call be sold from the
subways stands which it controls.

It was said at the offices of the
Call on Tuesday that only about 300
copies of that newspaper had been
sold on the Interborough stands and
that since the ban was placed on
the Call 900 copies a day have been
sold in these stations by newsboys.

The New York Call has been bar-
red from the news stands of the
Brooklyn (N. Y.) Rapid Transit
Company by the Broadway Subway &
Homes Borough Advertising Com-
pany of New York. The reason given
is that the daily sales of the So-
cialist organ on the news-stands were
"negligible."

"We simply found that the sales of
the Call did not warrant its being
handled any longer," said an official
of the advertising company. "There
had been no complaint against the
circulation of the paper, nor did we
attempt to assume the role of censor
as to what the public shall read."

DR. WATERS HONORED.

A special "initiation" dinner was
held recently by the Topeka Press
Club in honor of Dr. Henry J.
Waters, who has become editor of
the Kansas City Weekly Star.

PRESS LEAGUE LUNCHEON.

The Chicago Press League held a
luncheon at the Auditorium Hotel
on November 10, at which Dr. E.
Root made an address on ancient and
modern foods.

The new proprietors of the North
St. Paul (Minn.) Sentinel are Messrs.
Beck and Hagerup.

The BEST Advertising BUY in

CLEVELAND

THE NEWS

Quality Evening Newspaper
With Quantity Circulation

THE LEADER

Sunday

Represented by PAUL BLOCK, Inc.,
150 Fifth Ave., NEW YORK
Mailers Bldg., CHICAGO
201 Devonshire St., BOSTON
Krege Building, DETROIT

U. S. P. O. and A. B. C. Report

THE NEW ORLEANS ITEM

period ending October 1, 1917

Daily60,756

Sunday77,438

Average63,217

THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

ONE OF THE MURDOCK CLAN.

Born of a newspaper family—the
Murdocks of Kansas—Brock Pem-
berton, who is general representative to
Arthur Hopkins, manager of the Ply-
mouth Theater, New York, and su-
pervising the publicity, naturally took
to the profession.

While at college Mr. Pemberton
did work on the Emporia (Kan.) Ga-
zette, on and off, and edited the



BROCK PEMBERTON.

Coffeyville Record, which was owned
by his cousin, Richard Murdock, Jr.

After his graduation from the Uni-
versity of Kansas, Pemberton went
back to the Gazette for a while, but
in 1910 decided to try a larger field
and struck out for New York. He
connected with the Evening Mail
here and after eight months as gen-
eral and marine reporter was made
dramatic editor.

The next fall Mr. Pemberton went
to the New York World to assist
Louis V. De Foe, dramatic editor of
that paper. He remained with the
World for three and a half years,
when he joined the Times in a sim-
ilar capacity. He left the Times, after
two and a half years, to become con-
nected with Mr. Hopkins in his the-
atrical work.

THE

PITTSBURG DISPATCH

for nearly four score years
has sold good merchandise
for advertisers.

H. C. Rook, Real Est. Trust Bldg., Phila.
W. G. Brooke, 325 Fifth Av., New York
Ford-Parsons Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng

The City of Richmond 15,309 qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes

In all VIRGINIA it's the name.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

CITY AND TELEGRAPH EDITORS ORGANIZE IN ILLINOIS.

City and telegraph editors of Illi-
nois newspapers organized a state as-
sociation at a meeting held November
11 at Decatur. John W. Priest,
Springfield State Register, was
elected president; Ralph K. Sisson,
Decatur Herald, secretary-treasurer.

The new association went on rec-
ord as approving the governmental
censorship plan and pledging its ef-
forts toward a repression of any in-
formation that might prove detri-
mental to military and naval pur-
poses.

MONTEITH GETS DAMAGES.

George A. Monteith, president of
the North Dakota Editorial Asso-
ciation, and editor of the Finley
Beacon was awarded damages to the
amount of \$3,250 from Dr. A. J.
Heimark of Finley, by a jury in the
Cass County district court on Nov-
ember 8.

Mr. Monteith sued the physician
for \$5,000, alleging malpractice, in
the treatment and amputation of the
first and second fingers of his right
hand caught in a job press in the
newspaper office at Finley last Febru-
ary.

POLISH PUBLISHERS HELD.

Nora Bollinger of St. Louis has
been arrested in Rochester, N. Y.,
charged with conducting the Polish-
Amerika Echo without filing the
name with the county clerk.

Mr. and Mrs. Frank Oakwood were
also arrested in Rochester for con-
ducting the Polish Publishers' Syndi-
cate without filing the business name.

If this territory presents a
sales problem to you, the
Merchandising Service
Department.

of the Boston Americas will, upon
request, make a trade investigation
covering various sections of Metro-
politan Boston and submit a report
which will help you solve that prob-
lem. Ask how this department
works.

BOSTON AMERICANS

NEW YORKAmerica's Greatest
Jewish Community**THE DAY**America's Foremost
Jewish DailyReaches the cream of purchasing power
of the Jewish element in America.**CIRCULATION OVER 70,000**
Despite advance in price
from one to two cents.**THE DAY** The National
Jewish Daily.

Member A.B.C.

Main Publication Office:
188 East Broadway, NEW YORK**"ROMANUL"**The largest and oldest ROMANIAN
daily newspaper in the United States
and Canada.The only real guide of \$50,000 thrifty
readers and positive success to its ad-
vertisers.Full leased wire reports of United
Press Association.
634-638 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.**OBITUARY NOTES.****ETHAN ALLEN SNIVELY**, at one
time president of the Illinois Press
Association, is dead in Springfield,
Ill., at the age of seventy-two years.**Mr. Snively** started out as a print-
er's apprentice in Havana, Ill., and
later worked with the Canton Ledger
and Fulton County Democrat. In 1868
he assumed charge of the Rushville
Times, which he sold the next year,
establishing the Galesburg Times.
Next he became city editor of the Pe-
oria Democrat. Other connections
followed.**Mr. Snively** disposed of his interest
in the Carlinville Enquirer in 1883,
after which he had no active con-
nection with the newspaper business in
the role of publisher.**FREDERICK B. WARD**, formerly
president of the Ward Advertising
Company of Chicago, died at his
home in Oak Park, Ill., on November
10. He was forty-seven years old.**MRS. NELLIE CORNELIA HAR-
GREAVES**, wife of George T. Har-
greaves, New York newspaper man,
died on November 10 in Jamaica, N.
Y., from apoplexy.**HOWARD EARLE BROWN**, an
attorney and secretary and director of
the Craftsman, a monthly publication,
died on November 9 in Yonkers, N.
Y., after an illness of three weeks.**E. B. DOWELL**, editor of the In-
dianola (Ia.) Record, died on No-
vember 5, of acute digestion.**JOHN PEARSALL**, the oldest em-
ployee in point of service in the St.
Louis Post Dispatch composing room,
died in St. Louis on November 1,
aged fifty-seven years. Pearsall went
to the Post-Dispatch from the New
York World in 1883 and except for**THE
ST. LOUIS
WESTLICHE
POST**reaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.THE ONLY POLISH DAILY IN
NEW ENGLAND.**Kurier Bostonski**27 Beverly St., BOSTON, MASS.
reaches 600,000 Poles in New Eng. and.
They want to buy your goods.**Use Kurier Bostonski**an interval of three years had worked
for that paper since that date.**ARTHUR KOENIG**, associated
with German newspapers, died on
November 2, following a nervous
breakdown of several months du-
ration. He was sixty years old.**JOSEPH L. STOOHOFF**, for the
last ten years an employee in the busi-
ness department of the New York
Herald, died on November 11 after an
illness of two weeks.**CHARLES E. AYRES**, editor of
the Mt. Vernon (Ohio) Republican-
News, died on November 8 after an
illness of only a few hours. He
was forty-four years old.**BABY BRANDT**, daughter of
Harry A. Brandt, advertising man-
ager of the Dayton (Ohio) Daily
News, is dead, three days old.**W. S. WIGHTMAN**, editor and
founder of the Bethany (Mo.)
Clipper, died on November 4 of heart
trouble, at the age of fifty years.**CLARENCE J. CURTIS**, an Ore-
gon newspaper man, is dead at As-
toria, Ore., after a long illness. He
was sixty-four years old and was
president of the Astoria city council.**S. T. WOOD**, formerly with the
Toronto Globe, died in Toronto on
November 6. Mr. Wood was a stu-
dent of nature and animal life, and
his writings on this subject were of
special interest.For years, Woods' nature editorials
appeared in the columns of the Globe,
and many of them were classics. A
number have been preserved in per-
manent form in a volume entitled
"Rambblings of a Canadian Natural-
ist."**LIEUTENANT PATRICK D. M.
M'LAGAN**, son of the late proprietor
of the Vancouver (B. C.) World and
one-time owner of the Victoria (B.
C.) Times, was killed in action on
October 15.**JOSEPH M. NOONAN**, formerly
editor of the Jersey City Democrat
and later an editorial writer for the
News and Argus of the same city,
died suddenly of heart disease, in
Jersey City, in his sixty-second year.**G. A. REINMILLER**, associated
with Oklahoma City newspapers for
seven years, is dead.**RALEIGH COLSTON SMITH**,
former president of the Baltimore
Press Club, died in that city on No-
vember 7 after a lingering illness.
Mr. Smith's first newspaper work
was on the old Baltimore Herald un-
der the editorship of the late Colonel
A. B. Cunningham. He was after-
wards on the staff of the News, and**MONTREAL**is CANADA'S largest and wealthiest city
—sixth in America in population; fourth
largest French city in the world—and a
wonderfully fine market for all kinds of
advertisements.**LA PRESSE**is Canada's largest circulating daily—
over 145,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.WM. J. MORTON CO., Special Reps.
NEW YORK, 24th Ave. Building.

CHICAGO, Tribune Building.

LONDON, ENG., 19 Sicilian Avenue

Southampton Row.

PARIS, 8 rue du Rocher.

NARODNI ListBriscoe Motor Corp. of Jackson, Mich.,
has just placed 10,850 agate lines of Bris-
coe advertising in the Narodni List. This
is the best proof that the Narodni List is
one of the best advertising mediums in
the foreign languages for National adver-
tisers.

Ideal Newspaper for National Advertisers

51 Park Row, NEW YORK

Phone 2930 Beekman.

then on the Sun, with which he was
at the time of his death.**JOHN W. FOSTER**, noted Ameri-
can diplomat and at one time editor
of the Evanston (Ill.) Daily Journal,
died in Washington on November 15,
following a long illness. He was for-
merly Secretary of State and was the
father-in-law of the present Secretary
of State, Robert Lansing. He was
the dean of the American diplomatic
service.**REV. DR. M. H. WILLIAMS**, for
thirty-eight years editor of the pub-
lications of the American Sunday
School Union, died in Germantown,
Pa., on November 9, aged seventy-
eight years. He was a graduate of
Yale University and a writer on re-
ligious subjects.**JAMES H. RAINSBURY**, a New
York newspaper man, died on No-
vember 8 in Newark, N. J.**FREDERICK L. DEGENER**, an
inventor of printing machinery, died
in New York on November 14.**WILLIAM T. CALL**, secretary-
treasurer of the Gage Publishing
Company and a noted checkers play-
er, died in Flatbush, N. Y., on No-
vember 14.**J. LEE DALBY**, for the last twen-
ty-five years editor of the Shubert
(Neb.) Citizen, died on November 2.**J. R. TAYLOR**, founder of the
Paragould (Ark.) Soliphone, is dead.**IRA S. TROUP**, for the past year
editor of the Luray (Kan.) Herald,
died on November 3.**BRITONS ARE GUESTS OF BUSI-
NESS PUBLISHERS.**Acting in conjunction with the
mayor's defense committee, the edi-
torial conference of the New York
Business Publishers Association tend-
ered a luncheon to a commission
from the British Ministry of Munitions
at the Automobile Club of
America, in New York, November
13. About 200 members and guests
were present."It is particularly satisfactory,"
said chairman Beecroft in calling the
meeting to order, "that the editors
of business papers should be accorded
the distinguished pleasure of enter-
taining this mission today, as busi-
ness papers are the natural channels
through which our great industries
of this country are reached; and as
this is a war of industries as well as
of the men at the front, it is highly
desirable that our industries get
through such channels as afforded to-
day an opportunity of learning whatThe only journal outside of the
United States published in the in-
terest of newspaper men.**THE 30 pages Weekly
NEWSPAPER
WORLD**Annual Postal Subscription
Everywhere \$2.40.
(Established 1898)**Specimen Copy Sent Free**Address: 14 Cross Street
FINSBURY, LONDON, ENG.**TELEGRAM CODZIENNY**A National American Daily and Sun-
day printed in the Polish language reach-
ing over 150,000 readers.

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The Only ITALIAN Daily Newspaper in
New England. Published Daily and Sunday**La Notizia—The News**32-34 Battery St. BOSTON
consolidated with La Tribuna del Popolo
and Il Messaggero di Worcester.100,000 Italians in Boston.
300,000 Italians in Massachusetts.
1,000,000 Italians in New England.**THE JEWISH
MORNING JOURNAL
NEW YORK CITY**carries more advertising than any other
Jewish newspaper. Circulation in New
York City largest of all foreign language
newspapers. Member A.B.C.the industries in the old world have
done."The following members of the com-
mission addressed the gathering:Sir Stephenson Kent, director-gen-
eral of the Labor Supply Depart-
ment; G. H. Garrod, deputy assistant
secretary of the Labor Regulation
Department; G. H. Baillie, chief tech-
nical dilution officer of the Labor
Supply Department; and Captain Cy-
cil Aquith, director of the artificers
allocation of the Labor Supply De-
partment.At the suggestion of the mayor's
committee several representative New
York publicists in the newspaper and
magazine fields were invited to at-
tend. Among those present were:Ogden Mills Reid, Tribune; Mel-
ville E. Stone, Associated Press;
Hamilton Holt, Independent; George
P. West, Public; Dr. E. A. Rumely,
Evening Mail; Russell R. Whitman,
Commercial; Ernest H. Abbot, Out-
look; John A. Fitch, Survey; Phillip
J. McCook, director of the Hall of
Records; J. B. Buell, secretary com-
mittee on industry and employment;
and Miss Frances Kellor, vice-chair-
man, National Americanization Com-
mittee.**A CANADIAN BUREAU OF PUB-
LIC INFORMATION.****M. E. Nichols**, former manager of
the Montreal Daily Mail (in liquida-
tion) has, it is understood, been of-
fered the post of Director of Public
Information, a new office fully ad-
vised of facts connected with the
conduct of the war and problems
arising from it in that country. He
will be under the department of the
President of the Privy Council, N.
W. Rowell, who is also vice-president
of the War Committee of the Cabinet,**The Circulation of the
NEW YORK
EVENING
MAIL**represents a greater pur-
chasing power per unit of
circulation than is found
in any other New York
Evening Paper.

This is the Story of a Newspaper

It is in brief the record of what one man in an inland city did to make that newspaper known all over the world.



HENRY WATTERSON, Editor

In 1868, when the wounds of the War of Sections were still bleeding, Henry Watterson, of the Louisville Journal, and Walter N. Haldeman, of the Louisville Courier, decided to cease being rivals and to become partners. So they merged those newspapers into one and, buying the Louisville Democrat, created the Louisville Courier-Journal.

Then the struggle to establish the new creation began. By partnership contract Mr. Watterson was supreme in the editorial department, Mr. Haldeman in the publishing department; but they worked together for thirty-five years as one man, when in 1902 Mr. Haldeman passed from the scene.

Louisville is a border city. It was much divided by the War of Sections. Kentucky had furnished an equal quota of fighting men to the North and South. The country and the time seemed to require that a voice be raised in Louisville which should be heard and heeded in both sections.

Henry Watterson became that voice. Young, aspiring and sagacious, with unusual experience in journalism and public life, during the War a Confederate soldier, he

set to work to rescue the South from the fate of Poland and Ireland.

It was a long battle, and he had by sheer force of his personality and his pen to stand between the hot-heads of the two sections.

He brought the South to realize the situation and to understand the anomalous character of the institution of African slavery.

He told the story of Lincoln to the South and popularized it.

He brought the North better to comprehend the idiosyncrasies of the old South and to believe in the loyalty of the new.

He became for thirty-five years the driving forces behind the Democratic party and its accepted interpreter.

He did all this through the party platforms which he dominated in seven National Conventions, but mainly through the Courier-Journal until it became the most celebrated newspaper in America. It is true to say that he did more to make lasting peace between the estranged sections of the Union than any other man of his time.

Through the eras of Greenbackism and Free Silverism he fought as successfully for the public credit

as he had fought for the national unity. He was the foremost Democrat in the West and South to bury sectional hate and rag money. He led the Tilden movement which regenerated the Democratic Party.

Throughout each and every crisis of the last half century Mr. Watterson and the Courier-Journal, one and inseparable, have been at the forefront in the making of American history.

Then came 1914 and Serajevo. Then came the loosing of the Prussian wolves that overran Belgium, Luxemburg and France. From the beginning of the struggle Mr. Watterson saw clearly what part America would be obliged to play. He saw and forecast the submarines and the campaign of frightfulness. He fathomed the plots of the Kaiser Reservists and exposed the seditions of German propaganda. He penetrated the mask of duplicity worn by Bernstorff and in 1915 urged the President to send him packing. Carefully distinguishing between the masses of the German people and the Berlin War Party, he anticipated the President's Proclamation of 1917 by three years with the slogan:

"To Hell with the Hohenzollerns and the Hapsburgs."

THIS is a brief statement of what the Courier-Journal and its Editor have attempted and achieved, and nearing its fiftieth birthday, The Courier-Journal Company extends hearty greetings to the newspapers of America, through THE FOURTH ESTATE, and bids them be sure that it will remain always on the firing line.

THE COURIER-JOURNAL,
LOUISVILLE, KENTUCKY

BY THE EXECUTIVE COMMITTEE

William B. Haldeman
Bruce Haldeman
Bennett H. Young

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Every SATURDAY at
282 West 59th St. (near Broadway)

NEW YORK CITY

NOVEMBER 24, 1917

THE FOURTH ESTATE



"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porters' Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship" Lecture I.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED 1894 No. 1239

Making the Most of Chicago

Advertisers when cultivating the Chicago market, in their desire to reach *all* buyers, naturally turn to The Daily News first.

Here's Why: The Daily News is read by very nearly every worth-while family in Chicago—94 per cent of its immense circulation being within Chicago and its suburbs.

The London Chronicle says:

"The Chicago Daily News is by far the best evening newspaper in the world." Chicago agrees with this. Chicago likes The Daily News; reads it; believes it.

Eminently successful advertisers, local and foreign, use more space in the six buying days a week, month after month, year after year in The Daily News than in any other Chicago newspaper. Successful advertisers, making the most of Chicago, use

The Chicago Daily News

"It Covers Chicago"

NEWS PRINT PRICE SET AT THREE CENTS?

THE FEDERAL TRADE COMMISSION IS UNDERSTOOD TO HAVE ACTED AS A WAR MEASURE.

At the moment of going to press, THE FOURTH ESTATE received word from a dependable source that the Federal Trade Commission has fixed the price of news print at three cents a pound for the first three months of 1918, this period to be used as a basis for future revision of the price, if necessary. The action is understood to have been taken as a war measure.

THE FOURTH ESTATE so far has been unable to obtain a confirmation or denial from the Federal authorities in Washington.

INDICTMENTS NOT DROPPED.

ATTORNEY GENERAL DENIES REPORTS ON THE NEWS PRINT CASE.

Attorney General Thomas W. Gregory has issued a statement in an effort to correct a widespread belief that the Government's case against the manufacturers of news print paper, under the anti-trust laws, would be dismissed.

This is the announcement by the Department of Justice:

"The Attorney General states that his attention had just been called to a report in some newspapers to the effect that the indictment of the news print paper manufacturers, the trial of which opened November 15, would be dismissed. He stated that there is no foundation whatever for this report."

Up to the time of going to press there had been no change made in the decision of Judge Mayer to open the trial on November 26 in the Federal Court, New York.

The jury was chosen on November 15, as told in THE FOURTH ESTATE last week.

Mark Hyman, one of the prosecutors for the Government, told THE FOURTH ESTATE at the time of going to press that, of course, there is always the possibility of a postponement, but so far he knew of no reason for one. He said that several suggestions to settle the case without trial have been under consideration by the Department of Justice, but there is nothing definite or final in the matter.

At the time of going to press, the following telegraphic message was received from the Washington correspondent of THE FOURTH ESTATE:

"There is nothing new at the Federal Trade Commission.

"The Department of Justice is leaving to its attorneys at New York all the details of the attempted compromise with the paper makers and is not informed as to recent progress."

HOSTS TO RATHOM.

Members of the Pilgrim Publicity Association of Boston were hosts to John R. Rathom, editor and general manager of the Providence (R. I.) Journal, at a dinner on Wednesday evening. Mr. Rathom spoke on "Three Years of Germany's War Against the United States."

Urey Woodson, publisher of the Oenahoro (Ky.) Messenger, has become a member of the S. N. P. A.

NEW PUBLISHERS' ASSOCIATION.

PERIODICAL TRADE AND CLASS INTERESTS TO FIGHT POSTAL RATES.

A new organization representing the various periodical publishers' associations and allied bodies has been formed in New York to promote and defend the common interests of all. It is called the Publishers' Advisory Board and is composed of the presidents or other executive officers of the constituent bodies.

The members are as:

Periodical Publishers' Association—Allan H. Richardson, McCall Publishing Company, chairman; A. C. G. Hammesfahr, of Collier's, treasurer.

Associated Business Papers—M. C. Robbins, Iron Age.

Agricultural Publishers' Association—E. T. Meredith, Successful Farming.

Association of Religious Papers—George E. Cook, vice-president, David C. Cook Publishing Company.

Association of Medical Publishers—Dr. H. Edwin Lewis, American Medicine.

Authors League of America—Rex Beach.

Allied Printing Trades—Peter J. Brady.

The director of the board is Charles Johnson Post.

The first work to be undertaken by the board will be directed toward securing the repeal of the postal zone provision of the war tax bill passed by Congress at its last session. A thorough analysis of the postal situation will be made as soon as possible.

CANADIAN NEWS PRINT INQUIRY RE-OPENED.

PUBLISHERS PROTEST COST FIGURES --CONTROLLER PRINGLE EXTENDS \$2.50 PRICE UNTIL JANUARY.

The paper controller, Robert A. Pringle, K. C., will continue the inquiry for the purpose of hearing the contentions of the Canadian press and the argument of the news print manufacturers. No date has been set.

A new Order-in-Council extending the 2.50 cent per pound rate for news print paper was made by Controller Pringle on November 19. The order also provides that each of the news print manufacturers bear a proportionate cost in the supplying of news print paper to the Canadian press. The Canadian mills are ordered to make reports as to the amount of their tonnage produced and the amount shipped for export.

Canadian newspaper publishers are putting the Canadian news print manufacturers to a third degree of proof in connection with the cost figures for the manufacture of news print paper. As a consequence, the price of news print paper in Canada will remain at the 2.50 cent per pound rate until January 20, 1918.

The manufacturers may ask for an investigation into the publishers' business.

The Canadian news print probe, which was supposed to have officially ended on November 2, is to be continued at the request of the newspaper publishers, who are not satisfied with the figures of the official auditor, Geoffrey Clarkson, as regarding the charges for stumpage and allowance of return on capital invested in the Canadian news print mills.

Mr. Pringle in an official interview given the correspondent of THE FOURTH ESTATE said there was very little to be given out. He said he had a most satisfactory interview with the Federal Trade Commission at Washington and that he had every reason to believe that the principles governing the question of costs would be agreed upon between himself and the Federal Trade Commission. If these principles are settled there will be little difficulty in the future in getting at the cost of manufacture both in the United States and Canada.

"The manufacturers have been urging very strenuously," continued the Controller, "that the evidence submitted at the inquiry justifies me in advancing the price to at least \$60 per ton. On the other hand, the Canadian Press Association has raised a number of questions in regard to the accountants' methods of arriving at costs, more particularly as to return on investment.

"I feel that rather than fix a price on the evidence before me and do an injustice to either the manufacturer or the publisher that it will be more advisable to extend the present order until January 20, 1918, so as to give all parties an ample opportunity of presenting their views and evidence."

According to Auditor Clarkson's

statements, the average cost of manufacturing news print in Canada in the month of June (which is the last month complete records were taken) and after allowing a reasonable return on the actual capital, which Mr. Clarkson considered was really invested in the different enterprises, was about \$57. The manufacturers contend that costs have increased very substantially in the months of July, August, September, October and November, and are still on the increase.

On the other hand the representatives of the press have raised several questions as to Mr. Clarkson's method of arriving at his average cost of approximately \$57 per ton. "These have got to be considered," said Mr. Pringle. One important question that has arisen is in regard to the allowance of \$2 per cord for pulpwood on the stump. This was put in the cost by Mr. Clarkson at the direction of Commissioner Pringle, as it was considered it would be a more equitable way of getting at cost than by allowing interest on investment in limits, etc.

A great deal of evidence was taken in regard to the value of pulpwood on the stump and Commissioner Pringle came to the conclusion that

\$2 per cord was the minimum allowance.

The new Order-in-Council is as follows:

THE CONTROLLER'S ORDER.

"WHEREAS by Order-in-Council dated 3rd November, 1917, I was authorized and empowered to make such order or orders as I might deem necessary or advisable for the distribution and delivery of paper by the manufacturers to the publishers, and for the distribution and delivery of pulp (including sulphite and sulphate) to the manufacturers of news print and other paper.

"AND WHEREAS the Honorable the Minister of Customs, acting under authority of Order-in-Council dated 1st September, 1917, did fix the price and quantity of news print paper in sheets and rolls to be furnished to the publishers in Canada by the manufacturers up to the 20th day of November, 1917.

"AND WHEREAS it is necessary for me to fix the price from that date.

"NOW THEREFORE under and by virtue of the powers given to me by said Order-in-Council, dated 3rd November, 1917, I do ORDER and DIRECT that the manufacturers of news print paper do supply to newspapers throughout Canada news print paper in rolls at the rate of \$2.50 per 100 pounds in carload lots; \$3.25 per 100 pounds in sheets in carload lots, and \$3.50 per 100 pounds in sheets in less than carload lots of two tons and over, f. o. b. the mills of the various manufacturers, for a period of TWO MONTHS from the 20th day of November, 1917, to the 20th day of January, 1918.

"AND WHEREAS under existing conditions the supply of news print paper to Canadian publishers is not proportionately distributed between them, and by reason of the fact that the prices fixed are lower than the manufacturers are receiving from export business, I DO ORDER that each manufacturer should bear his due proportion of the cost so entailed in complying with above, and that if arrangements are not made between the manufacturers for the pooling of such cost and for adjustment between themselves in proportion to the percentage of their output supplied to Canadian publishers, then an accounting be made and the manufacturer or manufacturers who have supplied a greater percentage of Canadian tonnage than properly attributable to them shall be paid by the other manufacturers sufficient to place them in the same position as the manufacturer or manufacturers who have not supplied their proper percentage of paper to the Canadian publishers.

"I DO FURTHER order that the manufacturers shall, when called upon, furnish accurate figures showing the total tonnage of news print paper produced and shipped by them during such period as directed and the tonnage so produced and shipped for the Canadian market and export markets respectively together with the prices f. o. b. at the mills both for paper for export and paper for Canadian trade.

"THIS ORDER is made subject to revision as to the price in event of it being decided at a later date that the prices

(Continued on Seventh Page.)

MONOTYPE COMPOSITION *and* NON-DISTRIBUTION *are the greatest* Time *and* Money Savers *ever devised for* *the Ad Room of the Modern Newspaper*



The Monotype furnishes the best advertising composition obtainable, and when operated as a Type-&-Rule Caster it is the all-important factor in the Monotype Non-Distribution System. This complete Monotype System reduces the cost of ad composition to the minimum, while increasing the production to the maximum, and gives greater satisfaction to the workers, the proprietors, the readers and the advertisers.

No modern newspaper composing-room is complete without the Monotype, nor as profitable as it might be, until it uses the Non-Distribution System.



Have your stenographer write us at once requesting Folder on Non-Distribution

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA, PA.

NEW YORK, World Building
CHICAGO, Plymouth Building

Wentworth Building, BOSTON
Lumsden Building, TORONTO

Monotype Company of California, SAN FRANCISCO, Rialto Building

ONE MORE HEARST NEWSPAPER.

IT'S THE BOSTON ADVERTISER AND C. M. PALMER HEADS THE NEW COMPANY.

The second big newspaper transaction to take place in Boston within two months (the first was the absorption of the Journal by the Herald) occurred this week when the Boston Advertiser, a morning newspaper, was sold to the Northeastern Publishing Company for the purpose of providing the Boston Evening American, owned by William R. Hearst, with a morning edition.

The Northeastern Publishing Company is composed of Hearst interests. Charles M. Palmer of New York has been elected president. Mr. Palmer is widely known throughout the United States as a successful broker in newspaper properties and it was he who negotiated the deal by which the Advertiser was sold. Mr. Palmer also is owner of three-quarters of the stock in the St. Joseph (Mo.) News-Press and holds interests in other newspapers. Mr. Palmer will continue in all his other capacities as in the past, in addition to his new Boston post.

As soon as possible, before December 1, the Northeastern Publishing Company will take over the Boston American and issue a two-cent morning newspaper known as the American and Advertiser, which, Mr. Palmer told THE FOURTH ESTATE, "will be a conservative business man's and family newspaper."

The sale of the Advertiser, on November 19, followed closely on the heels of an announcement made on November 16 by Charles Sumner Bird, president of the Advertiser Company, that the Advertiser would establish a Sunday edition on November 18. This first number of the Sunday Advertiser did appear on the date set, and another will be published tomorrow if the consolidation details of the American and Advertiser deal are not completed by today.

Mr. Hearst's purchase of the Boston Advertiser is generally believed in newspaper circles to be for the purpose of obtaining the Associated Press news service for his Boston Sunday American.

The sale does not include the Boston Evening Record, published by the Advertiser Company.

The Advertiser was founded by Samuel Adams in 1748. It has been issued as a daily since 1813.

For his new position as president of the Northeastern Publishing Company, Charles M. Palmer is well equipped, and he also is thoroughly acquainted with the policies of the Hearst organization from past associations.

The success of Mr. Palmer in the handling of the many deals in newspaper properties that he has brought about, to the satisfaction of all parties, is to be attributed to his thorough knowledge of newspaper conditions and values, acquired from many years' experience as a newspaper owner himself and to practical training in newspaper management.

Mr. Palmer is regarded as an expert in all departments of newspaper work. He began his career with William R. Hearst in San Francisco and when Mr. Hearst came to New York and took over the Morning Journal from John R. McLean, Mr. Palmer was made its manager. In this he scored a big success, and it has attended his every operation since then.

Mr. Palmer later owned the New Orleans Item and at the present time,



CHARLES M. PALMER,

PRESIDENT OF THE COMPANY WHICH HAS PURCHASED THE BOSTON ADVERTISER AND WILL ALSO TAKE OVER BOSTON AMERICAN.

besides conducting his newspaper properties brokerage business, has numerous other personal newspaper interests. Mr. Palmer's business headquarters are at 225 Fifth avenue, New York City, and his home is at Saranac Lake, N. Y.

VIGILANCE IN SEATTLE.

A decision handed by the Supreme Court of Washington affirms a decision of the Superior Court dismissing an action for libel brought by Fahey & Brockman against the Seattle Retail Clothiers' Association, which had accused the firm of dishonest advertising.

The retail firm charged the association with injuring its business by informing the Seattle Ad Club that they were "advertising \$25 suits for \$15, while the suits they have in stock, which were so advertised, only cost from \$9 to \$9.50."

The New Hampton (Ia.) Courier has been discontinued.

THE PRINTERS WANT PAPER UNDER FEDERAL CONTROL.

The New York City Central Federated Union on November 10 unanimously indorsed the plan to be presented to Congress in December by the Senate printing committee for the Federal control of paper mills for the duration of the war. Edward C. Rybicki, delegate from Typographical Union No. 6, urged the resolution, which set forth that the Senate committee had followed the findings of the Federal Trade Commission, which stated:

"The evidence shows beyond any question that the print paper industry, in its greed for excessive profits, has imposed a most unjust burden upon the American press, which faces serious disaster if relief cannot speedily be had from the oppressive prices now exacted for print paper."

The Hearst Chicago newspapers have a roll of honor containing seventy-seven names.

SAYS ITALY'S SONS SHOULD FIGHT IN MOTHER LAND.

The Bollettino Della Sera (Italian Evening Bulletin) has begun a campaign to have men of Italian birth or descent now serving in the draft army sent to Italy to aid their mother country in repelling the invasion of the Teutonic hosts.

Frank L. Frugone, editor of the Bollettino, has launched a series of petitions addressed to President Wilson and the Bollettino, speaking of the movement, says:

"Many thousands of Italians and their sons now living in America are anxious to go and fight the invaders in defence of their country, their home and the land where they were born or where their fathers were born.

"Because of their customs, the knowledge more or less of the Italian language it will be an easy matter for them to understand and learn military instructions from the Italian officers. They will be inspired with double sense of patriotism and thus fight with greater courage and patriotic force, for they will be fighting for our country and their mother country."

"Already there has been a hearty response to the call," Mr. Frugone said the other day, "and we expect it to bear fruit."

FIRST CLASS MAIL LAWS AMENDED.

The following amendment to the Postal Laws and Regulations will affect those persons and concerns who have sought to secure the postage rate of two cents an ounce for their letters by sending the letters to other post offices to be mailed for local delivery, instead of mailing them at the post office where they are located and paying three cents an ounce. (Letters so mailed will be charged with the deficient postage at the three-cent rate for collection from the addressee on delivery):

"Paragraph 2, Section 399.—When persons or concerns of any city or place send their letters in bulk for mailing for local delivery at a post office at another city or place, such letters are not stamped and are not entitled to the stamp letter rate, but shall be charged with postage at the rate of three cents for each ounce or fraction of an ounce."

DEITRICH LEAVES HEARST.

Theodore C. Deitrich, for many years connected with the Hearst publications in New York in editorial positions and for the past two years advertising and publicity director of Mr. Hearst's International Film Service, has resigned.

Mr. Deitrich has announced the formation of De Luxe Pictures, Inc., a \$200,000 concern, of which he has been elected president and general manager.

COPENHARVE HONORED.

The annual banquet of the Butte (Mont.) Newspapers' Association was held on November 11. While the affair was primarily the customary get-together session it also partook of the nature of a farewell dinner to Charles Copenhavre, for many years city editor of the Anaconda Standard, who will leave for California the last of this month.

Mr. Copenhavre was presented with a beautiful silver cigarette case.

"BIG SIX" BALL COMING.

The sixty-eighth annual ball of Typographical Union No. 6 will take place at Sulzer's Harlem Casino, New York, on Thanksgiving Eve.

IOWA MEN'S MEETING.

The third annual conference of Iowa newspaper men is being held at the University of Iowa, in Iowa City, at the time of going to press.

MADISON'S DAILY ON JANUARY 1.

NEW PAPER WILL BE NON-
PARTISAN, SAYS
EDITOR.

The Capital Times, the new evening newspaper at Madison, Wis., which THE FOURTH ESTATE has mentioned several times, will make its first appearance about January 1, instead of December 1, as had been announced. A large force of workmen is remodeling the Capital Times' building and



WILLIAM T. EVJUE

modern equipment is being received daily by the new enterprise.

The Capital Times is starting with an organization headed by William T. Evjue, editor and general manager, who was formerly business manager of the Madison State Journal.

William C. Allman, the manager of advertising, was formerly advertising manager of the State Journal.

Harry Sage and Thomas C. Bowden, who will have charge of the circulation, were formerly in charge of the circulation of the State Journal.

The Capital Times has obtained the full leased wire service of the Associated Press.

"The Capital Times will be independent and will not be published in the interest of any party, group or individual," said Mr. Evjue to THE FOURTH ESTATE. "Southern Wisconsin is one of the finest fields in the Middle West for a progressive paper and we believe that the character of the paper which we will publish will appeal to this community."

ONE JOB ENOUGH.

W. A. Julian, editor of the Merrill (Ia.) Record, has given up his position as postmaster because he wishes to devote all of his time to his newspaper.

H. A. Moore has leased the Sheridan (Mont.) Forum and has resumed publication.

First—By a Great Majority!

Men WHO KNOW the answer to the CIRCULATION PROBLEM
VOTE

Newspaper Feature Service Comic Pages
BEST PRODUCERS

"Polly and Her Pals" Leads All Comic Features

The Dayton (Ohio) News circulation department recently addressed an inquiry to a national list of circulation managers. The Dayton News has used "Polly and Her Pals," "That Son-in-Law of Pa's," "Buster" and "Hans and Fritz" for the past three years and has increased its Sunday circulation in that time from twelve thousand to twenty-six thousand.

This is the result of the vote by the circulation managers addressed:

Five syndicates manufacturing
Sunday comic pages were
absolutely ignored.

One syndicate received one vote.

NEWSPAPER FEATURE SERVICE STAR
PAGES RECEIVED 74 PER CENT.
OF THE TOTAL VOTE CAST!

An analysis of the vote by the circulation managers, representing publications using different comics and in widely different fields, shows an overwhelming majority in favor of "Polly and Her Pals" as a circulation producer—and that more than sixty-three per cent voted for "That Son-in-Law of Pa's" and "Buster" as among the best.

This independent vote by the men who know results establishes a precedent for the choice of Newspaper Feature Service star features.

See the September issue of the Official Bulletin of the International Circulation Managers' Association for verification of these figures.

For details of service of Sunday Comic Page mats or ready printed colored Comic Supplements of the most productive comic pages in America, address

NEWSPAPER FEATURE SERVICE

M. KOENIGSBERG, Manager

37 West 39th Street

NEW YORK CITY

THE ATLANTA CONSTITUTION

Daily and Sunday
Circulation Department

JNO. T. TOLER, Manager

August 24, 1917.

Mr. T. J. KAVANAUGH,
Circulation Manager,
THE DAYTON DAILY NEWS,
Dayton, Ohio.

Dear Mr. Kavanaugh:

I am in receipt of yours of the 21st instant, and in reply to same will state that the four comics we are using are as follows:

THE KATZIES,
THAT SON-IN-LAW OF PA'S,
JUST BOY,
DIMPLES.

Until we secured these comics, the writer is safe in stating that we had the worst comics of any paper in the South; but we feel now that we have the best comics of any paper going out from Atlanta.

Hearst prints a paper here. You know what the Hearst comics are. We feel that our comics, week out and week in, are better than his, principally on account of "That Son-in-Law of Pa's" and "Just Boy."

Our comics are purchased from the Newspaper Feature Service, 37 West 39th Street, New York City.

Yours very truly,

JNO. T. TOLER,

Circulation Manager.

THE ATLANTA CONSTITUTION.

A Sample Reply to the Dayton News Inquiry—from a paper printing one comic page the News uses and three other N.F.S. pages.

THE FREIGHT TAX PLAN "OK'D".

THE CLAUSE BOTHERING SOME ADVERTISERS IS EXPLAINED.

Secretary McAdoo has approved a ruling, mentioned in THE FOURTH ESTATE two weeks ago, which relieves newspaper publishers and express companies from a burdensome feature of the new war tax on express packages.

The practice of sending packages of newspapers by express to news dealers and subscribers along a railroad route presented a problem.

The express companies take such packages with the agreement to break them, and throw off specified portions at the various stations to which they are addressed, but charge only the lump rate for the whole package, which is taken by weight.

Some parts of the package may go only two or three miles, and others may go a hundred miles or more, but the single payment covers the entire bundle.

The office of the Internal Revenue Commissioner holds that the single payment is the one to be subjected to the tax.

The tax is one cent in every twenty cents that may be paid to an express company for carrying a package from one point to another point in the United States.

If it had been held that every part of a package of newspapers was a separate shipment the tax would have been very much increased.

FRENCH CENSORSHIP RULES TO BE REVISED.

Georges Clemenceau, the new French Premier, has promised to draw up regulations for military news, so as not to conflict with the liberty of the press.

The Premier says:

"We have paid too great a price for our liberties to cede any part of them beyond the need of preventing divulgations and excitations from which the enemy might profit. A censorship shall be maintained for diplomatic and military information, as well as for those susceptible of disturbing peace at home, up to the limits of respect for opinions. A press bureau will give advice, nothing but advice, to all who solicit it."

"In war time as in time of peace liberty is to be exercised under the personal responsibility of the writer. Outside of that rule there is only arbitrary anarchy."

M. Clemenceau has been editor of L'Homme Libre (the Free Man), which has been suspended several times since the beginning of the war because of criticism of the French Government. For this reason the name of the paper was changed to L'Homme Enchaîné (the Chained Man), appearing again under its original name a few days ago, after its editor had become Premier.

Stephon Pichon, political editor of the Petit Journal, was appointed Foreign Minister in the new Cabinet.

DEAL IN KANSAS CITY.

The Kansas City (Mo.) Presse, which was reorganized October 1, has purchased the subscription list of the Leavenworth (Kan.) Tribune, a paper of thirty-two years' standing which was suspended some time ago.

BLACK ON PLATFORM.

Herman Black, publisher of the Chicago Evening American, addressed the Furniture Merchants Club last week on the subject of advertising. The club is warring on fake advertising.



JOHN ADAMS THAYER.

The Periodical Publishers' Association of America announces the appointment of John Adams Thayer as its Executive Secretary

Offices of the Association
Fifth Avenue Building, 200 Fifth Avenue, New York
Telephone 547 Gramercy

COURT PERMITS USE OF ADVERTISED SURNAME.

The Appellate Division of the Supreme Court of New York has reversed the judgment of the Supreme Court, rendered in January, 1917, perpetually enjoining Albert Romeike & Co. from using its corporate name or the name "Romeike" as part of its name or in connection with advertising its press clipping business.

The court has now ruled that no one has a monopoly in the patronymic "Romeike," and holds that no man can, by turning his business over to the corporation bearing his name, bar any one else of the same name from using his family name in his own business.

"It is dishonesty in the use that is condemned, whether in a partnership or corporate name and not the use itself," said Judge Dowling in rendering his decision, and he declared further that there was no evidence of any dishonest use by Albert Romeike & Co. of its corporate name nor any resort to artifice or deceit to mislead the public or to cause confusion.

Albert Romeike, having left the employ of the Henry Romeike (Inc.) Press Clipping Bureau, started in a similar business, associated with Albert Reube. They were enjoined from using the name Albert Romeike & Co., in a judgment of the Supreme Court of New York on the ground that "while a person who does business under his name has a natural right to the use of it, a corporation must not adopt a name which would be confused with its competitors."

The two men then started a partnership under the name of Romeike & Reube. In June of this year, Judge Learned Hand of the United States District Court granted an injunction against their using the name of Romeike & Reube, because that

partnership name had as its chief and distinctive title the name Romeike and would be likely to cause confusion.

Judge Hand's decree read as follows:

"The defendants are enjoined from using the name of Romeike & Reube, but not from using the title Reube & Romeike. They are likewise enjoined from adopting any other title designed or calculated to cause confusion between the plaintiff and themselves."

That decision is now over-ruled by the Appellate division of the Supreme Court.

GERMAN EDITOR ARRESTED.

Frank J. Dori, editor of the Vital Issue of New York, was arrested on November 22 at the request of the Department of Justice. Dori, was born in Germany and there educated as a chemist. He has been in this country fifteen years, early abandoning chemistry for journalism.

Dori said he never applied for citizenship for the reason that he preferred to remain loyal to the land of his birth. His publication, the Vital Issue, did not make its appearance until after the United States entered the war. He also was editor of Issues and Events, where it was stated after the arrest that Dori left the magazine early last spring.

IN SMITH'S MEMORY.

An impressive memorial service as a mark of tribute to the late Raleigh C. Smith, veteran newspaper man, was held last week at the club house of the Baltimore Press Club. Many prominent men of the city and scores of co-workers of the writer attended.

A handsome bronze tablet will be erected by the Baltimore press and placed on the walls of the club house.

ADVERTISING AND WAR CONTRACTS.

THE CLAUSE WHICH BOTHERED SOME ADVERTISERS IS EXPLAINED.

The interpretation of "Article 20" of purchase contracts made by the Government with manufacturers has caused some anxiety.

The text of the article reads as follows:

"ARTICLE XX. The contractor agrees to refrain from exploiting, by publicity, or otherwise, its product manufactured in the pursuance of this contract, or in any way publicly advertising the fact of the manufacture of said product, and to refrain from publishing or causing or allowing to be published any photographs, drawing, written or printed matter, or other data disclosing the articles, or parts of same, or the process of manufacture, or the plans of the government, or any information concerning the same, or which shall result in such disclosure. The contractor agrees to submit all pictures or printed matter showing, describing or in any way relating to the process of the work to be prosecuted under this contract, which he may desire to publish, before publishing the same, to the chief signal officer of the army, who may permit such publication, and shall have the right to censor the same."

While most advertisers felt that this was not meant to inhibit or restrict the general advertising of a contractor for Government work there were some who said it was not clear.

However, the War Department has stated this milder rendering is correct. A letter signed by Stanley King, War Department, Washington, D. C., says:

"This clause is apparently designed to meet two purposes:

"First. To prevent the publication of information or drawings disclosing a matter which might be of military importance, and,

"Second. To prevent a contractor using for advertising purposes the fact that he holds a contract with the Government."

"An analysis of the section in question seems to me to show clearly that it was not designed to prevent a manufacturer from carrying out his general advertising policy merely because he has accepted a contract with the Government. This section seems to me carefully drafted with this in view and I do not see that any ruling of this department could make it more clear than does the contract."

FOR METAL REFINING.

Improvements recently made in methods of manufacture have enabled the Stereotype Metal Flux Company, Canton, Ohio, to issue a new product called "Ambone," in solid, round tablets. Hereafter, orders for "Ambone" will be filled with the solid tablets, the company announces, excepting where the former black powder is specially specified.

In the tablet form, "Ambone" may be introduced, by means of a special metal stirring stick, into the bottom of a pot of molten stereotype or Linotype metal and allowed to work upward through all the metal, cleaning, fusing and refining it. In the powder form it was necessary to sprinkle the powder on the top of the pot and stir it into the metal with a ladle. In the new form "Ambone" is being guaranteed by its manufacturers to clean and fuse metal, retard oxidation and reduce dross accumulation fifty per cent.

The metal stirring stick, also being manufactured by the Stereotype Metal Flux Company, is being introduced to the trade in two sizes. One size is suitable for stirring remelting pots. The other size is suitable for using the "Ambone" flux for cleaning plunger pots in slug casting machines.

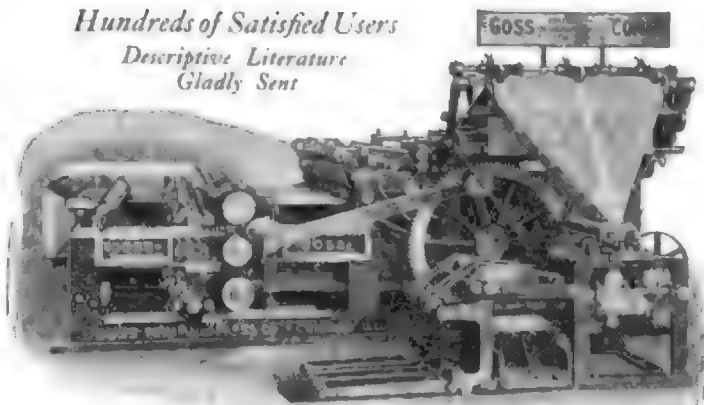
THE GOSS COMET

Prints 4, 6 or 8-page Newspapers
from Type Forms and Roll Paper

This Press Will Increase Your Profits
Let Us Tell You How

Hundreds of Satisfied Users

Descriptive Literature
Gladly Sent



THE
GOSS
PRINTING PRESS
COMPANY

16th Street and Ashland Avenue
CHICAGO, ILL.

CANADIAN QUIZ REOPENED.

(Continued from Second Page.)

now charged are either too high or too low.

"THIS ORDER is subject to approval by the GOVERNOR-IN-COUNCIL.

"DATED AT OTTAWA this 17th day of November 19, 1917.

"R. A. PRINGLE,
"Controller."

This action temporarily relieved apprehension on the part of both producers and consumers, but at the same time it gave no inkling as to what might be expected in the future. In some quarters, significance is attached to the fact that this extension nicely covers the election period, but many people who know Mr. Pringle personally say they do not think that any such influence played any part in the decision to this effect.

While no official intimation has been made regarding the future course, it is understood by THE FOURTH ESTATE correspondent in Ottawa that Mr. Pringle proposes to thoroughly inquire, informally, into certain phases of the situation which were not made clear at the inquiry, in order to arrive at a finding which will be fair to all concerned. The probe has been a thorough one to date, but the evidence produced did not cover some grounds which Mr. Pringle is understood to consider essential.

Meanwhile, the producers are confident that, no matter what course the commissioners' investigations take, a fixed price of at least \$3 per hundred will be decided upon, while the publishers are equally emphatic in declaring that such a price will force

many of their number out of business.

The situation remains very mixed, and is likely to continue to do so until Mr. Pringle's final decision is arrived at.

In the meantime, the inquiry into the book paper situation will be gone ahead with.

TO HELP MANAGE THEATER.

Albert H. McElroy, managing editor of the Oil City (Pa.) Blizzard, has become assistant manager of the Opera House of that city. Mr. McElroy has been Oil City correspondent of the New York Dramatic Mirror for a number of years.

DRAFTEES ENTERTAIN.

The Army Scribes Club, an organization composed of correspondents attached to Camp Zachary Taylor, last week entertained Edward H. Griffith of the United States Department of Law Enforcement at dinner at the Watterson Hotel, Louisville.

A. W. LOEB IS DEAD.

A. W. Loeb, general manager of the Columbus (Ohio) State Journal, died on November 22 in the Grant Hospital, which he had entered a week previous on account of what was thought to be a bad attack of quinsy.

MOVES TO PROVIDENCE.

Arthur Fairbrother, feature writer on the Boston Sunday Post, has become connected with the Providence Journal staff. At one time he was managing editor of the Boston Journal.

W. F. Sanders will establish a newspaper in Garrettsville, S. D.

RECENT INCORPORATIONS.

NEW YORK—Dunellen Publishing Company; capital, \$10,000; incorporators, J. Arthur Bogardus, Elwood E. Waller, Charles G. Wrag, Dunellen.

George U. Harvey Publishing Company; capital, \$50,000; T. F. Harvey, W. J. Brett, J. J. Daly, 109 Lafayette street.

Birch Paper Corporation; paper manufacturing; capital, \$100,000; incorporators, G. P. Breckenridge, J. E. Lauber, R. Becerra, 11 Wall street.

Paulus-Ullmann Printing Corporation; capital, \$68,000; incorporators, Roy Paulus, Jacob Ullman, Benjamin Schwartz.

Il Monitore Publishing Company, Inc.; to publish commercial review; capital, \$5,000; incorporators, Anthony Cipolia, Claudio Arezzo, Salvatore De Paolo.

Rembrandt Art and Advertising Service; commercial illustrations; capital, \$20,000; incorporators, E. J. Doolittle, D. K. Keller, J. Belmar Hall.

H. D. Edwards, stationer, printer, etc.; capital, \$15,000; incorporators, Henry G. Edwards, Ella V. Edwards and Charles P. Cooper.

Rialto Publishing Company, Inc., printing and publishing; capital, \$25,000; incorporators, R. H. Sharp, C. R. Severance, 1604 Broadway; R. Weller, 1475 Broadway, Brooklyn.

BROOKLYN, N. Y.—William H. Campbell, Printers, Inc.; printers, book sellers; capital, \$10,000; incorporators, Eleanor B. Campbell, Joseph W. Henderson, Arthur M. Bugden.

SOUTH CHARLESTON, OHIO—South Charleston Publishing Company; capital, \$15,000; incorporator, Foster B. Houston.

GREENVILLE, OHIO—Grain Dealer's Printing Company; capital, \$5,000; incorporators, Edgar A. Grubbs, Harry B. Hall, O. P. Hall, D. E. Horn and John F. Maher.

HAMILTON, OHIO—Hamilton Printing Company; capital, \$10,000; incorporator, C. C. Todd.

OAK PARK, ILL.—Pioneer Publishing Company; general publishing and printing; capital, \$65,000; incorporators, Josephine Nagle, Telfair MacArthur and Mae L. Walpole.

CHICAGO.—National Office Journal Publishing Company; to publish a commercial magazine; capital, \$10,000; incorporators, Herbert S. Newman, J. Henry Lewis and Walter H. Hankermeyer.

Mather & Co.; publishing; capital, \$5,000; incorporators, George Mather, W. W. Hurd and H. D. Palmer.

FREEPORT, ILL.—Freeport Bulletin Publishing Company; to publish a newspaper; capital, \$40,000; incorporators, H. Poffenbarger, P. O. Stiver, John G. Cary, Albert Manus and H. M. Bennethum.

THE
KANSAS CITY
STAR

MORNING—EVENING—SUNDAY

Each Issue
Over 200,000 Circulation

SEVEN ON MASSES INDICTED.

ACCUSED OF VIOLATING THE ESPIONAGE ACT.

The Government took a great leap in its efforts to suppress alleged sedition when Max Eastman, editor, and six other of the Masses editorial and business staffs were indicted by the Federal grand jury in New York on November 10 on charges of conspiring to violate the Espionage Act.

The decision of Judge Rogers of the Circuit Court of Appeals on November 2 sustaining the action of the postal authorities in barring the Masses from the mails removed the last block from the path of the Federal authorities.

The court said: "If the magazine (the Masses) is non-mailable under that section it may be that the editor has committed a crime in publishing it for which upon conviction he may be fined not more than \$10,000 or imprisoned for not more than twenty years, or both."

Earl B. Barnes, Government prosecutor, immediately laid the facts before the grand jury.

Besides Eastman, those indicted are Floyd Dell, managing editor; C. Merrill Rogers, Jr., business manager; Henry J. Glinkenkamp, cartoonist; Arthur Young, cartoonist; John Reed, writer, and Josephine Bell, poetess. In addition to the seven in-

dictments, presentments were also filed against the Masses Publishing Company as a corporation and C. Merrill Rogers, Jr., as an individual, for attempting to use the mails for non-mailable matter.

The indictments were based on articles, cartoons and illustrations, which appeared in the Masses between June 15 and November 19, of the present year.

Special references are made to articles by the various defendants. "A Question," by Max Eastman; "Conscientious Objectors," by Floyd Dell; "Knit a Straightjacket for Your Soldier Boy," by John Reed, and "A Tribute," a poem by Josephine Bell, are mentioned as having appeared in the August number of the magazine.

A cartoon entitled "Death," by Glinkenkamp, in the October number and a picture called "Having Their Fling," by Young in the September issue, are also specified.

The indictment against the corporation and C. Merrill Rogers, Jr., cites that they attempted to mail copies of the August issue of the magazine, which was non-mailable at the time, the publication having been barred from the mails.

The indictment for conspiracy states that the magazine contained "articles, poems, cartoons and pictures calculated and intended to create and promote insubordination, disloyalty, mutiny and refusal of duty among the persons belonging to said military and naval forces of the United States, and among those liable to service therein, pursuant to the provision of the said act (Espionage Act) approved May 19, 1917."

"This action has been expected by us for some time," said Eastman. "The indictments seem to be a part of the organized effort of certain subordinate officials in the service of the United States Government to crush the voice of the Socialists. We have as yet no evidence that the courts of the United States are a party to these proceedings. We have complete confidence that they are not. I can say nothing concerning the steps we shall take."

The indictments constitute the latest effort of the authorities to suppress the alleged seditious utterances of the Masses. On July 5, W. H. Lamar, solicitor for the Post Office Department, ruled that the magazine had violated the Espionage Law by decrying conscription.

The entire August edition was held up in the mails by Postmaster Patten. On July 24, Federal Judge Learned Hand granted a temporary injunction restraining the Postmaster-General from barring the publication from the mails.

Assistant United States Attorney Earl B. Barnes then obtained an order from Judge C. M. Hough in the United States Circuit Court staying the injunction until the Circuit Court of Appeals could pass on the case.

A second injunction suit was brought by the Masses against Postmaster Patten when he barred the September issue from the mails on the ground that the magazine had forfeited its second class mailing privileges by failing to appear at regular intervals. The injunction was not granted and the Masses resorted to the first-class mails.

On November 2 the Circuit Court of Appeals sustained the Postmaster-General in barring the publication, reversing Judge Learned Hand.

ASSISTS IN FOOD WORK.

Paul W. Kieser, formerly a Dakota newspaper man and member of the faculty of the Northern Normal and Industrial School of Aberdeen, S. D., has been appointed assistant to former Governor C. N. Herreid, Federal food administrator for South Dakota, with offices in Aberdeen, and has already entered upon his new work.

A COAL SHORTAGE IN THE SOUTH.

PUBLISHERS ALSO FEAR TIE-UP ON RAILWAYS—HIGH TRUCK INSURANCE.

The coal shortage is giving some Southern publishers almost as much concern as that of the news print situation during its most acute stages, according to Secretary Walter C. Johnson of the Southern Newspaper Publishers Association, who, reporting on newspaper conditions in the South says:

"Quite a number of publishers use a large quantity of coal for power and heating. The reduction in coal production, car shortage, together with the action of the Government in diverting coal to other points has caused a serious shortage of coal throughout the entire South.

"Publishers who made contracts with coal operators or jobbers felt they would be protected, but the unfavorable condition and general confusion among producers and jobbers has made the matter of delivery very uncertain at times. After experiencing some trouble in finding an operator who would sell a car, one publisher reports that the car was delayed in transit and upon arrival he experienced considerable difficulty in getting it hauled to his building. Although purchased for office use, he was compelled to relieve the distress of some of his employees by supplying a quantity for their home use.

"And all this is taking place in the sunny South in the early fall season.

RAILROAD TIE-UP PREDICTED.

"The International Harvester Company has just issued an announcement in the form of a paid advertisement appealing to customers to ship and have shipped all possible supplies at the earliest possible date, predicting the worse railroad tie-up in the history of the country this winter. In bringing the matter to the attention of the public, it gives as the reason of the prediction that the movement of troops and Government supplies, together with the inevitable reduction in the effectiveness of motive power on account of cold weather, shortage of fuel, and general congestion.

"Experience of publishers during the past few weeks indicates that there is some truth in the above prediction. Shipments of paper are being delayed long beyond the customary period. In fact, it is nothing unusual for a car of paper to be en route thirty days when usual time was ten days.

"Publishers are also finding considerable trouble in returning empty spools to the mill. Embargoes of the principal gateways on shipments routed through these gateways have caused considerable trouble, some publishers having resorted to rail and water routes in order to get the spools back to the mill.

HIGH INSURANCE ON NEWSPAPER DELIVERY TRUCKS.

"Publishers in several of the Southern states, who have recently purchased trucks for use in the delivery of papers, and have applied for liability insurance, have awakened to a realization that trucks used for delivering newspapers are under the classification A-1, which carries the highest rate on trucks. In fact, they are classed along with ambulances, police patrols, etc.

"As an illustration, the premium on a truck used by a lumber dealer is \$50, while if that same truck is used by a newspaper for the delivery of papers the rate is \$125. This includes public liability and employee liability. It makes no difference as to the size of the truck the rate be-

ing the same on a truck of 500 pounds capacity as one of two tons.

"The rate is highest in the states of Tennessee, Alabama and Kentucky. "In the states of North and South Carolina, Georgia, Louisiana and Mississippi the rate is about fifty per cent lower than that of the three states mentioned.

PUBLISHERS ACTIVE FOR LIBERTY LOAN.

"Members of the S. N. P. A. were among the most active and aggressive members of the various local campaign committees in their respective cities. These members not only devoted their news and editorial columns to furthering the sale of bonds, but got out and helped sell them.

"The patriotism of Southern publishers was exemplified to the fullest extent in the campaign which closed on October 27. No limit was placed on the amount of editorial and reading matter devoted to the second Liberty Loan. It stood first in importance from the very beginning.

"These publishers realized that a great deal depended upon the South, and the splendid results shown in the reports from the several Federal Reserve Districts and the leading cities in these districts proved the effectiveness of the publicity. The advertising columns played an important part in the campaign.

In a number of cities the local committees raised a fund which was devoted to newspaper advertising. This in many cases was supplemented by advertisements over the signatures of patriotic firms, corporations, and individuals.

"Every advertisement that appeared in a Southern publication was paid for through patriotic contributions or donations on the part of the newspapers. It was noted that in a number of instances publishers carried full pages in their own papers stating that it was a donation in addition to the editorial and news matter.

"It would be a difficult matter to estimate the total amount of display advertising that appeared in the papers of the 110 odd members of the Southern Newspaper Publishers Association. St. Elmo Massengale of Atlanta, Ga., chairman of the advertising committee of the Sixth Federal Reserve District, has undertaken to compile a record of the amount of editorial news and advertising matter carried in the various daily and weekly newspapers in the Sixth District.

"It is doubtful if the total will be ascertained, although the figures he has already secured will prove a surprise to those who are not acquainted with the extent of publicity given by the various papers from the time the campaign was inaugurated until it closed on October 27."

LINOTYPE PURCHASERS.

Linotypes have been recently installed by the following:

Vinita (Okla.) Sun Herald; Portsmouth (Va.) Star; Boston Ditch Sun; Simmons Hardware Company, St. Louis; Rock Valley (Ia.) Bee; Connell Printing Company, Gulfport, Miss.; Watertown (N. Y.) Standard; Syracuse (N. Y.) Catholic Sun; Chester (Ill.) Herald; Rock Falls (Ill.) News; Norwalk (Ohio) Experiment News; Augusta (Ga.) Herald; St. Joseph (Mo.) Gazette; Shortsville (N. Y.) Enterprise; Nashville (Tenn.) Globe; Valley City (N. D.) Times Record; New York Russkoye Slovo; Howard Printing Company, New York; Douglas (Ga.) Progress; Hometown (Fla.) Enterprise.

COLUMN FOR AUTOISTS.

Monte Sohn is conducting a double column of verse and quips and comments about autos and their riders in the Washington (D. C.) Times, under the heading, the Radiator.

The Worst Kind of Tax is surcharging the Memory

Professional men and women of many grades find it necessary almost every day to refer to matters with which it is inadvisable to burden the memory.

The New York Times Index is the friend of all workers in lines of research. It provides them with the outline of every event and leads to the supply house of information. The New York Times Index is an alphabetical arrangement of the world's events, constituting a guide to developments in every phase of activity—war, politics, literature, science, art, industry, finance, etc.

To locate any event and to ascertain details connected therewith, the New York Times Index is indispensable.

Professional and business men testify to the value of the Index. It is universally admitted that no library or office is complete without it.

Published four times a year. Strongly bound in gray cloth. \$2.00 a Volume—\$8.00 a Year.

The New York Times Index, Times Square, New York.

New Volume ready.

\$3,000,000 WASTED IN THE LIBERTY LOAN ADS.

THE NATIONAL ADVERTISING ADVISORY BOARD'S STAND—WHY OLD METHOD MUST BE CHANGED.

By HERBERT S. HOUSTON,
Chairman of the National Advertising Advisory Board.

Advertising is undertaking with power and courage and persistency to help win the war.

It has been calling and will continue to call the country to the battle-line of democracy. And the great thing about advertising is that it can speak in one strong voice and deliver one common message to the nation at one time. This unmatched power of advertising, as a means of human appeal, has never had greater confirmation than during the two Liberty Loans.

When we offered our services to Secretary of the Treasury McAdoo, making it clear that the professional service of A.A.C.W. members and of the members of all the clubs, whose representative and servant we were, would be without cost to the Government, we stated it as our judgment that news and editorial publicity could not sell the bonds.

And I am going to quote the words we put in our printed plan which expressed our judgment on this point, for I am sure you will agree that our judgment has been established to be sound by the experience in both Loans.

"In this connection let me state the judgment of the National Advertising Advisory Board, based on wide experience and close investigation, that editorial and news publicity, however great its volume, will not be sufficient, unsupported by advertising, to place the whole loan. This judgment is based not merely on our own experience, but it is a clear and irresistible conclusion drawn from the experiences of all the great World Expositions, from the experience of Mr. Hoover and the Commission for the Relief of Belgium, from the experience of England and France in placing their war loans and from countless experiences of railroad companies and business and manufacturing concerns.

"Publicity gives information, but advertising spurs to action."

The Treasury Department agrees, and every banker and business man in the country who has been in touch with the selling of bonds, agrees that the view that we thus outlined has been demonstrated to be correct.

In Washington last week I was told by the Treasury Department that every one agreed that the advertising had been of incalculable and absolutely essential service. It has given the spur of action, which was essential to floating the loan.

And as convincing proof of our point as to the necessity of advertising, the number of subscribers to the loan have been in almost exact ratio to the power and amount of the advertising.

For example, in Rochester, N. Y., during the first loan, 60,000 individual buyers were secured which meant practically one buyer in every family in the city.

This was the result manifestly, in very great measure, of the strong and convincing advertising which was carried forward by L. B. Jones of our advertising board.

And in Muncie, Ind., a demonstration of almost equal completeness was made.

Indeed, there were similar demonstrations in every state in the Union. But I do not need to argue before advertising men as to the place and need of advertising in making a quick and sure and broad market for anything.

But there is one big and dramatic proof of our case that I must recount

for your satisfaction. When the members of our board gathered in New York to complete the plan we were to submit to Secretary McAdoo, we had luncheon with a group of important investment bankers at the Manhattan Club. At that luncheon I asked President Franklin of the Investment Bankers Association of America; Mr. Mitchell, president of the National City Company of New York, and other great investment bankers, how many individual investors there were in the United States.

The highest number stated was 500,000. I remember saying that the great loans that would be needed to win the war could not be floated unless there should be 10,000,000 investors and that 10,000,000 investors could not be secured without the power and support of advertising.

All the bankers agreed that this number of investors or even more would be required. And here is a great thing to tell you—within forty days from that day 5,000,000 buyers were secured for the first Liberty Loan and for the second Liberty Loan, as announced in Washington, 9,000,000 individual investors were secured—an increase of over 9,000,000 beyond the number that the bankers of the country had secured in a generation by ordinary selling methods.

Surely here is a great demonstration of the power of advertising.

There is one point that I must refer to. The National Advertising Advisory Board stated in the beginning that advertising space was a commodity and that it should be bought as such, just as blankets or guns are bought.

And that is the view of the board today. It is the view of all advertising men. And that view, in effect, has prevailed.

The advertising that has been put behind the great Liberty Loans has been paid advertising. But the Government has not paid for it.

AMAZING WASTE OF MONEY.

It has been paid for by patriotic business men and organizations. Now I shall not stand second to any man in paying honor to these generous and patriotic men who have bought the space which our advertising boards have used in the selling campaigns. But I cannot stand here and speak truly unless I say that these volunteer contributions of space resulted in an amazing amount of waste.

They made it impossible to carry forward the controlled, efficient and economical campaign, which we had

formulated and stood ready to carry out.

I state it deliberately, and I am confident that I am well within the mark, when I say that on the second loan over \$5,000,000 were spent for paid advertising by business men and that an equal result could have been secured by an expenditure of \$2,000,000 by the Government in wisely coordinated and wisely distributed advertising.

The truth is we fought the fight for the Liberty Loan with volunteer forces, but we are fighting the actual battles of the war with trained and efficient forces.

Some day our advertising and selling will be done by those who are best trained to do it, just as our Army and Navy are directed by those who are best able to direct them.

And then we shall not have a \$3,000,000 loss through waste, as has been the case in the second Liberty Loan—and this loss and waste occurred in a time when we are crying to Heaven for conservation and economy.

I say deliberately, but without reservation, as a patriotic American citizen, that such loss and waste in a time of war is shameful loss and waste. And I say with equal positiveness that the responsibility does not rest on the National Advertising Advisory Board or the Associated Advertising Clubs.

We have stated again and again that in a democracy—and this war is for democracy—all the people constitute the Government. Therefore the advertising for selling the bonds of the Government should be paid for by all of the people and not by a few of the people.

AD MEN HAVE ENLISTED FOR THE WAR.

But let me say for the glory of our advertising men—and I say it with the deepest pride—we enlisted for the war.

We gave and we are glad to continue to give the Government our best judgment, based on advertising experience that we have paid hundreds of millions of dollars to get.

But we stand ready and shall continue to stand ready to help carry out any plan that is adopted. So when the Treasury Department announced its plans we rushed to the colors and fought with as much zeal and enthusiasm as though the plan had been our own. And that is precisely what we shall continue to do.

If we can't fight in regular Army service, where efficiency and economy and controlled advertising are the rule, we shall fight in the volunteer service.

And the power of advertising is so great and the generous and patriotic disposition of the American people is so great that we shall win the victory whether in regular service or in volunteer service.

But we want to make the point clear that there is a distinction and a difference between a regular campaign, carried on by the nation and a volunteer campaign carried on and paid for by a few citizens of the nation.

Let me point out just one of countless illustrations I could give of the inefficient and wasteful result from the volunteer plan. In one issue of the New York Times there were five and a half pages of Liberty Loan advertising in this last campaign.

Now no one holds the New York Times in higher esteem than I do, but there is not an advertising man in this country, worthy of the name, that would take five and a half pages in that paper in a single issue, while any number of papers that reach a large number of possible buyers were used inadequately or not used at all.

But the donors of this volunteer space stipulated where they wanted it to appear. It was not, therefore,

within the control of the district advertising boards to say how the advertising should be used. The result was wasteful duplication and ineffectiveness.

We as advertising men can increase the military power, the naval power and the economic power of the nation through advertising and we propose to do everything within our reach to see that that power is made irresistible, to the end that Prussian autocracy may be overthrown and democracy and civilization preserved.

WHAT NEWSPAPER ADS DID IN GREENE COUNTY, MO.

The city of Springfield, Mo., and Greene County exceeded its quota of the Liberty Bonds by half a million dollars. The amount of the minimum allotment was \$1,240,000, and the total amount of sales was \$1,777,000. This feat was accomplished very largely through newspaper advertising at a cost of only 53/100ths of the amount of the sales.

A letter written to J. M. Acuff, advertising manager of the Springfield Leader, by Vance C. Criss, who managed the publicity in the territory, tells how the campaign was handled and points out how display space in daily newspapers played such an important part in the success. The letter follows:

My DEAR Mr. ACUFF:
First of all, let me say that I (Continued on Next Page, Last Column)

Making REAL Newspapers Makes Newspapers Grow

Toledo Blade

Largest Two-Cent Evening Circulation in Ohio.

GOVERNMENT REPORTS

October 1, 1912—41,349

October 1, 1917—55,133

Detroit Journal

Indispensable in Covering America's Greatest Manufacturing City.

GOVERNMENT REPORTS

October 1, 1912—75,070

October 1, 1917—107,141

Circulation Guaranteed over 100,000 Net Paid

Newark Star-Eagle

Fastest Growing Newspaper in New Jersey.

GOVERNMENT REPORTS

October 1, 1912—33,281

October 1, 1917—51,213

Circulation Guaranteed over 50,000 Net Paid

PAUL BLOCK, Inc.
Managers of National Advertising
New York Chicago Boston Detroit

LESSONS BY LORD NORTHCLIFFE.

GREAT BRITAIN'S CENSORSHIP EXAMPLES LESSONS FOR U. S., SAYS PRESS.

American newspapers have drawn several lessons for the United States from the outspoken criticism made by Lord Northcliffe this past week, of Great Britain's war cabinet and war policies; also from the war news censorship example of Great Britain. For instance, the New York Sun says:

"CONCERNING THE CENSORSHIP OF OPINION.

"From the American point of view it is refreshing and encouraging to observe the toleration, both in England and in France, of honest criticism of Government, of governmental policy and of governmental measures. In those great and free countries the distinction is clearly made between criticism that is designed to obstruct and criticism that is intended to help the national effort.

"There is no longer much confusion in the popular mind, at least in Britain and in Gaul, of the two widely different attitudes of disloyalty to the cause itself and of disagreement with the opinions or acts of those temporarily in authority, when the matter in question is merely the wisdom of method or the expediency of process.

"Lord Northcliffe's letter to Lloyd George, stating with characteristic frankness his opinion of certain aspects of war administration at London, affords the latest illustration of that which we are saying.

"How easy it would be in a slightly different public mood, and from a slightly different angle of observation, to represent this patriotic, intelligent and outspoken critic of war methods as a seditious person, a bringer of aid and comfort to the enemy, an assailant from within the lines of the cause in which, as we all know so well, his heart and soul and mind are devoted to the utmost limit of personal devotion.

"What would happen to Lord Northcliffe, for instance, if he were a German, expressing in similar fashion his opinion of the German High Command?

"Yet in England and in France and (we hope) also in America, in Lord Northcliffe's case and in all similar cases, the distinction will be clearly drawn between loyalty to the flag and the cause and 'loyalty' to the persons for the time being in charge of operations; that is to say, intellectual subservience combined with perfunctory admiration of anything they may think or do.

"Lord Northcliffe's warning will be heeded, as it has been heeded before. His advice will be taken, as it has been taken before. The nation will profit by his warning and advice, as the nation has profited before. And his courage and freedom of utterance, thus tolerated in England, will result not in aid and comfort to the enemy, but in incalculable damage to that enemy.

"In France, likewise, there long ago ceased to be any attempt to put the gag on public opinion about the conduct of the war.

"Sedition there would be promptly suppressed, if sedition showed its ugly flat head.

"Treason would be sternly punished, if treason were discovered.

"But meanwhile there would be in France no sort of confusion of treason or sedition with mere difference of opinion as to the capability of men or the wisdom of measures.

"Indeed, it is a somewhat striking coincidence that on the very day when Lord Northcliffe's letter to Lloyd George was published in London and New York Georges Clemenceau, in Paris, was engaged in forming a ministry to take the place of a cabinet overthrown in consequence of just such loyal if destructive criticism as Teuton censorship would have treated as treasonable and suppressed with ruthless rigor.

"Let us rejoice here in America that the Prussian system of suppression of criticism and shackling of public opinion is not prevailing in either Great Britain or France.

"There is still a portion of the civilized world where those checks on utterance that forbid adverse comment on the wisdom of policies or the competency of individuals in the Government are not applied according to the methods of autocracy; where a proper and healthy and advantageous freedom of speech exists even in time of war."

The New York Journal of Commerce says:

"THE POWER OF PUBLICITY.

"It is evident that Lord Northcliffe feels that he can be of greater service to his country by retaining his liberty of publicity and criticism, in person and through the press that he controls.

"He has made himself conspicuous, not only by the exercise of that liberty, but by advocating the policy of taking the people into the confidence of the Government by keeping them well informed and allowing free discussion of the questions raised in the course of events.

"As one of the results of his observation in this country, referring to the obstruction and delay in sending Lord Reading's 'vital and most successful mission' over here, Lord Northcliffe says: 'I find the censorship still being misused and that men in various positions of authority, who should have been punished, have been retained and in some cases elevated.'

"Speaking of the achievements of the British War Mission sent over here and their assistants, as deserving to be better known by their Government, he says: 'The fact that their work is not known is due to the absurd secrecy about the war which still is prevalent. Everything these officials are doing is known to our American friends, and, of course, to the Germans.'

"Speaking of the documents that passed through his own hands over here, he expresses the belief that if they were published it would greatly increase our prestige in the United States and hearten our people at home."

"He attributes the 'tragedy' of the situation in Russia, in Italy and earlier the tragedies of Serbia, Rumania and Monte-

negro, to the propaganda of Germany which the Allies did nothing to expose or counteract.

"There is one tragedy that he feels sure that the Allies will not encounter, and that is 'the tragedy of the United States.'

"He declares that he knows from countless conversations with leading Americans that unless there is swift improvement of methods in England 'the United States will rightly take into its own hands the entire management of a great part of the war. It will not sacrifice its blood and treasure to the incompetent handling of the affairs of Europe.'

"This is in itself an example of the liberty of speech that he believes in."

"In all this there is a lesson which is somewhat needed in Government circles in this country, notwithstanding the compliments of Lord Northcliffe and the contrast which he found here with conditions in corresponding circles at home.

"It is not to be denied that in time of war there are some things connected with strategy and the movements of military and naval forces that should not be disclosed.

"But at the beginning of our actual participation in the war on the side of the Allies in Europe, there were strange efforts on the part of the Government, both executive and legislative departments, for closely restricting publicity, for censoring reports and statements of fact, and expressions of judgment and opinion as well.

"This was in direct opposition to the general spirit of the people of the country and the principles of freedom of speech and of the press which is one of the foundation stones of our Republic.

"Much less was accomplished in this direction than was attempted, and such restraint of opinion and its expression as was provided for has not had much direct effect.

"What has been done by censorship of publication and transmission by mail is of questionable benefit to say the least. It is liable to do more harm than good.

"Everything in the nature of disloyal attack upon the Government, of misrepresentation and false statement, of effect to hinder, obstruct or defeat the conduct of the Government as a party to the war, should be severely dealt with.

"On the other hand, what the Government may do to conceal its own conduct and purposes, to keep the people in ignorance and to suppress their liberty of judgment and opinion on what is happening, being done or proposed to be done, is far more likely to do harm to the cause at stake than to help its vindication.

"The people should be brought together in united support of their Government and the cause for which it is exerting all its power.

"This will be done most effectively if they are fully informed and are enabled to understand what is going on and why, and are free to exchange opinions and form judgments under the influence of a strong sentiment of loyalty which will then be sure to prevail.

"This kind of publicity will prove to be an element of power and not of weakness for the Government.

"There is far more danger from concealment of action and designs than from their exposure to the light."

SOUTH DAKOTA PAPERS ARE COMPLIMENTED.

Secretary of the Treasury McAdoo was much pleased at the big over-subscription which Brown County, S. D., made in the recent Liberty Loan campaign. He says so in a letter to J. H. McKeever, editor of the Aberdeen American, in which he extended his congratulations to the subscribers, the workers and the newspapers. He expressed appreciation of the work which the newspapers did there and everywhere in making the bond issue a success.

Brown county led the state in point of over subscription with sixty-four per cent on a quota of \$350,000.

ON AGRICULTURAL JOURNAL.

Malcolm A. Stewart has resigned from the Vancouver (B. C.) police department after almost four years of service to become editor of the Agricultural Journal published by the provincial government at Victoria. Stewart is a graduate of Nova Scotia Agricultural College.

MAGAZINE NOTES

J. G. Jarrett has become treasurer of Collier's Weekly, retiring from the supervision of the advertising department.

John E. Williams, formerly Western manager, becomes advertising manager, and is succeeded by L. M. Hart of the Western staff.

L. M. Blight of the Eastern staff has been appointed Eastern manager.

Charles F. Remington is in charge of the new office of the Red Book in Detroit. His experience in the advertising field has been in connection with newspapers, newspaper representatives and general agencies.

Edward C. Conlin is again with the Munsey publications in New York.

Maurice A. Kimball has been made New York State representative of Vogue.

Mother's Magazine, published by the George E. Cook Company, will be published in New York instead of Elgin, Ill., beginning with the February issue.

Harry Daniels, formerly with the Chicago Inter-Ocean and more recently editor and part owner of Fashion-Art, has launched a brand new publication in Chicago to be known as Grit.

WHAT NEWSPAPER ADS DID IN GREENE COUNTY, MO.

(Continued from Ninth Page)

believe paid newspaper advertising was in no small measure responsible for the showing Greene County made.

I do not wish to minimize the benefit the campaign received from news space, but I do believe the paid space was one of the big features. In this campaign we used half pages and whole pages daily in the Springfield papers, and half pages in the weekly papers of the county. It is of the page space in the dailies, however, that I desire especially to speak.

In paying for space we were enabled to use this space exactly as we saw fit. This gave the opportunity for a systematic advertising campaign along the following lines:

The campaign was opened by an explanation of Government bonds, telling what they were, what their security was, what interest they bore, and when they would be paid. This was followed by an explanation as to the purpose of the bonds. Then came a discussion of the bonds as investments. Next was an advertisement devoted exclusively to telling how one might purchase bonds.

Then came an appeal to various classes to buy bonds. This covered a series of advertising within itself, an appeal being made to women, men on a small salary, to citizens of foreign birth and financiers.

Then came a series of advertisements seeking to set forth a patriotic duty to all classes to buy bonds, as the duty of every loyal citizen.

I trust this will make clear to you my reason for saying that paid space is essential.

All these points of course could be brought out in news stories, but the style of news composition would not permit the wording a publicity man might desire, nor the emphasis of certain features of the advertisement to be obtained by the use of different types and the arrangement of matter.

In conclusion, it seems to me that paid space is essential, that plenty of space is highly desirable, and that constant rather than sporadic use of this space is absolutely necessary if one accomplishes the results he seeks.

VANCE C. CRASS,
Manager of Publicity.

RETAIL MERCHANTS EDITION.

The Winnipeg (Man.) Free Press recently ran a ten-page special retail merchants edition which contained in detail the plans, problems and history of the Retail Merchants Association of Winnipeg.

Finest
Quality

FELT PRESS and MOULDING BLANKETS

DIRECT
from Factory
to Newspaper

at

ONE PROFIT

Write for prices to
Newspaper Dept.

Chas. W. HOUSE
& Sons
UNIONVILLE, CONN.

A NEW PULITZER EXECUTIVE.

YOUNGEST SON OF NOTED PUBLISHER OF N. Y. WORLD IS APPOINTED.

Herbert Pulitzer, youngest son of the late Joseph Pulitzer, publisher of the New York World, who has just attained his majority, appeared in person before Surrogate Fowler in New York on November 21 and petitioned to be appointed a trustee of the Pulitzer Estate in place of J. Angus Shaw, one of the original executors and trustees under the will of Mr. Pulitzer.

The petitioner gave his home address as 7 East 73d street, New York, but said that his temporary address was the naval aviation detachment, Massachusetts Institute of Technology, Cambridge, Mass.

On the recommendation of his brothers Ralph and Joseph and the officers of the Union Trust Company, who form the trustees of the estate, the surrogate granted the prayer of the petitioner and signed the order making the petitioner one of the trustees of the estate.

Under the provision of the will Mr. Shaw had to serve as executor only until Herbert Pulitzer reached the age of twenty-one, which he did this week.

QUICK CHANGE IN LOUISVILLE.

New composing room machinery, comprising a battery of fourteen Intertypes, was installed this week by the Louisville Herald. For five years the Herald had used fifteen Monotypes, and was one of the few papers in the country to use this type of machine to the exclusion of "slug-casting" type-setters.

The Herald has retained two Monotype casters, which will be used in casting display and head-letter type. The new Intertypes will cast from six-point to thirty-six-point, and the majority of the heads will be set on machines.

The change was made over-night, a force of twenty men being required to make the move. Work started at 2 a.m. before the last form had been sent to the stereotypers. At six o'clock the next night nine of the Intertypes were at work and by eight o'clock the whole battery was in service.

Remodeling of the composing room was done by carpenters before the installation of the new machines.

PAPER ASSOCIATIONS TO MEET IN FEBRUARY.

The American Paper & Pulp Association will hold its next convention on February 4-7 at the Waldorf-Astoria, New York. The annual banquet will take place on February 7.

The National Paper Trade Association has set February 4-6 as the dates for the next convention. The meetings, together with the annual banquet which will be held on February 6, will be in the Waldorf-Astoria, New York.

The committee in charge of the banquet is composed of K. S. Warner, chairman; George F. Perkins, Jr., Fritz Lindenmeyr, Charles H. Baldwin and William C. Ridgway.

A WINTER NUMBER.

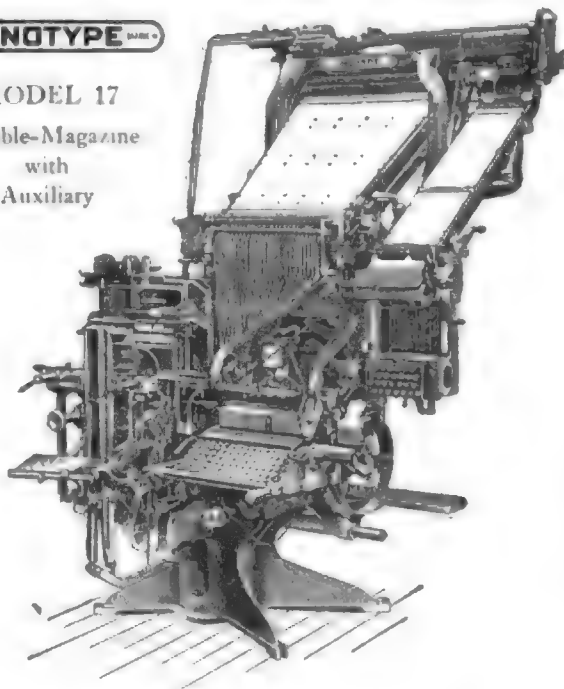
The Chicago Daily News is preparing to issue an ambitious Southern winter resort and travel number within a short time.

T. M. Chesebrough has sold the Grant County (Minn.) Review and has purchased the Leroy (Minn.) Independent.

TRADE **LINOTYPE** MARK

MODEL 17

Double-Magazine
with
Auxiliary



"Making Good" in the Panhandle State

LAST March the Charleston (W. Va.) Mail installed a Model 17 Linotype—the first of this model to go into the Panhandle State.

Mr. Williams, the machinist in charge, who had never before seen a Model 17, erected the machine without assistance.

Four months later Mr. Walter E. Clark, President of the Charleston Mail, wrote:

"Our Model 17 has been operating with no interruption whatever. Foreman and all our operators are enthusiastic over its ready versatility, smooth running, and all-round efficiency."

Aside from their simplicity, *continuous composition* Linotypes possess many time and labor saving features that are exclusively Linotype.

Write for descriptive literature or for a representative to demonstrate them to your foreman.

Mergenthaler Linotype Co.

Tribune Building, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

ASSOCIATED PRESS NOTES.

B. G. Wyrick of Chicago, night news editor of the central division, has just returned from a short vacation spent in Indiana.

Howard P. Jones, election editor in the Chicago office, assisted James Hamilton, correspondent at Cincinnati, in covering the recent prohibition elections in Ohio.

Jonathan C. Royle, for several years Associated Press correspondent in Mexico City, has returned to the "States." He will be succeeded by F. C. Seoville, from the Chicago office.

William B. Stone, on leave from the Chicago office and now in the aviation service, has sailed for France.

Joseph J. Jones, auditor of the central division, has gone to New Orleans for a short health-seeking trip.

Donald Ewing of the Chicago editorial staff has been called to Alabama by the serious illness of his brother.

Stanley Hedburg, correspondent at Fargo, N. D., is spending his vacation in Chicago. Robert Brugere, pony editor in the Chicago office, is at Fargo during Hedburg's absence.

Charles W. Demkley, sports editor for the central division, covered the National Association of Baseball Clubs meeting at Louisville last week.

A number of changes have been made in the Columbus (Ohio) office of the Associated Press.

W. J. Brons, day pony editor has been sent to Oklahoma City to act as correspondent. He is succeeded by J. A. Rawlings, formerly of the Springfield (Ill.) Republican and the Chicago office of the Associated Press.

David M. Auch, night pony editor, has been sent to Camp Sherman at Chillicothe, relieving C. E. Collins, who returns to Columbus to cover the state house for the Associated Press. Auch will be succeeded by James Pollard, assistant city editor of the Canton (Ohio) Repository.

NEW IOWA ASSOCIATION.

Responding to the invitation of W. P. Wortman of the Malvern (Ia.) Leader, a number of newspaper publishers met at Malvern on November 15 for the purpose of organizing a county association.

A permanent organization was perfected by the election of C. W. Bays of the Silver City Times, president, and W. P. Wortman, secretary.

The object of the association is to establish and maintain a uniform schedule of prices for job printing, and for the purpose of holding occasional meetings to talk over various phases of the country newspaper conditions and the printing business in general; also create good fellowship among the members.

The visitors were the guests of Mr. Wortman at the Cottage Hotel for dinner. Another meeting will be held at Glenwood on December 7 for the purpose of adopting by-laws for the guidance of the association.

PHILADELPHIAN ILL.

Nathan B. Heath, for many years state editor of the Philadelphia Record, is seriously ill. It is doubtful if he will ever be able to return to his desk at the Record.

J. W. Howard has withdrawn from the firm of Wood & Howard, publishers of the Steele (N. D.) Ozon.

INTER-STATE BODY IS FORMED.

CIRCULATORS OF MARYLAND, PENNSYLVANIA, NEW JERSEY AND DELAWARE MEET.

Following generally in the footsteps of the sectional organizations of circulation men that have recently been formed by New York, New England and Ohio newspaper circulation managers in their respective territories, a number of circulation men of newspapers in Pennsylvania, New Jersey, Maryland, Delaware and the District of Columbia met on Tuesday in the Adelphia Hotel, Philadelphia, and organized the Inter-States Circulation Managers Association.

The purpose of the organization is to create a spirit of closer co-operation between the circulation men in these territories and bring about a



A. E. MAC KINNON.

beneficial interchange of ideas so that from the sum total of their experiences and effort each member may be able to cope more vigorously with the problems that arise from time to time, and be able, collectively, to bring about conditions and changes which may be mutually advantageous.

A. E. MacKinnon of the Philadelphia North American was elected temporary chairman and A. R. Michener of the Harrisburg (Pa.) Telegraph acted as temporary secretary and will do so until permanent officers are chosen at a subsequent meeting in the very near future.

The problem of newspapers' sales and distribution in the various soldiers' training camps was the main topic of discussion. This problem seems to be quite an urgent one just now for newspapers throughout the country, and is occupying the attention of almost every circulation man.

In many cases papers have been sent to training camps and have been either lost in transit or have disappeared with a total loss to the publishers; and in a good many cases it has been hard to collect for papers actually sold.

A method has been sought which would obviate any loss to the publishers, be of profit to the divisional camp exchanges selling the papers; not do away with the privilege of

sales promotion which some of the newspapers are doing or might wish to do, and yet allow the small newspapers to come in for their share of patronage at the various cantonments.

PLAN FOR CAMP CIRCULATION.

M. T. Zepp, circulation manager of the Washington Times, and a member of the new organization, told the circulation men what had been accomplished by E. D. Shaw, publisher of the Times, and himself in that respect, and submitted the following suggestions evolved by them, which he thought might be advisable to take up with Harold Braddock of the Commission on Training Camp Activities, a branch of the service under the United States War Department, in charge of divisional camp exchanges, where newspapers and other periodicals are sold:

"1. No newspaper, periodical or magazine shall be given superior facilities for sale or preferred display to any other of its general classification.

"2. The price paid by the camp agent for newspapers, periodicals and magazines shall be in each case not less than the wholesale price regularly charged by the publication. It transportation expense in getting publications into camp from a transfer point is necessary and is incurred by the agent, the actual expense involved may be apportioned and charged among the publications benefiting.

"3. The price charged the purchaser shall not be more than the published retail price for the publication unless written authorization has been obtained from the publisher to sell at a higher price.

"4. While the camp agent is not required to put on sale all publications offered to him for that purpose, it is expected that he will put on sale those newspapers, periodicals and magazines for which there is a natural and expected demand.

"5. Agents authorized to sell newspapers, periodicals and magazines within the limits of the camp are expected to agree in advance to the principles outlined above and permission to sell within the camp should be made conditional upon the observance and maintenance of those principles."

ALL ASSOCIATIONS TO CO-OPERATE.

Mr. Zepp also said that he brought a personal message from the Government in Washington that it is willing to meet newspaper publishers half way in any proposition that would solve the problem. All that is necessary was to formulate some definite plan of operation satisfactory to all.

A committee of three was appointed, consisting of Mr. Zepp, F. A. Clark of the Philadelphia Evening Ledger, and A. R. Michener to act in co-operated with committees appointed by other sectional managers, associations and representatives from the magazines to formulate a plan and present it to Mr. Braddock in Washington, tending to satisfactorily solve the problem of distribution and sale of newspapers in army cantonments.

The next meeting of the association will be held on December 11, at Philadelphia, when a full attendance is looked for and definite steps will be taken in that direction.

TURNER BACK TO WORK.

Harris Turner, M.L.A., who lost his eyesight in France as the result of wounds, has returned to civil life and has resumed his work on the editorial staff of the Regina Post and the Saskatoon Star.

Mr. Turner was recently married to Miss Alice Moyer.

CHECKING UP THE PRESS COUNT

WITH NUMBER OF PAPERS SENT OUT THROUGH THE CIRCULATION END.

By HUGH A. AKIN.

Circulation Manager Columbus (Ohio) Citizen.

What system is best to check up the press run from the counters on the press with the total number of papers sent out in the various branches of circulation?

I have frequently heard complaint along this line, and, personally, have experienced considerable trouble until we were able to work out our present system.

Our press room is located in the basement of our building and papers are delivered to the mailing room on hydraulic lifts and the normal load is 300 papers.

Our presses are five-deck straight-line Goss presses with a capacity of twenty pages to a single fold, and never do we exceed twenty pages, not running any supplements or sections. These presses deliver papers in bunches of fifty, and the fly-boy criss-crossing the papers easily determines when he has 300, and then carries same to the lifts.

There are two of these lifts, and each is manned by a boy stout enough to easily carry 300 papers of the maximum size. Our mailing room is so arranged that the papers for the five branches of distribution—namely mail, express, newsboys, office carriers and branch carriers—are in separate parts of the room.

The boys who man these lifts have a sheet conveniently at hand separated into these five departments, and as they take from the lifts these 300 papers they are checked out to the department to which they are delivered.

For example, if a bundle of 300 papers is delivered to the man at the newsboys' window, under the column of newsboys is marked with a single stroke the fact that 300 papers have been delivered to this department, and likewise to the others when delivered to them.

This sheet is a little more than an ordinary tally sheet, and, as I said before, each stroke indicating 300 papers. This is made so simply that it is almost fool-proof.

Then, at the end of each edition run, these sheets are turned in to the chief mailing clerk, who at the end of the day compares them with the pressman's report of total perfect print—and, I might add that our net daily press run for the year of 1916 was 74,526, with an average of papers not accounted for of twenty-two.

With the many chances for miscount, I think that the average of twenty-two is practically the minimum.

By dividing the distribution in the mailing room into the five departments before mentioned, it also offers an opportunity to very easily trace any extraordinary discrepancy.

As a method of checking spoils, our pressman has adopted the following plan, which in a small office like ours, has proven very satisfactory.

The press counters are changed on each edition, or, rather, set back for each edition, but instead of starting at zero we start at all nine's, excepting the last number, which is set at five. This gives him an opportunity to turn the press five revolutions, or the equivalent of ten papers, which takes care of all spoiled papers in changing the plates or increasing the size of the paper from one edition to another.

These papers as they come through

are laid aside, first counted, and then at the close of the edition, with whatever spoils may arise, are weighed.

Understand me now, weighed and counted for each edition, and whenever this is tried, you will be surprised at that notwithstanding not all full papers come out of the press, how close weight and count come.

These papers also give an opportunity to the fly-boy to make up quite a number of perfect print papers, as certain papers on one press will be perfect where those on the other are not, and by looking them over at the end of the run, as I said before, several perfect print papers can be secured.

With us this system has been in vogue so long that it is pretty nearly second nature, and it is possible that I may have skipped over some point that would be of interest, and if so I would be pleased to answer any questions that may be put to me on this point.

NEWS NOTES OF CIRCULATORS.

The circulation staff of the Des Moines (Ia.) Register and Tribune was banqueted by Gardner Cowles, publisher, at the Savery Hotel on November 12, to celebrate the gain in circulation enabling them to reach the 100,000 mark.

The staff, composed of twenty-five men in direct connection with carrier and newsdealer work, was addressed by Mr. Cowles, who discussed the print paper situation, the increase in postage and why the Government would not permit news of the movement of troops to be printed.

A banquet will be held about December 1 for the circulation road men who are working on the rural routes of Iowa soliciting cash-in-advance subscriptions and who expect to have a real harvest during the months of December, January and February.

J. L. Garrison has become identified with the Register and Tribune road circulation staff.

The Morton Ross Company has changed its headquarters from Galveston, Tex., to Columbus, Ohio.

This firm has just closed circulation campaigns for the Johnstown (Pa.) Leader and the Frankfort (Ind.) Crescent-News.

Charles D. Isaacson, editor of "Our Family Music Page" of the New York Globe, read "Face to Face with Brahms" at the Globe concert on November 11. Two thousand Globe Music Club members were present.

During the same afternoon the Globe's choruses co-operated with the New Singing Society for the benefit of the Syrian-Armenian fund at the New York Hippodrome.

The Louisville Courier-Journal has reduced the subscription price for the daily, (by mail), from \$6 to \$5 per year.

The Philadelphia North American will insert in every copy of its issue of Sunday, December 2, a Government picture, "The Army," by James Montgomery Flagg. Another Government picture appeared in the issue of Sunday, September 2.

A. E. MacKinnon, promotion manager, says that the North American has secured the exclusive use of those Government pictures distributed.

The Boston Post Santa Claus is on the job again. He acts for the readers of the Post who are desirous of helping those who would otherwise know nothing of Christmas cheer.

The children write letters to Santa, giving their names and ages and what they would like for Christmas. Post

Service Banners

Size 15x19 inches. Printed in four colors on heavy enameled stock. Shows large picture of the American flag in colors, with "Our National Anthem" and with special printing in bold type at the bottom.

"A Man From This House Is Fighting For His Country."

Can be given free or offered on coupon plan for five cents. Price \$35 per thousand. Many thousands are being used. This banner should be in every home. A custom in other countries; now being adopted here.

Write today for sample.

S. BLAKE WILLSDEN

29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes.
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

with money contributed, bundles are made up and delivered at the homes of those in need.

Glenn Stewart, of the circulation department of the Quincy (Ill.) Whig, became circulation manager of that paper on November 12. Mr. Stewart was formerly circulation manager of the Dixon (Ill.) Leader and has been with the Whig since February of this year.

The circulation department of the Louisville (Ky.) Courier-Journal and the Times came to a halt for a time Wednesday afternoon, while a delegation representing the different branches of the circulation department called upon G. E. Johnson, who until a week ago was circulation manager of both papers, and presented to him a handsome initialed ring and a handsome traveling bag.

The presentation speech was made by Miss Stella Floyd, who was Mr. Johnson's private secretary for many years and who continues with the circulation department since J. L. Bomar has succeeded Mr. Johnson as circulation manager, in the capacity of Mr. Bomar's first assistant.

Mr. Johnson will continue as Mr. Watterson's private secretary and will act in an advisory capacity in connection with solving circulation problems and in addition will be in charge of an improved filing system for illustrations and articles to be installed by the Courier-Journal and the Times.

Charles M. Gunnison, former circulation manager of the New York Evening Mail, the Denver Post and the Denver Times, is now with the William L. Betts Company, World Building, New York.

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SIR: The adoption by the United States Government of a flat rate for magazines and newspapers of one cent a pound was one of the greatest and most far reaching moves ever promulgated.

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But we must not forget the great benefits which the people enjoy on account of the tremendous circulation of national publications with their advertising income. It is this enormous revenue, as well as the flat rate of a cent a pound postage, which has enabled American publishers to make their periodicals the best in the world.

But the large circulation and advertising incomes have been built up under the flat rate of postage. With the tremendous increase called for by the bill, which goes into effect next July, if not repealed, the price of the publications must be increased.

This increase of subscription price will naturally decrease circulation; decreased circulation means a lower advertising rate, and hence less advertising income.

Less advertising income means cheaper paper, cheaper illustrations, lower prices to authors, lower salaries to solicitors, clerks and other workers, a reduction of employees to conform to conditions and bankruptcy for thousands.

I say thousands and believe I am right in saying thousands, for prob-

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corporation.

NEW LONDON, CONN.

I Get the Money! J. A. McAVOY

Special editions
Weekly Review Pages

Nat'l Exch. Bldg.
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223 West Erie St CHICAGO 38 Park Row NEW YORK

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M. T. Zepp, circulation manager of the Washington Times, and a member of the new organization, told the circulation men what had been accomplished by E. D. Shaw, publisher of the Times, and himself in that respect, and submitted the following suggestions evolved by them, which he thought might be advisable to take up with Harold Braddock of the Commission on Training Camp Activities, a branch of the service under the United States War Department, in charge of divisional camp exchanges, where newspapers and other periodicals are sold:

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TURNER BACK TO WORK.

Harris Turner, M.L.A., who lost his eyesight in France as the result of wounds, has returned to civil life and has resumed his work on the editorial staff of the Regina Post and the Saskatoon Star.

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By HUGH A. AKIN.

Circulation Manager Columbus (Ohio) Citizen.

What system is best to check up the press run from the counters on the press with the total number of papers sent out in the various branches of circulation?

I have frequently heard complaint along this line, and, personally, have experienced considerable trouble until we were able to work out our present system.

Our press room is located in the basement of our building and papers are delivered to the mailing room on hydraulic lifts and the normal load is 300 papers.

Our presses are five-deck straight-line Goss presses with a capacity of twenty pages to a single fold, and never do we exceed twenty pages, not running any supplements or sections. These presses deliver papers in bunches of fifty, and the fly-boy criss-crossing the papers easily determines when he has 300, and then carries same to the lifts.

There are two of these lifts, and each is manned by a boy stout enough to easily carry 300 papers of the maximum size. Our mailing room is so arranged that the papers for the five branches of distribution—namely mail, express, newsboys, office carriers and branch carriers—are in separate parts of the room.

The boys who man these lifts have a sheet conveniently at hand separated into these five departments, and as they take from the lifts these 300 papers they are checked out to the department to which they are delivered.

For example, if a bundle of 300 papers is delivered to the man at the newsboys' window, under the column of newsboys is marked with a single stroke the fact that 300 papers have been delivered to this department, and likewise to the others when delivered to them.

This sheet is a little more than an ordinary tally sheet, and, as I said before, each stroke indicating 300 papers. This is made so simply that it is almost fool-proof.

Then, at the end of each edition run, these sheets are turned in to the chief mailing clerk, who at the end of the day compares them with the pressman's report of total perfect print—and, I might add that our net daily press run for the year of 1916 was 74,526, with an average of papers not accounted for of twenty-two.

With the many chances for miscount, I think that the average of twenty-two is practically the minimum.

By dividing the distribution in the mailing room into the five departments before mentioned, it also offers an opportunity to very easily trace any extraordinary discrepancy.

As a method of checking spoils, our pressman has adopted the following plan, which in a small office like ours, has proven very satisfactory.

The press counters are changed on each edition, or, rather, set back for each edition, but instead of starting at zero we start at all nine's, excepting the last number, which is set at five. This gives him an opportunity to turn the press five revolutions, or the equivalent of ten papers, which takes care of all spoiled papers in changing the plates or increasing the size of the paper from one edition to another.

These papers as they come through

are laid aside, first counted, and then at the close of the edition, with whatever spoils may arise, are weighed.

Understand me now, weighed and counted for each edition, and whenever this is tried, you will be surprised at that notwithstanding not all full papers come out of the press, how close weight and count come.

These papers also give an opportunity to the fly-boy to make up quite a number of perfect print papers, as certain papers on one press will be perfect where those on the other are not, and by looking them over at the end of the run, as I said before, several perfect print papers can be secured.

With us this system has been in vogue so long that it is pretty nearly second nature, and it is possible that I may have skipped over some point that would be of interest, and if so I would be pleased to answer any questions that may be put to me on this point.

NEWS NOTES OF CIRCULATORS.

The circulation staff of the Des Moines (Ia.) Register and Tribune was banqueted by Gardner Cowles, publisher, at the Savery Hotel on November 12, to celebrate the gain in circulation enabling them to reach the 100,000 mark.

The staff, composed of twenty-five men in direct connection with carrier and newsdealer work, was addressed by Mr. Cowles, who discussed the print paper situation, the increase in postage and why the Government would not permit news of the movement of troops to be printed.

A banquet will be held about December 1 for the circulation road men who are working on the rural routes of Iowa soliciting cash-in-advance subscriptions and who expect to have a real harvest during the months of December, January and February.

J. L. Garrison has become identified with the Register and Tribune road circulation staff.

The Morton Ross Company has changed its headquarters from Galveston, Tex., to Columbus, Ohio.

This firm has just closed circulation campaigns for the Johnston (Pa.) Leader and the Frankfort (Ind.) Crescent-News.

Charles D. Isaacson, editor of "Our Family Music Page" of the New York Globe, read "Face to Face with Brahms" at the Globe concert on November 11. Two thousand Globe Music Club members were present.

During the same afternoon the Globe's choruses co-operated with the New Singing Society for the benefit of the Syrian-Armenian fund at the New York Hippodrome.

The Louisville Courier-Journal has reduced the subscription price for the daily, (by mail), from \$6 to \$5 per year.

The Philadelphia North American will insert in every copy of its issue of Sunday, December 2, a Government picture, "The Army," by James Montgomery Flagg. Another Government picture appeared in the issue of Sunday, September 2.

A. E. MacKinnon, promotion manager, says that the North American has secured the exclusive use of those Government pictures distributed.

The Boston Post Santa Claus is on the job again. He acts for the readers of the Post who are desirous of helping those who would otherwise know nothing of Christmas cheer.

The children write letters to Santa, giving their names and ages and what they would like for Christmas. Post

Service Banners

Size 15x19 inches. Printed in four colors on heavy enameled stock. Shows large picture of the American flag in colors, with "Our National Anthem" and with special printing in bold type at the bottom.

"A Man From This House Is Fighting For His Country."

Can be given free or offered on company plan for five cents. Price \$85 per thousand. Many thousands are being used. This banner should be in every home. A custom in other countries; now being adopted here.

Write today for sample.

S. BLAKE WILLSDEN

20 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes.
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

with money contributed, bundles are made up and delivered at the homes of those in need.

Glenn Stewart, of the circulation department of the Quincy (Ill.) Whig, became circulation manager of that paper on November 12. Mr. Stewart was formerly circulation manager of the Dixon (Ill.) Leader and has been with the Whig since February of this year.

The circulation department of the Louisville (Ky.) Courier-Journal and the Times came to a halt for a time Wednesday afternoon, while a delegation representing the different branches of the circulation department called upon G. E. Johnson, who until a week ago was circulation manager of both papers, and presented to him a handsome initialed ring and a handsome traveling bag.

The presentation speech was made by Miss Stella Floyd, who was Mr. Johnson's private secretary for many years and who continues with the circulation department since J. L. Bomar has succeeded Mr. Johnson as circulation manager, in the capacity of Mr. Bomar's first assistant.

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But the large circulation and advertising incomes have been built up under the flat rate of postage. With the tremendous increase called for by the bill, which goes into effect next July, if not repealed, the price of the publications must be increased.

This increase of subscription price will naturally decrease circulation; decreased circulation means a lower advertising rate, and hence less advertising income.

Less advertising income means cheaper paper, cheaper illustrations, lower prices to authors, lower salaries to solicitors, clerks and other workers, a reduction of employees to conform to conditions and bankruptcy for thousands.

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They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

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NEW LONDON, CONN.

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Complete Non-Distribution System—
TYPE, LEADS, SLUGS.
COSTS \$500 LESS THAN
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223 West Erie St. 33 Park Row
CHICAGO NEW YORK

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The purpose of the organization is to create a spirit of closer co-operation between the circulation men in these territories and bring about a

sales promotion which some of the newspapers are doing or might wish to do, and yet allow the small newspapers to come in for their share of patronage at the various cantonments.

PLAN FOR CAMP CIRCULATION.

M. T. Zepp, circulation manager of the Washington Times, and a member of the new organization, told the circulation men what had been accomplished by E. D. Shaw, publisher of the Times, and himself in that respect, and submitted the following suggestions evolved by them, which he thought might be advisable to take up with Harold Braddock of the Commission on Training Camp Activities, a branch of the service under the United States War Department, in charge of divisional camp exchanges, where newspapers and other periodicals are sold:

"1. No newspaper, periodical or magazine shall be given superior facilities for sale or preferred display to any other of its general classification.

"2. The price paid by the camp agent for newspapers, periodicals and magazines shall be in each case not less than the wholesale price regularly charged by the publication. It transportation expense in getting publications into camp from a transfer point is necessary and is incurred by the agent, the actual expense involved may be apportioned and charged among the publications benefiting.

"3. The price charged the purchaser shall not be more than the published retail price for the publication unless written authorization has been obtained from the publisher to sell at a higher price.

"4. While the camp agent is not required to put on sale all publications offered to him for that purpose, it is expected that he will put on sale those newspapers, periodicals and magazines for which there is a natural and expected demand.

"5. Agents authorized to sell newspapers, periodicals and magazines within the limits of the camp are expected to agree in advance to the principles outlined above and permission to sell within the camp should be made conditional upon the observance and maintenance of those principles."

ALL ASSOCIATIONS TO CO-OPERATE.

Mr. Zepp also said that he brought a personal message from the Government in Washington that it is willing to meet newspaper publishers half way in any proposition that would solve the problem. All that is necessary was to formulate some definite plan of operation satisfactory to all.

A committee of three was appointed, consisting of Mr. Zepp, F. A. Clark of the Philadelphia Evening Ledger, and A. R. Michener to act in co-operated with committees appointed by other sectional managers, associations and representatives from the magazines to formulate a plan and present it to Mr. Braddock in Washington, tending to satisfactorily solve the problem of distribution and sale of newspapers in army cantonments.

The next meeting of the association will be held on December 11, at Philadelphia, when a full attendance is looked for and definite steps will be taken in that direction.

TURNER BACK TO WORK.

Harris Turner, M.L.A., who lost his eyesight in France as the result of wounds, has returned to civil life and has resumed his work on the editorial staff of the Regina Post and the Saskatoon Star.

Mr. Turner was recently married to Miss Alice Moyer.

CHECKING UP THE PRESS COUNT

WITH NUMBER OF PAPERS SENT OUT THROUGH THE CIRCULATION END.

By HUGH A. AKIN.

Circulation Manager Columbus (Ohio) Citizen.

What system is best to check up the press run from the counters on the press with the total number of papers sent out in the various branches of circulation?

I have frequently heard complaint along this line, and, personally, have experienced considerable trouble until we were able to work out our present system.

Our press room is located in the basement of our building and papers are delivered to the mailing room on hydraulic lifts and the normal load is 300 papers.

Our presses are five-deck straight-line Goss presses with a capacity of twenty pages to a single fold, and never do we exceed twenty pages, not running any supplements or sections. These presses deliver papers in bunches of fifty, and the fly-boy criss-crossing the papers easily determines when he has 300, and then carries same to the lifts.

There are two of these lifts, and each is manned by a boy stout enough to easily carry 300 papers of the maximum size. Our mailing room is so arranged that the papers for the five branches of distribution—namely mail, express, newsboys, office carriers and branch carriers—are in separate parts of the room.

The boys who man these lifts have a sheet conveniently at hand separated into these five departments, and as they take from the lifts these 300 papers they are checked out to the department to which they are delivered.

For example, if a bundle of 300 papers is delivered to the man at the newsboys' window, under the column of newsboys is marked with a single stroke the fact that 300 papers have been delivered to this department, and likewise to the others when delivered to them.

This sheet is a little more than an ordinary tally sheet, and, as I said before, each stroke indicating 300 papers. This is made so simply that it is almost fool-proof.

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A. E. MACKINNON.

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A. E. MacKinnon of the Philadelphia North American was elected temporary chairman and A. R. Michener of the Harrisburg (Pa.) Telegraph acted as temporary secretary and will do so until permanent officers are chosen at a subsequent meeting in the very near future.

The problem of newspapers' sales and distribution in the various soldiers' training camps was the main topic of discussion. This problem seems to be quite an urgent one just now for newspapers throughout the country, and is occupying the attention of almost every circulation man.

In many cases papers have been sent to training camps and have been either lost in transit or have disappeared with a total loss to the publishers; and in a good many cases it has been hard to collect for papers actually sold.

A method has been sought which would obviate any loss to the publishers, be of profit to the divisional camp exchanges selling the papers; not do away with the privilege of

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sales promotion which some of the newspapers are doing or might wish to do, and yet allow the small newspapers to come in for their share of patronage at the various cantonments.

PLAN FOR CAMP CIRCULATION.

M. T. Zepp, circulation manager of the Washington Times, and a member of the new organization, told the circulation men what had been accomplished by E. D. Shaw, publisher of the Times, and himself in that respect, and submitted the following suggestions evolved by them, which he thought might be advisable to take up with Harold Braddock of the Commission on Training Camp Activities, a branch of the service under the United States War Department, in charge of divisional camp exchanges, where newspapers and other periodicals are sold:

"1. No newspaper, periodical or magazine shall be given superior facilities for sale or preferred display to any other of its general classification.

"2. The price paid by the camp agent for newspapers, periodicals and magazines shall be in each case not less than the wholesale price regularly charged by the publication. It transportation expense in getting publications into camp from a transfer point is necessary and is incurred by the agent, the actual expense involved may be apportioned and charged among the publications benefiting.

"3. The price charged the purchaser shall not be more than the published retail price for the publication unless written authorization has been obtained from the publisher to sell at a higher price.

"4. While the camp agent is not required to put on sale all publications offered to him for that purpose, it is expected that he will put on sale those newspapers, periodicals and magazines for which there is a natural and expected demand.

"5. Agents authorized to sell newspapers, periodicals and magazines within the limits of the camp are expected to agree in advance to the principles outlined above and permission to sell within the camp should be made conditional upon the observance and maintenance of those principles."

ALL ASSOCIATIONS TO CO-OPERATE.

Mr. Zepp also said that he brought a personal message from the Government in Washington that it is willing to meet newspaper publishers half way in any proposition that would solve the problem. All that is necessary was to formulate some definite plan of operation satisfactory to all.

A committee of three was appointed, consisting of Mr. Zepp, F. A. Clark of the Philadelphia Evening Ledger, and A. R. Michener to act in co-operated with committees appointed by other sectional managers, associations and representatives from the magazines to formulate a plan and present it to Mr. Braddock in Washington, tending to satisfactorily solve the problem of distribution and sale of newspapers in army cantonments.

The next meeting of the association will be held on December 11, at Philadelphia, when a full attendance is looked for and definite steps will be taken in that direction.

TURNER BACK TO WORK.

Harris Turner, M.L.A., who lost his eyesight in France as the result of wounds, has returned to civil life and has resumed his work on the editorial staff of the Regina Post and the Saskatoon Star.

Mr. Turner was recently married to Miss Alice Moyer.

CHECKING UP THE PRESS COUNT

WITH NUMBER OF PAPERS SENT OUT THROUGH THE CIRCULATION END.

By HUGH A. AKIN.

Circulation Manager Columbus (Ohio) Citizen.

What system is best to check up the press run from the counters on the press with the total number of papers sent out in the various branches of circulation?

I have frequently heard complaint along this line, and, personally, have experienced considerable trouble until we were able to work out our present system.

Our press room is located in the basement of our building and papers are delivered to the mailing room on hydraulic lifts and the normal load is 300 papers.

Our presses are five-deck straight-line Goss presses with a capacity of twenty pages to a single fold, and never do we exceed twenty pages, not running any supplements or sections. These presses deliver papers in bunches of fifty, and the fly-boy criss-crossing the papers easily determines when he has 300, and then carries same to the lifts.

There are two of these lifts, and each is manned by a boy stout enough to easily carry 300 papers of the maximum size. Our mailing room is so arranged that the papers for the five branches of distribution—namely mail, express, newsboys, office carriers and branch carriers—are in separate parts of the room.

The boys who man these lifts have a sheet conveniently at hand separated into these five departments, and as they take from the lifts these 300 papers they are checked out to the department to which they are delivered.

For example, if a bundle of 300 papers is delivered to the man at the newsboys' window, under the column of newsboys is marked with a single stroke the fact that 300 papers have been delivered to this department, and likewise to the others when delivered to them.

This sheet is a little more than an ordinary tally sheet, and, as I said before, each stroke indicating 300 papers. This is made so simply that it is almost fool-proof.

Then, at the end of each edition run, these sheets are turned in to the chief mailing clerk, who at the end of the day compares them with the pressman's report of total perfect print—and, I might add, that our net daily press run for the year of 1916 was 74,526, with an average of papers not accounted for of twenty-two.

With the many chances for miscount, I think that the average of twenty-two is practically the minimum.

By dividing the distribution in the mailing room into the five departments before mentioned, it also offers an opportunity to very easily trace any extraordinary discrepancy.

As a method of checking spoils, our pressman has adopted the following plan, which in a small office like ours, has proven very satisfactory.

The press counters are changed on each edition, or, rather, set back for each edition, but instead of starting at zero we start at all nine's, excepting the last number, which is set at five. This gives him an opportunity to turn the press five revolutions, or the equivalent of ten papers, which takes care of all spoiled papers in changing the plates or increasing the size of the paper from one edition to another.

These papers as they come through

are laid aside, first counted, and then at the close of the edition, with whatever spoils may arise, are weighed.

Understand me now, weighed and counted for each edition, and whenever this is tried, you will be surprised at, that notwithstanding not all full papers come out of the press, how close weight and count come.

These papers also give an opportunity to the fly-boy to make up quite a number of perfect print papers, as certain papers on one press will be perfect where those on the other are not, and by looking them over at the end of the run, as I said before, several perfect print papers can be secured.

With us this system has been in vogue so long that it is pretty nearly second nature, and it is possible that I may have skipped over some point that would be of interest, and if so, I would be pleased to answer any questions that may be put to me on this point.

NEWS NOTES OF CIRCULATORS.

The circulation staff of the Des Moines (Ia.) Register and Tribune was banqueted by Gardner Cowles, publisher, at the Savery Hotel on November 12, to celebrate the gain in circulation enabling them to reach the 100,000 mark.

The staff, composed of twenty-five men in direct connection with carrier and newsdealer work, was addressed by Mr. Cowles, who discussed the print paper situation, the increase in postage and why the Government would not permit news of the movement of troops to be printed.

A banquet will be held about December 1 for the circulation road men who are working on the rural routes of Iowa soliciting cash-in-advance subscriptions and who expect to have a real harvest during the months of December, January and February.

J. L. Garrison has become identified with the Register and Tribune road circulation staff.

The Morton Ross Company has changed its headquarters from Galveston, Tex., to Columbus, Ohio.

This firm has just closed circulation campaigns for the Johnstown (Pa.) Leader and the Frankfort (Ind.) Crescent-News.

Charles D. Isaacson, editor of "Our Family Music Page" of the New York Globe, read "Face to Face with Brahms" at the Globe concert on November 11. Two thousand Globe Music Club members were present.

During the same afternoon the Globe's choruses co-operated with the New Singing Society for the benefit of the Syrian-Armenian fund at the New York Hippodrome.

The Louisville Courier-Journal has reduced the subscription price for the daily, (by mail), from \$6 to \$5 per year.

The Philadelphia North American will insert in every copy of its issue of Sunday, December 2, a Government picture, "The Army," by James Montgomery Flagg. Another Government picture appeared in the issue of Sunday, September 2.

A. E. MacKinnon, promotion manager, says that the North American has secured the exclusive use of those Government pictures distributed.

The Boston Post Santa Claus is on the job again. He acts for the readers of the Post who are desirous of helping those who would otherwise know nothing of Christmas cheer.

The children write letters to Santa, giving their names and ages and what they would like for Christmas. Post



A. E. MACKINNON.

beneficial interchange of ideas so that from the sum total of their experiences and effort each member may be able to cope more vigorously with the problems that arise from time to time, and be able, collectively, to bring about conditions and changes which may be mutually advantageous.

A. E. MacKinnon of the Philadelphia North American was elected temporary chairman and A. R. Michener of the Harrisburg (Pa.) Telegraph acted as temporary secretary and will do so until permanent officers are chosen at a subsequent meeting in the very near future.

The problem of newspapers' sales and distribution in the various soldiers' training camps was the main topic of discussion. This problem seems to be quite an urgent one just now for newspapers throughout the country, and is occupying the attention of almost every circulation man.

In many cases papers have been sent to training camps and have been either lost in transit or have disappeared with a total loss to the publishers; and in a good many cases it has been hard to collect for papers actually sold.

A method has been sought which would obviate any loss to the publishers, be of profit to the divisional camp exchanges selling the papers; not do away with the privilege of

Service Banners

Size 15x19 inches. Printed in four colors on heavy enameled stock. Shows large picture of the American flag in colors, with "Our National Anthem" and with special printing in bold type at the bottom.

"A Man From This House Is Fighting For His Country."

Can be given free or offered on coupon plan for five cents. Price \$85 per thousand. Many thousands are being used. This banner should be in every home. A custom in other countries; now being adopted here.

Write today for sample.

S. BLAKE WILLSDEN

29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes.
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

with money contributed, bundles are made up and delivered at the homes of those in need.

Glenn Stewart, of the circulation department of the Quincy (Ill.) Whig, became circulation manager of that paper on November 12. Mr. Stewart was formerly circulation manager of the Dixon (Ill.) Leader and has been with the Whig since February of this year.

The circulation department of the Louisville (Ky.) Courier-Journal and the Times came to a halt for a time Wednesday afternoon, while a delegation representing the different branches of the circulation department called upon G. E. Johnson, who until a week ago was circulation manager of both papers, and presented to him a handsome initialed ring and a handsome traveling bag.

The presentation aneech was made by Miss Stella Floyd, who was Mr. Johnson's private secretary for many years and who continues with the circulation department since J. L. Bomar has succeeded Mr. Johnson as circulation manager, in the capacity of Mr. Bomar's first assistant.

Mr. Johnson will continue as Mr. Waterson's private secretary and will act in an advisory capacity in connection with solving circulation problems and in addition will be in charge of an improved filing system for illustrations and articles to be installed by the Courier-Journal and the Times.

Charles M. Gunnison, former circulation manager of the New York Evening Mail, the Denver Post and the Denver Times, is now with the William J. Betts Company, World Building, New York.

The Betts Company has just started a nine and a half weeks' campaign for the Meriden (Conn.) Journal, giving away two automobiles and various other prizes in a popularity contest.

The Jacksonville (Fla.) Daily Metropolitan newswies to the number of more than half a hundred were participants in an enjoyable outing given for them one night last week by the circulation department of the newspaper at Camp McDonald, on Arch Creek. The boys were under the chaperonage of R. H. Berg, circulation manager, and Reese Combs, advertising manager.

A combination rate of fifteen cents a week for the morning Louisville

The True News

FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg., NEW YORK

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

Courier-Journal and the Evening Times, both Haldeman publications, was made effective this week. The old rate had been twenty cents a week for both papers. The papers are readjusting their city districts in order to expedite delivery.

FRANCE TO GET MORE NEWS PRINT PAPER.

The principal newspapers of France have just organized a National Paper Office. Through this organization an appeal has been made to the Interministerial French Press Commission to have provided ample space in French government ships in which to transport news print paper from the United States to France.

This appeal has resulted in the government's placing at the disposal of the National Paper Office such space as will be necessary to provide the French newspapers with what paper they need.

The charge for this space will be approximately \$50 per ton. F. o. b. ship cost, plus ocean freight, landing charges at the French ports and rail haul to Paris will mean that the French publishers' paper, laid down to them, will cost between eight and eight and one-half cents per pound.

This is a new and interesting phase of the news print paper situation so far as it affects the newspaper publishers of France.

MAGAZINE MEN ASK REPEAL OF POSTAL INCREASE.

A resolution urging the Government to repeal the recently passed postal rate increases on second class mail matter was adopted on November 19 by the Representatives' Club, which is composed of magazine advertising men, at a luncheon at Hotel McAlpin, New York.

In discussing the resolution, John Adams Thayer, secretary of the Periodical Publishers' Association, said that the new law will so restrict circulation that in the end the Government will suffer a loss of postal income, instead of increasing its revenue from this source.

MONEY FOR CHARITY.

In the Hudson County (N. J.) Newspaper Men's Baseball League games last summer \$372 was realized. Through Commissioner A. Harry Moore, who was the treasurer of the fund, this amount has been divided among the charitable institutions of the county.

HOLLISTER'S CIRCULATION ORGANIZATION

ON THE

St. Louis Republic AGAIN.

"Results Mean Repeat"

If you want more circulation, write or wire C. B. Hollister, care of ST. LOUIS REPUBLIC

The Northeastern Circulation Co.
Home Office: DAVENPORT IOWA

1-Col. Comics

So many have ordered here of late that you, too must need this excellent little service—top-notch as feature and filler.

The International Syndicate

Established 1889. BALTIMORE, MD.

MAGAZINE PUBLISHERS' VIEW OF HIGHER POSTAL RATES.

EDITOR THE FOURTH ESTATE.

SIR: The adoption by the United States Government of a flat rate for magazines and newspapers of one cent a pound was one of the greatest and most far reaching moves ever promulgated.

I presume that it was the idea of our Congress at that time that a low postal rate would not only promote education, consolidate opinion, and make for national unity of thought and feeling, but that it would bring the people in all parts of the country into constant touch with national affairs.

The results from this low postage rate have been tremendous in many ways.

The periodical press has been largely instrumental in bringing about the greatest solidarity of public opinion on matters of national importance.

It has been the means of educating the people, bringing to millions of homes the best literature at a minimum cost.

It is a fact that magazines, periodicals and newspapers generally have not only multiplied in number, but have made giant strides in circulation, and in the increase in advertising has been marvelous.

But we must not forget the great benefits which the people enjoy on account of the tremendous circulation of national publications with their advertising income. It is this enormous revenue, as well as the flat rate of a cent a pound postage, which has enabled American publishers to make their periodicals the best in the world.

But the large circulation and advertising incomes have been built up under the flat rate of postage. With the tremendous increase called for by the bill, which goes into effect next July, if not repealed, the price of the publications must be increased.

This increase of subscription price will naturally decrease circulation; decreased circulation means a lower advertising rate, and hence less advertising income.

Less advertising income means cheaper paper, cheaper illustrations, lower prices to authors, lower salaries to solicitors, clerks and other workers, a reduction of employees to conform to conditions and bankruptcy for thousands.

I say thousands and believe I am right in saying thousands, for prob-

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corporation.

NEW LONDON, CONN.

I Get the Money!

J. A. McAVOY

Special editions

Weekly Review Pages

Not' Exch. Bldg.
PROVIDENCE, R. I.

ably more than 50 per cent. of the publications existing today will be forced to suspend publication if this bill goes into effect. The printing industry, now the third industrial activity in this country, will suffer tremendously.

There are some 700,000 men directly employed and dependent upon the printing industry. With this tax in effect, probably 30 to 50 per cent. of these men will be forced out of employment.

If this bill is not repealed, magazines will have to increase their prices tremendously, and the public, therefore, will refuse to subscribe to a great many of them.

Enough, certainly, will be forced out of business to nullify any proposed increase in postal revenue, while those which do survive will be greatly reduced in circulation.

JOHN ADAMS THAYER,
Executive Secretary Periodical Publishers' Association.

DIRECTORY OF CHICAGO REP- RESENTATIVES.

The Newspaper Representatives Association of Chicago has issued "An Official List of the Daily Newspaper Representatives in Chicago," as the successor to the directory published twice a year for the past seventeen years by C. George Krogness, who is now general manager of the Minneapolis Tribune.

The directory is corrected to November 1 and is in two sections. The first is a list of daily newspapers arranged alphabetically by states and the name of the representative; the second section gives the names of the representatives, arranged alphabetically, with the office address, telephone number and papers represented by each.

ONE HUNDRED DAILY NEWSPAPERS

NOW USE THE

THOMPSON TYPECASTER

Complete Non-Distribution System—

TYPE, LEADS, SLUGS.

COSTS \$500 LESS THAN
any other and does more.

Thompson TYPE MACHINE CO.
223 West Erie St CHICAGO 38 Park Row NEW YORK

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE XVI.

FINDING THE COST OF PRODUCING ANY PARTICULAR ADVERTISEMENT THROUGH SYSTEM.

BY EDMUND WALKER.
Herald Building, Chicago.

At this time a careful examination into the cost of producing different classes of advertising matter can be made because we already have installed a system whereby the cost of any particular advertisement may be quickly ascertained.

In order to lend extra interest to this article I propose to give figures that are the correct average figures for twelve different newspapers—and from this information you will be able to make valuable comparisons with your own records.

The way I have arrived at these figures is to average all twelve papers—and you will understand that these papers are all in entirely different localities.

	Per cent.
Display advertising carried.....	62.74
Foreign advertising carried.....	17.74
Classified advertising	19.52

The above table shows the three classifications we will deal with today.

	Per cent.
The total advertising carried amounted to	\$9.59
The total news matter carried amounted to	47.68
Display advertising cost to produce	41.68 cents
Foreign advertising cost to produce	40.11 cents
Classified and condensed cost to produce	45.74 cents

These figures represent the cost per inch in each case.

Compare them with the selling prices for the same groups:

Display advertising sold for.....	\$9.24 cents
Foreign advertising sold for.....	49.78 cents
Classified advertising sold for.....	\$9.46 cents

Please notice how classified advertising sold at a large loss, and some reason must be found for this condition.

The answer is that publishers feel classified advertising has a certain news value and they are willing to pay for that, but I would contend that all advertising has a news value, and many would go much farther than I on contention.

A few weeks ago I tried an interesting contention and you can try it, too. Buying five Chicago newspapers, I banded them to my wife after dinner one evening and watched her reading them. After an hour's reading I asked what news was in the papers. She replied: "I don't know. I have been reading about Marshall Field's sale tomorrow and I shall go down to it."

This was merely an experiment, but it proved a contention which I have often felt justified in declaring—namely, that a large percentage of your circulation is the result of your subscribers wishing to read your advertising matter and not your news matter.

Therefore it is not reasonable to state that you are willing to carry classified advertising at a loss because of its news value. You might just as well agree to carry all your advertising at a loss on the same basis.

Taking these same papers, we can now compare our percentage of productive time, and if you have in-

stalled the cost sheets which you have already read about, you will find it interesting to compare your results with these figures, which are average figures from the costing sheets installed by me in different newspapers:

Stereotype room	76.5% productive
Press room	84.3% productive
Hand composition	54.7% productive
Machine composition	78.7% productive

Comparing these figures with yours, you will see at once how you can compare with other publishers—perhaps right in your own territory.

You will naturally want to know what I have classified as "productive" operations. This, you will remember, was fully discussed recently in *The Fourth Estate*.

Interest on the capital invested in the business has in each case above set out been included in the cost of producing an inch of advertising space. This was entered on the basis of 8 per cent per annum on the amount of the capital stock issued and paid in full.

BOGUS CANVASSER AT WORK.

The New York Times has received complaints from many parts of the country saying that persons had subscribed to the Mid-Week Pictorial at the solicitation of one C. Bibbs and had not received that publication. They said that they had paid forty-eight cents for a year's subscription to the magazine. The Times has no such agent as C. Bibbs and there is no such subscription price as forty-eight cents for the Mid-Week Pictorial.

At the bottom of receipts received by the Times the "subscriber" is advised to wait forty days before making complaint if the magazine is not received. Some of the receipts bear the heading "the New York Publishing Company" and others "The Chicago Promotion Company." In neither case is a street address given. There is no such concern in New York as "the New York Publishing Company."

The complaints show that Bibbs has operated in the last four months in Minnesota, Wisconsin and other Western states, and in the last few weeks in Albany, Troy, Buffalo and other New York cities. The police of several cities, including New York, have been asked by the Times to arrest C. Bibbs.

M'CORMICK IS HOME.

Congressman Medill McCormick, formerly one of the owners of the Chicago Tribune, has returned safely from a trip to the European battle front. He met the American soldiers near the firing line.

FLORIDA FOOD PUBLICITY.

C. A. Tutewiler, well-known Florida newspaper man, has been made state director of publicity for food conservation in Florida.

A.A.C.W. JUDGES AD CASES.

WILL ALSO AID PUBLISHERS IN FIGHTING HIGHER RATES ON SECOND CLASS MAIL.

At the meeting of the national commission of the A. A. C. W. held at Indianapolis, November 14, in conjunction with a meeting of the executive committee of the Associated Advertising Clubs of the World the commission reviewed a number of questions submitted for commission adjudication and grasped the opportunity to become better acquainted with the individual problems of the twenty-one departments of the Associated Advertising Clubs, each of which chooses one representative to sit on the commission.

Those representatives paid a high tribute to the commission, characterizing it as one common ground on which all advertising interests could meet with a broader insight into the articulation of one medium of advertising with another.

Harry Tipper of the Automobile, New York, said "the national commission provides a binding influence in organized advertising by which is eliminated the distinction between knowledge and understanding. Advertising men generally have always had knowledge of various mediums, but the interchange of thought through the national commission also gives them understanding."

WILL OPPOSE NEW SECOND CLASS RATE.

It was announced that if publishers seek its aid, every co-operation which the national commission of the Associated Advertising Clubs of the World can enlist in their behalf will be extended toward bringing about an amendment of the new second class postage law, which the publishers declare hostile to their welfare, because of the zone system.

Characterizing the publications mailed under second class privilege as the great popular educators, E. R. Shaw of Power Engineering, Chicago, declared the zone system to be unpatriotic and un-American. The nation suffered an embattled four years' fight against sectionalism, he said—and now Congress, in effect, brings about a sectional division just as inimical to national interests as the one-time division of the North and South.

"First class mail pays an immense profit," said Mr. Shaw, "and advertising is in a great measure responsible not only for a great volume of first class, but third class and parcel post as well."

"By reason of the advertising service publications render their readers, apart from text value, a favorable postage rate is as essential to national progress as are the display windows of a department store, or the elevator system in public buildings. Neither of the latter pay a profit directly, nor are they expected to. They are a means to bigger, better and more commonly satisfactory business."

HANFF-METZGER CASE.

One of the questions submitted to the commission was whether Hanff-Metzger, Inc., New York advertising agency, had been aspersed without basis by the Democratic National Committee, which (following the 1916 campaign) refused to pay some advertising bills on the ground that they were excessive.

Hanff-Metzger submitted a comprehensive brief of their case. The commission declared this brief to show no culpability on the part of the agency. Since the original controversy, the advertising bills have been paid, and although the commission takes cognizance of the ethical question involved, this was considered

further evidence of the company's blamelessness.

However, the Democratic National Committee will be given opportunity to submit a rebuttal. Failure to do this will bring a decision that the Democratic committee was in error when it complained of "overcharge," and will absolve the agency from violating the accepted standards of practice.

NATIONAL AD EXHIBITS.

It was decided that the commission would accept responsibility for further national advertising exhibits, such as that at St. Louis, which was viewed by 60,000 visitors, and as a step in co-ordinating the departments that will collaborate in the display, arrangements were made for standard size display panels.

BUSINESS VS. RETAIL DEPARTMENTS.

The business press department of the A. A. C. W. some time ago lodged a complaint against the retail department because it caused to be published a small magazine of a nature somewhat competitive with other publications in that trade field, older and more firmly established. Because the magazine has suspended publication the complaint was dismissed.

STOCKDALE ENDORSED.

Before adjournment the commission endorsed the work of Frank Stockdale, retailing counsel for the Associated Advertising Clubs, whose lectures before business organizations have brought him the widest commendation from all parts of North America.

PRESS CLUB IS FORMED IN PHILADELPHIA.

Preliminary plans for the formation of a Philadelphia Press Club were laid at a meeting of fifty representatives of newspapers of that city, on November 14.

The plan to form a big live newspaper organization has the backing of the executives of all the newspapers in Philadelphia. At a "get-together" meeting to be held shortly, a permanent organization will be established, and arrangements made for the leasing of a clubhouse in the center of the city.

William Wilson of the Philadelphia Record is temporary chairman of the organization, and Harry Macauley of the Evening Ledger is temporary secretary.

A meeting of the executive committee will be held on November 28.

HOLLIWAY OUT ON BOND.

Robert E. Holliway, Jefferson City, (Mo.) correspondent for the St. Louis Republic, who has been in jail for about two months on a contempt charge, has been released on bond to appear before the grand jury at Jefferson City next March. Holliway's incarceration was due to his unwillingness to divulge the source of an important news story regarding the grand jury's activity.

The case against Ralph E. Stout, managing editor of the Kansas City (Mo.) Star, in connection with the same incident was dismissed.

VIOLATED ADVERTISING LAW.

A conviction has just been secured for violation of the Chicago ordinance prohibiting false or misleading advertising. The defendant, the Moneyworth Wholesale Grocery Company, has been fined \$25 and costs.

The conviction was brought about through the vigilance committee of the Chicago Advertising Association, which gathered the evidence necessary.

HAWKINS IN WEST.

W. W. Hawkins, vice-president of the United Press, is making a tour of the Western coast offices of that service.

MARCH-PATRIOTIC AD MONTH.

EULA McCLARY EXPLAINS PLAN THAT HAS BEEN ENDORSED BY PROMINENT MEN.

THE FOURTH ESTATE last week told briefly of a plan that has been endorsed by leading advertisers and advertising agents to make the month of March a "Patriotic Advertising Month," and promised more details in the near future.

They are presented herewith in the form of an interview with Eula McClary, who suggested the idea. She said:

"In a nutshell, the thing I am trying to do is to stimulate the advertisers to make March the most effective advertising month in the history of advertising—and April and all other months if possible until the war is won.

"March should be 'PATRIOTIC ADVERTISING MONTH.'

"Every ad in every newspaper and periodicals of importance should be patriotic in tone. This will drive the war home to America—sell the war to ourselves.

"There are a million ways to present the ads.

"Patriotic statements of well known men—living or dead—could be boxed in the ads.

"Slogans could be introduced.

"The story of the Red Cross needs, the Navy Auxiliary, the training camp activities, the Liberty Loan, war saving stamps, food, recruiting—anything and everything that will bring this war to a successful end and make comfortable our fighting men—could be told by word or picture or cartoon—inserted into advertisements to any extent the advertiser might allow in his copy.

"Such a campaign would more than sell the war to the country; it would make interesting reading for the reading public; it would make advertising of more value to the advertiser also.

"Not that this is my object. It isn't. I am not an advertiser—only a patriotic woman and I am interested in organizing this campaign for patriotic reasons only.

"The Association of National Advertisers, the Periodical Publishers' Association, the American Association of Advertising Agents have begun work to organize their forces.

"The Edison Company, Inc., the Prudential Life Insurance Co., Heinz & Co., Eastman Kodak Company and other well-known advertisers have promised their support.

"William H. Johns, Frank Presbrey, Mr. Thorsen, O. H. Blackman, Charles Johnson, editors, writers and cartoonists (including Briggs); artists and members of the Cabinet have offered their co-operation and are enthusiastic about the scheme.

"The New York Advertising Men's Club was kind enough to allow me to give a talk there one noon recently, urging the members to join the battalion making a spring drive that will not be forgotten in the advertising world for a long time.

"The New York Council of Advertising Agents permitted me to be the first woman to join in their monthly dinner and I reached many men there who are enthusiastically working out their end of the scheme now.

"I am to talk to the Periodical Publishers' Association at the executive meeting and at the A.N.A. convention in December.

"I state this that you will know I have been to see the right people and that they are anxious to put the plan over.

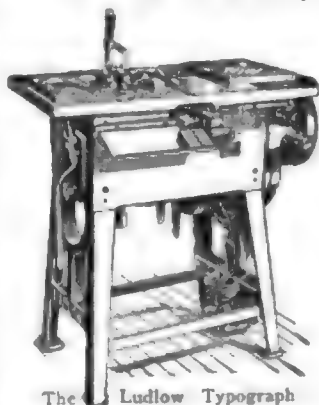
"I can be reached at the office of

Unlimited Display Type without Type Casting Problems

THE LUDLOW TYPOGRAPH does not introduce new problems into the composing room. It is not a complex piece of machinery requiring specialized ability to run it.

It is simply a machine for producing display composition which any compositor can use with as much ease and skill as adjusting a mitering machine.

But with all its simplicity and compactness, it is the only machine that makes Non-Distribution complete and economical. It supplies unlimited Display Type without type casting problems.



The Ludlow Typograph

You should know all about the Ludlow Typograph. Send for Descriptive Literature

**MERGENTHALER
LINOTYPE CO.**

Tribune Building, NEW YORK
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

the American Association of Advertising Agents in the Metropolitan Tower, New York City.

"Any suggestions I can make, anything I can do, I shall be happy to do. Making this a success is my patriotic bit—before I leave for the other side to try and do something over there.

"Any suggestions, any criticisms of the plan will be most welcome. Constructive criticism will be particularly welcome.

"My work in organizing is about over and it falls to me to furnish patriotic statements, cartoons, etc., which I will do gladly—gratis—to help make the months not only the most patriotic months in the history of advertising up to date, but the most interesting. These months will establish a new standard in advertising.

"Thus far, I believe, advertising hasn't given us even a hint of the economic necessity it is, or of the patriotic possibilities it possesses.

"With the wonderful work accomplished through advertising channels during the last Liberty Loan, this places advertising as the greatest of all war selling mediums.

"Let everyone put on their imagination caps, and let the patriotic advertisements ring out the message of our day—'We Must Win This War.'

"The interests working on the 'Patriotic Advertising Month' plan have suggested that newspaper advertisers concentrate their 'bit' in the first week of March.

LAUZANNE SPEAKS.

Stephane Lauzanne, editor of Le Matin, Paris, was one of the speakers at a dinner of the Presbyterian Social Union of New York on November 19. His topic was "The valor of churchmen."

SAN FRANCISCO IS PREPARING.

COMMITTEE IS APPOINTED FOR A.A.C.W. MEETING—PLANS TAKE SHAPE.

Five of the seven members of the convention board of the San Francisco Ad Club, which will direct the affairs of the ad club in connection with the annual convention of the Associated Advertising Clubs of the World, which is to be held in San Francisco next July, have been appointed by the directors of the club.

Frank H. Abbott, Jr., of the Abbott Press, was made general director of the board. Associated with him are B. F. Schlesinger, the Emporium; Milton H. Esberg, General Cigar Company; Samuel P. Johnston, Johnston-Ayres, president of the club; and Charles W. Duncan, Foster & Kleiser, secretary of the board.

Securing delegates to the 1918 convention will be one of the principal activities of the board in the near future. General Director Abbott states that highly encouraging reports are already coming to the club from all parts of the country concerning the active participation of affiliated organizations throughout the United States. An attendance of more than 7,000 delegates is now anticipated by the club.

Train loads are now being made up by the advertising clubs of Boston, Philadelphia, St. Louis, New York and Dallas. Most of the clubs of these cities are making weekly payments into a fund to defray the expenses of the trip.

The San Francisco convention board now has under preparation a special booklet, 50,000 copies of which will be distributed all over the country. In conjunction with the booklet an aggressive campaign is to be made of follow-up letters in connection with other features. The keynote of the nation-wide appeal that is to be made is "Spend your 1918 vacation in San Francisco, attend the convention and see the wonders of the Pacific coast." The board will have the active co-operation of the transcontinental railroads in stimulating interest and attendance in this big San Francisco gathering.

According to Mr. Abbott, the entertainment features in connection with the convention will include a radical departure from the stereotyped forms. Excursions into the scenic sections of California will be a big feature, revealing at the same time the extensive industrial and agricultural resources of the state. While the railroads will be utilized most of the time for this form of the entertainment, Mr. Abbott says that many automobile tours will be arranged which, before the convention guests depart, will total several thousand miles of travel over the state's highways and byways.

RADICAL WEEKLY HELD UP.

The Post Office authorities are holding up this week's issue of the Freie Arbeiter Stimme, a radical Jewish publication issued from 175 East Broadway, New York, until word is received from Washington as to whether it shall have the privileges of the mails.

S. Janowsky, editor of the weekly, declared it contained nothing which he considered treasonable or of aid or comfort to the enemy.

PUBLISHER'S DAUGHTER HURT

"Becky" Lanier, twelve years old, the daughter of Charles D. Lanier, the publisher of the Review of Reviews, New York, was slightly injured when she was thrown from her horse at the National Horse Show, in Madison Square Garden this week.

MAKING IMPROVEMENTS IN "THE LAND OF JOY."

Press Representative E. A. Weil announces that beginning Monday evening, November 26, at the Park Theater, New York, a complete new American libretto will be incorporated into "The Land of Joy," the Spanish review by "Quinto" Valverde which has registered such a pronounced success. The new American dialogue and lyrics have been supplied by Montague Glass, the author of the "Potash and Perlmutter" stories, and will serve simply to introduce the Spanish scenes and numbers in a manner which will be more easily understood by those in the audience who are not familiar with the Spanish language.

Coincident with the presentation of the new American version, a complete change in the personnel of the English-speaking characters will also be made.

The Valverde Concert Sunday night will be replete with new features in song and dance from the works of Valverde and other noted Spanish composers.

SUES MAGAZINES FOR LIBEL.

Harper's Weekly and the McClure publications, New York, are involved in a libel suit now in progress in the Supreme Court in New York, the plaintiff being Mme. Maud Yale Wilson, who delivers lectures throughout the country on beauty culture.

The defendants are accused by Mme. Yale, as she is called, of injuring her business in the manufacture of toilet preparations.

FILM AD MEN MEETING.

The Advertising Film Producers Association of the A. A. C. W. is holding its annual convention in Cincinnati at the time of going to press.

FINANCIAL ADVERTISING IN NEWSPAPERS.

TO GET MORE THEY SHOULD HAVE A
STRONG FINANCIAL PAGE, GIVING
REAL INVESTMENT NEWS.

By WILLARD N. RECORD,
General Manager Albert Frank & Co.

As I view it, financial advertising is not only one of the most interesting, but one of the most important divisions of advertising, because it is so difficult to handle in its correct sense and because of the results attained.

Some advertisers say they can seldom trace satisfactory sales to advertising; others report the contrary. Few, however, give it the thought and attention it should have, while others employ trained experts to look after all advertising and publicity matters.

In the latter instances, sales campaigns are carefully worked out and most of them are successful.

On the other hand, those who simply make spasmodic announcements, using limited media, nearly always regard financial advertising with an air of disappointment.

Aside from these points this kind of advertising differs but little from any other, but any advertiser who treats it otherwise than as a serious business proposition is bound to be disappointed.

I say it is the most difficult to handle. This is because we are restricted as to what we can say in the copy, and in most instances we are not allowed to put in the "rep" that can be used to advantage in general advertising.

Genuine financial advertising, on the other hand, must be dignified in the extreme. Then there is the technical side which must be most carefully guarded. Quite frequently it is the case that when the banker has given his final approval of a piece of copy, it is pretty dry reading and the technicalities are so closely drawn that only the most experienced investor knows what he means.

There are a great many things which might be discussed along these lines, but the thing which interests me most is the misuse of the term "financial advertising." It should mean the very best there is in any advertising, but I cannot think of any term applied to advertising which is so generally abused.

Publishers, advertising men and others have become accustomed to regard it as covering anything which has to do with finance, whether it be good, bad or indifferent—and I think you will agree with me that many things creep into the newspapers under the guise of financial advertising which are infinitely bad, and have no business to be represented in that way.

The fact that the term "financial advertising" is made to stand for almost anything is one of the things which should be brought to the attention of publishers especially so that the commonplace value placed upon it can eventually be removed.

If properly applied, the subject is well worthy of the name and should stand for more than the ordinary in advertising.

It was originally supposed to relate principally to banking, and, from an argumentative viewpoint, was used extensively to teach and stimulate the habit of saving. Here its application to the public required not only the most serious but dignified thought in the preparation of the copy.

In the old days certain bankers refused to advertise because they believed it both undignified and unethical.

Happily, however, that prejudice has given away and at the present time nearly all banks advertise in one way or another.

"FINANCIAL ADVERTISING" A MISNOMER

What I shall say now is probably not new, but you may not have thought of it in the same light.

Let me repeat that financial advertising is made to stand for iniquities beyond number, in that the worst class of get-rich-quick artists in the country are allowed to take advantage of the classification to fleece the public through the columns of the financial pages of certain newspapers, and there are many.

I need not speak at length of the cleverly worded appeal, the attractive advertisement or the subtle influences which are foisted upon an unsuspecting public.

All of these things are well known, and, while I have not taken the trouble to look up the statistics on the subject, I believe it is true that almost countless millions of dollars are taken each year from pockets of individuals throughout the country, representing life savings in many instances, and transferred to the coffers of interests who tell of untold riches to be gained through the purchase of this or that kind of stock—oil wells, gold mines, copper mines, automobiles, tires, rubber plantations and almost any old thing.

Why, I think that if some crook would offer to sell the German Empire through financial advertising at this particular stage of the game, some people would jump at the chance to get a few shares of the stock.

One of the things these interests work the hardest to do is to put it over the newspapers, and their present method is to put on a respectable front.

The old flashy stuff doesn't go as well as it used to, but they are getting away with it through clean looking copy. Nine out of ten newspaper representatives who call on me refer to such publicity as financial advertising.

Advertising men refer to our firm as the leading financial advertising agency, but I want to tell you that it would take some mighty fine maneuvering to get any of that get-rich-quick stuff through our office. We have turned away more than one half million dollars worth of such advertising in a year's time and are mighty proud of the fact that we have not been parties to transactions of that kind.

If there was the proper censorship generally, then there would be less advertising of the "Blue Sky" or similar sort, but you can never stop it

as long as advertising agents handle it and newspapers publish it.

Some may ask the question:

"What is financial advertising?"

The answer is, in my mind, that if you stick to the advertising of banks, and publish that which the function of such institutions permit, you will suffer no criticism. There are many things which a bank can say about itself which would not only make good advertising copy but good reading matter as well.

INVESTMENT BANKERS' ADS.

The kind of advertising which newspapers prize most highly and which their representatives solicit energetically is that of the investment banker. I would characterize this kind of advertising as "investment advertising."

But here, also, there is plenty of chance for mistakes to be made.

The question may be asked: "Who is going to decide who the bona fide investment banker is?"

It is true that here we are apt to again find the wolf in sheep's clothing.

Probably the terms "investment banker," "investment securities," "investment bonds" and the like have been greatly abused in an effort to get hold of people's money.

It is an easy matter, however, to locate the real investment banker or bond dealer, and any would-be investor who will not take the trouble to go to his banker or any banking institution and get good, sound advice on the subject is not to be pitied, although I have known many advertisements to boldly quote certain banks without authority in order to bait the public.

As is well known, investment advertising is that which covers bonds and other securities of well known corporations, such as public utilities, public service corporations, railroad and municipalities, which have been purchased outright by investment banking interests of well established reputation.

If an investor does not happen to know the institution making the offering, it is his own fault if he does not get the desired information from the newspaper or bank, as either one of them can get it.

Investment advertising has been reduced pretty well to a science in recent years. New methods and new ideas are constantly being worked out, so it may be said that progress is steadily being made.

Old fashioned advertising is being supplanted by more up-to-date arguments, accompanied by attractive type effects and modern descriptive art, all of which is welcomed. The backbone of all advertising, however, is the Truth—there can be no dodging of this point.

I have seen many an advertisement held up for days because of the merest technicality, or seemingly so, which had to be overcome before the banker would sanction the statement.

I am quite often asked what I think a newspaper should do to stimulate investment advertising, and I always suggest a strong financial page, carrying live investment news outside of the ordinary resume of the stock market fluctuations.

There is no reason that I know of why such important matter should not be just as entertainingly discussed as the news in any other department of a newspaper and I am of the opinion that, during the next few years, there will be a greater demand for it than ever before.

A news section of this kind, to my mind, is the only way to stimulate the best there is in financial or investment advertising.

That is all that is worth having.

The Montevideo (Minn.) News has installed a new Intertype.

THE DEAN OF NEWSPAPER WOMEN IN OHIO.

The dean of Ohio newspaper women is said to be Mrs. Isabelle McMurray Freeland of Marion. She is a charter member and president of the Ohio Newspaper Women's Association, which will hold its fourteenth annual meeting this month in Columbus. At that time Mrs. Freeland will report that she made three immense scrap books and sent them in the name of O.N.W.A. to hospitals in France, and that under her leadership the association was



MRS. ISABELLE M. FREELAND.

able to invest in Liberty Bonds and is also sending a talented young girl through the Ohio State University's school of journalism.

Mrs. Freeland is a well known contributor to all Ohio newspapers and is active in suffrage, Red Cross and temperance work in the state. Her work for food conservation was so remarkably good that she received a special letter of commendation from Food Director Hoover.

Mrs. Freeland is the author of "Thoughts in Verse" and several other books and the following lines were written by her, but have not been published before.

THE RED CROSS NURSE.

Out through the gates of Paradise
Strayed a being fair and bright;
Her pathway down to the world below
Was a gleam of glorious light.

She saw the sorrow, the strife, the woe,
The carnage, and blood and war;
She nursed the dying, covered the dead
In her wandering near and far.

Her mark was a cross, her own,
An emblem of most unselfish love.
Her mission is now in the earth below
And not in the realms above.

The seraph to Heaven will never return,
She has found a soul so true
To bear her message, to do her task:
Oh, Red Cross Nurse, is it you?

As the angels gaze from courts on high
They lift from war the curse,
And leave a smile on the dying face
For the sake of the Red Cross Nurse!

FORFEITS BAIL BONDS.

Two bail bonds of Thomas Leo Young, New York, were forfeited last week by Supreme Court Justice Crompton when Young failed to answer on the call of his case for trial. He has been indicted twice for alleged "fake" advertisements in a Brooklyn directory.

"BLUE SKY" LAW STATES.

ALSO THOSE THAT DO NOT CENSOR FINANCIAL ADVERTISING.

A number of inquiries have been received by THE FOURTH ESTATE from advertisers, advertising agents and publishers recently on what states have "Blue Sky" Laws, regulating the exploitation of financial enterprises through advertising and other means.

THE FOURTH ESTATE takes pleasure in presenting this information to all its readers, as there are undoubtedly many others than those who have inquired that are interested.

The following states have "Blue Sky" Laws in operation, some more drastic than others:

Arizona	Mississippi
Arkansas	North Carolina
California	Nebraska
Florida	North Dakota
Georgia	Oregon
Idaho	Ohio
Illinois (after January 1, 1918. See details below.)	South Dakota
Iowa	South Carolina
Kansas	Tennessee
Louisiana (has statutes against fake advertising and misrepresentation.)	Texas
Maine	Virginia (apparently limited in scope.)
Montana	Vermont
Minnesota	West Virginia (validity being tested.)
Missouri	Declared unconstitutional by Federal District Court.)
	Wisconsin.

The laws in the states of Ohio and Michigan are found by those placing financial advertising to be most drastic. For instance, in Michigan newspapers cannot accept stock advertising unless the stock is officially listed as all right by the state authorities.

ADS MUST BE NUMBERED IN ILLINOIS AFTER JANUARY 1.

A very strict new "Blue Sky" Law will go into effect in the state of Illinois on January 1, 1918. Regarding advertisements, it provides:

"No advertisement, pamphlet, circular or other document relating to stocks, bonds or securities not exempted by this Act, shall be issued, circulated or delivered by the dealer or any agent within this state, unless the same shall bear a serial number to be given by the Secretary of State, and a copy thereof shall first have been filed with the Secretary of State, nor after such dealer has been notified of objection thereto by said officer."

This law will affect all stocks, bonds and securities advertising, except as exempted by the following provisions:

"The provisions of this Act shall not apply to the disposal of securities:

"a. To a corporation; or
"b. To public sinking fund trustees; or
"c. To a license under this Act; or
"d. Being securities listed or dealt in upon an organized stock exchange or organized curb in this State or in any state or territory of the United States approved therefor by the Secretary of State, or securities senior thereto; or
"e. Being bonds of a municipality, government or governmental agency or other public securities; or
"f. Whereof actual current sales at prices quoted shall have been from time to time, for not less than one year next preceding the transaction authorized by this clause, published in the tabulated market reports of a daily newspaper of general circulation published in this State or an adjoining state; or
"g. Being bonds or notes secured by first mortgage lien upon real estate or leaseholds (leaseholds) within this State or within any state or territory of the United States; or
"h. Being the stock, notes, or other securities of, belonging to, or pledged to any national bank, or any bank, trust company, or insurance company organized and under the supervision of the department of trade and commerce, or other department of the State of Illinois, or building and loan association organized

and doing business under the laws of this State; or
"i. Being bonds, stocks or other securities of quasi-public corporations, the issue of whose securities is regulated by a public service commission or board of any state or territory of the United States or any foreign government; or
"j. Being securities listed in a standard manual or in manuals approved by the Secretary of the State of Illinois; or
"k. Being stocks, bonds, or other securities sold at judicial, executor, administrators or trustee in bankruptcy's sale.

"A disposal of one's own property . . . for the owner's account exclusively, shall not, of itself, be held to amount to a dealing therein when such disposal

"a. Is not made in the course of continuing or repeated transactions of a similar nature by such owner; or
"b. Is made to an incorporator, antecedent, promoter, or one who is already a holder of the fully paid stock of the Illinois corporation issuing the property so disposed of by it; or
"c. Being made by the issuer of the property so disposed of, or his transferee, consists of negotiable promissory notes given for full value and for the sole purpose of evidencing or extending the time of payment of the price of goods, wares, or merchandise, purchased or dealt in by such issuer in the ordinary course of his business; commercial paper, or other evidence of indebtedness, running not more than twelve months; or
"d. Is made to a bank, trust company, insurance company, building and loan association, or to a licensed dealer in said property."

The states without "Blue Sky" legislation are:

Alabama New Jersey
Connecticut New Hampshire
Colorado New Mexico
Delaware Nevada
Indiana (has law against sales under false pretense.) Oklahoma
Kentucky Pennsylvania
Maryland—City of Rhode Island
Baltimore. Utah (has law regarding fraudulent advertising.)
Massachusetts Wyoming
Washington

DISCUSS FEATURE PROBLEMS.
The managing editors of the Associated Newspapers, dailies using Associated Newspapers syndicate material, met last week in Chicago for a general discussion of the feature needs of their respective newspapers for the ensuing year. There was expressed a general demand for time-tried features, but a perilous welcomer, at best, for new entries in the feature field. The managing editors in general vouchsafed the opinion that war features tinged strongly with "human interest" would be in demand.

Some of the newspaper men present pointed out that war conditions have turned ordinary newspaper methods topsy-turvy. This is evidenced in their opinion by the comparatively small interest evinced by newspaper readers in local happenings that before the war would have attracted wide attention.

"Fires, local murders, scandal, business things that formerly were full of news interest, now hold very little interest to local readers," is the way one man present expressed it.

"Reporters might as well stay in the office," said another. "The local stuff they bring in is either crowded out by innumerable war news or fails to arouse any interest even if it is printed."

Among the newspaper men present at the meeting were:
W. Kee Maxwell, Akron (Ohio)
Times: Calvin Cobb, Boise (Idaho)
Statesman: C. H. Dennis and Harry Smith, Chicago Daily News; Mr. Strauss, Cincinnati Times-Star; W. C. Jarnagin, Des Moines (Ia.) Capital; Herman Phillinson, Dallas Times-Herald; W. F. Hardy, Decatur (Ill.) Herald; Henry C. Campbell, Milwaukee Journal; H. D. Perkins, Norfolk Ledger-Dispatch; W. R. Watson, Omaha World-Herald; C.

REPAIR SEASON IN PAPER MILLS

GIVEN AS REASON FOR DROP IN DAILY AVERAGE DURING OCTOBER.

The News Print Manufacturers Association's report of production, shipments and stocks of news print paper for the month of October, 1917, says:

"While the actual tonnage produced was in excess of the September, 1917, production, owing to the larger number of operating days, the daily average was considerably less.

"Shipments, which were in excess of the quantity produced, were on a greater scale than during the previous month.

"The decreased production in October was due largely to the necessity of making repairs. A considerable amount of time was lost in all sections of the United States and Canada on this account.

"Labor difficulties and low water affected the Western United States territory. One mill was down all

month on account of fire.

"The increase in stocks was caused almost entirely by the car shortage in Canada.

"Production in October, 1917, was less than during the same month last year; shipments were of approximately the same volume; and stocks show a decline of sixteen and a half per cent.

"Production, in comparison with maximum, was lower last month than during any month this year, although higher than during the same month last year.

"Comparing the production of the thirty-six companies that reported last month with the production obtained by the same companies in October, 1916, an increase of 3,000 tons is shown, and an increase of 5,000 tons in shipments.

"Stocks held by these thirty-six companies in September, 1917, show a decrease of slightly over 10,000 tons."

The figures on production and shipments follow. (The News Print Manufacturers Association claims to represent about seventy-two per cent. of the total news print produced in the United States and Canada):

UNITED STATES MILLS.

	Actual In Tonnage Per Month	Per Cent of Maximum	Total Tons During Month	Per Cent of Maximum	T'd Stocks On Hand All Points
PRODUCTION.					
While Year 1916	1,068,415	89.1	1,009,885	91.4	21,300
October 1916	89,450	89.4	89,875	89.8	27,496
1917					
January	84,005	94.6	87,115	97.3	28,506
February	75,249	94.2	73,164	91.6	30,718
March	86,045	95.9	84,579	94.1	32,261
April	80,774	97.1	85,495	102.8	27,649
May	91,283	101.5	85,333	95.0	33,705
June	86,522	100.0	85,794	99.2	35,067
July	81,379	97.7	83,031	99.8	36,198
August	88,500	99.7	87,119	98.1	38,397
September	78,640	90.7	82,466	104.5	34,528
October	79,752	89.8	84,560	97.3	32,230
10 Months	838,029	97.0	840,993	96.0	

CANADIAN MILLS.

	Actual In Tonnage Per Month	Per Cent of Maximum	Total Tons During Month	Per Cent of Maximum	T'd Stocks On Hand All Points
While Year 1916	532,251	95.6	542,564	97.5	18,134
October, 1916	45,441	90.5	43,925	93.2	22,814
1917					
January	47,609	97.4	51,851	106.9	14,263
February	44,330	94.8	41,637	90.8	17,592
March	49,004	92.0	50,387	96.8	16,137
April	48,009	97.1	53,546	105.3	8,807
May	53,551	100.2	53,094	99.4	9,200
June	49,960	97.1	49,032	95.3	10,246
July	48,670	94.4	46,505	98.1	10,444
August	52,303	99.0	50,540	95.7	12,559
September	47,094	102.2	45,009	97.4	14,332
October	50,867	96.3	47,160	89.3	17,994
10 Months	492,261	97.8	491,501	97.7	

UNITED STATES AND CANADIAN MILLS.

	Actual In Tonnage Per Month	Per Cent of Maximum	Total Tons During Month	Per Cent of Maximum	T'd Stocks On Hand All Points
While Year 1916	1,600,666	91.2	1,542,449	93.6	49,434
October, 1916	134,891	91.7	133,803	90.9	60,312
1917					
January	132,664	95.7	139,296	100.4	42,971
February	119,379	94.6	114,703	90.0	45,310
March	134,040	95.1	124,966	90.1	48,308
April	128,743	97.1	139,079	104.8	36,456
May	144,784	101.1	138,427	96.6	42,855
June	136,481	99.0	131,830	97.7	45,321
July	129,049	99.0	131,549	99.2	46,641
August	140,805	99.5	137,659	97.2	50,586
September	120,678	100.7	128,375	109.0	48,911
October	130,619	92.3	133,720	94.4	50,214
10 Months	1,325,290	97.3	1,332,584	97.9	

W. Danziger, Pittsburg Chronicle-Telegraph; H. Galt, St. Paul Dispatch and Pioneer Press; Dwight Marvin, Troy Record; Mr. Craizer, Kansas City Star; and H. H. McClure, general manager of the Associated Newspapers.

SWEDISH WOOD PULP FIRMS AMALGAMATE.

The wood pulp firm of Billeruds AB, in Varmland, a concern which of late years has absorbed a number of similar undertakings, has purchased Salboda AB, and Jossfors AB, which hold the majority of the shares in Charlottenbergs AB.

Jossfors has a share capital of \$670,000 and Charlottenberg of \$160,000. The two companies own productive forest land to the extent of 40,000 acres. Jossfors has wood pulp mills with a yearly output of 33,000 tons of wet mechanical pulp. The capital of the Salboda Company is \$402,000.

The company owns 22,000 acres of productive forest land, pulp mills, sulphite works and paper mills with an output of 4,500 tons of paper and 5,000 tons of sulphite pulp.

Billeruds reported for 1916 a net profit of \$894,770 on a capital of \$1,407,000, and raised its dividend from 10 to 15 per cent.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 20, 1904. Issued every Saturday by THE FOURTH ESTATE Publishing Company.
Ernest F. Birmingham, President and Treasurer. Fremont W. Spicer, Vice-President and Secretary, 233 West 59th Street, New York City.

Subscription: **TWO DOLLARS a year.** Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c.; to other countries in Postal Union, \$1.04. Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices. Single copies, **TEN CENTS** (except Special Editions, 25 cents.) Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE

Broadway and 59th Street
233 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1239.

FOR THE WEEK ENDING NOVEMBER 24, 1917

REASONS FOR PASSING THE WATER POWER BILLS.

The efforts of the American Newspaper Publishers Association to have Congress enact bills, now pending, that would release the water powers of the United States for useful purposes (though it would tend to develop the news print paper making industry of this country, and probably benefit publishers that way) are of vital national importance in many more ways than that one, as is well pointed out by the noted American forestry authority, Gifford Pinchot.

The people of the United States own some fifty million undeveloped water horsepower, or about enough to run every train, trolley, factory, mill, mine, and electric power plant we have.

For ten years the friends of conservation have urged the development of public water powers in the public interest. But development has been held back by a little group of water power magnates and their friends in Congress who have blocked all legislation which would not give them these valuable properties forever and for nothing.

Today, when the nation needs all its resources, the same men who have been blocking reasonable water power legislation own and are holding millions of water horsepower undeveloped and out of use while clamoring for more.

The time has come when such obstruction threatens the nation's safety and success. We need the development of these powers in war even more than in peace. At the coming session of Congress sound water power legislation should be enacted as a war measure, based upon principles fair to all sides. These principles will be briefly as follows:

The thing to do with water power is to develop it. Whatever retards or restricts the development of public water powers on terms fair to the public is against public policy and hostile to the general welfare.

Water power belongs to the people. The sites where it is produced should always be held in public hands, for only so can effective control in the general interest be secured.

In order to protect the consumer against extortion, rates and service should be regulated by Federal authority when state or local authorities fail to do so.

Reasonably prompt and complete development and continuous opera-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 680 lines to the page).

One page, \$250; front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 25 lines in depth of column) double price.

tion, subject to market conditions, should be required. Already millions of water horsepower are held out of use to further monopoly by private corporations.

Corporations or individuals who make money out of rights granted by the people should share their profits with the people.

The public has a right to complete information about every business based on the use of public property.

"These are the principles for which the friends of conservation have been contending," says Mr. Pinchot. "Many water power men believe them to be fair and sound. They will, I hope, commend themselves to all as wise and reasonable. I am asking support for immediate legislation, based upon them, when Congress meets."

Mr. Pinchot also believes that where public development is not desired the right to use water power sites should be leased for periods long enough to permit sound, attractive and profitable investment, but never longer than fifty years; at the end of each lease all rights should return to the people who gave them.

THE FOURTH ESTATE does not endorse the return fifty-year proposition; instead of this it urges a renewal basis on an arbitration plan, which will protect the public and the investment and secure the continuity of industries established.

This is no time to give away public assets necessary for the welfare of our people both in the war and after the war, and we should no longer tolerate the selfishness of private interests which take the dog-in-the-manger position that they must have these water powers on their own terms or no one shall use them at all.

As the President has said: "The supreme test of the nation has come. We must all speak, act, and serve, together."

The newspapers should now be impressing these facts in the minds of their readers, as well as their Congressmen and Senators, so that public opinion will demand immediate passage of the water power release bills when Congress reconvenes next month.

WHY LOUISIANA DRAWS THE ADVERTISERS.

In a recent Agricultural and Live Stock Supplement issued by the New Orleans Item, the following foreword appeared on the front cover: "Louisiana, fairest and most fer-

tile of the states of embattled America, is this year celebrating the greatest crop season in her history. In volume and in money, her agriculture as exhibited at her two great fairs exceeds all previous records.

"A thousand million allied fighting people are turning to America to win the war. Louisiana's sons have answered the call. Louisiana's women and men have enrolled for national service. A solemn importance attaches to the work of education which these fairs are doing, for the world relies upon the Louisiana farmers to help win the war."

The supplement then tells the secret of the wonderful prosperity of Louisiana in general and New Orleans in particular.

Cotton, rice, timber, livestock and corn are causing dollars to roll into Louisiana as never before.

A new development is the cultivation of rich cut-over land in timber sections which is being planted in cotton, velvet beans, potatoes, rice, oats, rye, peas, etc.

In some sections the last crop is chufas, which gives a large yield of grass nuts that are used to fatten hogs.

The activity throughout the state is reflected and immediately noticeable in New Orleans, and as a result the newspapers are beating all records in advertising.

The successful advertiser usually locates the prosperous sections.

THE WAY THE WIND BLOWS.

One of the large and well known manufacturing concerns which makes and distributes nationally consumed goods, appropriated \$500,000 for its advertising campaign for the year 1917.

It is of special interest to newspaper publishers to know that this concern has just appropriated \$1,250,000 for its advertising campaign for the year 1918, and that a larger percentage of this appropriation will be expended in daily newspapers than for the year 1917.

THE FOURTH ESTATE gets this information directly from the advertising manager of this concern, but with the proviso that for obvious reasons he does not care to have the names made public just at this time.

ANOTHER INSTANCE OF NEWSPAPER CHARITY WORK.

"You Must Buy That Hostel Car for Little Miss C."

It was a front-page headline that greeted readers of a New York newspaper last week.

Thus boldly challenged, the readers read on. In a minute or two numbers of them were tingling with the impulse to obey the request, phrased in the imperative mood.

Little Miss C, as the story in the New York Evening Post made clear, lived in a town somewhere in France, where there were twenty military hospitals filled with thousands of wounded soldiers. Their relatives, as many as can do so, come by scores to visit them. For, as the article pointedly asked, "If your brother or son was lying at death's door in France, hundreds of miles from home, would you not be anxious to see him before he went West?"

Little Miss C has been performing a labor of love. In a little car she has been meeting the trains and conveying these distressed relatives, at all hours of the day and night, to the hostel where they are made as comfortable as possible. She has made herself indispensable. But the car has become worn out. It breaks down at the wrong times, imposing hardships. A new one could be secured for \$1,295.

That was the story told by the Evening Post. Tuesday it said that

only \$251 had been given and the story was slammed on Page One.

Thursday it asked for \$75 more to complete the fund.

Friday morning the telephone jingled with calls from persons who wanted to contribute that \$75—calls from city and up-state and New Jersey—over-the-way.

And the sum was oversubscribed by \$170.

The surplus will be kept up as a reserve for repairs, for, as the newspaper writer put it, "a car without an extra tire and the prospect of some more gasoline is a very doubtful gift."

This is one more demonstration of the power of newspaper publicity and it serves also as a reminder of the tremendous part the newspapers of the country are playing in giving their space to charitable causes and to aiding in the prosecution of the war.

ADOPT STANDARD SIZE.

The American Newspaper Publishers Association's paper committee urges every publisher, if possible, to change to the standard size of 8 columns, 12 3/4 cms, and when buying paper or making contracts for next year, the new size, that is, 7 3/4 inch rolls, with the usual fractional sizes, be used.

It is difficult during the life of a contract to change the size of rolls, as it frequently means severe hardship on the mills.

When contracts are renewed, however, it is very easy to make the change.

The paper committee urges in the interest of economy and paper conservation, that every publisher who can possibly change, do so, and not tie himself up for another whole year on an irregular size.

New machines are being installed and it is very difficult for manufacturers to tell what size to install.

Probably 50 per cent of the tonnage used in the United States is on the standard size, and every publisher going to that size is helping the situation for the future, and for the permanent economy in the manufacture and consumption of print paper.

NOTE AND COMMENT.

F. H. Albee of Boston has evolved a scheme for cheaper fuel which threatens to add still another to the hard-working daily paper's lists of functions.

Mr. Albee has succeeded in producing a type of "newspaper log" which, he says, will burn from three-quarters of an hour to an hour and a half in any fireplace or stove. He gives the following directions:

"Spread newspapers, four or five sheets folded once, on a table with folded end toward you, and begin to roll in a fairly tight roll. Before the first section is completely rolled insert a second section. Add newspaper until a roll from two to three inches in diameter is made. Before finishing the last section of the roll fold back all the sheets, except the outside one, so that only one sheet remains. This should be pasted down with paste or mucilage.

"You will now have a solid roll of paper about eighteen inches long, which for convenience sake should be cut in two or three pieces. The 'newspaper log' may be cut with an ordinary saw like firewood. Each piece should then be saturated with kerosene. A quart or two may be poured in a tin pail, and the rolls, inserted end up, should be left to soak there for several minutes. From time to time they must be turned in the oil in order to insure complete saturation."

Mr. Albee says that two or three of these rolls lighted in the fireplace will produce an unusually warm, bright fire.

PURELY PERSONAL.

Victor F. Lawson, owner and publisher of the Chicago Daily News, is confined to his home by illness.

John R. Rathom, editor of the Providence (R. I.) Journal, will deliver an address before the Chicago Traffic Club on December 4.

Edgar L. Haynes, business manager of the Wilmington (Del.) Morning News, and Mrs. Haynes have gone to St. Augustine, Fla., for a fortnight.

Harry Swartzchild, editor and publisher of Shoe Findings, a Chicago trade publication, is contemplating the establishment of a new wholesale grocery publication.

L. C. Earnest, business representative, and E. P. Cunkle, manager of the central division of the United Press, Chicago, have returned from a tour of Eastern U. P. offices.

Wallace Rice will give a series of five lectures on literature before the Joliet (Ill.) Woman's Club this winter.

Everit B. Terhune, general manager of the Boot and Shoe Recorder, Boston, is making a business tour of the Middle West.

R. C. Wilkins, district circulation manager on the Des Moines (Ia.) Register and Tribune, is again at his desk after a serious illness of two weeks.

Alfred E. Magnell, correspondent of the Hartford (Ct.) Times at New Britain and president of the board of fire commissioners in that city, has been a speaker lately before school children and other gatherings with "fire preventative methods" as his topic.

John J. Daly, editor of the New Britain (Ct.) Herald, is again proving a popular after-dinner speaker before organizations in that city and vicinity in connection with fall and winter social programs.

Senator C. C. Hemenway, managing editor of the Hartford (Ct.) Post, has been one of the "Minute Men" speakers in that city.

Claude Perry, Sunday editor of the Louisville (Ky.) Courier-Journal, is recovering after an operation on his throat.

Samuel S. Paquin of the International Feature Service, is the father of a new baby daughter, Marjorie Genevieve, born November 11. This makes the second addition to the Paquin family, the first daughter, Josephine Elizabeth, being now fifteen months old.

Wilbur D. Nesbit, of the Rankin Advertising Agency in Chicago, is arranging an unusual program for the annual dinner of the Indiana Society of Chicago to be held on December 8.

Frederick K. Reybold, managing editor of the Wilmington (Del.) Every Evening, who is an enthusiastic sportsman, celebrated the opening of the rabbit season in Delaware, on November 15, by going on a successful gunning trip near Delaware City, the home of his boyhood. William F. Metten, business manager of Every Evening, went gunning near Middletown, where he formerly lived.

Eugene Pulliam, editor of the Franklin (Ind.) Star, recently delivered an address on "The great evangel and the modern press" at the Euclid Avenue Methodist Church in Topeka, Kan.

Lloyd N. Prince, city editor of the Sioux City (Ia.) Journal, is the father of a daughter born on September 27.

Pleasant A. Stovall, owner and publisher of the Savannah (Ga.) Press and United States Minister to Switzerland, is at home on a short leave



MRS. ARTHUR HAYS SULZBERGER,
DAUGHTER OF ADOLPH S. OCHS AND A DIRECTOR OF THE NEW YORK TIMES
AND CHATTANOOGA TIMES.

of absence. He delivered an address in Savannah recently on "Woman's work in the war."

L. R. Nye, editor of the Bayfield (Wis.) Progress, has been lecturing in behalf of the Y. M. C. A. war fund.

Miss Florence E. Reynolds, editor-manager of the Minden (Neb.) News, who has been ill for the past few weeks, has resumed her duties on the News.

STAFF CHANGES.

F. Alfred D. Seelye, formerly of the sales-promotion department of the Firestone Tire & Rubber Company, Akron, Ohio, has been made automobile representative of the Pittsburg Leader.

Athol McQuarrie, formerly connected with the Goderich (Ont.) Signal, is now with the St. Thomas (Ont.) Times.

John Betz, formerly assistant advertising manager of the Newark (N. J.) News, has joined the advertising staff of the Newark Star-Eagle.

Miss Anna Hunt is in charge of the Dixon (Neb.) Journal, succeeding Frank J. Dunn.

E. J. Westphal has become editor of the L'Anse (Mich.) Upper Peninsula Farmer, a weekly.

William E. Hayes has resigned his position on the news staff of the Wilmington (Del.) Evening Journal to engage in the general store business at Newark, Del., where he lives.

Hume Whitacre has resigned as reporter on the Springfield (Ill.) State Register to take a similar position on the Kansas City (Mo.) Star.

Harold T. I. Shannon has succeeded Adolph B. Guess as editor of the DePere (Wis.) Democrat.

Edwin A. Foley, re-write man of the Philadelphia North American, has

been made night city editor to take the place of Edward Hunter, who went with the Philadelphia Public Ledger as day city editor.

Walter L. Patteson and Herman Cohen have joined the Springfield (Ill.) State Register as reporters.

Brooks Butler, for many years city editor of the Chicago Daily News, has been appointed city editor of the New York Herald. He is succeeded on the city desk of the Daily News by James H. Gilruth.

A. V. Williams, formerly editor-manager of the Estherville (Ia.) Democrat and later interested in the Perry Tribune, will be editor of the Carroll (Ia.) Times upon the retirement of the present editor who will leave for Madrid within a few days.

Tracy Garrett, formerly of the Des Moines Register and Tribune editorial staff, is now managing editor of the Burlington (Ia.) Hawk-Eye. Several weeks ago Mr. Garrett returned from New Mexico where he had been staying on account of his health.

Harry Stringer, a former Detroit newspaper man, has left the desk of the New York Tribune and is now reading copy on the New York Evening Sun.

Don L. Tobin, who has been at Camp Sheridan, Montgomery, Ala., for the Columbus (Ohio) Dispatch, has been called back to the office because of the illness of one of the desk men.

John R. Quinan, formerly connected with the advertising department of the Philadelphia Inquirer, has been made manager of classified advertising of the Waterbury (Ct.) Republican.

"Walt" Blieser has been made manager of the automobile advertising department of the Chicago Tribune. For a number of years he was in charge of special development and

feature departments of the Tribune and was in the agency field.

WEDDING BELLS.

Captain P. D. Hoyt, U. S. R., a former member of the staff of the New York Times, has become engaged to Miss Florence Yale. It is understood that the marriage will take place at an early date.

Miss Marion Meyers, daughter of Charles Meyers, publisher of the Pottsville (Pa.) Chronicle has been married to Dr. C. E. Stevenson.

"Jack" Jensen, who has covered the police run for Minneapolis newspapers for a number of years, and Miss Marie Holen, were married on November 10. Mr. and Mrs. Jensen were presented with a purse given by courthouse employees, members of the police and fire departments and newspaper men of Minneapolis.

Miss Helen Harned Williams, daughter of Dean Walter Williams of the Missouri University School of Journalism, and Captain John Franklin Rhodes will be married on December 1 in Columbia, Mo.

James R. Record, news editor of the Fort Worth (Tex.) Star-Telegram, will be married on December 5 to Miss Alabell Brown.

Robert Zeigler of the Chicago office of the Associated Press was married last week to Miss Olga Thompson of Manitowoc, Wis.

Miss Clara Helen Seybold and Reed Robinson, former Akron (Ohio) newspaper folks, were married last week in Akron.

Millivoy S. Stanoyevich, formerly editor of Sioboda, an Oakland (Cal.) Slavic newspaper, is to be married to Miss Beatrice L. Stevenson.

Miss Helen Moore, society editor of the Hamilton (Ohio) Evening Journal, and John A. Holzberger, mayor of Hamilton, were married on Monday. They left immediately for Chicago, where they will spend their honeymoon.

MISS OCHS WEDDED.

The wedding of Miss Iphigene Bertha Ochs, daughter of Mr. and Mrs. Adolph S. Ochs, to Lieutenant Arthur Hays Sulzberger was solemnized on November 17 at the residence of the bride's parents in New York.

The ceremony was performed by the Rev. Dr. Joseph Silverman of Temple Emanu-El, in the presence of the near relatives of the bride and bridegroom and intimate friends.

The bride is the only child of the publisher of the New York Times, and is a member of the board of directors of the New York Times Company and of the Chattanooga (Tenn.) Times Company. She is a graduate of Barnard College, class of '14, and has taken an active part in the work of several charitable associations.

Lieutenant Sulzberger was graduated from Columbia University, class of '13. He is a member of the Sons of the American Revolution, and is a great-grand-son of Lieutenant Benjamin Mendes Seixas of the Continental Army of the American Revolution. He has been active in communal work, and for a time was president of the Jewish Big Brother Association.

After the ceremony Lieutenant Sulzberger and his bride left for a trip through the South before going to Spartanburg, S. C., where Mr. Sulzberger will resume his duties at Camp Wadsworth on November 27, being second lieutenant, field artillery, officers reserve corps, U. S. A.

Earl D. Bradley has purchased the Algona (Ia.) Courier from J. W. Hinchon and I. M. Finnell.

NEWS OF THE AD AGENCIES.

The Spafford Company, Inc., of Boston, long well known as the Spafford Advertising Agency, has moved into new and splendidly furnished quarters on the second floor of the Delta Building at 10 Post Office Square, which were profusely decorated on November 10 with floral tributes sent by friends of the firm.

Owing to its large and healthy growth, the company has effected a new organization, and will henceforth be known as the Spafford Company, Inc. J. W. Spafford is president and R. D. Northrop and Ernest L. Johnson directors. William B. Foster, who was with the old company, is with the new corporation. These men have a large following and are identified with many of the most prominent advertisers in New England.

Mr. Spafford is an optimist on business prospects of this country. His motto is "Don't discount the United States," for he firmly believes the present business boom will continue after the war. "Don't sell the United States short," is the advice he gives business men and the public generally, for business is done on credit, and confidence is the solid bedrock on which credit is built.

The All-Slavonic Advertising Association, Inc., New York, has issued a booklet, which includes a list of leading Slavic publications in this country.

The Erwin & Wasey Agency, Chicago, is running a series of announcements in the Chicago newspapers.

Mrs. F. H. Rose, formerly with the advertising department of a public service corporation, has joined the copy staff of the McJunkin Advertising Company.

The H. E. Lanford Agency of Atlanta, Ga., has moved to Clarkston, Ga., Box 47.

The Fisher-Ruehl-Brown Advertising Agency, St. Louis, is a newly organized firm combining the Fisher-Steinbrunne Advertising Company and the Ruehl-Brown (Inc.) Advertising Agency of that city. The president is C. L. Fisher.

The Osterrieder Advertising Corporation, Chicago, and the John Blaauw Agency, Tacoma, Wash., have been recognized by the American Newspaper Publishers Association.

E. R. Gamble of the H. W. Kastor Agency, Chicago, has joined Erwin & Wasey, Chicago.

Having met with success in promoting co-operative advertising for motor trucks and automobiles, the William H. Rankin Advertising Company of Chicago has now prepared a co-operative campaign for bakers in line with Mr. Hoover's recommendations for food conservation. Several hundred pages of newspaper advertising will be created by this plan.

F. R. Fuller, of the Fuller & Smith Agency has been elected chairman of the Cleveland Better Business Commission.

F. Ross Gamble has joined the space buying department of the Erwin & Wasey Company, Chicago. He was formerly in the Chicago office of the H. W. Kastor & Sons Advertising Company.

Arnold Joerns, president of the Chicago advertising agency bearing his name, will give an advertising work for the duration of the war to accept a commission in the aviation

section of the United States signal corps. He will be stationed in Washington for the time being.

Prior to his departure from Chicago he was tendered a farewell reception by his friends and advertising associates at the Union League Club in Chicago.

During his absence, the business of the agency will be supervised by Vice-President McClure.

John F. Reidy, formerly of the Philip Kobbe Company, N. Y., has joined the copy staff of the W. A. Patterson Company, Inc., N. Y.

Charles Oswald, one of the directors of the Cleveland Advertising Club, is now conducting an advertising agency in the Society for Savings Building, Cleveland.

George R. Davis, formerly of the Whalen-Hixson Agency, and P. T. Gould, formerly of the Campbell-Ewald Company, both of Detroit, have formed the Davis-Gould Company in that city to specialize in retail advertising.

McAlister Coleman, formerly with the service department of the Frank Presbrey Company, New York, has joined the staff of Berrien-Durantine, Inc., New York.

W. E. Everett, formerly of the Will H. Dilg Advertising Company, Chicago, has joined the Osterrieder Advertising Corporation staff, of that city.

AD FOLKS' NEWS.

Oscar Draper, formerly of the Boston Post, has joined the advertising department of the Firestone Tire & Rubber Co., Akron, Ohio.

Roy B. Woolley, formerly sales and advertising manager of the Standard Electric Stove Co., Toledo, Ohio, has returned to America, his enlistment with the American ambulance field service having expired. He is now with the Society for Electrical Development, New York, as an executive in its advertising department.

The Collegiate Special Advertising Agency, New York, has brought out the first issue of the Collegiate Salesman. Included in the booklet are selected lists of college publications and articles such as "The Colleges and the Wars," "A new market opens for sport goods houses," etc.

Charles Proner, for four years advertising manager of the Smith & Hemenway Company, Inc., maker of tools and hardware specialties, Irvington, N. J., has joined the staff of the Wales Advertising Company, New York, where he will continue to handle the Smith & Hemenway account.

O. R. McDonald, former sales manager of the Herring Company, Des Moines, is now in Indianapolis, filling a similar position with the Gibson Company.

Mr. McDonald has been president of the Des Moines Advertising Club, secretary of the Iowa League of Commercial Clubs, and president of the Des Moines Rotary Club. He is at present vice-president of the Iowa Retail Dealers Automobile Association.

Daniel M. Henderson, advertising director of the McClure Pictures and the Petrola Picture Company, was awarded the \$250 prize offered by the National Art Club for the best war poem written. His poem, "The Road to France," was read at the Army and Navy Bazaar in New York.

The Brooklyn (N. Y.) Advertising Club started its season on November

14, when its first fortnightly luncheon was held in the cozy quarters on top of the Temple Bar Building, 44 Court street.

Seventy-five representatives from every line of advertising endeavor were addressed by Richard H. Lee, of the New York Tribune and formerly special counsel of the Associated Advertising Clubs of the World.

The club will hold its annual election on November 26.

The next luncheon will be held on November 27, when the guest of honor will be Edward J. Noble, president of the Mint Products Company.

W. H. Ude has succeeded R. C. Steeple as president of the Advertising Club of Spokane, Wash. The Spokesman-Review of that city contained a half-page article the other day telling of some of the achievements of the club during his term of office.

Five members of the Cleveland Advertising Club are planning to travel to San Francisco by auto next summer.

The Whitman & Barnes Manufacturing Company, Akron, Ohio, manufacturer of agricultural implements, has been elected to membership in the Association of National Advertisers, and will be represented by Karl Kendrick, advertising manager.

The first of the Big Business meetings and dinners of the New York Advertising Club was held last Wednesday evening. Senator Theodore E. Burton of Ohio, president of the Merchants National Bank; Saunders Novell, general manager of McKesson & Robbins, and Edwin R. A. Seligman, McVicker professor of political economy at Columbia University, discussed "When will the price break come," William H. Ingersoll presided.

Townson Price, 3d French Army ambulance corps, addressed the club at the luncheon on November 22. The members heard a frank talk about the war.

William Nolan, an exporter and importer from Sidney, Australia, will speak before the export division of the New York association at luncheon on November 27.

On December 3 Donald Thompson, the war photographer, will show his motion pictures of the war at the Advertising Club.

Earl L. Virden, a vice-president of the Chicago Advertising Club, is organizing a sales managers' unit of the association. Mr. Virden has been expending much effort in attempting to bring the sales managers and advertising men of Chicago closer together.

About forty attended the banquet of the sneakers' division of the Cleveland Ad Club on November 15. Almost half of that number spoke from two to three minutes.

Homer J. Buckley, one of the organizers of the Chicago Advertising Association, addressed the Elgin (Ill.) Commercial Club at luncheon last week.

Benjamin T. Goldberg, formerly connected with Chevrolet Motor Company, the Encyclopedia Britannica Corporation and the Brooklyn Daily Eagle, has become secretary to Francis I. Best, advertising manager of R. H. Macy & Co., New York.

Charles G. Percival, advertising manager of the Van Cortlandt Vehicle Corporation, has been commissioned a captain in the army.

Leonard J. Blackman, formerly advertising and assistant sales manager of the Eclipse Light Company, New

York, has been appointed advertising manager of Sol Levin & Co., New York, makers of display fixtures.

Speakers from the St. Paul Ad Club addressed the Minneapolis Advertising Forum on Tuesday night.

W. H. Tenenhill has resigned as sales manager of the Scripps-Booth Motor Car Company, Detroit, to become sales manager of the Detroit Weatherproof Body Company, Pontiac, Mich.

Walter Jay Stevens has resigned from the advertising department of the Addressograph Company to take charge of advertising for the James H. Rhodes Company, of Chicago, Ill., manufacturer of industrial chemicals.

J. H. McShane, formerly assistant advertising manager of the Columbia Graphophone Company, is now advertising manager of the Pathe Freres Phonograph Company, Long Island City, N. Y.

L. C. Allman, for two years advertising manager of the Iowa Gate Company, Cedar Falls, Ia., and previously with the Associated Manufacturers Co., Waterloo, Ia., in a similar capacity, has joined the advertising service department of the Joseph Mack Printing House, Inc., Detroit.

Oscar Rosier, for the past two years advertising manager of Hillman's Store, Chicago, has become advertising manager of the May Company, Cleveland. Mr. Rosier came to the United States from Australia three years ago and became advertising manager of the Hub, Chicago.

At the request of the management of the Children's Hospital, the Columbus (Ohio) Advertising Club has appointed Messrs. Haas, Miller, Freeman and Crossland to prepare, without charge, all advertising copy for the charity ball to be given by the hospital November 28. The club engaged in a round-table discussion on "Preparation of Copy."

About eighty men and women attended the meeting of the League of Advertising Women of New York at the Advertising Club on November 20.

Miss Minna Hall Simmons of the Blackman-Ross Company, presided over the first half of the program which touched on "the gentle art of solicitation."

Dan A. Carroll, special representative, took for his subject "The human element in salesmanship."

Miss I. J. Martin, president of the association, and advertising manager of the Sperry & Hutchinson Com-

H. W. KASTOR & SONS ADVERTISING CO.

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
250 Marquette Building, CHICAGO
40 Bromfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PRINTERS' REPRESENTATIVES
905 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
98 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Rutland Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



pany expressed her views from the standpoint of the advertising manager. She advised those selling advertising to sell their proposition to themselves before they go out to sell it to others and stated that if one who has faith in himself or herself and the proposition being sold should work on a commission basis.

The second half of the program was devoted to export advertising and was presided over by Miss Jane Carroll of Women's Wear.

Miss Lucy Goldsmith, export manager of the Aeolian Company, talked upon the subject in a most comprehensive manner.

The speeches were followed by an informal discussion.

ALPHABETICAL ADVERTISING.

The Chicago Post is conducting an advertising feature for small announcements of individuals and firms that ordinarily do not advertise. This feature is called "Everything from A. to Z." and is arranged alphabetically beginning with adding machines and running down to Zenith movies. The page is well patronized and has of late been appearing regularly in the Post.

BILLBOARDS IN BUFFALO.

A campaign is now being conducted in Buffalo against billboards in residential sections of the city. An ordinance has been introduced in the city council making it necessary to secure consent of a majority of property owners in a block before billboards may be erected anywhere in the block.

CHINESE PAPER BANNED.

The Pekin Gazette, which recently published a number of anti-Japanese articles, has been suspended by the authorities.

The suppression of the newspaper, which has denounced the policy of Japan toward China, came after a protest had been made by the Japanese legation.

CONDENSED NEWS NOTES.

The Congregationalist, said to be vance, well known religious papers, were consolidated on November 22. The Journal will henceforth be known by the combined names.

The Congregationalist, said to be the oldest religious paper in the country, always has been published in Boston, and the Advance in Chicago.

R. T. Eaton, formerly with the Butterick Company, New York, is now in charge of the circulation and Western advertising of the Continent, Chicago, succeeding C. F. Carrington, who has gone to the Western office of the Metropolitan Magazine, New York.

R. H. Fairbairn has disposed of the New Hampton (Ia.) Courier to W. N. Crawford publisher of the Gazette, and E. J. Fueling, publisher of the Tribune.

THE NEW YORK WORLD

(Morning Edition)

Prints MORE ADVERTISING than any other newspaper prints.

FEDERAL TRADE COMMISSION'S REVIEW OF THE BOOK PAPER MARKET.

WHOLE MONTH OF OCTOBER.

The partial statement of book paper production and stocks for October, 1917, issued November 6, 1917, and printed in THE FOURTH ESTATE of November 10, showed that stocks on hand at the mills increased from 34,654 tons at the beginning of the first week of the month to 35,038 tons at the end of the fourth week of the month, and that stocks held by manufacturers at delivery points increased during the month from 8,884 tons to 9,750 tons.

Reports from 108 jobbers showed the following stocks:

	No. 1 Eastern and Western Machine Finish.	No. 1 Eastern and Western Super.	Coated Book Costing 10c or Less.
	Tons.	Tons.	Tons.
Stocks in warehouses first of month..	8,363	4,832	5,449
Stocks in warehouses at end of month	8,437	4,718	5,586

A small increase in the stocks of machine finish and coated, and a small decrease in the stocks of supercalendared book paper is indicated.

Reports from 181 concerns using book paper including publishers, printers and commercial users showed the following results for October:

Stocks on hand at beginning of month.....	52,119 Tons
Stocks on hand at end of month.....	47,798 Tons

The figures indicate a decline in stocks in the hands of consumers of over 4,000 tons.

NOVEMBER.

BOOK PAPER PRODUCTION AND STOCKS FOR FIRST TWO WEEKS.

Weekly reports from 47 book paper companies operating 73 mills show the following results of operations for the first two weeks of November, 1917:

	First Week.		Second Week.	
	Total Book Paper.	Periodical Book Paper.	Total Book Paper.	Periodical Book Paper.
	Tons.	Tons.	Tons.	Tons.
Stocks at mills at start of week..	35,127	4,598	33,930	4,608
At end of week.....	34,189	4,248	34,221	4,007

Periodical paper includes that known by manufacturers to be used for printing magazines and periodicals. The total figures include the periodical book paper.

The figures show a decline in stocks during the first week due to increased shipments especially of periodical paper and an increase in stocks during the second week.

LOSS OF TIME.

The reports for the 242 machines operated show the following hours lost for the two weeks on account of lack of orders and other reasons:

	Down For Lack of Orders.		Down for Other Special Reasons.	
	Number of Machines Down.	Hours Lost.	Number of Machines Down.	Hours Lost.
First week	55	2534	21	1114
Second week	59	3077	29	1751

The hours lost for other special reasons include important repairs, lack of materials, car shortage, etc.

BOOK PAPER PRICES.

Eighteen new contracts for machine finish paper were made by manufacturers during October, aggregating 19,435 tons, the prices ranging from \$4.90 to \$7.50 per 100 lbs., less 3 per cent for cash in thirty days.

Eighteen new contracts, aggregating 32,710 tons were also made for supercalendared book paper at prices ranging from \$5.50 to \$7.85 per 100 pounds, less 3 per cent for cash in thirty days.

Only four contracts for coated paper were reported, aggregating 1,444 tons. The prices ranged from \$7.50 to \$8.50 per 100 pounds, less 3 per cent for cash in thirty days.

The variation in the prices of each grade was due in part to differences in quality, form, method of packing, etc.

Open market prices for the different grades of book paper sold in important quantities by the mills were about the same as the contract prices.

JOBBER'S PRICES.

Prices quoted by representative jobbers for deliveries from their warehouses were as follows:

	Ream lots per 100 lbs.	500 lb. lots per 100 lbs.	ton lots per 100 lbs.
No. 1 Eastern M. F.	\$7.50-\$9.35	\$7.50-\$8.50	\$6.75-\$8.75
No. 1 Western M. F.		6.50-8.00	6.25-8.00
No. 1 Eastern Super	7.75-10.00	7.50-8.75	7.00-8.50
No. 1 Western Super	7.50-11.00	7.25-10.50	7.00-10.25
No. 2 Coated Book	9.00-12.00	9.00-10.50	8.75-11.00

The variation in prices was due in part to differences in quality, location, etc. In a considerable number of cases lower prices were quoted during the last week of the month than during the first week. Opinions of jobbers as to the future course of the market varied materially. Some reported that no increase in prices was likely to occur during the year, while others looked for an advance in prices in the near future.

"ONCE-A-YEAR" IS OUT.

The Milwaukee Press Club has just issued "Once-a-Year," the club annual. The book has a larger volume of advertising patronage than ever before.

SAILORS' THANKSGIVING.

The Chicago Tribune is working to get 5,000 sailors from the Great Lakes Training Station, who will have leave on Thanksgiving Day, invitations to dinner from kindly disposed people of Chicago and vicinity.

THE WESTERN ASSOCIATION JOINS A.A.A.A.

The Western Advertising Agents Association has voted unanimously in favor of joining hands with the leading advertising agents of New York, Philadelphia and Boston and the South in the national organization known as the American Association of Advertising Agencies. Announcement was made of this result at an important meeting held at the Hotel La Salle, Chicago.

A new board of governors was



PAUL E. FAUST.

elected for the coming year to manage the affairs of the Western council of the American Association of Advertising Agencies and these directors, together with the officers, are as follows:

President, Paul E. Faust; first vice-president, E. E. Critchfield; second vice-president, Charles F. W. Nichols; secretary, John Benson; J. F. Matteson, W. H. Rankin, William C. D'Arcy, William D. McKinley and Carl M. Green.

William H. Rankin is the retiring president of the Western Advertising Agents Association.

The Southern Advertising Agents Association, and those in New York, Boston and Philadelphia have also become local councils of the A. A. A.

The Blair (Neb.) Democrat has taken over the Tribune.

THE TERRE HAUTE TRIBUNE

The big home evening paper of its section of Indiana.

In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

BUSINESS OPPORTUNITIES.

\$19,000

buys small daily newspaper property which returns owner \$5,000 to \$6,000 annually for personal effort and investment. \$10,000 cash necessary. Proposition P. Y.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Newspaper For Sale in the Sunny South

Small daily in growing Southern resort, exclusive field, netting annually close to \$7,000. Extraordinary opportunity. Price \$20,000, half cash asked. Proposition No. 179x.

Small city daily and high class weekly in desirable Idaho locations. Nos. 7001x and 579x.

Special offer in small city daily in rich Colorado field. No. 598x.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

Over One Thousand Jobs

of building and construction work were let to contractors last year through the medium of proposal advertisements in

THE IMPROVEMENT BULLETIN

MINNEAPOLIS, MINN.

One building alone cost over \$80,000. The contractors and architects who bought the millions of dollars worth of materials and machinery used in constructing these buildings, read *The Improvement Bulletin*. Such firms as H. W. Johns Manville Co., Atlas Portland Cement Co., and Universal Portland Cement Co. advertise in it. Why don't you? Sample copy free.

Afternoon Daily For Sale

For Sale at Big Sacrifice.
AFTERNOON DAILY

in one of the most prosperous small cities in the Middle West. Plant and equipment modern. Most attractive possibilities for the future. Owner obliged to leave city on account of other interests. Address Box 894, care The Fourth Estate.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the *Classified Ads* in *Pollock's News*. That is 30,000 of them in a year for ten dollars. Send for samples and display rates.
710 Temple Court, MINNEAPOLIS

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
194 W. Washington Street, CHICAGO

"SPECIALS" APPOINTED.

Barnhill & Henning, 23 East 26th street, New York, have been appointed Eastern representatives for the Corn Belt Farm Dailies.

Forman, N. D., is to have a new newspaper issued by the Sargent County Farmers' Publishing Company.

BUSINESS OPPORTUNITIES.

Sales Purchases Consolidations Appraisals of Newspaper and Magazine Properties

AUBREY HARWELL HENRY F. CANNON
Harwell & Cannon
Times Building NEW YORK

AMUSEMENTS.

Aeolian Hall—43d st., between 5th and 6th aves.—A new series of symphony concerts for children by the Symphony Society of New York, Walter Damrosch, conductor, will be inaugurated on Saturday morning, November 10, at 11 o'clock. This series will consist of four concerts, the remaining dates being Dec. 1, Jan. 12 and Feb. 16. Nov. 24, *Societe des Instruments Anciens*; Nov. 27, *Dohnanyi Quartet*; Nov. 30, *Mme. Gabrielle Gilels*; *Guionmar Norvege*; Dec. 8, *Beryl Rubinstein*; Dec. 7, *Helen Stanley*.

Astor—B'way & 46th—"The Very Idea."
Belasco—W. 44th—"Polly With a Past."
Booth—45th, west of B'way—"The Masquerader."

Biglow—W. 45th—"Odds and Ends."
Broadhurst—44th, west of B'way—"Her Regiment."

Carnegie Hall—7th ave. and 57th st.—Six symphony concerts for young people, Nov. 17, Dec. 15, Jan. 5, Feb. 3, 23, March 9.

Century—62d and Central Park W.—"Miss 1917."

Geo. M. Cohan—B'way and 43d—"The King."

Cohan & Harris—West 42d—"A Tailor-Made Man."

Comedy—41st, between Broadway and 6th av.—Washington Square Players.

Corino—39th and B'way—"Oh, Boy."

Cort—48th and B'way—"De Luxe Annie."

Criterion—44th and B'way—"Madame Sand."

Eltinge—West of 42d—"Business Before Pleasure."

Empire—B'way and 40th—"The Three Bears."

39th St—Near B'way—"What's Your Husband Doing?"

44th St—"Over the Top."

46th St—Near B'way—"The Gay Lord Quex."

Fulton—B'way and 46th—"Broken Threads."

Gaiety—B'way, near 40th—"The Country Cousin."

Globe—B'way & 46th—"Jack o' Lantern."

Harris—West 42d—"Losing Heloise."

Raymond Hitchcock's 44th St.—"Hitchy-Koo."

Hippodrome—8th av. and 44th—"Cheer (p)."

Hudson—W. 44th—"The Pipes of Pan."

Irving Place—Irving pl and 15th—"A Doctor's Dilemma."

Knickbocker—B'way and 38th—"Ham-ilton."

Lycium—West 45th—"Tiger Kose."

Lytic—42d West of B'way—"Theda Bara in 'Cleopatra'."

Liberty—W. 42d—"The Winding of Eve."

Longacre—W. 48th—"Leave It to Jane."

Manhattan Opera House—West 36th—bet. 8th and 9th avs.—"Chu Chin Chow."

Maxine Elliott—30th st. East of B'way—"Eyes of Youth."

Metropolitan Opera House—B'way and 40th—Grand Opera.

Morocco—45th West of B'way—"Lomhardi, Ltd."

New Amsterdam—W. 42d—"The Riviera Girl."

Park—Columbus Circle—"The Land of Joy."

Playhouse—48th East of B'way—"Elevation."

Plymouth—45th w. of B'way—"The Star Gazer."

Princess—30th near B'way—"Oh, Boy."

Republic—West 42d—"On With the Dancer."

Standard—B'way and 90th—"The 13th Chair."

Shubert—44th, W. of B'way—"Maytime."

Winter Garden—B'way and 50th—"Doing Our Bit."

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at 80,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE, Model 1, Serial No. 8011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22 or 24 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

For Sale

For Sale—Weekly newspaper plant and job printing office, located at Easton, Maryland. Equipment practically new and very complete. Editor called to colors reason for selling. For further particulars address J. G. Bateman, P. O. Box 542, New York City.

FOR SALE.

Best equipped newspaper plant in New England. Everything new and ready to operate. Five Linotypes and all steel furnishings. Goss press. Plant just closed; other interests demand attention of owner. Price low for immediate sale. Address for particulars, Daily News, Pittsfield, Mass.

LINOTYPES—A few first-class models No. 5, as good as new, at a sacrifice. Address Box 937, care The Fourth Estate.

FOR SALE

Linotype, No. 5. Good as new. Less than half price.

BARGAIN

Wire or write Box 938, care The Fourth Estate.

TYPO

CREDIT BOOKS, REPORTS, COLLECTIONS
General Offices.
878 Fourth Avenue NEW YORK

SERVICE CORNER.

618.—"Can you tell me of any book or publication that treats of Linotype and stereotype metals and the care and treatment required to keep them in proper tone and right condition?"

619.—"We saw an advertisement somewhere on an ingredient to be mixed with oil which would keep the journals of a press cool. Do you know the name of this commodity and where we can obtain same?"

620.—"Can you tell me where I can get information showing what daily newspapers have passed out of existence by consolidation or some other process in the past ten years, designating whether these papers were morning or afternoon?"

ISSUES ANNUAL EDITION.

The San Francisco Journal of Commerce, of which Justus S. Wardell, is president and manager, has just issued an important annual edition.

A DISSOLUTION.

The Brownwood (Tex.) Herald Printing Company has filed articles of dissolution with the secretary of state.

HELP WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or

How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field. East, South and West. No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

SUBSCRIPTION MANAGER WANTED

By trade paper in New York City. Live young man with initiative who can see opportunities to secure subscriptions and take advantage of them.

Salary to start \$25. Future salary dependent upon self. Address Subscription Manager, Box 942, care The Fourth Estate.

Wanted—Telegraph editor for Regina Daily Post (evening). City of 50,000 capital of Saskatchewan. Salary \$30. References as to character and ability required. Man with Canadian experience preferred.

Live, up-to-date evening paper in city of 20,000 wants managing editor. \$35 to start. Combination circulation and advertising man who knows the game from start to finish—four months contract \$1,000. Assistant ad man to step into this man's shoes at expiration of contract, salary \$25 week to start. Two experienced reporters, \$20 week, with chances to rise. This is a new proposition. Excellent field. Address Box 939 care The Fourth Estate.

Circulation Man Wanted

There will soon be a fine opening for a good circulation man on the leading paper of one of the big cities of the central states. Place will be offered to man of ability and character. Creative as well as executive ability necessary. Write fully (your own hand) giving your record for the last ten years. Describe yourself closely, mentioning habits and hobbies. State your age and your reasons for wishing to change. Tell what salary you would expect. Address Box 935, care The Fourth Estate.

Bookkeeper-Manager

Southern trade journal in big field wants combination editor and bookkeeper manager. Salary \$25 week and monthly bonus. In all will easily pay \$150 month. Want a hustler with good record, place permanent. Given full authority, sign checks, direct staff, etc. Owners have other interests. Address Box 402, Godschaux Building, New Orleans, La.

WANTED—An experienced advertising solicitor who can write copy as well as sell space. A man who has worked in a city of not over 50,000 preferred. Cannot consider applications from men subject to draft. State your experience, qualifications and salary expected. Write the Pontiac Press Gazette, Pontiac, Michigan.

ADVERTISING SOLICITOR

Wall Street man wanted by leading special agency representing New York City and other leading daily papers. Want man who knows big financial concerns, advertising agents and advertisers in Wall Street. Address in confidence, giving experience and salary wanted. Permanent position to right man. Address Box 948, care The Fourth Estate.

SITUATIONS WANTED.

Larger Profits

possible on present business, and a
LARGER VOLUME

to get profits from.

Here's a *Hired Man* to do it.

A publisher's assistant or business manager—a production engineer also, with a successful record—technically and practically trained—a newspaper builder “inside” and “outside” the front door—wants to listen to the publisher of a *live* or *dead* proposition who needs a man of ability, reliability and force.

A production record unexcelled, and a man who will organize, administer and get results in every department.

A specialist in manufacture and service; knows when and where to spend, and when and where not to.

Not a novice and not attracted by a novice's salary, though willing to consider a weekly drawing account and a yearly salary based on increased profits. Employed. Gilt edge references. Address Box 929, care The Fourth Estate.

THE SOUTH'S MOST BRILLIANT CIRCULATION MANAGER

would not consider \$50 per week, yet the next best would. Have made wonderful record. No schemes or premium man. Excellent references. Now employed. Address for further information in strictest confidence. Box 919, care of The Fourth Estate.

Real advertising salesman, copy writer, service and promotion organizer, open for position on newspaper wanting a salary with “pep” who makes friends and holds them as such; 30 years' practical newspaper work. Printer, pressman, expert dry mat stero typer; efficient in business office accounting and administration; all my life as owner, business manager and advertising manager. Knows how and will work. All habits; health excellent; 47 years; best of references. Address Box 926, care The Fourth Estate.

Newspaper Foreman

Capable of handling any size plant wishes change from present situation. Over four years have been with the largest plant in South. Above draft. Have family. Will not connect with other than absolutely substantial people. Hard worker and fast make-up. Not a boozier or smoker. Address S. S., care The Fourth Estate.

Managing Editor

Managing Editor—Varied and intensive experience though making but two changes in fourteen years. Capable executive with unexcelled endorsements. Tireless worker. Have built up three papers. Prefer afternoon paper. Address Box 928, care The Fourth Estate.

Circulation Manager

with twelve years' experience on leading daily newspapers desires to make a change. Prefer daily paper with circulation of 25,000 to 100,000 circulation. Expert in handling boys. Would consider city circulation on large daily. Gilt edge references furnished as to ability and reliability. Address Box 930, care The Fourth Estate.

Newspaper Man

Newspaper man of long experience offers his services as editor, editorial writer, telegraph editor, city editor, desk man, political man, special or feature writer, or war correspondent. American by birth, British descent, Republican in politics, married, absolutely temperate, well educated, available at any time. Permanent engagement sought. Address Writer, care Fourth Estate.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY
which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.
74-76 Church Street, TORONTO, CAN.

SITUATIONS WANTED.

Circulation Manager

wants position on small Eastern daily. Has had many years experience on metropolitan newspapers. Salary not so much an object as position with live outfit. Member of the I.C.M.A. with best of references. Address Box 921, care The Fourth Estate.

Circulation Manager

Resourceful, successful business getter. Using original campaign methods; many years' experience; methodical; economic; wishes to connect with metropolitan newspaper. Best references. Address Box 941, care The Fourth Estate.

Managing Editor

Backed by experience and record of success. Able to produce results and build up real heart of paper. At present engaged in city 300,000. Prefer South. Worked up in ranks, held and supervised every department on metropolitan dailies. Familiar with publisher's problems in cities 75,000 upward. Strictly sober; married. Seek place where can permanently build for paper and city. Thirty-six years old. Require at least 30 days' notice. Address Box 921, care The Fourth Estate.

Right effort insures good results.

Mapping out an advertising campaign for THE FOURTH ESTATE is the right kind of effort.

Our Service Department will help you secure good results.

Managing Editor

Can answer all reasonable requirements, is open for immediate engagement. Salary \$40 to \$60, dependent on city. Address Box 933, care The Fourth Estate.

Circulation Manager

Circulation manager now employed desires to make change for position in city news. Address Box 934, care the Fourth Estate.

A woman of literary experience desires position. Topics of interest to women and children or general matters. Booklets, typing, fashions, society, household. Miss F. Seeger, Box 94, Mt. Vernon, N. Y.

Circulation Manager

now employed desires to make change for position in city of 50,000 or upwards in the East. Experience has fully covered circulation work. Can furnish very best of references. Address Box 940, care The Fourth Estate.

Advertising Man

Not a world beater, simply a fellow who has made an earnest study of advertising and believes he can give sincere, honest service to advertisers. His copy has brought good results. Is not a star solicitor, but can handle and get accounts that depend on real service. Wants position as service man or agency copy writer. Experience: Advertising, business and general manager of small dailies. Age 29, unmarried, exempt from draft. References gladly given. Address Box 940, care The Fourth Estate.

Advertising Manager

Experience of 9 years as advertising manager and solicitor; now employed; desires change; A-1 references; married; go anywhere. Address Box 941, care The Fourth Estate.

Advertising Solicitor

first-class, with years of experience, is open for any good offer December 1; know how to get the business, either transient or contracts, also pages and special stunts. References, any publisher I ever worked for. Address or wire “WAR Exempt,” care The Fourth Estate.

SITUATIONS WANTED.

To Newspaper Owners:

Is your plant earning its maximum? Is your circulation in proportion to your mechanical and editorial capacities? If not, why not?

A Newspaper Expert

versed in every department of a newspaper, counting room, press room, composing room, editorial departments and circulation department, will make a careful examination of every detail of your establishment (or one you think of purchasing) from roof to cellar, and report its condition, furnishing, in addition, working ideas and suggestions, and practical and practicable plans for the improvement and increased efficiency of every department.

Circulation scheme, based upon capacity and efficiency of plants, and possible points of economy will be supplied after examination. Correspondence invited. Address “A to Z,” care The Fourth Estate.

Managing Result Getter!

Thirty-two years old, who has been a successful newspaper executive eight years and worked from the ground up. Will sever present connection January first. Is open to proposition from live daily, afternoon preferred. Expects good salary, but expects to earn it or get fired. Can write editorials with a punch in them. Knows how to handle men well. Record in present position shows strong economies. A heavy reduction in reading matter, yet with news so handled that it has been possible to increase advertising rates, increase circulation and increase net income per subscriber from circulation. Essentially the right man when expenses are growing so rapidly. Married. In good health and teetotaler. A Northerner, but experienced principally in the South. Address Box 932, care The Fourth Estate.

Contest Men

WANTED—Three or four good contest men at once; must be producers; state age, experience and give references in first letter; also state salary wanted. Address P. O. Box 593, Shreveport, La.

Circulation Manager

Wanted—Position as circulation manager on daily paper having between 10,000 and 75,000 circulation. Anywhere in the United States. Ten years' experience in circulation work; 35 years old, married, and at present employed, but desire a change. Have record showing fine gain in circulation in department which I have had charge of for last four years. Address G 500, care The Fourth Estate.

SITUATIONS WANTED.

Managing Editor

Working Managing Editor—Writer of almost any line—editorials, theaters, books, desk man of wide experience. Prefer afternoon paper with full editorial charge. Capable as well as careful. One liberal suit in fifteen years. Have position but want a change to keep from going “stale.” Address Prep, care The Fourth Estate.

Newspaper Man

Newspaper man wants desk job; knows the game; university graduate; thoroughly experienced in every news and editorial line; never drinks; married; can take entire editorial and news charge; healthy, active, willing. Address Box 936, care The Fourth Estate.

HEMSTREET
PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

*We can Increase Your Business.
You want it Increased, don't you?*

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

“BURRELLE”

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

DEFINITION OF CIRCULATION.

VALUABLE AMMUNITION FOR THE ADVERTISING SOLICITOR.

The November number of "The Voice of the City," issued by the New York American, has just made its appearance and it is a very fine typographical presentation of clever compilation of excellent material.

An article headed "A Word on Circulation" that looks suspiciously like Kenneth Goode's "stuff" is particularly good and worth studying as ammunition for advertising solicitors with the right quantity of circulation.

It follows:

Back in the days when, despite, or may be even on account of, his mother-in-law's protest against his entering a profession so overcrowded, Benjamin Franklin founded the fourth newspaper in the United States—back in those good old days, there dwelt in a nearby township a certain joiner, Criaah Smallbreeches by name.

Emboldened by his neighbor's success, Urian straightway founded him also a newspaper. Almost every day it appeared, morning and afternoon; and its circulation and advertising departments became quite naturally a perquisite of the official Town Crier.

But that dignitary, by his very profession, being too diffident to succeed as a circulation man, the sheet soon reached the point where it began to quote circulation in "readers" rather than "buyers."

Finally the Town Crier gave up in despair.

"Urian," he said, "I haven't got ye a subscriber in a fortnight."

"Never mind," answered the publisher, cheerfully, as he thumped off the day's edition. "Go get me a lot of thick, glossy print stock; and—say, on your way out—double our advertising rates!"

"But," gasped the Town Crier, "that young Quaker in Philadelphia hath ten times our circulation!"

"Yes, and by that same token, our circulation has ten times his quality!" answered the imperturbable Smallbreeches.

Right then and there was born the immortal "Quality-instead-of-size" circulation argument!

"Them that has 'em, mostly wears 'em," is reported as 'Fingy' Connors' answer to some captious comment on the vulgarity of too many diamonds in one's personal adornment. So with circulation!

We once knew a publisher who did spend his days trying to keep down his circulation—but he spent his night trying to beg, borrow or steal another ton of paper. The vast majority of publishers are frankly, openly—and quite properly—after all the circulation they can get; the

others remind one of President Hadley's definition of a small college as an institution eagerly advertising its advantages as a small college in order to attract enough students to turn it into a big one.

A publication is known by the circulation it keeps. But even more accurately may it be judged by the new circulation it attracts. If 5,000—or 500,000 readers—are keenly enough interested in a magazine or a newspaper, they not only keep on reading it themselves, but praise it to their friends—and that publication must grow proportionately.

To go forward is, as a matter of fact, the only natural course for any live publication. To fall off in circulation, or even to stand still, is a symptom of incipient dry rot as the very heart-reader interest.

Mightn't a buyer of advertising, then, make a good deal worse rue than to take space only in publications showing continually a certain percentage of circulation gain?

His gain percentage is, as a matter of fact, the only fair criterion—for little basis for comparison is to be found elsewhere. As well compare a steam shovel and a Swiss watch as judge between two entirely different sorts of periodicals merely by looking at their comparative circulation figures.

FOR—

A publication can be edited to interest everybody—if this work is well done, that publication gets a great circulation.

OR—on the other hand—

A publication may be edited to interest only a certain group of known and similar interests; if this work is well done, that publication keeps a small circulation.

But what, you ask, becomes of the publication edited to interest the public generally, which attains, nevertheless, only a small or medium-size circulation. Shall it be allowed to play both ends against the middle; to argue quantity against its smaller competitor and quality against its larger?

The answer is fairly simple:

If the publication in question has a big enough circulation, use it regardless of its claim as to quality; if it hasn't, don't.

Now, quite aside from the real "class" or trade publications, edited for well defined interests and professions, there are a few superlatively good small-scale publications that neither desire nor need a large circulation. Also, there are certain miniature businesses that do not want and could not handle any really considerable volume of trade.

And nothing, certainly, could be more appropriate than these little businesses working together in an atmosphere of exquisite exclusiveness.

BUT—

To expect an advertiser to build up any really great business through media that offer "quality" instead of size, is like asking a swimmer to give an exhibition of fancy diving in an ordinary bath-tub.

If there isn't enough water, it matters little how good it is!

[Nowhere has there been more discussion and less careful thinking than in the matter of circulation values. This is the first of several little analyses by Mr. Goode attempting to define the real issues involved.—EDITORIAL NOTE.]

NON-DISTRIBUTION PLAN IN LOUISVILLE.

The Louisville (Ky.) Courier-Journal and Times plant soon will operate on a "throw-away" basis, as arrangements now are being made to use all lead in the make-up of each form. Casters will turn out lead column rule, slugs, etc.

NOTES OF SCHOOLS AND COLLEGES.

To discourage the tendency to make high school courses in newspaper writing professional and to aid in the standardization of such courses is the purpose of the bulletin issued by L. N. Flint, chairman of the department of journalism in the University of Kansas.

Professor Flint has devoted the first half of the bulletin to discussions on such questions as "The Value of a Course in Newspaper Writing for High School Students," "A List of Books on the Newspaper," "Preparation of the Teacher," "Equipment Necessary," "Representative Papers for Class Study," "What a Good Paper Can Do for the School," "How to Organize the Staff," etc.

The last half of the bulletin is devoted to an outline of a model course, giving the subjects for discussion and the assignments, week by week, for two terms of eighteen weeks each.

W. C. D'Arcy, president of the A.A. C.W., opened the winter's advertising course at the St. Louis Y.M.C.A. on October 5. The course is conducted by the local club under the direction of Roy B. Simpson.

The students of journalism at the University of Wisconsin, Madison, Wis., have organized the University Press Club. The Scoops and Cuba Clubs have been merged into the new organization.

Lincoln A. Quarberg was elected president of the club.

Much research into American newspaper history is represented in the theses chosen by senior and graduate students in the course in journalism at the University of Wisconsin this year. The study is aided by newspaper files of the historical library which are among the most extensive in the country.

Among the thesis subjects decided on so far are "Relation of Newspaper Advertising to Its News and Editorial Policy," "Philadelphia Newspapers as Administration and Opposition Organs from 1790 to 1810," "Washington Newspapers as Administration and Opposition Organs from 1802 to 1860," "Material of Interest to Women in the 18th Century English Essay Papers," "American Women Newspaper Writers Before 1900," "The Beginning of Penny Newspapers in New York City," "The Appeal of Present-Day Newspapers to Women."

The Triad League, whose members are students of advertising at New York University, opened its doors to women members on November 17.

Mrs. George Burton Hotchkiss, acting as toastmistress, first introduced Bruce Barton, editor of Every Week, who gave a straight-from-the-shoulder talk on "Growth."

Jane J. Martin, advertising manager of the Sperry & Hutchinson Company and president of the League of Advertising Women, spoke from the woman viewpoint in advertising. She told the men very simply that the advent of women in the field did not mean that women were planning to "hog" the game. "Give the women a chance," Miss Martin urged. "You will find them square, good fellows, and willing to work shoulder to shoulder with you on the same basis."

Bruce Bliven of Printers' Ink prophesied interestingly about the advertising era of the future.

Lewellyn E. Pratt said that the qualities he would want to find in a man applying to him for a job were ambition, backbone and courage.

Officers for the coming year were elected as follows: President, Harry E. Hawkins; vice-president, A. Kim-

ball; secretary, Jerome Weinstein; treasurer, E. A. Klepner.

SOME NEW BOOKS.

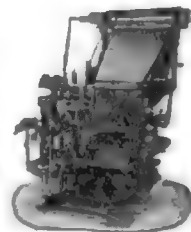
"THE TRUST PROBLEM," by Jeremiah W. Jenks and Walter E. Clark; Doubleday, Page & Co., publishers.

This edition, the fourth of this almost standardized text book on industrial combinations, is much more than a reprint of the earlier editions. The commercial and economic history of the last few years has made necessary the revision of many entire chapters and the addition of quite new chapters. Chapter X on the "Working Man and the Trusts" is new and will provoke much discussion.

"THE STORY OF PRINCETON," by Edwin M. Norris; Little, Brown & Co., publishers.

Mr. Norris, the editor of the Princeton Alumni Weekly, is thoroughly qualified to present a historical sketch of Princeton University. This book will be of interest to every Princeton man, graduate or student. The present day student life is accurately and sympathetically depicted. Mr. Hornby's excellent drawings of the famous college buildings are a distinctive feature.

The Coshocton (Ohio) Tribune has taken over the Times-Age and has now no opposition in Coshocton



INTERTYPE

The BETTER Machine

—the standardized machine which grows with your business

INTERTYPE CORPORATION

Executive Offices

50 Court Street BROOKLYN, N.Y.

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINO TYPE
MONO TYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSON TYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
600 West 39th Street NEW YORK

PUTTING OVER



THE BIG CAMPAIGNS

ARTICLE IX.

HOW AMERICAN RADIATOR COMPANY EMPLOYS CARTOONS FOR ARGUMENTS IN NEWSPAPER SPACE.

By W. LIVINGSTON LARNED.

Perhaps you might surmise that war-time isn't radiator-time, and that the public would scarcely stop, in its tense handling of the greatest problem of all history, to install new heating devices.

Perhaps you are of the opinion that propaganda and patriotism have managed to consume every working minute of every loyal citizen, and that the ordinary, common-place affairs of every-day life have been temporarily placed on the shelf.

Perhaps, in short, you have been led to suppose that business has had a bit of quietus.

The rock-bottom truth is not within gunshot of your supposition.

England's experience is our own. We are busier, thriftier than ever—and in our conventional markets. Ammunition, boats, and the manufacture of fine soldiers are merely side lines. We are, in fact, busier than ever before, because the United States has learned how to create new industries.

Governor Edge of New Jersey talked to New York advertising men at their club not long since. They asked him what they were expected to accomplish—their share in the hour of urgent need.

Governor Edge made this significant statement:

"You will be valuable in your inspired encouragement of American business. I do not refer to military matters—I refer to the average commodities of average commerce—soap, furniture, canned goods, cameras—the big and the little manufactured articles. More and more we are beginning to realize that war must be run along business lines—it must be financed—the people at home must continue, as before, to manufacture and buy and sell."

WAR HASN'T MADE AS MUCH DIFFERENCE AS THE PUBLIC MIGHT THINK.

Casual investigation invites optimism. The manufacturer is going ahead. His advertising plans, save in some peculiar lines, are greater than ever before.

Curtilment has not been decided upon. It hasn't been made necessary. In one Florida town—and it is a town that has given of its sons to no inconsiderable extent—sixty new homes were under construction when the writer looked over the field a little while ago. Those homes were of the most modern type and their equipment characteristic of the spirit of 1917.

American Radiator systems were being installed in about eighty per cent.

We were curious to learn why these things should be—why, for example, American Radiators were so well represented.

The investigation led to the national advertising of the concern—the aggressive magazine and trade paper work, and the remarkably fine newspaper publicity.

The American Radiator Company has its own staff of alert investigators. When members of this staff learn that there is to be building activity in a certain town, they communicate with the home office and local newspapers begin a localized drive.

The owners must be influenced—

and rapidly. They must be induced to demand American Radiator installation over all other heating devices. Architects and investors must be made to see the wisdom of the system.

For fifteen years American Radiator copy has not materially changed.

Cartoons play a significant part. And, when you stop to look the field over, you will further discover that there's not much competition in this particular branch of advertising. *Cartoons have not been done to death. They are easily assimilated. They convey an idea with remarkable celerity and clarity. They "tell the story" at a glance.*

Heating device arguments have their limitations, as far as actual visualization is concerned. It has been found that the average newspaper reader does not care to dissect diagrams and go very deeply into exhaustive mechanical descriptions. Six or a dozen pictures of people sitting in snug rooms might be O.K., but what about a year of them? *Monotony is one of the seven deadly sins of advertising. It is taboo.*

The American Radiator takes the stand that the installation of an efficient heating system is really an investment. A man is making his home more valuable. A real estate expert is willing to concede that there are cases where houses will not rent—and stay rented—at any price, simply because they can't be "kept warm in winter."

All of which can be put in cartoon form most interestingly.

These cartoons are highly diversified and this is perhaps their most important function. They interest—they are ever-changing and they attract attention. They could not very well be used for any other heating system. They often take the form of "news pictures."

KING WINTER, THE ESKIMO, AND BARON COAL ALL EMPLOYED BY THE ARTIST.

At a time when the coal barons were having things their own way, the American Radiator put out a number of good-natured cartoons, built around the waste of coal by the wrong heating system. The old baron himself sat astride an immense pile of coal, with his black diamond crown afloat on his impertinent head. And below, at the base of the coal pile, Little Mr. Average Home-Owner was shown shoveling away for dear life.

It is contended that the American Radiator system cuts down on the cost of your coal bill. Here is a

fruitful field for the cartoonist. Father is visualized, staggering along, with a coal bill of heroic proportions fastened upon his back. It is his own fault if he insists upon installing a wasteful heating system.

These cartoons, while driving a message home, never hurt, never arouse antagonism—are without malice. The old-time furnace is made a fat-bellied and very hungry personality, squatting in the cellar and forever and ever asking for "more," while Mr. Bill-Payer does his best to satisfy the appetite for coal. This same out-of-date furnace is pictured as an undesirable around the house—a maker of dust and dirt and smoke.

The artist animates the furnace—introduces eyes and nose and mouth and the inconvenience he causes is amusingly exaggerated.

Then there is the most vigorous type of cartoon—the one which shows your wife carrying coal, tending furnace, and coping with the innumerable disadvantages of yesterday's ways and means.

The Eskimo is shown in his frozen hut of the Polar region, with an inadequate fire of blubber oil. The natives huddle about it, trying to get warm. And the parallel drawn pictures a family huddled about a stove, with roasting faces and frozen backs. For stoves are still in use, although you may not credit it, and many, many families tolerate their unprogressive features. This is especially true of farm sections where the fat-pouched old wood and coal burner is considered "good enough."

We very much doubt whether these same arguments could be "put over" as well, in any other mode of advertising. Old truths are impressed upon communities in a bantering, good-natured style, and in new guise.

The immortal Thomas Nast, dean of all cartoonists, once said that "Cartoons are worth tons of text."

Ask any politician and he will concede it to this day.

In its newspaper advertising, the American Radiator Company employs very generous space—rarely less than three columns.

Aside from the cartoon feature, which occupies approximately one-fourth of the total space, there is text of a purely educational character, small cuts of installations, etc.

In communities where there is apt to be interchange of real estate and the constant movement of properties, the publicity is shrewdly devised and has an individualistic argument.

Builders of homes are shown that houses equipped with the American system of heating, are more readily sold or rented. There is a constant demand for these houses. Their value is greatly increased.

A full measure of more conventional copy is run in newspapers, aside from the cartoon scheme. But there is careful avoidance of hack-nied compositions.

One of the cleverest of the newspaper illustrations was of two youngsters in a sunny sitting room. Outside, a winter's storm rages. Inside it was so snug that the "kiddies" could almost imagine they were at the seashore. They had secured a box of sand and a basin of water, and, with their toes rolled up, and stockings and shoes off, they were "making believe" playing summer games. The radiator was inconspicuously shown.

The season campaign is "on," and the American Radiator copy is more convincing, more interesting and more attractive than in years back.

War is not stopping people from building homes, and every home-builder, sooner or later, picks up a newspaper in which American Radiator publicity is shown.

The Brook Park (Minn.) Banner has been sold to Mr. Johnson.

INFORMATION ABOUT NEW YORK FOR UNIFORMED.

The National Service Commission of New York has just issued its second bulletin for the information of enlisted men in all branches of the service of the United States, and of its allies, spending off-duty time in this city.

The bulletin is of pocket size, containing thirty-two pages of information useful or interesting to soldiers, sailors and marines visiting New York. It has a map of Manhattan and is illustrated by whimsical thumb-nail sketches by Charles E. Howell, a well-known member of the committee of public information of the Society of Illustrators of New York. The cover of the bulletin tells the enlisted man "Your uniform is your pass."

NEWSPAPERS COMMENDED.

The Southern Medical Association has passed a resolution commending "the action of the New Orleans Times-Picayune, one of the leading dailies of the South, and all other papers which have taken from their columns medical advertisements that mislead and deceive as to cure and remedy of disease and an appeal is made to every reputable newspaper and religious periodical to have such advertisements intelligently censored and to every reputable drug store to refuse to buy or sell such so-called remedies."

TAKE IT TO POWERS!

"Fastest ENGRAVERS on Earth"

Open 24 hours out of 24

On Time All the Time

POWERS PHOTO ENGRAVING
COMPANY
154 Nassau Street, NEW YORK
Telephone 4200 Beekman

Good Work
Prompt Service
Fair Prices

They tell the story of our 23 years of successful service. And we want you to get into the habit of "Phone the Manhattan Man for your Engraving."

MANHATTAN PHOTO
ENGRAVING CO.
251-253 William Street NEW YORK
Phone, Worth 1657-8

At Tempting Prices!
Half-Tones, Line Cuts
and Modern Engraving
in all its branches

DEFENDAM ENGRAVING CO.
Inc.
1931 Broadway, NEW YORK.

STANLEY PROCESS
a not TYPE
up down to a
made price METAL.

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y., and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 234 Street, NEW YORK

THE PITTSBURG PRESS

HAS
THE
Largest
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
J. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

VANDERHOOF & CO., 140 S. Dearborn st., Chicago—Placing account of Minerva Laboratories, "Quicks" shaving cream, Chicago. Secured account of Kerosene Burning Carburetor Co., Chicago, and are making up list of publications. Placing copy in Chicago papers for Chicago Arena Co.

HOYT, Leader Bldg., Cleveland—Handling advertising for Printz-Biederman Co., Cleveland, manufacturer of women's garments.

ARMSTRONG, 1463 B'way, N. Y.—Placing 1918 campaign of Blackstone Institute, New York.

Secured account of Alexander Hamilton Institute, N. Y.

ROWLATT, 26 Adelaide st., W. Toronto, Ont.—Reported placing orders in selected list of Canadian newspapers and periodicals for William Cane & Sons, Ltd., manufacturers of lead pencils, Newmarket, Ont.

LORD & THOMAS, Citizens' National Bk. Bldg., Los Angeles, Cal.—Handling advertising for "Bean Trackpull" tractor, Bean Spray Pump Co., San Jose, Cal., and Lansing, Mich.

The New York office of this agency, 220 W. 42d st., is:

Reported placing advertising for Daniels Motor Car Co., Reiding, Pa., manufacturer of "Daniels Eight" motor cars.

The Chicago office of this agency, Mellers Bldg., is:

Sending yearly contracts to daily papers in Southwest for Hamlin's Wizard Oil.

Placing orders with Western newspapers for Stone Thompson Mfg. Co.

SEAMAN, 461 8th av., N. Y.—Reported placing advertising for Franklin Baker & Co. ("Baker's Coconut"), Philadelphia.

United States Brewers Association is sending out orders to a list of papers.

VAN PATTEN, 50 E. 42d st., N. Y.—Reported again placing orders with newspapers for American Chicle Co., "Black Jack" chewing gum, 1 Madison av., N. Y. City.

AYER, 300 Chestnut st., Philadelphia—Placing advertising account for Jordan Motor Car Co., Cleveland.

McFARLANE, Chicago—Placing advertising account of McKelvin Pneumatic Tool Co., Grand Haven, Mich.

STREET & FINNEY, 171 Madison av., N. Y.—Reported will later use newspapers to advertise Beech Nut "Jaffee" Beach-Nut Packing Co., Canajoharie, N. Y.

Reported will place advertising for United Drug Co., Boston, manufacturer of "Rexall" products and owner of Liggitt Riker Hageman Drug Stores. Also advertising "Jontelle"

The Open Door to the workshop of the world The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Avenue Bldg., N.W. YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending October 1, 1917,
showing net paid circulation

33,924

Member A.B.C.

Arthur Capper TOPEKA, KAN. Publisher

toilet preparations, and in spring an extensive campaign will be launched to advertise "Klenzo Dental Creme."

BUSH, 100 Broad st., N. Y.—Placing advertising for Locomobile Company of America, Bridgeport, Ct.

RANKIN, Monroe Bldg., Chicago—Placing orders with some Southern newspapers for Ferroline Chemical Co., Norfolk, Va.

Placing newspaper campaign in Grand Rapids, Peoria and Cincinnati for Schulze Baking Co.

CAMPBELL-EWALD, 347 Fifth av., N. Y.—Reported making up list for a campaign in newspapers, magazines and women's magazines to advertise "Seedtape" for gardening, for American Seedtape Co., 365 Ogden av., Newark, N. J.

MERTS, Ontario, Cal.—Reported placing advertising in newspapers and magazines for Hotpoint Electric Heating Co., Ontario, Ont., manufacturer of electrical household appliances.

FEDERAL, 6 E. 39th st., N. Y.—Reported placing account of Stern & Saalberg Co., 416 West 45th st., N. Y., manufacturer of "Lance's" cough drops, in magazines and newspapers.

ARMSTRONG, N. American Bldg., Philadelphia—Placing advertising in newspapers for Popular Science Monthly, N. Y.

CLOUGH, Merchants Bk. Bldg., Indianapolis, Ind.—Placing advertising for Kibler Oil Co., Indianapolis, Ind.

IZZARD, Times Bldg., Seattle, Wash.—Sending out orders to daily papers for Pacific Northwest Tourist Assn., Seattle, Wash.

ROGERS & SMITH, 64 E. Van Buren st., Chicago—Placing orders with Western newspapers for G. E. Conkey Co. ("Conkey Poultry Remedy"), 3039 Woodland av., Cleveland, Ohio.

Placing orders in Central West farm publication for the Cushman Motor Works, Lincoln, Neb.

POWERS, 11 W. 25th st., N. Y.—Placing account of Tate Electro Waterproofing Corp., N. Y.

POTTS-TURNBULL, Graphic Arts Bldg., Kansas City, Mo.—Secured account of Milkoline Mfg. Co., Kansas City, Mo.

SLOMAN, Schwind Bldg., Dayton, Ohio—Secured account of Elgin Tractor Corp., Piqua, Ohio, and is contemplating campaign in trade and farm publications.

FULLER, Studebaker Bldg., Chicago—Placing orders with daily papers and mail order publications for

BOSTON POST

CIRCULATION OCTOBER, 1917
"NO RETURNS"

The Daily Post 501,861

The Sunday Post 345,302

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building CHICAGO

Today's Housewife

Net Paid Guaranteed For Every Issue



GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

Consumers Wholesale Grocery Co., Chicago.

MESSENGALE, Candler Bldg., Atlanta, Ga.—Placing orders with Pennsylvania newspapers for Excellent Medicine Co.

MORGAN, 44 E. 23d st., N. Y.—Again making contracts with newspapers for Chas. Cluthe & Sons, 125 E. 23d st., N. Y.

MORSE INTERNATIONAL, 4th av. and 30th st., N. Y.—Renewing contracts where they have expired for the J. C. Enos ("Enos Fruit Sales"), London, England, and E. Forgera, N. Y., selling agents.

PIERRE, Dupont Bldg., Wilmington, Del.—Reported will shortly place orders with selected list of newspapers for Harris paints.

POWER, ALEXANDER & JENKINS, Journal Bldg., Detroit, Mich.—Placing orders with newspapers for Critical Casement Co. ("Critical Steel Casements & Windows"), Detroit, Mich.

PRESBRY, 456 4th av., N. Y.—Again placing orders with newspapers for American Tobacco Co. ("Bull Durham"), 111 5th av., N. Y. Also placing one-time orders with newspapers in large cities for Pinehurst, N. C.

REISMAN, People's Gas Bldg., Chicago—Placing orders with newspapers for Illinois Pure Aluminum Co., Lemont, Ill.

Also placing copy in small list of farm papers for Edward Hines Lumber Land Co., Chicago, advertising Wisconsin farm lands.

Sending out orders to newspapers in Illinois, Wisconsin, Michigan and Minnesota in behalf of Chicago and Eastern Illinois Railway Co., advertising "Dixie Flyer" route.

Placing newspaper copy in Illinois and adjoining states for Chicago & Alton Railway Co., advertising that route as quickest to Southern Army camps.

Placing magazine campaign for National Plant Food Co., Eau Claire, Wis., advertising "Red Snapper" plant food.

CHARLES, 23 E. 26th st., N. Y.—Placing orders with farm papers for Soil Improvement Committee, Baltimore.

ATLAS, 456 4th av., N. Y.—Placing orders with newspapers in selected sections for Pacific Coast Borax Co. ("Twenty Mule Team Borax"), N. Y., Chicago and Oakland, Cal.

CRITCHFIELD, Brooks Bldg., Chicago—Placing orders with Western

Covering Saint Paul and the Northwest at a minimum cost can be accomplished by concentrating your advertising in the

ST. PAUL DISPATCH
ST. PAUL PIONEER PRESS
ST. PAUL SUNDAY PIONEER PRESS

The prestige of these mediums is best understood by their own circulation figures. A carrier delivered circulation in over 90% of English reading St. Paul homes, and a broad country circulation throughout the prosperous Northwest. A circulation gained by printing an excellent news service, high grade comics, and well-known special feature articles.

Circulation Averages for October, 1917:

Dispatch 80,534
Pioneer Press 63,265
Sunday Pioneer Press 78,751
"In St. Paul it's the Dispatch and Pioneer Press."

YOU MUST USE THE LOS ANGELES

EXAMINER

TO COVER THE
GREAT SOUTHWEST

Largest Sunday Circulation—more than 150,000

newspapers for Chandlee & Chandlee, patent attorneys, Washington, D. C.

CROSS, 214 S. 12th st., Philadelphia—Again placing orders with newspapers for S. B. Goff & Sons Co. ("Goff Cough Drops"), Camden, N. J.

GUENTHER-BRADFORD, 64 W. Randolph st., Chicago—Placing orders with Western newspapers for Mills Chemical Co.

BATTEN, 4th Av. Bldg., N. Y.—Reported will shortly place orders with newspapers generally for Lehn & Fink ("Lysol" disinfectant and "Pebecco" tooth paste), 120 William st., N. Y.

DILG, 326 W. Madison st., Chicago—Again placing orders with newspapers in wet states for Anheuser-Busch Brewing Co. ("Budweiser" beer), St. Louis, Mo.

KAHN, Marbridge Bldg., N. Y.—Making 5,000-line contracts with newspapers for New York Waist House, 122 W. 125th st., N. Y., in cities where it has stores.

KIERNAN, 135 B'way, N. Y.—Will shortly place orders with newspapers for Adipo Co., fat reducer, Beard Bldg., N. Y.

KIRTLAND-ENGEL, 14 E. Jackson Blvd., Chicago—Placing orders with Western weeklies for Gates Mfg. Co.

CHAMBERS, Maison Blanche Bldg., New Orleans—Sending out orders to northern papers for advertising of the Hotel Riviera, Biloxi, Miss., and the White House, Biloxi, Miss.

REMINGTON, 1280 Main st., Buffalo, N. Y.—Placing orders in selected farm papers for Southern Florida Farms Co., Moore Haven, Fla.

DIRECT—Jevne Coffee Company, 2855 W. Madison st., Chicago, is sending out orders direct to farm papers.

Sketch Company, washing powder, 2307 Archer av., Chicago, is placing orders direct with newspapers. The company has moved to the above address from Milwaukee, where it still maintains a branch office.

ASKING RATES—Fenton Kelsey, 666 People's Gas Bldg., Chicago, is asking for rates and other data from daily and mail order papers for Rosenback & Co., shoes, Chicago.

ALL FOR ONE FIRM.

A twenty-page automobile section, devoted exclusively to the Babbitt-Polson Company, distributors, appeared in the Phoenix (Ariz.) Republican of November 24.

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000.

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives

John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

NOTES FROM THE FAR EAST.

B. W. Fleisher, proprietor and editor of the Japan Advertiser, Tokio, and his son, B. W. Fleisher, Jr., who recently joined the Advertiser staff, returned to Tokio on November 9 after spending six weeks in Pekin on business.

E. J. Harrison is assisting the Japan Chronicle, Kobe, to get out a jubilee edition.

J. B. Powell, financial editor of Millard's Review, Shanghai, since its initial number last spring, has been rejoined by Mrs. Powell, their two-year-old daughter and his sister, Miss Margaret Powell of Hannibal, Mo.

Japan, the new monthly issued by the Toyo Kisen Kaisha, a leading trans-Pacific steamship line, contains an article in its November issue on Kyoto by Carl Crow of San Francisco, former newspaper man of Tokio and Shanghai.

Dr. G. E. Morrison, former Pekin correspondent for the London Times and now an adviser to the Chinese Government, has been given a six months' leave of absence to return home to Australia on a visit. Dr. Morrison's library on China, consisting of books written in all European languages, has recently reached Tokio from Pekin and a special building to house it is to be erected on the campus of the Tokio Imperial University. Baron Iwasaki, the Japanese multimillionaire who recently bought the library for \$175,000, will throw it open to all persons "earnestly interested in the study of China and the Chinese."

Ralph H. Turner, United Press correspondent at Tokio, has returned to his desk after spending a ten-day vacation in the Kyoto district.

Miss Madeleine Z. Doty, sister of the editor of the Century, addressed the Tokio Women's Club on "The imminent downfall of the kaiser," during her recent stay in Japan, en route to Russia, where she is now

LARGEST Morning Circulation in the Nation's Capital.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

A Great Food Medium

Implies quality and quantity circulation. Home influence. Responsive attitude of Housewife. None surpasses the

Trenton TIMES

Member of A.B.C.

24,000

2c. Circulation.

KELLY-SMITH CO.

820 5th Ave., N. Y. Lytton Bldg., Chi.

Baltimore News

Net Daily Circulation 92,088
October, 1917,
Gain over 5,696
October, 1916,

Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

preparing a series of articles for Century and Good Housekeeping.

Harrison Smith of the Century staff left Tokio early in November for Russia, to write of the late turns in the Russian war situation for the Century and the New York Tribune.

Oliver M. Saylor, dramatic editor of the Indianapolis News, has reached Vladivostok, on his way to Petrograd to write on the Russian theater.

Rodney Gilbert of Pekin has completed a trip over the flood regions of China, during which he sent telegraphic reports from submerged towns to the North China Daily News of Shanghai. Gilbert first visited the Tientsin flood, and then made the trip from Peking to Hankow, across the erratic Yellow River, and had to walk to the train ahead at several places where breaches had been made in the railway tracks and bridges.

Isah Yamagata, proprietor and editor of the Seoul (Korea) Press, was host at a dinner tendered to the newspaper men of Korea during a recent convention in their capital. The Seoul Press is the only daily published in English in Korea.

On the morning after the recent typhoon in Tokio, Harry E. Ridings, business manager of the Japan Advertiser, called on the chief engineer of the municipal lighting bureau to say that the Advertiser's Linotypes were not being fed their usual alternating currents. "Yes, yes," the engineer said, leaning forward in his swivel chair and seeming to hang on every word. Ridings, inspired, expanded his talk into a twenty-minute exposition of the semi-public service of a newspaper. His peroration finished, and hopeful of an immediate restoration of the electric service, Ridings leaned back in his chair, and the other followed suit. Then, "I am very sorry for you," said the engineer, "but the policy of this bureau is not to advertise."

HITS FREE ADVERTISING.

The state highway department of Missouri has dealt a blow to those seeking free outdoor advertising in that state by a ruling which prohibits the tacking of advertising signs to fruit, shade, or ornamental trees along the public highways.

CAPITAL INCREASE.

The Arts and Crafts Engraving Company of St. Joseph, Mo., has increased its capital stock from \$8,000 to \$20,000.

St. Louis Globe-Democrat

dominates the morning field.

Government statement six months ending September 30, 1917

138,252

The clean home-going family newspaper.

National Representatives
F. St. J. Richards, Tribune Bldg., N. Y.
Guy S. Osborn, Tribune Bldg., Chicago
J. R. Scolaro, Ford Building, Detroit
R. J. Bidwell, 742 Market St., San Francisco.

PATERSON New Jersey's Famous Manufacturing City PRESS

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

MUSTACHES ARE BECOMING POPULAR IN JAPAN.

When Gregory Mason went from the Outlook office, in New York, to become managing editor of the Japan Advertiser, in Tokio, the foreign newspaper men of Tokio admired his mustache and many decided to emulate him.

Wishing to "fall in line," Oscar E. Riley, also of the Advertiser, decided first to devote his vacation in late October to that purpose, and,



OSCAR E. RILEY.

second, to hie away to the wilds of Korea, 1300 miles from the civilization of Tokio.

After a week in the Diamond Mountain district of east-central Korea, rarely visited by foreigners, Mr. Riley returned to the capital, Seoul, and in the every-day costume of all Korean married men, had his photograph taken to show that after all, perforce, he could raise a mustache. "The Masonic influence in Japan is a compelling one, even if Japan does forbid the existence of secret societies," says Mr. Riley.

GEN. GLENN AS GUEST.

The Cleveland Advertising Club today will tender a reception to General Glenn, commander at the Chillocothe army camp.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREB & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest. The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

WM. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK
Tribune Building, CHICAGO

SPEAKERS FOR NATIONAL ADVERTISERS' BANQUET.

A splendid group of speakers have been obtained by the Association of National Advertisers for its banquet to be held on December 5, at Hotel Biltmore, New York, in conjunction with the annual meeting on December 5 and 6.

The speakers will be Theodore E. Burton, former United States Senator from Ohio, on "The Present Crisis," Stephane Lauzanne, editor of Le Matin, Paris, on "France," and George Haven Putnam on "The Call of the Republic."

Alan C. Reilly, president of the A. N. A., who is the advertising manager of the Remington Typewriter Company, will be the toastmaster.

Banquet subscriptions will be \$5 each, and the dinner committee urges that all reservations be made before December 1. Reservations cannot be guaranteed after December 3.

Checks should be sent to the Association of National Advertisers, 15 East 26th street, New York.

The banquet will open at 7 o'clock, and the announcements call for evening dress.

TO HAVE SUMMER CAMP.

Garrison Villard, editor of the New York Post, has tendered the employees of that paper a tract of land in the highlands on the Hudson River, in the Empire State, for a summer camp.

BIG BOOK REVIEW COMING.

The New York Tribune's Holiday Book Review, edited by Dr. Willis Fletcher Johnson, will be issued on December 1.

Arthur W. Libbey has taken over the Morris (Minn.) Sun.

THE PITTSBURGH POST



ONLY Democratic Paper In Pittsburgh

CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY
220 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

PRINTING IN CHINESE.

The compositor of a Chinese newspaper is almost as important a person as the editor. His acquaintance with the language is just as great.

The American typesetter is obliged to be familiar with twenty-six letters, ten figures and a few signs or symbols, as periods, dollar marks, etc., but the Chinese compositor must be familiar with 11,000 characters of this archaic language.

Certain sounds often stand for several words, the difference often vital to the intelligent presentation of an idea depending on certain diacritical marks accompanying each word. There are thousands of these symbols which are engraved, each one representing a type, but a well regulated newspaper will require but 11,000 characters; if others are needed they are made in the office.

A font of type in the Chinese language requires 11,000 spaces and in large and spacious racks each word, instead of each letter, as in the English, has a place for itself.

There is also a peculiar grouping or classification of symbols into groups further to facilitate the mental labors of the typesetters.

Thus in the immediate vicinity of the symbols for fish, would be found the symbols for scales, nets, fins, gills, etc.

This simplifies the labor, which in any event must be so strenuous that it is evident that the compositor's end of the Chinese newspaper should, if perfect justice ruled, be the highest paid.

The compositor is a staid and dignified individual, and as he slowly walks from symbol to symbol, picking those which he requires with provoking calmness, the American compositor might well wonder when the work would be complete.

To set up the limited type required for a four-page daily paper the constant labors of eight or nine skilled Chinese are required for twelve or thirteen hours.—Salt Lake City Deseret Evening News.

John Burt has sold his interests in the South Shore (N. D.) Republican to his partner, Mr. Jacobs.

TIMES PLAZA THE CENTER OF BROOKLYN

The Federal Authorities have recognized Times Plaza as the business center of Brooklyn by renaming Post Office Station L "TIMES PLAZA STATION."

FROM THIS CENTER
THE
**BROOKLYN
DAILY TIMES**
REACHES ALL OF BROOKLYN AND
LONG ISLAND.

It Pays to Advertise in the ST. LOUIS TIMES Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire Street, BOSTON
Kresge Building, DETROIT

**The DAYTON
SUNDAY NEWS
and SPRINGFIELD
SUNDAY NEWS**
NEWS LEAGUE OF OHIO
(the two at .055 per line) are a great
combination.
I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

NEW PLAY BY VROOM.

Lodewick Vroom, a former newspaper man, has just produced a successful play at the Fulton Theater in New York, called "Broken Threads." Mr. Vroom was born in St. John, N. B., in 1881, and after a seven years' course at Rothesay College, went to British Columbia, at the age of eighteen years, to make his fortune.

During the first two or three years he spent in British Columbia and the West Coast he was engaged in vari-



LODEWICK VROOM.

ous pursuits, from a cattle ranch to reporting for one or two of the mining camp newspapers. He left there with a traveling theatrical company which brought him East.

Sixteen years ago Mr. Vroom came to New York and for several years was in the employ of the Anson Phelps Stokes estate. During this time he established theatrical connections and wrote one or two plays and some sketches. In this way Mr. Vroom came into the theatrical business as a publicity agent and manager and during his theatrical career was for several years acting in this capacity, among others, for Margaret Anglin and later Henry Miller.

J. P. Gruwell has joined the editorial staff of a Grand Rapids (Mich.) daily.

THE NEW YORK EVENING JOURNAL

has the largest
circulation of
any newspaper
in America.

THE Philadelphia Bulletin Dominates Philadelphia

The largest 2c circulation in the East. Goes daily into most of Philadelphia's 375,000 homes.

Net AVERAGE 364,637 COPIES
OCTOBER A DAY.

WILLIAM L. McLEAN, Publisher.

MONTGOMERY F. ESSIG OF WILMINGTON NOT DEAD.

EDITOR THE FOURTH ESTATE.

SIR: My friends tell me THE FOURTH ESTATE has printed a paragraph to the effect that my "lifeless corpse" has been found in the North River. Somebody made off with our office copy of the publication (somebody always does), and therefore I can't verify the report they hand me.

But this is to make clear that I'm not dead yet, thank the Lord, and certainly never will voluntarily go by the North River route, being content with what water I get from the good old wagon. I've a lot of friends here, there and everywhere and I'd like 'em to know that it continues to be "business as usual" with me and that I have not yet set out to interview Saint Peter—the newspaper man's last assignment.

Can't you tell me how the yarn originated?

Naturally, I'm interested. I suppose some one has been gallivanting around under my name, found it burdensome and tried to chuck it overboard, and let it pull him in after it. At any rate, I'd like to know what are the outward and visible signs of this inward and spiritual disaster.

With thanks for such information as you can give me.

MONTGOMERY F. ESSIG,
Wilmington (Del.) Every Evening.

[There was found in the East River, New York, on November 4, the body of a man, whose identification was given out by the police as Montgomery F. Essig, a retired newspaper man, forty-two years old. THE FOURTH ESTATE has called the attention of the police department to Mr. Essig's letter, but so far no explanation has been given.]

INDICTED MEN PROTEST.

A demurrer was filed in the United States District Court in Newark, N. J., on November 20, by counsel for members of the Newark (N. J.) Freie Zeitung staff, who are under indictment for treason. They are Benedict and Edwin S. Prieth, publishers; Hans von Hundelshausen, William von Katzeler and Henry J. Waechter. Mr. Steifel said that not even in the Civil War days was an indictment for treason found against a defendant merely for utterances, aside from treasonable acts.

E. E. Retig is now managing the Kingston (Mo.) Mercury.

THE SYRACUSE POST-STANDARD

October 1st, 1917
Government Statement

Daily (Net Paid)
CIRCULATION 54,470

April, 1917 Figures—A.B.C. Basis.
—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire Street, BOSTON
Kresge Building, DETROIT

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening
Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.

C. GEORGE KROGNESS, Chicago
VERREE & CONKLIN, Inc., New York

ROSE PUBLIC WORKS HEAD IN LOUISVILLE.

David G. B. Rose, for over twenty years circulation manager of the Louisville (Ky.) Post, has been appointed chairman of the new board of public works of Louisville. Mr. Rose has been active in Louisville Republican politics for many years.

Entering the service of the paper in a clerical position, he was made circulation manager four years afterwards. Many of his ideas have been adopted by the International Circulation Managers Association and he has served that organization as president (for two terms) and in various other capacities.

Mr. Rose is president of the Standard Printing Company, one of the largest job offices in Louisville; president of the Louisville Linotyping Company and president of the Standard Flag Company, which he organized this fall.

He succeeded as circulation manager of the Post by P. F. Marshall, long employed in the circulation department of that paper.

TO REPRESENT THE FRENCH PUBLISHERS IN AMERICA.

Mlle. Marguerite Clement has been selected as the representative of the French Publishers Association to bring about closer relations between American and French writers and publishers.

She is a professor in the Lycee of Versailles and also a talented contributor to l'Euvre. She will visit the various American cities which have universities and large libraries and will lecture on the best methods of achieving results.

A Short Story: DETROIT SATURDAY NIGHT

—gained 35% in
Advertising and
Circulation in 1916

[NOW IN ITS ELEVENTH YEAR]

Represented by G. Logan Payne Co.
New York. Chicago. Boston. Detroit.

THE Boston Herald (Morning and Sunday) and the Boston Traveler (Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

Joliet, Ill. (The PITTSBURGH) of the West

Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.

The Herald-News
ALCORN-HENKEL, Representative
New York Chicago

CRAFTSMEN WITH THE COLORS.

NONE MORE PATRIOTIC THAN
THE NEWSPAPER MEN
OF THIS NATION.

The Official Bulletin of the Government Bureau of Public Information singles out the newspapers and their makers for a unique, but well deserved, editorial tribute, when it says:

If ever a list is made of the American citizens who have volunteered their services to their country at war, it will be found that no calling, profession, or business can show a higher percentage (if any can be shown so high) as that of the press of the nation.

The large city dailies, with their tremendous circulations, and the small local weeklies, that penetrate into the humblest homes of the dwellers in villages and on farms, alike have devoted their talents, energies and space to their Government.

The loyal foreign-language papers have been as generously patriotic as the others and have preached Americanism and duty in thirty-six different languages.

In the second Liberty Loan campaign, as in the first, the newspapers of the country have shown their unselfish patriotism, and the splendid results in each campaign are in a great measure evidence of their power and influence.

The following members of the Pilgrim Publicity Association of Boston have enrolled for military service:

Russell Bacon, John Alexander Barron, G. Edward Buxton, Jr., Charles T. Cahill, H. Dwight Cushing, Harold D. Kennedy, J. Ernest

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending September 30, 1917:

Evening Star	88,752
Evening Times	42,375
Washington Post	47,032
Herald (over)	25,000

BRIDGEPORT

CONNECTICUT
(The Eastern of America)
The Prosperity Center of the United States and the Industrial Center of New England.

THE Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A.B.C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

Kerr, R. P. Matthews, Harold A. McKenna, Carl E. Shumway, Carroll J. Swan, Wayland D. Towner and Charles D. Wardner.

Lloyd Learbas, a reporter on the Chicago Tribune, has resigned to enter the aviation corps. His father was born in Berlin and Learbas hopes to visit the parental city before returning to his newspaper duties.

Maurice Shevlin, a twenty-two-year-old South Dakota newspaper man who has worked as pressman, Linotype operator, makeup man, reporter and editor, has been appointed to the United States Naval Academy at Annapolis, Md.

Army service has claimed nine men who were students of journalism at the University of Wisconsin, last year.

George B. Rogers, Cleveland (Ohio) publisher, who retired a year ago, has gone to Camp Zachary Taylor at Louisville to do his bit in connection with the Y.M.C.A. work of the camp.

Walter Wood, formerly of the Chicago Herald and Examiner, has been promoted to first lieutenant at Fort Sam Houston, Tex.

S. S. Newell, assistant Western manager of the Boot and Shoe Recorder, has resigned to become associated with the quartermaster's department of the camp at Rockford, Ill.

Frank Smith, telegraph editor of the Chicago Tribune, is one of the many newspaper men in training for a commission at Fort Sheridan, Ill.

Kendall Banning, formerly art editor of the System Magazine, Chicago, and later connected with the New York office of System, is now serving under George Creel in Government service.

A Breath o' the Heather is the publication recently issued by the Maclean kilties of America from the Montreal branch, and edited by Captain J. D. Black.

A. C. Yokom, formerly sports editor of the Vancouver (B. C.) Sun and later city editor of the Nelson (B. C.) News, has become a member of the royal flying corps.

Six blue stars are placed on the white background of the service flag of the Joplin (Mo.) News-Herald, representing John F. Williams, Harvey Evans, John P. Fletcher, J. Gentry Daggy, Lycurgus E. Lines and A. G. Carter.

The Kansas City (Mo.) Star has an honor roll containing the names of sixty-five men. The editorial department alone furnished twenty-one men.

Edwin F. Henderson, formerly connected with the Associated Press in Chicago and Columbus, is now a

THE CIRCULATION OF THE
CHRISTMAS ISSUE
of

The BILLBOARD

is guaranteed to exceed
45,000 Copies

It will be obtainable wherever papers are sold throughout the entire English speaking world.

No advance in rates.
Last form closes Sunday, December 16

The Billboard Publishing Co.

Member A.B.C.
Broadway & 43d Monroe and Dearborn
NEW YORK. CHICAGO

DALLAS EVENING JOURNAL

Published by A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning
40,655 NET PAID average during 6 months period ending Oct. 1, 1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
738 Tribune Building, NEW YORK

sergeant in battery C, 324th field artillery, and is stationed at Camp Sherman, Chillicothe, O., as an instructor.

The Sioux City (Ia.) Journal has contributed twelve reporters to the military service since April 1. They are:

Sergeant W. R. Towns, Army; Herman Koch, national guard; Lloyd R. Carter and V. E. Bundy, Canadian cavalry; Lieutenant Everett Tripp, National army; Sam Haislett, Army, John Peterson, J. L. Thompson, Renne Taylor, A. N. Berg, naval radio service; L. N. Hildebrand, Army recruiting.

Lewis Scallbaum, staff photographer of the Journal, has enlisted in the signal corps and has gone to Fort Logan, Colo. He was with the national guard on the Mexican border in 1916.

Tyler H. Bliss, formerly of the Hartford (Ct.) Courant, has been called for examination for the draft quota. He will not claim exemption.

R. G. Cholmeley-Jones, advertising manager of the Review of Reviews, New York, is working for Uncle Sam as an aide to Major Willard Straight.

R. B. Campbell, a Kansas City (Mo.) newspaper man, is now Ensign Campbell and is in the recruiting service as publicity man.

Copeland C. Burg, former assistant secretary of state for Montana, and more recently city editor of the Livingston (Mont.) Enterprise, has resigned his position with that paper and will leave for Eugene, Ore., where he will enter the ordnance department of the University of Oregon for the purpose of later securing a commission in the Army.

The roll of honor of the Wilmington (Del.) Every Evening contains the names of eight employees.

The Wilmington (Del.) Every Evening has raised its service flag of five stars.

David W. Howe, of the advertising department of Scribner's Magazine, son of W. B. Howe, publisher of the Burlington (Vt.) Free Press, is now a full-fledged aviator, "sonic-where in France."

Tied along the facade of the Newsboys' Home in New Chambers street, New York, is a huge red white and blue service flag bearing one star to

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in CLEVELAND

Over 175,000 Daily. || Over 300,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, People Gas Bg., Chicago

THE JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
Peoples Gas Building, CHICAGO.

gether with the inscription: "Two thousand five hundred twenty in U. S. service from Newsboys' Home."

Of these 2,520, about 1,000 are in the Navy, the rest being in the Army. All except about seventy-five enlisted.

H. A. Benson, well known Milwaukee newspaper man and a prominent figure in the Milwaukee Press Club, is now serving in the heavy artillery.

Richard J. Burde, at one time editor of the New Westminster British Columbian but of late editor of the Port Alberni (B. C.) News, has been given the rank of major in the British Army.

Richard H. Waldo, formerly of the New York Tribune, has won a commission as captain of infantry, at the Plattsburg officers training camp.

Alfred Charles Bartel, formerly a Topeka (Kan.) newspaper man, has been promoted from captain to major in the 42d brigade of the United States artillery.

Edgar T. Wolfe, son of Robert F. Wolfe, proprietor of the Columbus (Ohio) State Journal, is at the naval reserve training station, Pelham Bay Park, N. Y.

SIoux CITY JOURNAL NOTES.

W. W. Waymack has been appointed chief editorial writer for the Journal, succeeding John A. Coughlan, who recently retired after nineteen years of service and has gone to a fruit farm near Orlando, Fla. Mr. Waymack started work on the Journal seven years ago as Morningside College correspondent. He has been cub reporter, police reporter, courts reporter, night city editor, city editor, assistant editorial writer and now becomes chief editorial writer.

Harry Moore, late of the Des Moines (Ia.) Register, Miss Kathryn Maddock of the Rockford (Ill.) Star, Lucian Parlin, N. C. Wheeler and Willis Forbes are new additions to the reporters' staff of the Journal.

Matrimony has played havoc with the Journal's society staff during the last three months. Mrs. Dorothy Crane, for two years society editor, and Lieutenant Ralph Oliver of the national guard, were married recently; and now Miss Blanch Betz, who succeeded Mrs. Crane, has become engaged and has resigned.

Miss Gertrude Conway is the new society editor.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERRE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING
EXCEPT SUNDAY.
Union Star
AUDITED CIRCULATION 20,643
Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.
LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

DAILY PAPER FOR "TOMMIES."

DELIVERED EVERY DAY IN
TRENCHES TO OUR ALLIES
FROM CANADA.

The recent action of a group of
American newspaper publishers, get-
ting together to give our soldiers a
chain of camp newspapers, recalls to
mind that the soldiers of the Cana-
dian dominion overseas, even those
in the trenches in France and Bel-
gium, receive a daily paper filled with
news from Canada.

This little publication is of such
immense value to the boys at the
front because it contains news of
home, is published in London, and
goes by the name of the Canadian
Daily Record. It is the latest devel-
opment of the Canadian military au-
thorities in Canada and overseas to
meet the demand of the Dominion's
soldiers for news of their own coun-
try.

Ever since December, 1915 the mi-
litary authorities in Ottawa have been
trying to furnish the boys at the front
with news.

At first the news cable despatches
were sent from Canada to London,
where they were printed in intelli-
gence summaries which formed part
of the divisional orders. This method
proved unsatisfactory because these
intelligence summaries did not reach
the rank and file, and moreover, at
times pressure of purely military
work sometimes crowded out the
news.

In October, 1916, the plan of print-
ing news bulletins upon small slips of
paper, which were sent forward to
the front through the Canada postal
corps, was adopted.

This also proved a poor way of
handling the news, because the slips
were small, easily lost, and, because
of their unattractive form, not al-
ways read.

Finally, at the beginning of this
year, it was decided to publish an in-
teresting daily newspaper under the
auspices of the Canadian War Re-
cords Office, London, a Government
department headed by Lord Beaver-
brook. The newspaper started with
a modest circulation among units in
France and Belgium, and camps and
hospitals in Great Britain, and was
received with enthusiasm and a de-
mand for more copies.

Owing to the appreciation expressed
by officers and men, and at the
suggestion of Sir George Perley, Sir

W. D. BOYCE CO.

600-614 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS.

THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT

"BOYCE'S" IS A SYNONYM FOR
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.
Peoria JOURNAL

Only evening paper in Peoria with As-
sociated Press franchise. Leads in cir-
culation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT.
Combination Advertising Rate.
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

Edward Kemp in September decided
to extend the news service from Can-
ada, and for this purpose to establish
a news bureau in Ottawa to supply
the material for the Canadian Daily
Record.

Captain William Wallace, M. C.,
formerly of the Toronto Star, who
had been wounded and invalided to
Canada, was placed in charge.

The Canadian Daily Record now
consists of four pages, magazine size,
and each issue contains the happen-
ings of the preceding twenty-four
hours in Canada.

The news is furnished from Otta-
wa by cable nightly, and through the
medium of press clippings and spe-
cial articles forwarded by mail. The
Canadian Press, Ltd., gives access to
its news service free of charge.

Thanks to the co-operation of the
Canadian Army Postal Service, the
paper reaches the majority of the
units in France on the day of publi-
cation, containing news despatched
on the previous day. It is hoped to
so extend the circulation that every
individual member of the Canadian
expeditionary force can count on see-
ing the newspaper daily.

In a recent letter Lord Beaver-
brook, the head of the War Records
Office informed Sir Edward Kemp
that the Canadian Daily Record had
now attracted the attention of the Im-
perial authorities to such an extent
that they might undertake the publi-
cation of a small journal along simi-
lar lines.

BURLESON ANSWERS BERGER.

Postmaster General Burleson on
November 16 filed his answer to
the suit of the Milwaukee Leader.
Victor Berger, editor, to compel the
restoration of second class mailing
privileges, cancelled because of pub-
lications alleged to be in violation of
the Espionage Act.

Besides contending that the discre-
tional power imposed in the Post-
master General by the law is not sub-
ject to review or revocation by a
court, Mr. Burleson makes the charge
that the Post Office has evidence of
an organized propaganda to embar-
rass the Government and that a cer-
tain class of publications are daily
"accomplishing results in clear viola-
tion of the law."

The Leader, Mr. Burleson charges,
is among them.

TOBACCO FOR SOLDIERS.

The Wilmington (Del.) Evening
Journal is raising a tobacco fund for
the soldiers.

The BEST Advertising BUY in

CLEVELAND

THE NEWS

Quality Evening Newspaper
With Quantity Circulation

THE LEADER

Sunday

Represented by PAUL BLOCK, Inc.,
260 Fifth Ave., NEW YORK
Mallory Bldg., CHICAGO
301 Devonshire St., BOSTON
Kresge Building, DETROIT

U. S. P. O. and A. B. C. Report THE NEW ORLEANS

ITEM

period ending October 1, 1917
Daily 60,756
Sunday 77,438
Average 63,217

THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

WENT BACK TO NATURE.

Clem Yore who for years has been
identified with the advertising world,
in Chicago, is now located in Estes
Park, Colo., where he is engaged in
the hotel business. Four years ago
he left Chicago and went to Estes
Park to write a book. He fell in
love with the country and is now a
citizen of Colorado. Upon his recent
return to "dear old Chi" he could not
be made to talk on anything but
scenery.

Mr. Yore was formerly in the
Hearst service and graduating from
the editorial work he went in the
copy service department of the
Charles H. Fuller Company and else-
where in Chicago.

The Big Thompson Hotel in Estes
Park was built by Clem and named
after the famous river that flows by
the ranch of the reformed copy
writer.

TO STUDY POSTAL INCREASE

At a regular meeting of the Miami
(Ohio) Press Association a commit-
tee was appointed to investigate the
zone system of postal increases and
to protest against measures taken by
the state legislature.

The next meeting of the associa-
tion will be held on December 1.
The committee will make its report
at that time.

DRAFTED NEWS MEN TO DINE.

Every drafted newspaper man at
Camp Zachary Taylor, Louisville, is
to be the guest of Louisville news-
paper men at a dinner to be given at
one of the Louisville hotels during the
Thanksgiving holidays. About 100
scribes from Kentucky, Indiana and
Illinois are at the camp.

HICKEY STARTS ANOTHER.

T. A. Hickey, former editor of the
Hallettsville (Tex.) Rebel, which
was recently barred from the mails,
will begin the publication of Hickey's
Magazine in Waco, Tex.

AD MEN ON THE STAGE.

The San Francisco Ad Club pre-
sented a play "In Ad Land" on No-
vember 22, 23 and 24 at the Savoy
Theater, in that city.

ON WAR TRADE BOARD.

George Waverly Briggs, managing
editor of the Galveston (Tex.) News,
has been made a special agent of the
war trade board.

THE

PITTSBURG DISPATCH

solicits your business on
the basis of genuine and
established merit.

H. C. Rook, Real Est. Trust Bldg., Phila.
W. G. Brooke, 225 Fifth Ave., New York
Ford-Parsons Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond, Virginia, has 15,309 qualified voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes
In all VIRGINIA it's the name.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

NEW DAILY IN VIRGINIA.

The Hopewell (Va.) Daily Record
will be published within the next two
months as an evening paper of eight
pages, seven columns to the page.

"The population of Hopewell and
City Point is approximately 18,000,"
says W. P. Allen, one of the owners
of the new publication. "Of this num-
ber there are 10,000 men, all wage
earners, earning better than \$3 per
day, and the majority of them living
in Du Pont houses. The people have
the money and want a newspaper
which is practically all that can be
desired. The foreign population of
the town is growing smaller each year.
Two years ago we had from 4,000 to
5,000 Greeks at Hopewell; today
there are not 1,000, so that we need
not figure on this phase of the prob-
lem."

TELLS ABOUT POLICE COURT.

H. M. Woodson, a Toronto news-
paper man, has put the fruits of his
ten years' experience of the Toronto
police court into a book of 200 pages.

The tragic part of his story he
touches with a rare sympathy, and,
for the humorous part, he makes this
apology: "People have wondered what
there could possibly be to laugh at
in a police court. If those whose
work takes them there day after day
didn't laugh they would go mad."

His book is called "The Whirl-
pool: Scenes From the Toronto Pol-
ice Court," and is dedicated to
Colonel George Taylor Denison, po-
lice magistrate of Toronto. It is pri-
vately printed.

If this territory presents a
sales problem to you, the

Merchandising Service Department.

of the Boston American will, upon
request, make a trade investigation
covering various sections of Metro-
politan Boston and submit a report
which will help you solve that prob-
lem. Ask how this department
works.

BOSTON AMERICAN

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish DailyReaches the cream of purchasing power
of the Jewish element in America.CIRCULATION OVER 70,000
Despite advance in price
from one to two cents.

THE DAY

The National
Jewish Daily.

Member A.B.C.

Main Publication Office:
183 East Broadway, NEW YORK

"ROMANUL"

The largest and oldest ROUMANIAN
daily newspaper in the United States
and Canada.The only real guide of 260,000 thrifty
readers and positive success to its ad-
vertisers.Full leased wire reports of United
Press Association.
634-638 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.

OBITUARY NOTES.

W. H. HEATH, editor of the Chil-
ton (Wis.) Independent Journal, is
dead.JAMES C. MONAGHAN, at one
time editor of the Manufacturer, died
in Brooklyn, N. Y., on November 12.
Mr. Monaghan was United States consul
at Kingston, Jamaica.LIEUTENANT D. N. M'INTYRE,
for a number of years news editor of
the Victoria (B. C.) Colonist, and
prior to that associated in editorial
and news work on the Montreal Star,
has been killed in action.THEODORE MOORE, financial
editor of the New York Sun, died on
November 21. He was born in 1870.
He was a news reporter on New York
papers and later at different periods
financial editor of the Tribune, the
Press and the Sun. Three brothers
and a sister survive him.AUGUSTINE SIMMONS, for five
years editor of the Fairfield (Me.)
Journal, is dead in North Anson, Me.THEODORE F. DAVIS, a former
Ohio state senator and newspaper
man, died on November 14 in Mari-
etta, Ohio.R. W. MITCHELL, publisher at
different times in the last thirty years
of the Nevada (Mo.) Mail and the
Post, died recently in Tularosa, N.
M., following an operation on his
throat, aged fifty-nine years.CHARLES M. REIN, formerly edi-
tor of the Orange (Tex.) Tribune
and Leader, died recently.IDA GREELY FITZPATRICK, a
newspaper woman, died at Hemp-
stead, N. Y., on November 12.MRS. FREDERICK W. STONE,
wife of Frederick W. Stone, of theThe Circulation of the
NEW YORK
EVENING
MAILrepresents a greater pur-
chasing power per unit of
circulation than is found
in any other New York
Evening Paper.THE
ST. LOUIS
WESTLICHE
POSTreaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.THE ONLY POLISH DAILY IN
NEW ENGLAND.

Kuryer Bostonski

27 Beverly St., BOSTON, MASS.

reaches 600,000 Poles in New England.

They want to buy your goods.

Use Kuryer Bostonski

Review of Reviews, New York, died
last week at the Mountsides Hos-
pital, Mountclair, N. J.SAMUEL D. OSBORNE, an edi-
tor, writer and lawyer, died in New
York on November 21.FREDERICK L. DEGENER, for
many years a manufacturer of print-
ing presses, died in Brooklyn, N. Y.,
on November 14.MRS. MARY E. THOMAS, wife
of Richard P. Thomas, New York
representative of the Goss Printing
Press Company, died on November
14, aged fifty-eight years.WILLIAM E. PARTRIDGE, for-
merly editor of the Iron Age, Me-
chanics, Anthony's Photographic
Bulletin and Metal, died on Novem-
ber 22 after an illness of several
weeks. He was seventy-four years
old.JOHN J. GOLDFRAP, for many
years with the New York Evening
World, died on November 21 at the
Seaside Hospital, Staten Island, New
York, at the age of forty years.A. J. STEINMAN, senior editor
of the Lancaster (Pa.) Intelligencer,
died on November 17 after an illness
of several years. He was eighty-two
years old.Mr. Steinman was a Yale graduate
and a member of the Pennsylvania
bar. It was largely through his ef-
forts that the Intelligencer was
changed from a weekly to a daily.LOUIS HILB, formerly advertising
manager of the Masses and Pearson's
Magazine, New York, died on Novem-
ber 19 at St. Lawrence Hospital, New
York, at the age of twenty-nine years.

PRESS CLUB TO ELECT.

The annual election of the New
York Press Club will take place on
November 26. The nominees are:President, Edward Percy Howard;
first vice-president, Keats Speed;
second vice-president, Oscar Watson;
third vice-president, Arthur F. Curtis;
treasurer, Ralph W. St. Hill;
financial secretary, H. Nelson Meade;
recording secretary, Timothy Gor-
man; corresponding secretary, Caleb
H. Redfern; librarian, Clarence E.
Sweeney;Trustees—three-year term, three to
be elected—James E. Clauson, Wil-
liam F. Connell, C. Fred Crosby; two-
year term, one to be elected—John
Burke.George Edison has leased the Filley
(Neb.) Spotlight and has gone to
Mexico as a representative of a print-
ers' supply house.

MONTREAL

is CANADA'S largest and wealthiest city
—sixth in America in population; fourth
largest French city in the world—and a
wonderfully fine market for all kinds of
advertised goods.

LA PRESSE

is Canada's largest circulating daily—
over 145,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
circulation figures.

W. M. MORTON CO., Special Reps.

NEW YORK, Fifth Ave. Building.

CHICAGO, Tribune Building.

LONDON, ENG., 19 Sicilian Avenue

Southampton Row.

PARIS, 6 rue du Rocher.

NARODNI List

Brice Motor Corp. of Jackson, Mich.,
has just placed 19,850 agate lines of Brice
advertising in the Narodni List. This
is the best proof that the Narodni List is
one of the best advertising mediums in
the foreign languages for National adver-
tisers.

Ideal Newspaper for National Advertisers

61 Park Row, NEW YORK

Phone 2939 Beekman.

A.N.P.A. SAYS HOLD UP ON
PAPER CONTRACTS.The A.N.P.A. paper committee says:
"In view of the rumors which seem
to indicate a possibility of an adjust-
ment of the news print paper manu-
facturers' indictments, any publisher
would be unwise to close a contract
other than on very satisfactory terms
indicated previously in THE FOURTH
ESTATE. The committee, therefore,
suggests that contract negotiations be
suspended until after the trial.The trial is expected to take place
on November 26, provided no adjust-
ment is made in the meantime.Publishers should ask for and re-
ceive all quotations on paper in writ-
ing. It is required that these shall
be reported to the Federal Trade
Commission, while verbal quotations
are not necessarily so reported. Pub-
lishers should, therefore, be careful
to make a report of all inquiries
and receive quotations in writing.Authenticated rumors indicate
that action may be taken by the Food
Controller both in the United States
and Canada which will seriously af-
fect the advertising of foodstuffs and
automobiles. It is claimed that
there is no necessity now for ad-
vertising foodstuffs in view of the
great shortage, and regulations may
be put into effect which will have
the indirect result of substantially
curtailing this class of advertising.
Regulations may be in sight restrict-
ing the consumption of gasoline and
the use of automobile pleasure cars,
and the taking over of a part of the
productive capacity of automobile
plants for other purposes, which will
have the effect of substantially re-
ducing advertising in this direction."There is a very strong indication
that we must look forward to such
a situation which will very seriously
affect paper consumption, so that
next year publishers should figure
very closely on their paper require-
ments and not contract for more
than their minimum requirements.
Extra paper will always be avail-
able on the open market under
such conditions as would make it un-
desirable to contract ahead for any
surplus requirements."There can be no possibility of a
slip-up, since there is practically
three months' supply on hand, be-
sides which the prospective consump-
tion for next year will be decreased
by reduced advertising now in
sight; by economies and further
price advances."Other conditions have also de-
veloped which make it unwise for aThe only journal outside of the
United States published in the in-
terest of newspaper men.THE 30 pages Weekly
NEWSPAPER
WORLD

Annual Postal Subscription

Everywhere \$2.40.

(Established 1898)

Specimen Copy Sent Free

Address: 14 Cross Street
FINSBURY, LONDON, ENG

TELEGRAM CODZIENNY

A National American Daily and Sun-
day printed in the Polish language reach-
ing over 150,000 readers.

A Splendid Advertising Medium.

Phone Stuyvesant 3004.

90 East 10th Street, NEW YORK

THE JEWISH
MORNING JOURNAL
NEW YORK CITYcarries more advertising than any other
Jewish newspaper. Circulation in New
York City largest of all foreign language
newspapers. Member A.B.C.publisher to proceed immediately in
making any contracts, for the mar-
ket situation will undoubtedly be al-
tered materially within the next
two weeks."The situation is most hopeful and
we believe a final and permanent ad-
justment of all the troubles which
the paper committee has been trying
to solve for almost two years is now
in sight."TRADE AND CLASS
PRESS.Farm and Fireside, a Chicago pub-
lication, hereafter will appear monthly
instead of semi-monthly.H. C. Lee is now Middle Western
representative of the Furniture Mer-
chants Trade Journal, Des Moines,
with headquarters in Chicago. HeCarl Acton, formerly with the
Western office of O'Mara & Ormsbee,
has joined the Western office of
Printers' Ink, at Chicago.VISITORS IN NEW YORK DUR-
ING THE WEEK.John B. Woodward, Chicago Daily
News.George M. Rogers, Cleveland Plain
Dealer.Urban E. Dice, Pittsburg Gazette-
Times and Chronicle-Telegraph.

Harry J. Grant, Milwaukee Journal.

The Only ITALIAN Daily News-
paper in New England.

Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON

consolidated with La Tribuna del
Popolo and Il Messaggero di Wor-
cester.100,000 Italians in Boston.
300,000 Italians in Massachusetts.
1,000,000 Italians in New England.

Philadelphia

"The World's Workshop" Offers You Greater Selling Opportunities

Record business is being done by Philadelphia business houses, due to the fact that 58,000 business places and manufacturing plants, employing about 700,000 male and 300,000 female workers, are running to full capacity.

These workers and their families are housed in approximately 375,000 separate dwellings.

Think of the vast daily needs of this big market.

Clothing

Shoes

Hosiery

Underwear

Millinery and Hats

Food and Drink

Soaps and Toilet Articles

Household and

Kitchen Necessities

Furniture, Rugs, etc.

Medicines

Heating and Lighting

Musical Instruments

Automobiles and Accessories

The Bulletin dominates Philadelphia (the third largest market in the United States.)

In Philadelphia Nearly Everybody Reads

The BULLETIN

Net paid daily
average for October **364,637** Copies
a Day

NEW YORK OFFICE
Dan A. Carroll
Tribune Building

WILLIAM L. McLEAN, *Publisher*

CHICAGO OFFICE
J. E. Verree
Steger Building

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Every SATURDAY at
232 West 56th St. (near Broadway)

NEW YORK CITY

DECEMBER 1, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porters' Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship," Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894

No. 1240

Cleveland Is Feeling the Power of Uncle Sam's Wealth

THE millions recently subscribed to Liberty Loans are now being distributed throughout the country, but Cleveland and all northern Ohio is particularly fortunate in receiving these vast sums because Cleveland and the live cities and towns of northern Ohio have means of *prompt production* so vital at this time.

Everyone is *making* more money, and *spending* more. What an opportunity for the advertiser to "cash in" on present conditions! What a chance to market a product now when people are inclined to buy freely!

Whether it be a *known* article or one you *want* known—NOW is the *time*.

You will find Cleveland and northern Ohio *the place* and the Plain Dealer with its over 175,000 daily and 200,000 Sunday circulation, is *the medium*.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

Western Advertising Representative:

JOHN GLASS

CHICAGO, Peoples Gas Building

PAPER DIFFICULTIES ARE AGREEABLY SETTLED.

MANUFACTURERS WILL SELL AT THREE CENTS AND DISSOLVE ASSOCIATION--END OF CRIMINAL ACTION.

The announcement in *THE FOURTH ESTATE* last week of a three-cent paper price marked the end of a controversy covering a year and a half. Federal prosecution of individuals and corporations charged with violations of the Sherman Act in restraint of trade in news print paper resulted on November 26 in a decree by Judge Mayer dissolving the News Print Manufacturers Association of New York, and an agreement being signed by which the maximum price of news print paper at the mills, bought in rolls in carload lots, is to be \$3 a hundred pounds, from now until the expiration of the first three months of 1918, after which period a maximum price to be determined by the Federal Trade Commission and subject to review by the three judges of the United States Circuit Court of this district, is to prevail for the duration of the war and for three months thereafter, unless it is altered by the Commission and the court.

The maximum prices for paper bought in sheets and in less than carload lots are fixed tentatively at from \$3.50 to \$3.75 a hundred pounds, and will be finally determined by the same procedure.

The \$3 price will affect the larger publishers of the country, and is approximately what most of them are paying at present, although it is less than some have been forced to pay. Present prices represent a large increase over the prices paid before 1917.

In the future, by a clause in the agreement, the middleman's price will be limited to a reasonable increase over the manufacturer's price.

Thus the saving to hundreds of smaller publishers throughout the country is expected to be one of the chief benefits of the agreement.

"By the plea of *'nolo contendere'* the defendants surrendered to the Government without actually admitting violations of the Sherman Act. Its acceptance by the Government was based upon the price agreement.

The action of the court virtually disposes of the prosecution. It is understood that all concerns not under the control of the indicted men will accept the ruling of the court and put their name and seals to an agreement which has been sanctioned by the court and which fixes the price of news print paper generally at 3 cents a pound.

Heretofore, since the control of the News Print Association, the price has been 3.10 and 3.25 cents a pound, f. o. b. at mills, for news print paper in rolls.

The agreement does not restrict competition, because manufacturers are at liberty to sell news print paper at any figure under the stipulated maximum.

Likewise the agreement provides that "if any customer of any of the parties who is offered paper in accordance with the provision of this agreement, prefers to make or retain a contract for a fixed price for a definite period, and any one of the parties of the second part, after duly notifying the Attorney General of his or its intention in the matter, shall make or retain such contract solely in deference to the wishes of the consumer, such agreement so made shall not be construed as a violation of this agreement, even though the price which the consumer pays in furtherance of his own interest is in excess of the prices fixed in this agreement."

Of all the companies represented only the Minnesota & Ontario Paper Company and the Fort Francis Pulp and Paper Company refused to accept the three-cent maximum price contending that they cannot sell as low as the others. The Federal Trade Commission will investigate and fix a price for them.

To emphasize the extent to which the defendant companies controlled the market, the petition stated that the total daily output of news print paper in the United States and Canada was 6,300 tons, with an approximate value of \$250,000. The approximate value of the output of the de-

fendant companies was estimated at 5,000 tons, valued at \$225,000.

Of the seven indicted individuals, five entered pleas of *"nolo contendere"* and were fined as follows:

Phillip T. Dodge, president of the International Paper Company, fined \$2,500; Edward W. Backus, president of the Minnesota & Ontario Paper Company and the Fort Francis Pulp & Paper Company, fined \$2,500; George Chaboon, jr., president of the Laurette Company and other concerns, fined \$2,500; George H. Mead, chairman of the News Print Manufacturers Association and president of the G. H. Mead Company, the Spanish River Pulp & Paper Company and the Lake Superior Paper Company, fined \$2,500; and Frank J. Sensenbrenner, vice-president and directing official of the Kimberly-Clark Company, fined \$1,000.

On the statement of the Government counsel that the evidence against Gould was not as conclusive as the others, it was recommended his case be dropped. The court, acting on this suggestion, quashed the indictment against Mr. Gould, but he is a party to the remedial agreement.

The case against Alexander Smith, the leading banker engaged in the flotation and sale of the securities of print-paper manufacturing corporations, was put over to January 3. He is abroad on a Red Cross mission.

Mr. Hyman announced that the Government was prepared to prosecute the case against Mr. Smith if he should stand on his plea of not guilty, refusing to plead *nolo contendere*. As soon as his counsel hears from him, this part of the case will be decided. Whatever results, the agreement with the manufacturers will not be affected, Mr. Hyman said.

While it had been intimated before the opening of court that a settlement was near at hand, a jury was in the box and Judge Mayer had declared himself ready to hear the opening of counsel, when Mark Hyman, who with Herbert C. Smyth has been acting as special assistant to the Attorney General, announced that by agreement between the prosecution and counsel for the several defendants, the defendants desired to withdraw their pleas of not guilty and

(Continued on Seventeenth Page)

CANADA IS TAKEN BY SURPRISE.

U. S. ACTION TO PROBABLY MEAN THREE-CENT PRICE IN CANADA ALSO.

Announcement of the dissolution of the News Print Manufacturers Association and of the temporary fixing of the price of the product at three cents gave a distinct surprise to Canadian producers, and they are as yet at a loss to know what interpretation to place upon the news. *THE FOURTH ESTATE* correspondent in Ottawa says:

"So far as can be judged, however, the price is not considered as high as is warranted by existing conditions.

"George Millen of the E. B. Eddy Company states that the arrangement affects this concern to but little extent, as it has been exporting only a very small quantity to the United States, the bulk of its output being consumed within the Dominion of Canada. He did not care to express an opinion as to whether the action might be taken as an indication that the Canadian Controller, R. A. Pringle, K. C., would decide upon a similar price for Canada.

"C. Jackson Booth of the J. R. Booth Company was also reticent, saying that the meager outline carried by the Associated Press gave no indication as to what extent the decision would affect producers in Canada.

"However, he did not hesitate in saying that he did not consider the price high enough, considering conditions under which news print is being produced. Three and one-quarter cents he thought would be a fair price. The Borth Company is now disposing of some of its output to American consumers at a higher price than that fixed in the agreement, and will make no change for the present.

"Controller Pringle declined to comment upon the action taken by the American authorities, but it is generally considered that whatever course is taken by him between now and January 20 next, the date on which the 250 order now in effect expires, will be decided in co-operation with the Federal Trade Commission. His recent visit to Washington closely followed by the announcement of November 26, bears out that view.

"Meanwhile, the Controller is arranging to further investigate the situation in Canada and is expected to inquire into several phases of the whole problem before arriving at any decision. The evidence so far taken is considered by the producers to plainly indicate that a higher price than three cents is warranted, and they are hopeful that the finding will be to such effect.

"At the same time the consumers are equally emphatic in their assertions that the price mentioned will drive several of their number—particularly the small publishers—out of business.

"Whatever the outcome it seems certain that the price which will prevail in the two countries until the end of the war will be the same in both cases.

"Indications are not lacking that the American and Canadian authorities are working hand-in-hand in the matter."

NEW INQUIRY INTO MANUFACTURING.
Canadian news print and other paper mills are to be searched from "cellar to garret," regarding their official records from 1914 to June, 1917, by a new questionnaire issued by Paper Controller Pringle this week. The new questionnaire is probably the most exhaustive document that has come into existence in Canada since

the news print and paper inquiries began.

From information secured by the correspondent of *THE FOURTH ESTATE* at Ottawa, the Federal Trade Commission has somewhat swung around to Mr. Pringle's view of cost adjustment as to news print—the outstanding instance being the apt consideration or allowance for stumpage—as an actual cost charge.

If the Federal Trade Commission eventually allows two dollars per cord for stumpage dues (as against interest on the amount of capital invested by Canadian mills in woodlands) it will mean an increase of about \$3 per ton on the sale price in Canada of Canadian manufactured news print.

CANADIANS MAY AGREE TO PRICE.

There is some talk, or perhaps it is best defined as rumor, that the Canadian paper manufacturers and publishers may get together soon and work out some sort of an arrangement that will result in a mutual understanding regarding price. From all indications at Ottawa, backed by opinion from reliable sources, the sales price of news print in Canada is going to advance. The new price, when it is set, will, it is expected, range from \$57 to \$60 per ton, f.o.b. mill in carload lots.

Last week quite a few proprietors of small Canadian publications complained to the Paper Controller regarding the irregularity and high cost of their supply. Some of them were in the habit of buying through jobbers. The price increased and to it had to be added freight rates. At some publishing plants news print cost \$5 per 100 pounds, but it was not purchased in carload lots.

The news print inquiry, or the investigation into book paper and other grades of stock is not likely to continue during the next two or three weeks. The date of December 8 set for the resumption of the book and writing paper inquiry has been cancelled owing to the manufacturers not being ready to go on.

THE EDDY MILL SHUTS DOWN; PAPER MEN EXEMPTED.

The Canadian news print mill of the E. B. Eddy Company is now closed down and is not expected to resume operations for some time. The reason is not stated.

The Military Service Act will not affect the paper mills to any serious extent as exemptions until the close of the season are being granted the woodmen in the employ of the Eddy and Booth Companies.

So far, the exemption tribunals have have adopted the attitude that these men are engaged in a necessary occupation and are therefore allowing them exemption until the spring.

On expiration of the period in question, the workmen and their employers will be afforded another opportunity of appearing before the tribunals and asking an extension of the time.

NOW A DAILY.

The Bismarck (N. D.) Public Opinion has launched an afternoon daily. R. S. Wilcox, who was editor of the Public Opinion as a weekly since last January, is the editor of the new daily. Prior to his going to Bismarck, Mr. Wilcox was editor of some University of Minnesota publications.

The Public Opinion is owned by the Non-Partisan Publishing Corporation, recently incorporated to operate several newspaper ventures of the National Non-Partisan League, a farmers' political organization in the Northwest.

The paper has United Press Service.

National Advertising Record for October, 1917

For All St. Louis Daily Newspapers

The Figures Presented in This Advertisement were compiled by the Statistical Department of The St. Louis Star, and show the Gain and Loss of each newspaper in October, 1917, as compared with October, 1916

The St. Louis Star . .	Gain	20,790	lines
The Post-Dispatch	Loss	20,040	"
The St. Louis Times . .	Loss	11,700	"
The Globe-Democrat . .	Loss	32,910	"
The Republic	Loss	16,800	"

*The St. Louis Star's
Gain for the Month*

20,790

*Combined Losses of
ALL Other Papers*

81,450

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY



Trade-Mark Registered.

NEW YORK
Fifth Avenue Building

PHILADELPHIA
Colonial Building

CHICAGO
People's Gas Building



Trade-Mark Registered.

CONVICTIONS FOR DISHONEST ADS.

IMPORTANT CASES DECIDED IN NEW YORK, DES MOINES AND CHICAGO.

The national vigilance committee of the Associated Advertising Clubs announces that as a direct result of an investigation by Richard H. Lee, formerly special counsel of the National Vigilance Committee (now of the New York Tribune), the Federal Grand Jury at New York City handed down indictments on November 20, against the Alliance Tire & Rubber Company and the following officials: Milton Bejach, president; Warren C. Daniel, broker who handled the promotion of stock, and Raymond M. Bond, a stock salesman. They are charged with using the mails to defraud the investing public out of \$160,000.

Mr. Lee's report disclosed statements in the company's advertising circulars which described the business as "keeping factories running twenty-two hours a day, turning away \$500,000 worth of orders, with the concern besieged by agents crying for Alliance Tires, and still more Alliance Tires!"

IOWA'S LAW UPHOLD.

Iowa's new law against fraudulent advertising stood its first test in court with the conviction of the Emporium Cloak & Suit Company of Des Moines. In sustaining charges brought by the Associated Vigilance Committee of Iowa, Judge Mershon of the Municipal Court fined the concern \$150 and costs. Later the fine was reduced one-half on a plea for leniency by the defense.

The case upholds the new principle of the law that exaggerated price comparisons are in reality statements of fact rather than of mere opinion.

The store advertised \$20 winter coats, \$10.99; \$18 dresses, \$8.98, and \$4 and \$5 silk blouses, \$1.98. The vigilance committee secured one each of the articles advertised and submitted them to experts, all of whom swore that the garments were not of the value claimed. The highest retail value placed on the coat was \$12.50, on the dress \$10 to \$12, and on the blouse \$2.50. The evidence was that the blouse was a grade ordinarily used as a leader at \$1.95.

In rendering his decision Judge Mershon said that technicalities would not hold in a case where the violation of the law was so complete.

"The offense was wilful and intentional," he said, "and a plainer case could not be shown."

The Associated Vigilance Committee of Iowa was represented in court by Frank Armstrong, its secretary, and Sidney J. Dillon, attorney for the association, who handled the prosecution by agreement with the city attorney.

CHICAGO CASE.

THE FOURTH ESTATE mentioned briefly last week the fraudulent advertising conviction in Chicago of the Moneyworth Wholesale Grocers, in which Edward Perlman, manager, was fined \$25 and costs in the Municipal Court of that city. The case was brought through the efforts of the Better Advertising Bureau of Chicago.

Details of the case show that the concern had advertised in newspapers and magazines throughout the United States, offering to sell sugar at four cents per pound and "Gold Medal" flour at \$8.50 a barrel. Persons sending orders found that additional goods up to a certain amount must be purchased in order to get sugar and flour at the prices quoted. The ad-



THE SUCCESSFUL ADVERTISING CAMPAIGN of the NEW YORK STATE WOMAN SUFFRAGE PARTY

APPEARING IN THE DAILY AND WEEKLY NEWSPAPERS OF NEW YORK CITY AND THROUGHOUT THE STATE

WAS PREPARED AND CONDUCTED BY **BERRIEN-DURSTINE INC.**
25 WEST 45TH ST.
NEW YORK

ONE OF THE FULL PAGE NEWSPAPER ADVERTISEMENTS OF THIS CAMPAIGN HAS BEEN MADE INTO A LITTLE BOOK. IT IS CALLED "YOUR MOTHER, YOUR WIFE AND YOUR DAUGHTER." SHALL WE SEND IT TO YOU?

vertising had not contained such a qualification.

The national vigilance committee says:

"This is an important victory, not only from the standpoint of advertising but also in connection with steps being taken by the Government to conserve sugar and wheat. The low price of the sugar would induce people to purchase large amounts. Also the Food Administration apparently is opposed to greatly reduced prices on certain items in merchandising assortments."

The prosecution was brought under the ordinance in Chicago which prohibits false and fraudulent advertising.

MILLEN, NOT MILLER.

The new editor of the Cincinnati Commercial Tribune is E. M. Millen, not E. M. Miller, as was mentioned in THE FOURTH ESTATE of November 3.

SIGNS BARRED FROM ROADS.

All advertising signs have been barred from the roads in Lewis County, Wash.

SMASHING THE PRICES IN WILMINGTON.

All of the Wilmington (Del.) newspapers are supporting a campaign inaugurated by H. Ridgely Harrington, a Dover (Del.) farmer, to smash a high price combination in Wilmington, and as a result the people of the city are getting food direct from the farm much cheaper than formerly.

Mr. Harrington has been sending potatoes, apples and turkeys to Wilmington and selling them to the consumer at a greatly reduced price.

HAGERTYS WERE HOSTS.

Dr. James E. Hagerty, dean of the college of commerce and journalism of Ohio State University, and Mrs. Hagerty entertained with a dinner party one night recently at their home in Columbus four members of the faculty of the department of economics and sociology.

SHERIFF WANTS HIM.

Egon Burchardt, formerly editor of the New Ulm (Minn.) Post, is now being sought by the sheriff of Brown County, Minn., for passing worthless checks.

CO-OPERATIVE AD PLAN FOR LOCAL AUTO DEALERS.

A series of co-operative automobile dealer announcements to appear for the next twelve months in the Newark (N. J.) Sunday Ledger offers a suggestion of a plan that other newspapers might conduct along similar lines.

J. B. Keeney of the Ledger's advertising staff, who did the successful soliciting for the series, explained the idea to THE FOURTH ESTATE as follows:

"Each of the dealers mentioned in the announcement pays an approximate share of the cost and receives an equal amount of space. The bulk of each page will be devoted to an article for the general good of the automobile trade. There will be no 'selfish' advertising whatsoever in these articles, and no attempt to recommend one particular car in preference to another."

"The dealers, who are undoubtedly the leaders in the automobile industry of Newark, are throwing aside all selfish interests and working shoulder to shoulder to educate the prospective buyer."

"Due to the conditions arising from the present state of war, it is believed that a more elaborate educational plan of publicity should be used in the future than has been used in the past. If the prospective buyer is shown that an automobile is a necessity and no longer a luxury, he will undoubtedly become a greater asset to the trade."

"Anything that helps the automobile industry or any other line of trade as a whole will help each individual connected with it."

"Therefore these dealers are not only benefiting themselves in this progressive movement, but are promoting the welfare of the few associates who have not joined in this movement."

The popularity of the co-operative plan is illustrated by the fact that thirty-seven yearly contracts were signed up in less than a month by Mr. Keeney.

NOTES FROM NORMAN.

Ed P. Ingle, who established the Norman (Okla.) Transcript in 1889 and sold out in 1898 to J. J. Burke, is to become associated with the Enterprise-Transcript Publishing Company, which recently consolidated three Norman newspapers.

Mr. Ingle will work in both the editorial and advertising departments of the Transcript, now published as a daily only, and the Enterprise, the weekly edition.

Mr. Burke is managing editor of the Transcript and J. O. Fox managing editor of the Enterprise.

The Transcript has recently lost two of its employees. William Harbrough has gone to the McAlester News-Capital as telegraph editor and reporter succeeding C. R. Mooney, who entered military service, and Carl Sheldon has joined the staff of the Oklahoma City Times.

Shaw Anthony, a son of W. B. Anthony, former editor of the Marlow Review, succeeds Sheldon.

Carl Sheldon is a brother to Seward Sheldon, former reporter on the Oklahoma News, and now a captain in the United States field artillery stationed at the school of fire, Fort Sill.

PLANE TALK.

Plane Talk, a little paper edited by men and women who are representatives of every department in the Dayton Wright Aeroplane Company in Dayton and Miamisburg, Ohio, has made its appearance among the employees and deals with matters of interest to all.

“Concentration is the Nation’s Watchword”

You can dominate

Philadelphia

at one cost by concentrating in

The BULLETIN

the newspaper “nearly everybody reads”

Record business is being done by Philadelphia business houses, due to the fact that 58,000 business places and manufacturing plants, employing about 700,000 male and 300,000 female workers, are running to full capacity.

In Philadelphia there are approximately 375,000 separate dwellings.

Think of the vast daily needs of the third largest market in the United States.

*Clothing
Shoes
Hosiery
Underwear
Millinery and Hats*

*Food and Drink
Soaps and Toilet Articles
Household and
Kitchen Necessities
Furniture, Rugs, etc.*

*Medicines
Heating and Lighting
Musical Instruments
Automobiles and Accessories*

Net paid daily
average for October **364,637** Copies
a Day

NEW YORK OFFICE
Dan A. Carroll
Tribune Building

WILLIAM L. McLEAN, *Publisher*

CHICAGO OFFICE
J. E. Verree
Steger Building

SPECIAL MEETING OF THE A.B.C.

TO CONSIDER PUBLICITY BY
LAW AND RATE READ-
JUSTMENT.

At a meeting of the board of directors of the Audit Bureau of Circulations last week, plans were formulated for a special mid-year convention of the A. B. C. members to be held in Chicago at the LaSalle Hotel, December 14-15.

General topics affecting the interests of the A. B. C. will be discussed, but the special purpose of the convention will be to consider the "publicity" by-law of the bureau. A referendum was recently submitted to the members providing for a change of by-laws making it impossible for a newspaper member to print excerpts from an A. B. C. report. All reports, so the referendum cited, must be printed in full, if printed at all.

According to an announcement recently made the membership favors the adoption of the new plan by a very satisfactory majority, although press meetings here and there, especially the Inland Daily Press Association, urged members to vote against the plan.

Another important matter to be considered will be the report of a committee on the readjustment of rates. This committee has been at work since the last general meeting and its reports will be taken up as a principal matter of business.

The forthcoming convention will be the first general meeting of the A. B. C. since the election of Stanley Clague as managing director.

AN ADVERTISING BOMB.

The Topeka Daily Capital in conjunction with the Merchants Journal of the same city, recently used a fiftieth anniversary edition in the interests of the Theodore Poehler Mercantile Company, a large wholesale distributor in Kansas.

The Capital carried 39,550 lines of display advertising in that issue and the Merchants Journal carried 34,944 lines, making a total of 74,494 agate lines of display advertising for one purpose, at one time, in one territory and in the interest of one dealer.

Both of these supplements were planned, solicited, and prepared by B. P. Bartlett, promotion manager for the Topeka Capital and other Capper publications.

IN STATE PRINTING OFFICE.

I. S. Dunn, editor of the Divernon (Ill.) News, has been appointed examiner of printing in the office of the Illinois state superintendent of printing.

He has sold his half-interest in the Divernon News to his son, Ted, who is also owner of the Farmersville (Ill.) Post.

The latter will dispose of his interest in the Post.

J. M. HUBER

Manufacturer of
**Black and Colored
News Inks**

Main Office: 65-67 W. Houston Street
NEW YORK CITY

Color, Varnish & Ink Factories
BROOKLYN, N. Y.
Carbon Black Works, DOLA, W. VA.

SERVICE BRANCHES
Boston, Baltimore, Chicago, Omaha, Cincinnati, Los Angeles, St. Louis, Philadelphia, San Francisco

1891 THE 1917 DULUTH HERALD'S Twenty-six Years of Progress

Under the Management of A. C. Weiss

On December 1, 1891, The Duluth Herald passed into the hands of A. C. Weiss and his associates, and from that time to the present has been under Mr. Weiss's general directorship. The Herald had then a circulation of 2,200; today it has over 35,000. It was a 4-page publication; today it prints from 20 to 32 pages, and dominates its field (one of the richest in America) as do few newspapers their respective territories.

Not only has The Herald kept pace with the development of Duluth and the prosperous tributary section, but it has been a powerful factor in promoting the best interests of the State of Minnesota, and is known nationally as a

Newspaper of Character and Enterprise

Mr. Weiss's unwavering policy has been to give Duluth Herald readers and advertisers the maximum of value and service, and, to that end, has never permitted a premium to be offered in an effort to artificially stimulate circulation. The Herald has always been an all-evening, two-cent newspaper and is the only medium, that unaided, covers in its entirety the most prosperous section of Minnesota—Duluth and the Empire of Steel.

LA COSTE & MAXWELL

Publishers' Representatives

CHICAGO Marquette Building

Monolith Building: NEW YORK

MILWAUKEE JOURNAL'S GAIN IN ADVERTISING.

The Milwaukee Journal announces a gain of 736,344 lines of advertising during the first ten months of 1917. This follows a gain of more than a million and a half lines during 1916.

The Journal claims to be read in more than 85 per cent of Milwaukee English-speaking homes.

The paper is represented in the national advertising field by O'Mara & Ormsbee, Inc.

Harry J. Grant is the business and advertising manager.

NEWSWRITERS NOMINATE.

Members of Newswriters Union No. 3 of Scranton, Pa., recently nominated the following for election as officers:

President, Thomas Murphy; vice-president, Harold Myers, Captain Chauncey Derby; financial secretary and treasurer, Jack Druck; recording secretary, Tom J. Brialin; sergeant at arms, Joseph M. Butler; members of executive committees, Encl Dodge, Edward Hart and Thomas Gerrity.

The election will be held at the next meeting when arrangements for the union's annual banquet will also be completed.

AD SETTING CONTEST.

Printers in Scranton, Pa., recently conducted an ad setting contest among apprentices, offering prizes for the most attractive ads the young men could arrange from submitted copy. Joseph Lalley of the Scranton Republican was awarded first prize.

Frank Whitbeck, manager of the Poli Theater, Scranton, was judge.

The Oskaloosa (Ia.) Globe has been dissolved and G. W. Schockley has taken over the entire management of the plant.

NEW YORK POST'S MANAGING EDITOR RESIGNS.

John Palmer Gavit, for over four years managing editor of the New York Evening Post, will leave active service on that paper on January 1 to become associated with Harper & Brothers. Mr. Gavit continues as a member of the board of trustees of the Post.

"Reasons of a strictly personal character, of interest only to myself and my family," said Mr. Gavit, "make it imperative for me to retire from the daily newspaper business; otherwise nothing that I can imagine could have induced me to leave the Evening Post."

Mr. Gavit was previously with the Associated Press in Chicago and Washington correspondent for the Post.

Action upon the appointment of Mr. Gavit's successor will not be taken until next week.

HILLBORO'S NEW NEWSPAPER.

The People's Press, an organization of farmers, will publish a new newspaper in Hillsboro, N. D. Several hundred dollars worth of stock have been subscribed.

The incorporators of the publication are Henry Strom, J. A. Sorum, A. G. Freundberg, Nelias J. Ydstie, C. A. Kaldor, Leier Thorson and Charles O. Reed.

HELP SWELL Y.M.C.A. FUND.

A special "War Work Edition" of the Cardinal, a student daily at the University of Wisconsin, Madison, was sold to swell the Y.M.C.A. war fund.

AUDITOR FOR SCHOOL BOARD.

Harold Myers, court reporter for the Scranton (Pa.) Republican, has been appointed district auditor for the Archbald (Pa.) school board.

NEWSPAPER MEN CONFER IN IOWA CITY.

The third annual conference of Iowa newspaper men given under the auspices of the State University of Iowa was held at Iowa City November 23 and 24. Hopewell L. Rogers, president of the American Newspaper Publishers Association and business manager of the Chicago Daily News, gave the principal address, on "Some Present Day Newspaper Problems."

E. K. Whiting of the Owatonna (Minn.) Journal-Chronicle, J. F. D. Aue of the Des Moines Register, and N. A. Huse of the American Press Association, gave talks on the business end.

Anna Dawson, one of the few women holding a managing editorship in the state of Iowa, gave an address on "Woman and Journalism."

Other speakers were: Frank D. Throop of the Davenport Democrat; W. P. Wortman of the Malvern (Ia.) Leader; E. J. Fueling of the New Hampton (Ia.) Tribune; W. C. Jarnagin, managing editor of the Des Moines Capital; and S. B. Sloan of the University of Iowa.

Frank Thayer, director of the work in journalism at the University, discussed the work of training newspapermen in the universities of the country.

Seventy-five men were registered for the conference.

WRAPPING PAPER BODY ALSO QUITS.

Pressure of campaign and activities of the American Newspaper Publishers Association, that has resulted in such beneficial work on the news print paper and book paper situations, which dissolved the Book Paper Manufacturers' Bureau and the News Print Manufacturers' Association, has now shown the Wrapping Paper Manufacturers' Association that it should not continue.

The body announced that it has dissolved the association and will form a statistical bureau.

There are good signs of the times and an indication that the work of the paper committee has been generally beneficial to all consumers of news print and associated grades.

SENTENCED FOR LIFE.

Imprisonment for life was the sentence imposed, on November 20, on Charles Edouard Monette, one of the band of alleged dynamiters arrested in connection with the attempt several months ago to blow up the summer home of Lord Atholstan, publisher of the Montreal Star.

We Spend More Than \$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst features
always Lead"

Write for booklet "A Half-Million Dollar Feature Service."

International Feature Service

729 Seventh Ave., New York City

ASLEEP AT THE SWITCH

On Saturday, November 24th, at 10:41 a. m., eastern time, the International News Service bulletined from Washington the sinking of a German U-boat by American destroyers.

At 10:56 a. m., FIFTEEN MINUTES LATER, the Associated Press and United Press trailed with the same flash.

At 10:58 a. m., the I. N. S. announced that members of the U-boat crew probably were captives of the American navy.

At 12:45 p. m., the I. N. S. stated positively that the crew of the U-boat had been taken prisoner.

At 4:35 p. m.—THREE HOURS AND FIFTY MINUTES LATER—the New York Evening Mail, served by both A. P. and U. P., went to press with headlines that the submarine “went down with all on board.” Neither of the other news services had awakened.

In Chicago the Evening Post and Evening Journal, served by both A. P. and U. P., went to press at 4:10 p. m., central time—(5:10 eastern time)—also stating that the U-boat “went down with all on board.” I. N. S. papers in New York, Philadelphia, Chicago, St. Louis, and all over the country, had a beat of several editions on the capture of the crew.

On Sunday morning, November 25th, papers served by the A. P. and U. P. had stories of the capture of the U-boat crew. These stories were almost as good as the I. N. S. story on Saturday afternoon, but JUST ONE DAY LATE.

The True News FIRST—Always—Accurately

INTERNATIONAL NEWS SERVICE

Tenth Floor, World Building, New York

CONFIDENCE



Back in 1896, the future growth of this company rested upon the sincere faith, confidence, and absolute approval of every collector of **SM** Green Stamps. These could only be gained by rendering a valuable service.

How well every collector has been satisfied, how well the system benefited each merchant, is today convincingly illustrated in the millions of thrifty women who always trade at thousands of progressive dealers who gladly reward those who "pay as they go" by means of the **Sperry Service**.

Frugal housewives turn knowingly to **SM** Green Stamps as offering the soundest, most substantial, and practical of all discounts for cash. It benefits the customer to obtain these tokens and it benefits the merchant. They "come back" when they know their patronage is appreciated and rewarded.

The SPERRY & HUTCHINSON Co.
2 West 45th St., New York

AN EFFICIENCY CLUB

ORGANIZED ON HUNTINGTON PRESS RESULTS IN CO-OPERATION.

Something more than a year ago, the desire on the part of the management of the Huntington (Ind.) Press, to bring every department to the highest working and co-ordinating efficiency in the producing of a newspaper, resulted in the organization of the Efficiency Club of the Huntington Press. A. J. Wilhelm is manager of the Press.

Every employe of the plant was made a member of the club. In a meeting with all present, the plans and purposes of the club were discussed, everyone contributing his share. The result was that every department pledged its heartiest co-



A. J. WILHELM.

operation in promoting any movement that would make for better service, closer co-ordination of departments and a bigger and better newspaper. Meetings were planned every two weeks. It has been in these meetings that the problems of the paper have been threshed out, difficulties and differences adjusted and close harmony and co-operation brought about.

In the mechanical department all new steel equipment of modern make has been installed and has resulted in more and better service, as well as much improved working facilities.

In the business department the office has been enlarged, making the business department, advertising department and circulation department separate sections. The offices have been redecorated and new furniture added. For the convenience of advertisers an illustrating service has been installed. About six months ago a free copy service was introduced and some of the most important business firms are taking advantage of this new service. Circulation and advertising volume are both steadily growing as a result of better news and advertising service. Every member of the Huntington Press believes in the Efficiency Club and what it stands for. Every department loyally endeavors to further the best interests of the business.

On October 8, the Press Efficiency Club gave a luncheon, the second get-together of this kind since its organization. It had as its guests the leading business men and bankers of Huntington, and several newspaper men from out of the city. The toastmaster for the occasion was Father Noll, whose Catholic publications are published in Huntington. The principal speaker was Milton Garges, division traffic chief of the Associated Press, Chicago. Another speaker of interest was Ben F. Bilitier, publisher of the Farmer's Guide of Huntington. The Efficiency Club has impressed the idea upon every department that business is secured by service.

DULUTH HERALD'S GROWTH.

Twenty-six years ago, December 1, 1891, Anton C. Weiss took over the management of the Duluth Herald.

The Herald was then a four-page paper that boasted of a circulation of 2,200 and was published in a city with a population of 32,725.

Today, while the population of Duluth, now 100,000, has been multiplied by three, the circulation of the Duluth Herald, now 35,000, has been multiplied by sixteen, and its daily four pages have grown to eighteen to thirty-two pages.

If the Herald had merely kept pace with the growth of Duluth, its circulation today would be less than 7,000—one-fifth of what it actually is.

This handsome growth, which has been paralleled by an equally handsome growth in advertising, has been due to the efforts and ideals of Mr. Weiss—efforts and ideals that have so appealed to the public and the advertisers.

Mr. Weiss is now an active member of the Minnesota state public safety commission, created by the last legislature with broad powers over conditions relating to the state's part in the war.

He is also a director in the Associated Press.

ENCOURAGING MUSICIANS.

To encourage the organizing of orchestras and bands and to further general musical education in America, John C. Freund, editor of Musical America, issued in New York, delivered a lecture at the Pennsylvania College for Women, Pittsburg, on November 14.

MORE LIBERALITY IN WAR NEWS INFORMATION?

Secretary of War Baker has indicated that an official statement of the number of American troops in France is not to be expected at any time during the war.

But he has caused an inquiry to be made of the military censor, Major General McIntyre, which may result in more liberal regulations as to publication of the designations of regiments, brigades, or companies which are engaged in action on the front from time to time.

If there was no sound military reason for suppressing that information, Mr. Baker said, he desired to give it out.

The secretary's attention was called to the fact that the British official statements recently have named at least by geographical designation the troops used in various offensives. Apparently a new policy in this regard has been adopted in London, and the War Department may do likewise.

FOOD BULLETIN ISSUED.

The first definite step toward giving the New York public daily information on the cost of food staples was taken on November 23, when Frank Lyons, editor of the Fishing Gazette, issued a bulletin giving facts relative to the wholesale prices of fish in local markets, together with advice as to what fish may be expected in great quantities and suggestions to housewives for preparing and serving the cheaper varieties.

The Cream of your Metal is Skimmed off in Dross unless you use Ambone

AMBONE

Conserves and Conditions Metal

CONSTANTLY subjected to a temperature of 600 degrees or even greater heat, lead-tin-antimony combinations gradually disintegrate. Tin is lighter than either lead or antimony. Tin melts at 450 degrees. Being lighter and melting first, the tin in either linotype or stereotype metals has a tendency to come to the surface of the melting pot, where it quickly oxidizes and is skimmed off in dross.

Don't be forced into the present high market to buy tin in order to "sweeten up" your metal.

Ambone is a scientific cleaning and fusing agency for lead-tin-antimony combinations. It is manufactured in solid tablets about an inch thick. Use Ambone daily. Stir the tablets into the bottom of the pot with our special stirring stick so that it will work upward, cleaning, fusing and refining every metal molecule. It will retard oxidation; reduce your dross accumulation 50%; make linotypes run smoother; and cast firm, clear-faced slugs; and it positively will insure non-porous stereotype castings.

Hundreds of American newspaper publishers use Ambone daily to conserve and condition their metal and to stop the waste that their dross pile represents.

Ambone costs 50c per pound (24 tablets to the pound) and

our metal stirring stick with wooden handle costs \$1 (it lasts forever). Send \$2 for two pounds of Ambone and the stirring stick. A trial convinces. Two pounds is enough for a fair trial.

Metal Stirring Stick. Long metal rod with wooden handle and metal cup shaped to hold Ambone tablets or paste. Price \$1.

The Stereotype Metal Flux Co.

CANTON, OHIO

HONORS FOR THE HARMSWORTHS.

ALFRED CREATED VISCOUNT
AND HAROLD MADE AIR
MINISTER.

More high honors have been bestowed on the Harmsworth brothers, Great Britain's noted newspaper publishers.

Lord Northcliffe (Sir Alfred Harmsworth) has been created a viscount.

Alfred Charles William Harmsworth, son of the late Alfred Harmsworth of the Middle Temple, who is well known as the owner of the London Times and Daily Mail among other publications, was born in 1865; he was made a Baronet in 1904, and raised to the Peerage in 1905 with the title of Baron Northcliffe of the Isle of Thanet.

A few days ago on returning to England from this country, where he was head of the British Mission for co-ordinating war work, he declined the portfolio of Air Minister, and expressed his dissatisfaction with the policies of Premier Lloyd George's Government.

Northcliffe's letter resulted in the resignation of Viscount Cowdray from the chairmanship of the Air Ministry because it contained the first intimation to the incumbent that a change was contemplated by the Premier.

Baron Rothermere, (Harold S. Harmsworth), chief proprietor of the Glasgow Daily Record and Mail, and the Leeds Mercury, has accepted the post of Air Minister in the British Cabinet.

Lord Rothermere succeeds Lord Cowdray.

Lord Rothermere is a younger brother of Lord Northcliffe. He was born in 1808 and christened Harold Sidney Harmsworth. He was created a peer in 1914 with the title Baron Rothermere of Henstead. He endowed the King Edward VII Chair of English Literature at Cambridge University, and is one of the most prominent promoters of the Union Jack Club.

MINNESOTA EDITORS MEET.

The editors of the Seventh Congressional District of Minnesota are meeting in Appleton at the time of going to press, with J. W. Whitney of the Marshall News-Messenger presiding.

H. C. Hotelling of the Mapleton Enterprise, president of the National Editorial Association, is scheduled to speak today.

One of the features of the convention was a wheatless, meatless supper served to the visitors by the domestic science department of Appleton High School on Friday evening.

HONES IN TROUBLE.

The Federal authorities are investigating the case of I. William Hones, editor and publisher of the Sullivan County (N. Y.) Review, for an editorial which appeared in last week's issue. The editorial was a denunciation of President Wilson, couched in terms which, the authorities say, will make the author amenable to the law.

"This editorial strikes me as being as seditious as anything which has appeared in the Masses, now under indictment for sedition," said Marshal McCarthy. "I shall make a very thorough investigation of the Review."

NEWSPAPER MAN A PASTOR.

William McClean Work, who was for several years a newspaper man in Pittsburg, Chicago, Denver, Kansas City and Philadelphia, has been installed as a pastor of the First United Presbyterian Church of Swissvale, Pa.

—And This Amazing Gain On Top Of A Gain Of More Than A Million And A Half Lines During 1916.

During the first ten months of 1917
The Journal gained 736,344 lines.

A gain that is doubly significant when one considers that every other English newspaper in Milwaukee lost tremendously.

**The JOURNAL Gained 736,344 lines
Next Five Newspapers Lost 2,587,070**

Here are the figures:

NEWSPAPER	First 10 Months 1916	First 10 Months 1917	GAIN	LOSS
JOURNAL	6,177,670	6,914,014	736,344	
Wisconsin	3,047,625	2,402,035		645,590
Daily News	1,772,890	1,145,497		627,393
Leader	2,050,713	1,596,053		454,660
Sentinel	4,469,482	4,130,420		339,062
Free Press	2,221,765	1,701,400		520,365

736,344 2,587,070

The Journal's circulation of more than 115,000 net paid is greater than the combined circulations of the next three newspapers. The Journal is read in more than 85% of Milwaukee English-speaking homes. Single handed and without the aid of any other newspaper, The Journal can deliver the Milwaukee market to the advertiser of any meritorious product.

The Milwaukee Journal

O'MARA & ORMSHEE, Inc.
Foreign Advertising Representatives
New York and Chicago

HARRY J. GRANT
Business and
Advertising Manager

TALK ABOUT FOOD.

The condition of the nation in regard to food supply was the problem considered by the Association of Manufacturers' Representatives at the tenth anniversary dinner held in Philadelphia on November 14.

The Association of Manufacturers' Representatives was formed ten years ago to eliminate waste and to prevent losses due to unscientific salesmanship following national advertising.

MEETING OF THE CALIFORNIA PRESS ASSOCIATION.

A business meeting of the California Press Association will be held in San Francisco on December 7 and 8. The sessions will be held in Na-

tive Sons' Hall and among the topics to be discussed are: "Church Advertising," "News Print Paper," "Curbing Free Publicity Agents," "Food Control," "Trading Stamps," "Cost Finding" and "Better Advertising Rates."

OHIO CITY EDITORS WILL MEET IN COLUMBUS.

The Ohio City Editors Association will hold its annual meeting in Columbus on January 19 and 20. George Creel has been invited to deliver an address.

The Lake City (Minn.) Leader is now owned by Patrick, Ward & Rardin.

DEATH OF FRANK MATTHEWS.

HE WAS A NOTED NEWSPAPER
MAN AND INSTRUCTOR
IN JOURNALISM.

Franklin Matthews, associate professor at the Pulitzer School of Journalism, in Columbia University, New York, died suddenly on November 26 in the waiting room of the Pennsylvania Railroad Station. Professor Matthews was fifty-seven years old. The professor left his home at Woodhaven, N. Y., to go to Columbia for his day's task of instructing embryo journalists in the practical side of newspaper making.

Three newspapers, the New York Sun, the New York Times and the Philadelphia Press, and many magazines had during the newspaper life of the professor known him as a staff member or contributor. He was graduated from Cornell in 1893.

One of his most remarkable assignments was that which took him, as the staff correspondent of the Sun, around the world with the American fleet when Colonel Roosevelt, then President, conceived that object lesson as one of the things needed to keep the rest of the world mindful of the fact that the United States had some fighting material behind her commercial greatness. His work on this trip, in the columns of the Sun, from the lecture platform and in books, did much to introduce the country to its navy.

Professor Matthews was born at St. Joseph, Mich., May 14, 1858. As a youth he worked as bookkeeper for a grocer. At that time he took to chime-ringing as an avocation and gained proficiency as a chime-ringer in the Valley Congregational Church in Orange.

Learning of the chimes at Cornell University, he addressed the university authorities with the proposal that in return for his tuition he would ring the college chimes. The offer was accepted and Matthews worked his way through Cornell as chime-ringer and lecturer with the magic lantern. President Andrew D. White of Cornell has said that at that time Matthews was the best chime ringer in the United States.

At graduation President White blocked Matthews' plan to write on an abusive subject, and suggested chime-ringing as a thesis. The educator's suggestion was adopted and subsequently the thesis was published in the Atlantic Monthly.

Following his graduation from Cornell in 1883 he became a lecture agent, with Mark Twain, Carl Schurz, Henry Ward Beecher and others as his clients. Then he became a reporter for the Philadelphia Press and assistant city editor of that paper.

He went on the New York Sun in 1890, where he served as reporter and editor until 1909, when he left the paper to lecture upon the American fleet and its world tour.

He went to the Times as assistant Sunday editor in 1912, and later was night city editor of that paper. His association with the Pulitzer School of Journalism began during the same year. In 1914 he became associate professor at the school.

Mrs. Myra L. Parsons, a daughter, and Crosby Matthews, his son, survive him.

In commenting on the death of his associate, Dr. Talcott Williams, director of the Pulitzer School of Journalism, said:

"Professor Matthews' death will temporarily at least, take away a very important side of our work in the school of journalism. He had an extraordinary knowledge of the details of practical newspaper technique, having learned these details under the great newspaper men of

(Continued on Thirty-ninth Page.)

KROGNESS LIST IS SPLIT.

HIS PAPERS APPORTIONED
AMONG THREE CHICAGO
SPECIAL AGENCIES.

EDITOR THE FOURTH ESTATE.

Sir: On December 31, 1917, after twenty-two years of representing newspapers in the Western territory, I shall discontinue my office in the Marquette Building, Chicago, and locate in Minneapolis, Minn., as general manager of the Minneapolis Tribune. I have been associated with the Minneapolis Tribune for eighteen years.

My list of newspapers will hereafter be represented in Chicago by the following gentlemen:

Boston Post—Kelly-Smith Company, Lytton Building.
Baltimore American and Star—Verree & Conklin, Steger Building.
Minneapolis Tribune—Guy S. Osborn, Tribune Building.

Those who succeed me in representing these newspapers in the Western territory are to be congratulated, for those newspapers are a credit to any man's list.

My association of eighteen years with General Felix Agnus of the Baltimore American and Star, and eleven years with E. A. Grozier of the Boston Post, and with the staffs of those papers, has been of the most cordial, helpful and friendly nature, and it is with much regret that I sever business connections with them.

It is only fitting that I should at this time express my deep appreciation to those who have been associated with me in my office, and for the friendliness, helpfulness, good camaraderie and affection I have received from my fellow representatives in the West and from those who know me in the East, and which I full-heartedly reciprocate and hope ever will continue.

And last, but not least, I gratefully acknowledge the good will shown me by advertisers and advertising agents, without which I must have failed, who stood by me during the long illness through which I have passed.

C. GEORGE KROGNESS.

In announcing Mr. Krogness' appointment, William J. Murphy, the publisher of the Minneapolis Tribune, in a special notice on the editorial page, said:

"Mr. Krogness has been my personal representative and a valuable and efficient member of the Minneapolis Tribune staff for eighteen years, having been Western manager of its business, with offices located in Chicago."

THE FOURTH ESTATE of November 3 printed the news of Mr. Krogness' appointment.

The Kelly-Smith Company also represents the Boston Post in the East; and the Baltimore American and Star

E. Katz Special Advertising Agency Publishers' Representatives

Have opened a Pacific
Coast Office in the
Monadnock Building,
San Francisco, in charge
of Mr. Clarence Colman
for the development of
advertising for the pub-
lications they represent

NEW YORK
KANSAS CITY

CHICAGO
SAN FRANCISCO

are, likewise, represented in the East by Verree & Conklin.

J. C. Wilberding of New York represents the Minneapolis Tribune in the East.

MORE EDITORS INDICTED.

Charles J. Henninger, editor of the St. Louis (Mo.) County Herald; A. Jablonsky, contributor of a recent article published in that paper, and A. H. Steinbeck, publisher of the Union (Mo.) Republican Headlight, were indicted by the Federal Grand Jury in St. Louis on November 28 on charges of violating the Espionage Act.

DAILY FOOD BULLETINS.

The New York State Food Commission will issue daily reports on what New Yorkers should pay for foodstuffs at retail.

Edward L. Young will begin the publication of a new weekly in Earlington, Ky., this month.

H. C. McNew is planning to start a newspaper in Dig Springs, Neb.

RECENT INCORPORATIONS.

NEW YORK.—Premier Printing Company; capital, \$8,000; incorporators, C. Pitchmann, S. Notes, M. M. Greenwald, 2,121 Belmont avenue.

Warner Publications, Inc.; magazines and newspapers; capital, \$500; incorporators, Eltinge F. Warner, Arthur W. Sutton, Frederick W. Westlake.

Progress League, Inc.; publishing and correspondence courses; capital, \$10,000; incorporators, Arthur W. Britton, Samuel Howard, Louis H. Gunther.

La Sardegna Publishing Company; capital, \$10,000; incorporators, F. and J. Pasella, C. Fusco, 208 Nassau street.

ELIZABETH, N. J.—Perth Amboy Printing Company; printer and publisher; capital, \$25,000; incorporators, Arthur E. Warner, Leon S. Colby, Welcome W. Bender.

WILMINGTON, DEL.—Delaware News Company; general printing business; capital, \$30,000; incorporators, Andrew C. Gray, C. C. Montgomery, H. H. Ward, Jr.

SOUTH CHARLESTON, OHIO.—South Charleston Publishing Company; capital, \$15,000; incorporators, Foster B. Houston and others.

MORRISTOWN, N. J.—Passaic Valley Chronicle Company; capital, \$25,000; incorporators, A. Vance Pierson, Viva M. Gordon, Morristown; Joseph Weimer, Bernardsville.

NEW RICHMOND, OHIO.—New Richmond Publishing Company; capital, \$2,000; incorporators, John W. Haussermann, Lew F. White, H. C. Willette, Thomas Castlen and Harry M. Day.

PORTLAND, ME.—Newfoundland Pulp & Lumber Company; to cut, manufacture and deal in wood, lumber, pulp, paper and all articles consisting in whole or in part of same; capital, \$50,000.

MUST HAVE MORE CO-OPERATION.

DEMANDS OF WAR DISCUSSED
BY WESTERN COUNCIL
OF A. A. A. A.

War time measures make necessary the closer co-operation of publishers, advertising agents and advertisers in order to secure the maximum efficiency from advertising. This is the at present dominant thought of the Western Council of the American Association of Advertising Agencies of which Paul E. Faust of Chicago, is president. In line with this general idea, a series of special meetings are to be conducted to secure a closer co-ordination in all branches of advertising.

At the first of this series held at the LaSalle Hotel in Chicago, November 24, Stanley Clague, managing director of the Audit Bureau of Circulations, was the principal speaker.

Mr. Clague emphasized the convenience and importance of having a standard method by which circulation and hence advertising values of newspapers may be gauged. He pointed out that the A. B. C. offers such a measure and expressed the opinion that advertising efficiency in general is being heightened by the co-operative interests represented in the Audit Bureau.

Mr. Clague reiterated the statement that business conditions have been overturned to a considerable extent by the intrusion of war and that Washington, in addition to being the official center of the country, has already become the merchandising headquarters of the world. Demands of Washington are therefore to be given the utmost consideration, in Mr. Clague's opinion, and since the Government expects close co-ordination of all industries to win the war, it is essential that the advertising interests should set a good example by inside co-operation.

The general trend of thought will be further discussed at future meetings of the association.

INDICTED FOR FORGERY.

George F. Sweeney, who was "advertising, publicity and campaign manager" for the Army and Navy Bazar in New York, was indicted on November 27 by the New York County Grand Jury on a charge of forgery.

The indictment charges that Sweeney forged the name of Edward S. Moore, treasurer of the bazar, without the latter's permission, to letters sent out soliciting contributions and advertising for the bazar.

LOOKING FOR BANDITS.

The Chicago Daily News has offered a reward of \$500 for the arrest and conviction of the band of five robbers who held up a Daily News automobile last week and robbed its occupants of almost \$1,500.

News for Our Fighters

The New York Times is mailed to U. S. soldiers with the American Expeditionary Forces and to sailors on the warships at the following rates: Daily and Sunday, \$10 for one year; \$5.50 for six months; daily, without Sunday, \$8 for one year, \$4.25 for six months; Sunday, \$3 for one year, \$1.75 for six months.

Remittances must be accompanied by name of soldier, the number of his company and that of his regiment. Name of ship must be given if the Times is to be mailed to a man in the United States Navy.

Address Subscription Department, The New York Times, Times Square, New York.

Curtright Circulation Company

"Premier Promoter of the U. S. A."

Now conducting its Sixth Contest for

The MERIDIAN (Miss.) STAR

More than a Hundred Successful Contests

Temporary Address:

Meridian Star
MERIDIAN,
MISS.

Mr. Publisher!

If you want better results,
send for the Curtright Com-
pany for your next contest.

Permanent Address:

P. O. BOX 592
SHREVEPORT,
LA.

BIG PULP WOOD PROBLEMS.

CANADIAN EXPERT SHOWS THAT HARDWOODS MUST BE UTILIZED.

At the annual meeting of the Commission of Conservation in Ottawa on November 27, a report, which startled lumbermen in attendance, was presented by Dr. C. D. Howe, who spent the summer in investigating the pulp wood situation in the St. Maurice Valley, Quebec. This study was initiated as part of a broad investigation to determine what technical measures are necessary to ensure the perpetuation of the vast pulp wood forests of Eastern Canada.

Dr. Howe's investigation showed that while the coniferous species comprise about two-thirds of the forest numerically in the section investigated, the proportion is practically reversed when the relative space occupied in the crown cover by the conifers and hardwoods is considered.

That is, the hardwoods monopolize the light to the extent of about two-thirds, while the softwoods fill but one-third of the crown cover.

The hardwoods are biologically dominant, and this dominance is constantly increased.

The results of the investigation show that the optimistic attitude of lumbermen and limit holders in regard to the reproducing power of this type of forest is not justified. The good yields of pulpwood material at the end of each of the several cuttings in the past thirty years do not represent the amount of growth accrued during the intervals between cutting periods, but are obtained by cutting successively smaller trees and in general lower grade material and also, by including a larger proportion of balsam in each cut.

Tables presented showed that there are thirty spruce and fifty-nine balsam trees from four inches to eight inches in diameter already present on the average acre. For them to furnish another crop of pulpwood material, it will require about seventy years for the four-inch trees and about fifty years for the eight-inch trees to reach the twelve-inch diameter limit.

The larger balsam, however, will be merchantable in ten years or less. There are only six spruce and six balsam trees over eight inches in diameter on the average acre in this culled forest. This number is too small to justify exploitation alone, so that the next cutting must be delayed until a sufficient number of the smaller trees reach a merchantable size.

Just how long this will be can not be determined until later, but the figures so far obtained disprove the frequent assumption that such lands can be cut over every twenty years and the same amount of material secured as before.

On these heavily culled lands, it will probably be found that henceforward a period of from thirty to sixty years must elapse between cuttings, if only spruce and balsam are to be removed.

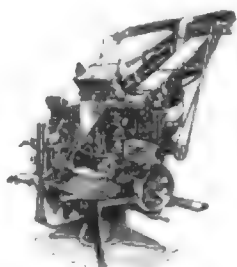
It is of course obvious from the foregoing that one of the fundamental problems most urgently demanding solution is some method of utilizing the very large quantity of hardwoods, principally yellow birch.

BIG PAPER MAN HERE.

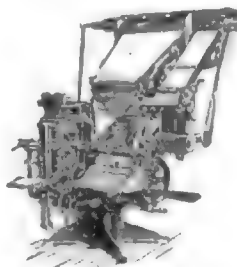
W. B. Carmichael, the principal supplier of news print paper in Australia and New Zealand, is now in New York on business. Mr. Carmichael's headquarters are in Sydney, Australia.

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS.



Model 14 (Three Magazines with Auxiliary.)



Model 19 (Two Magazines with Auxiliary.)

LINOTYPES

Built for *Your Work*

A LINOTYPE is the most profitable composing room investment you can make.

It is built in eleven different models.

You can therefore select a Linotype that will exactly meet your individual requirements.

You will not be required to invest a single dollar more than is necessary—

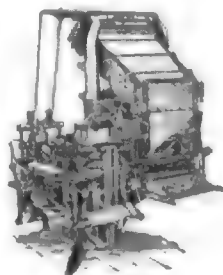
And the terms of payment will be arranged to suit your convenience.

Your Linotype actually pays for itself out of the daily savings it affects.

We have a Linotype for every office at a price and upon terms within reach of every printer.

MERGENTHALER Linotype Company

NEW YORK, Tribune Bldg.
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO



Model 9 (Four Magazines)

KATZ AGENCY OPENS OFFICE IN SAN FRANCISCO.

The E. Katz Special Advertising Agency of New York, Chicago and Kansas City, has opened a Pacific Coast office, in San Francisco, to represent its newspapers in the advertising field of that section. The office is located in the Monadnock Building, at Market and Kearny streets, and in charge of Clarence Colman, a newspaper advertising man who is thoroughly experienced in conditions of that part of the country.

G. R. Katz is also at present in San Francisco attending to the final details of the opening. The other offices of the Katz Agency, which was established in 1888, are New York, 15 East 26th street; Chicago, Harris Trust Building; Kansas City, Waldheim Building.

The Katz Agency is the only Eastern publishers' representative having a Pacific Coast office. It has recently been appointed to represent the Ardmore (Okla.) Ardmoreite and the Miami (Okla.) Daily News in addition to the other twenty or so newspapers on its list.

The Katz Agency has just added to its Western staff W. O. Millinger, who was at one time in charge of the foreign advertising of the Scripps newspapers and later was with the Erwin & Wasey Advertising Agency, in Chicago, besides having had experience as an advertising agent on his own account in Pittsburgh.

MISS HELFRICH AT HEAD OF OHIO NEWSPAPER WOMEN.

The Ohio Newspaper Women's Association held its fifteenth annual meeting at Hotel Southern, Columbus, on November 24.

The newly elected officers of the association are:

Miss Pearl Helfrich, Columbus, president; Miss Henrietta DeVillars Grauel, Cleveland, vice-president; Mrs. Ella Proctor Wilson, Lebanon, secretary; Mrs. Amoretta Fitch, Cincinnati, treasurer; Mrs. J. W. Freeland, Marion, honorary president.

This association has 150 members all of whom are actively engaged in newspaper work.

F. J. WARBURTON'S WILL.

The will of Frederick J. Warburton, secretary-treasurer of the Mergenthaler Linotype Company, who died at Scarsdale, N. Y., on November 2, disposes of an estate estimated at over \$300,000. The major part is inherited by the widow during her lifetime, while various other relatives receive valuable legacies.

WITH CHICAGO PRESS CLUBS.

The Chicago Press Club gave a dinner and dance on November 24, with music by its jazz band.

Charles Peigler, manager of the Bohemian Press Bureau, New York, delivered an address at the club luncheon last Thursday.

The Press Writers Club of Chicago enjoyed a fish dinner on November 23, previous to a meeting at which Rev. Thomas Hart spoke on "Literature."

"BIG SIX" BALL HELD.

The sixty-eighth annual ball of Typographical Union No. 6, known all over the United States as "Big Six," took place on November 28 at Sulzer's Harlem Casino, New York. The proceeds, as usual, will be devoted to the hospital fund of the union.

Mrs. F. A. Dare has assumed the editorial and business management of the Walker (Minn.) Pilot, formerly published by her late husband.

J. B. Adams, banker, has purchased the Eldorado (Kan.) Daily Times and will give it his personal direction.

HANDLING CITY CIRCULATION.

KEEPING DISCIPLINE AMONG CARRIERS KEY TO SUCCESS IN ST. PAUL.

By H. S. BLAKE,
Circulation Manager St. Paul Dispatch
and Pioneer Press.

When I saw that I was slated to give details as regards the best way to handle city circulation, I first thought of start order slips, stops, transfers, collections, etc. But, after all, isn't there something of more consequence than these things, something really worth talking about?

Any circulation manager who is worthy of the name knows how to draw up a start order blank or any other blank to be used in his own city. We all know that the forms which are perfectly satisfactory to one newspaper cannot always be used successfully in another newspaper, for local conditions affect the situation to a marked extent and I for one have gotten over the habit of filing away every start and stop order blank I see which is in use by other newspapers.

I consider the best way I can explain what I think is the best way to handle city circulation is by telling what we do here on our papers, the St. Paul Pioneer Press and St. Paul Dispatch—for naturally we have what we consider the best system for our local conditions.

In the first place, our papers are delivered to city subscribers for ten cents per week or forty-five cents per month. The St. Paul Pioneer Press is delivered every morning, the St. Paul Dispatch every evening and the Sunday Pioneer Press and Dispatch on Sunday, all for ten cents per week.

Carriers pay us six cents per week for a subscription, making a profit of four cents per week.

About eighty per cent of our collections are made monthly. Weekly collections are made only in those sections of the city and in certain isolated places where it is much more convenient for the people to pay in that way or much more advisable on account of their financial situation.

The city is divided into five districts and every district has its district manager in charge.

The average age of a boy is seventeen years. The average term of service about two years. St. Paul covers about seventy square miles and we use 220 carriers to cover it.

PAYMENTS BY CARRIERS.

Payments by carriers to the office are made between the first and sixth days of each month and bills must be paid by the sixth, in full. This rule is regularly adhered to and carriers are discharged unless their bills are paid promptly. There is one section of the city, however, which is largely populated by railroad men who receive their pay checks on the fifteenth of the month, and the carriers on the routes in this vicinity are allowed to pay their bills on the twentieth of the month.

My next statement will perhaps surprise some of you, but it is true, nevertheless.

Our carriers are all required to pay for their papers one month in advance and in addition must deposit, upon taking charge of their routes, a sum of money equivalent to two weeks' paper bill.

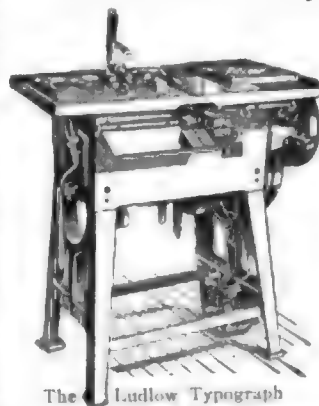
This last sum is to guarantee good service and behavior. In other words, a carrier with 200 subscribers would have to pay in advance, upon taking his route, \$51 to cover one month's paper bill, or four and one-third weeks, and in addition would

Unlimited Display Type without Type Casting Problems

THE LUDLOW TYPOGRAPH does not introduce new problems into the composing room. It is not a complex piece of machinery requiring specialized ability to run it.

It is simply a machine for producing display composition which any compositor can use with as much ease and skill as adjusting a mitering machine.

But with all its simplicity and compactness, it is the only machine that makes Non-Distribution complete and economical. It supplies unlimited Display Type without type casting problems.



The Ludlow Typograph

You should know all about the
Ludlow Typograph. Send for
Descriptive Literature

**MERGENTHALER
LINTYPE CO.**

Tribune Building, NEW YORK
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

have to put up a cash deposit of \$24 or two weeks' paper bill.

At the end of the first month the carrier is credited on his bill for the amount of money he paid in, in this case \$51, and if during the month the number of papers which he took out for his subscribers exceeded 200 per day, he will be required to pay for the difference. On the other hand, if he loses subscribers and takes out less than 200 papers per day, he will receive a credit balance and our bookkeeper will apply this on his monthly account.

Under this arrangement we have six weeks' paper bill paid in advance on the first of each month on each carrier, or by the sixth, and at least two weeks' paper bill paid in advance even at the end of the month before the carrier pays his next month's bill in advance.

Naturally we sometimes find it exceedingly difficult to get the right sort of carriers who have sufficient money to pay in advance for their paper bills. This is one disadvantage to our system and sometimes has almost made us doubt the wisdom of adhering to this rule, but it has certain advantages, which are as follows:

First, it insures our getting carriers who mean business, for no carrier is going to pay money in advance unless he does mean business.

Second, it adds a responsibility to our carrier staff and makes the boys feel that they are in a man's size game, and not at child's play.

Third, it insures a retiring carrier teaching the new carrier the route which he has been supplying with papers and guarantees that he will take care of his work and give delivery service.

Fourth, and we must not forget this, many carriers must borrow

their money from their parents and in this way we get an active interest and therefore, as a natural consequence, the active co-operation of the parent and this, we all know, is worth thousands of dollars to any newspaper.

In regard to service we can mention starts, stops and complaints.

When a start order is received over the phone, our telephone girls get the telephone number of the subscriber, a start notice is sent to the carrier and after the first delivery should have been made, our city girls telephone the new subscribers and ask them if they received their papers all right. If delivery service has not been made satisfactorily, full information is obtained from the subscriber and the matter is taken up with the carrier and his district manager.

When a subscriber telephones or a start is sent in by mail and the subscriber has no phone at his home address, the start order is made in triplicate. The original goes to the carrier, a duplicate to the district manager and a third copy is kept in the office in carrier order number, by districts and date order.

District men are required to check start orders and to report back to the office upon all start orders within two days of date taken.

When a district manager turns in his copy, the corresponding copy is taken from the file, thus leaving in the file only such start orders as have not yet been reported upon. Any orders more than two days old indicate lack of attention on the part of the district men and act as warning that service is being neglected. District men do not like to see their files loaded with unverified orders and therefore they try to keep up to date in their work.

The city circulator checks up daily

with the district managers, in order to see that this work is kept up to date.

Stops are handled in the same way, district managers checking both with the carrier and the subscriber as to the reason for the stop and adjusting difficulties wherever possible.

The advantages of this system are obvious for it insures the carrier starting the paper on time and reduces to minimum the loss in subscriptions due to non-delivery and also because it holds certain subscriptions which were turned in as stops for the reason that the carrier was discourteous to the subscriber, or because he did not give delivery service, or, as is sometimes the case, because the subscriber thought that this was so.

Carriers are required to report complaints promptly within twenty-four hours after receiving same and district managers check complaints where there is any doubt as to the truth of the carrier's statement.

We have a great deal of trouble in keeping up this system for after a certain length of time carriers and men are liable to regard it as merely routine, but we believe that it is routine which is absolutely essential and so we keep at it, varying the monotony as best we can and the thing has worked out successfully, for we are now delivering every morning, over 41,000 home delivery papers by carrier and over 41,000 in the evening and 41,000 on Sunday. This is a city which has about 50,000 English speaking homes.

PUNCH-CARD COLLECTION SYSTEM.

For collections our carriers use the punch card system which seems to be the easiest and the best, when considered all around. We use an ordinary card with dates printed on it and a cheap punch which we buy in lots, the dies of which cannot easily be duplicated.

For promotion we rely mainly on our carriers. We do not use canvassers or solicitors in the city, for I for one, think that ordinarily such procedure is bad for a newspaper for the following reasons:

First, the average solicitor expects temporary employment only. He is not out to win his spurs as our carriers are. He gets the easiest subscribers, for that is about all the average solicitor can get. Therefore he leaves the harder subscribers for the carrier to get.

It is better to encourage carriers to get all the subscriptions. It is unfair to deprive him of the satisfaction which comes from getting new subscriptions and then to rub it in by leaving him only the harder subscriptions to work on. Here in St. Paul we do not tolerate canvassers at all but rely on the carriers. The thing is working out very successfully indeed.

Occasionally we offer prizes to our carriers for extra good work and once a year, we take a number of them to some lake where all their expenses are paid for a week on ten days' outing and where we give them a real good time. This outing costs us quite a little money, but it is an annual outing to our carriers, that is, to the better carriers who have made the best record during the preceding year, and the event is looked forward to with keen anticipation by practically all the boys. We feel that it is mighty good advertising and that the money is well spent.

As a side line, I might state that when the Liberty Bonds were first issued, we encouraged our carriers to collect old newspapers throughout the city. We made arrangements with a paper mill to buy these old papers. The boys collected old papers from their subscribers, our auto trucks took them to certain designat-

Service Banners

Size 15x19 inches. Printed in four colors on heavy enameled stock. Shows large picture of the American flag in colors, with "Our National Anthem" and with special printing in bold type at the bottom.

"A Man From This House Is Fighting For His Country."

Can be given free or offered on campaign plan for five cents. Price \$95 per thousand. Many thousands are being used. This banner should be in every home. A custom in other countries; now being adopted here.

Write today for sample.

S. BLAKE WILLSDEN

29 E. Madison St., CHICAGO.

China Premiums

ARE THE BEST!

Distinctive Service in Many Sizes.

Write for Samples.

The Limoges China Co.
SEBRING, OHIO

ed corners and we then shipped the papers to the mill, paying our carriers fifty cents per hundred pounds for the amount collected, and urged them to buy Liberty Bonds with the proceeds.

In this way we felt that we were doing two good things. First, conserving the paper supply. Second, encouraging the boys to buy Liberty Bonds.

As I said before, it isn't so much the details of the system that count as the spirit in which one works. Carriers often feel that rules are made to be broken and duties to be shirked and in our experience, the best way to get them to take care of their work, as they should, is to get them into the spirit of the thing, to make them see their work from a broader viewpoint, to make them realize as much as possible the tremendous importance of the work they are doing. In brief, to make them see their work as we see it.

Maybe we forget sometimes that men are little boys grown tall, and that boys are really little men—still small—and that maybe they too can be improved and improved wonderfully if we would only give them an incentive to do the irksome little tasks, time and time again, by making them see their work as they should see it.

And after all, isn't that the best way to handle city circulation?

To put one's heart and soul into the work and pass that same feeling down the line to every carrier on the staff?

Once we get our carriers to take pride in their work and to feel that the eyes of the whole circulation staff are focussed on them as they are delivering papers, just that soon will

The
William L. Betts
Company

NEWSPAPER
CONTEST
SPECIALISTS

Suite 408, World Bldg., NEW YORK

The True News

FIRST

Always—Accurately

INTERNATIONAL
NEWS SERVICE

10th Floor, World Bldg., NEW YORK

NEWSPAPER
FEATURE
SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

the troublesome details of starts, stops, complaints, collections, etc., be reduced to a minimum and be taken care of almost automatically.

When you find a circulation department whose carriers are constantly on the alert for new subscriptions, armed with receipt books and ready to nail the first new subscriber who shows his head above the opposing trenches, just that moment you find a circulation department whose starts, stops, complaints, etc., are handled efficiently.

NEWS NOTES OF CIRCULATORS.

The Blytheville (Ark.) Courier, published in a town of less than 5,000 population, will award a \$2,000 automobile and a free Christmas vacation trip to any point in the nation, besides numerous other cash prizes, in a subscription contest under the management of S. J. Liner.

The American Art News, New York, in co-operation with the Arden Studios, is organizing a comprehensive exhibition of war posters, to open on or about December 2, the proceeds of which will be given to the Red Cross.

The New York American is conducting information bureaus, equipped with questionnaires and information bulletins concerning draft regulations. Various organizations in New York will conduct similar bureaus under the auspices of the American.

Four newspapers in Brown County, Minn., have decided to advance their subscription prices. They are the Sleepy Eye Herald-Dispatch, the Advance and Free Press of Springfield, and the Sleepy Eye Progressive.

These papers have given notice that they will raise the price from \$1.50 to \$2 per year. The increase in the price of print paper and all other materials, as well as labor, is the cause of the advance.

The Morton Ross Company has opened a circulation contest on the Jackson (Miss.) Clarion-Ledger under the direction of A. X. Morton.

The Erie (Pa.) Herald Hustler is the latest "junior" to be issued for newspaper carriers.

R. Stewart, circulation manager of the Erie Herald, announces nine awards for carriers in a subscription contest. The carriers of the eastern

HOLLISTER'S CIRCULATION ORGANIZATION

ON THE

St. Louis Republic

AGAIN.

"Results Mean Repeat"

If you want more circulation, write or wire C. B. Hollister, care of ST. LOUIS REPUBLIC

The Northeastern Circulation Co.

Home Office:

DAVENPORT

IOWA

1-Col. Comics

So many have ordered here of late that you, too must need this excellent little service—top-notch as feature and filler.

The International Syndicate

Established 1899. BALTIMORE, MD.

side of the city are competing against those of the western side for a dinner. The contest closes on December 22.

W. K. Patrick, cartoonist for the New Orleans Times-Picayune has invented a brand new parlor game called "Pipe the Duck." The game, which features Patrick's sign manual, a duck, is being distributed by the Times-Picayune.

The Newark (N. J.) Sunday Call, through its correspondents at the training camps, has obtained the names of Newark and Essex lads who have no friends or relatives to remember them at Christmas and is supplying these names to all who wish to send either letters or gifts.

PURCHASERS OF LINOTYPES.

The following have recently bought Linotype machines:

Van Alstyne (Tex.) Leader, Roanoke (Ala.) Leader, North Adams (Mass.) Transcript, Theodore W. Messick, Camden, N. J.; Clarksdale (Miss.) Register, Madison (Wis.) Capital Times, German Press & Plate Company, Cleveland; Springfield (Ky.) Sun, Madison (Neb.) Star-Mail, Lawrenceville (Ill.) News, Youngstown (Ohio) Vindicator, Joseph C. Weisman, New York; Crockett (Tex.) Courier, Ordway (Colo.) Leader, Brookville (Pa.) Jeffersonian Democrat, Manito (Ill.) Express, Camden (Ohio) News, Francisco Elias, New York; Croatian News Company, Inc., New York; Galion (Ohio) Inquirer, Canon City (Colo.) Record, Cape Girardeau (Mo.) Republican, Minneapolis Journal, New Haven (Ct.) Register, Dispatch Printer & Binding Corporation, New York; Industrial World, Pittsburgh.

During the past few months six Linotype machines of American manufacture have been purchased in Santo Domingo. Three of these are for Santo Domingo City at the Listin Diario and El Tiempo, and at the printing house of J. R. Viuda Garcia; one in Santiago at El Diario, one in Puerto Plata at Ecos del Norte, and one in La Vega at El Progreso.

G. L. Caswell, editor of the Denison (Ia.) Bulletin, recently celebrated the twentieth anniversary of this ownership of the Bulletin.

R. L. Mariette has sold the Blunt (S. D.) Advocate to M. Claire Beanson, its former owner.

Work has been started on the new home of the Edgerton (Wis.) Eagle.

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corporation.

NEW LONDON, CONN.

I Get the Money!

J. A. McAVOY

SPECIAL EDITIONS
Weekly Review Pages

National Exchange Bank Building
PROVIDENCE, R. I.

ROMANCE IN A NEWSPAPER OFFICE.

Lawrence P. Barrett, circulation manager of the Rockford (Ill.) Star, has been married to Miss Nan M. Fisher, who has resigned her position as society editor of the Springfield (Ill.) News-Record.

Mr. Barrett was circulation manager of the News-Record up to six months ago and he met Miss Fisher



LAWRENCE P. BARRETT.

when she came into the editorial department of the News-Record some three years ago.

A little over a year ago the electric insulation of the office was changed. When the electric conduits were removed a hole was left in the wall between the editorial department and circulation department. This hole happened to be just opposite the circulation manager's desk on one side and the society desk on the other.

A new circuit was established through this breach in the wall, it is reasonable to suppose, judging by the result.

FOR THE SMOKES FUND.

A boxing treat will be tendered at the Olympia Athletic Association in Philadelphia under the auspices of the Sports Editors Association on December 19, and it is expected that as a result \$10,000 or more will be added to the national fund to send smokes to the soldiers in France.

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE XVII.

THE GREAT ADVANTAGES DERIVED FROM THE WEEKLY UNIT SYSTEM OF OFFICE ACCOUNTING.

BY EDMUND WALKER.
Herald Building, Chicago.

Publishers, as a general rule, regard the month as their unit of operation.

By this I mean that their financial statements are compiled once each month and comparisons are made from one month to the next preceding and to the corresponding month of the next preceding year. A few publishers operate on the weekly unit system, but this has not become the general practice and I wish to demonstrate the great advantages to be derived from such a procedure.

COMPARISONS WORTHLESS BY MONTHLY UNIT.

One of the great advantages of a departmentalized profit and loss account is that the expenses and revenue can be compared with some corresponding period and increases or decreases noted immediately.

To take a specific example, we may say that the profit and loss account of our hypothetical company has just been issued for the month of October and the revenue figures are compared with those of September.

It will be noted that the revenue is less than in September—although business should have been better.

The reason is simple. In September we had five Sunday issues and in October only four—this may be partially offset by the fact that October had thirty-one issues, whereas September had only thirty—but the fact that these differences do occur means that all comparisons must be qualified by an indefinite figure.

Comparisons are worthless if your accountant must state that: "There was one more Sunday in September;" "There was one less working day in September," etc.

THE WEEKLY UNIT SYSTEM.

Apart from making comparisons definite—because there are always exactly seven days in one week and always just one Sunday, there are other great advantages to be derived from the weekly unit of operation.

Even with the largest of our big city dailies, with their great circulations, it should, under proper organization, be possible to obtain by Tuesday night the exact results of the next preceding week's operations up to and including the last Saturday issue.

Sunday's issue would be treated as the first issue or operation of the week.

This means that the financial statement showing the assets and liabilities of the corporation, when presented to the executives on Tuesday night, will be "alive" and not a record of the condition of affairs as they existed a week or two weeks ago.

A balance sheet and a profit and loss account is exactly like "news"—it is "news" and it becomes less and less valuable as it becomes older.

Of what value today is it to you to know your financial condition as at December 31, 1916?

Would it not be more interesting to know your financial condition as at last Saturday night?

Again there is a further advantage. A weekly unit system will articulate with the pay roll—no accruals

will have to be calculated, for this expenditure.

And it will be noted that any sudden additional expense is brought to the attention of the executives within three or four days of the time it was incurred.

Leaks cannot go undetected for more than seven days at the most.

Increases in expenses or decreases in revenues are noted when they occur.

CHANGE COMPLICATED TO MAKE.

This article is being addressed especially to the large newspapers—those with circulations of 100,000 or over.

The change will be very intricate to make, but it can be done and with untold advantages to you.

You will of course make your comparisons with last week's figures and with the corresponding week of the next preceding year—each unit will contain exactly the same number of issues—exactly the same days—one Sunday in each.

You have usually been satisfied to compare the entire month of November with the entire month of October. This does not give results quick enough.

The change should not involve any material alteration in the book-keeping now in use, but before such a change is contemplated careful preparation will have to be made and plans definitely laid.

It will be seen that unless you are successful in making the change you will find that another week is on top of you before the first has been cleared up.

Such a change should not be contemplated without your auditor feeling certain that he has absolute control of every section of his department or without assistance from some auditor who has specialized in this one feature of newspaper accounting.

It is very dangerous work—having done it on several occasions I can vouch for the difficulties which will be encountered—you are working against a "dead line" and as invoices are usually rendered to you on a monthly unit basis you will be confronted with many difficulties which do not present themselves when on your present unit of operation.

In spite of these difficulties, however, the results more than justify any trouble taken.

COST SYSTEM ARTICULATES WITH THIS UNIT.

Some of the readers of THE FOURTH ESTATE wrote me, when I described the cost system used, and

suggested that certain things appeared unnecessary.

There were certain features of the cost system which were unnecessary if you intended to remain on the old monthly unit basis.

But this system was devised specially for the purpose of being adaptable to the monthly unit basis, but being really intended for the weekly unit basis.

The cost system will not have to be changed at all if you have followed your instructions.

Your pay roll sheets are compiled by the week.

Your edition sheets are grouped by the week.

Your large cost statement sheets will now be operated by the week instead of the month.

You will still "issue invoices" by the month, although advertising revenues will be computed weekly—care must be taken here or your invoices issued to advertisers will not articulate with the revenue taken into the credit of profit and loss.

It is possible to check this, however, at the close of each month. The cost system I have described will not have to be altered at all—your forms are correct in every respect.

THE SMALLER PUBLISHER.

Perhaps I have laid too much stress on the statement that this article applied to the large publisher.

It is, of course, equally applicable to the smaller publisher—in fact, he usually really needs the information a weekly profit and loss account will give him more than the larger newspaper.

But sometimes he is not willing to make this and is content to go along on the monthly basis.

He may not be willing to incur the small expense necessary to make the change, in spite of the manifest advantages.

For the publisher with a circulation of from 10,000 to 15,000, I would strongly recommend that he place his entire business on the weekly unit—issuing invoices by the week and where possible collecting by the week.

With such a system you will find a marked difference in your outstanding accounts receivable.

You are today satisfied if about two months' business is on the books.

With a weekly unit you would reduce this to about two weeks or one-quarter of your present amount.

Bad debts would not represent such a high percentage of your total business as they do today—collections would be quicker and your working capital would be greater.

Advertising accounts should be collected quickly. The advertiser is paying for something he cannot see—you know how you feel when paying for a pair of shoes that you have used and discarded—that is how he feels when paying for your advertising space, even worse than that, because he may not be sure that it did him any good.

That is another reason for the weekly unit.

SHOULD BE CARRIED THROUGH WITH CARE.

Although I have written sixteen articles now for THE FOURTH ESTATE on newspaper accounting and costing—I have never mentioned this change for the reason that it might result in a chaotic condition in your accounting department unless handled with great care and skill.

Several newspaper accountants are following these articles and are installing costing systems from the information herein contained—supplemented by the forms which they can have by asking for them.

To these readers I would ask that you write me first before making this change—because you do not want to

make any move which might upset the internal organization of your office.

On the other hand, remember that to give your executive officers every Tuesday night a complete and accurate statement of the business done last week—together with a balance sheet as at last Saturday night will be greatly appreciated by them.

When your business manager approaches the bank he will not do so with a statement which is three weeks old—maybe a month old—it will be a statement issued on the same basis that all banks work on—weekly reports.

More and more business concerns are adopting this unit of operation. All motion picture producers conduct their business with a weekly unit, and many other manufacturers—but publishers have not reached this point yet—although there are a few who are changing over.

I cannot speak too highly of the advantages.

CHICAGO EDITOR HELD.

The home of Stanley Kempinska, editor of a Chicago Russo-Polish daily, has been raided and he, his wife and several aides arrested. The raid was due to the alleged pro-German sympathies of the people involved.

The Ocean Park (Cal.) Journal, the only paper in the Santa Monica Bay District, is now issued in the afternoon instead of the morning.

Making REAL Newspapers Makes Newspapers Grow

Toledo Blade
Largest Two-Cent Evening Circulation in Ohio.

GOVERNMENT REPORTS

October 1, 1912—41,349

October 1, 1917—55,133

Detroit Journal
Indispensable in Covering America's Greatest Manufacturing City.

GOVERNMENT REPORTS

October 1, 1912—75,070

October 1, 1917—107,141

Circulation Guaranteed over 100,000 Net Paid

Newark Star-Eagle
Fastest Growing Newspaper in New Jersey.

GOVERNMENT REPORTS

October 1, 1912—33,281

October 1, 1917—51,213

Circulation Guaranteed over 50,000 Net Paid

PAUL BLOCK, Inc.
Managers of National Advertising
New York Chicago Boston Detroit

ADVERTISING IN THE WAR MOBILIZATION.

NATIONAL ASSOCIATION WILL TRY TO ASCERTAIN WHY IT HAS NOT FOUND ITS PLACE.

By ALAN C. REILEY,
President of the Association of National Advertisers.

The annual meeting of the Association of National Advertisers, to take place at the Biltmore Hotel, New York, on December 5, 6 and 7, will be in the main a "war meeting," devoted to the discussion of war problems as they affect advertising as an institution and the interests of national advertisers.

This subject has two distinct phases, both of which must and will be kept constantly in mind in all of our deliberations.

The members of the A.N.A. are advertising men—national advertisers. We are also patriotic Americans.

As advertisers we will discuss the war problems as they affect ourselves and our membership companies.

As patriotic citizens, we will discuss these problems as they affect the nation and the needs of the nation at this fateful hour.

We all of us believe that advertising as an institution can, will and must render great service to the nation in the present struggle.

It is also well known to us that in spite of the worthy efforts already made to this end by advertising in-

vertisers and advertising as an institution to serve the national cause in some concerted and systematic manner—in other words, not as mere

isolated and independent volunteer units, but as an integral part of what I may call the "national service army."

As to how advertising can best serve the Government at this juncture, there is little difference of opinion among advertising men, whether they be buyers or sellers of advertising space. We have clear ideas of what advertising can do in the common cause and of how it can do it.

If this were the only problem I feel safe in asserting that there would be no problem.

The question is an entirely practical one.

How can we best link up with the plans, policies and activities of the Government in order to aid in the carrying out of these plans?

I hope that the discussions of this subject at the coming meeting of the Association of National Advertisers will develop some clear, definite and positive idea on this subject.

AID AD INTERESTS CAN GIVE NATION.

Although the great task before the nation and the aid which advertising interests can furnish in the performance of this task will be fully con-

sidered at our annual meeting, the sessions will not be devoted to the discussion of such topics exclusively.

The problems of the individual advertiser and national advertising as an institution are equally vital. These also in the main may be called war questions.

The great war and the conditions created by the war have so completely altered the advertising problem in many of its most important phases that the wisdom of yesterday would be resolved into foolishness if applied to the needs of the present.

The war has not changed the potency of advertising as a marketing force. Nothing could change that short of a complete revolution in the basic laws affecting distribution itself.

We must recognize the fact, however, that marketing conditions have radically changed since the fateful event of last April.

The market itself has changed. It has seemed like a kaleidoscope in the rapidity of its changes and these



FLOYD Y. KEELER,

Chairman Executive Committee A. N. A. terests, that advertising as such has not yet found its place in the "war mobilization" of all the forces of the nation.

Where the fault lies for this condition it is needless to discuss, but the fact is patent and recognized.

We hope that out of our deliberations at this annual meeting will come some definite and feasible plan which will enable national ad-



ALAN C. REILEY,

PRESIDENT OF THE ASSOCIATION OF NATIONAL ADVERTISERS.



EDWARD S. BABCOX,

Vice-President of the A.N.A.

changes have necessarily been beneficial to some interests and adverse to others.

In the vast aggregate of interests represented in the Association of National Advertisers we have representatives of both kinds of interests—of those that have benefited and of those that have suffered.

Neither the gains nor the losses which have resulted from the war conditions are likely to be of a permanent character, but the very fact of their transiency constitutes an advertising problem.

Therefore, every advertiser represented in our association, no matter how or in what place the war has hit him, needs to an exceptional extent the help and guidance of those who are dealing with similar conditions.

A.N.A. FOUNDATION IS CO-OPERATION.

The very principle on which the A.N.A. is founded is that of co-operation—not in the economic sense, but in the sense of mutual help and mutual service, and this co-operation is not confined to our membership only or to national advertisers as a class.

It extends also to the other constituents of advertising as an institution, the sellers of advertising, the newspapers, the magazines, the agents and other purveyors of space and service. They also have their prob-

(Continued on Thirty-ninth Page.)

HOW NEW YORK WAS SOLD SECOND LIBERTY BONDS.

INFORMATION FOR AD MEN TO UTILIZE IN PLANNING TO HANDLE THE NEXT BOND ISSUE.

The regular monthly meeting of the Association of New York Advertising Agencies was devoted to the story of the Liberty Loan campaign in the Second Federal Reserve District, authoritatively told by a number of speakers who were in the "thick of the fight." The conduct of the meeting was turned over by Chairman J. A. Richards to Collin Armstrong, chairman of the district board of the National Advertising Advisory Board co-operating with the Liberty Loan Committee of the Second (or New York) Reserve District.

Mr. Armstrong emphasized the purpose of the meeting—namely that the advertising agents should utilize the information imparted not only to advise those who represented the association on the local advisory board, but also to stimulate their enthusiasm and co-operation for the next loan.

As a background for the speakers, Mr. Armstrong stated in terms of the advertising profession that the Liberty Loan Committee, composed of bankers under the auspices of the Federal Reserve Bank, and with Governor Strong of that bank as chairman, was the real principal in the transaction. That committee organized an enormous selling organization throughout New York State, the twelve northerly counties of New Jersey and Fairfield County, Ct., that being the territory of the Second District.

A publicity department was established that included a space division, a copy and order department and a news bureau, this being equivalent to an advertising department and an advertising agency combined.

"Here," said Mr. Armstrong, "was a complete and competent organization to sell one and a half billions of material in thirty days, but without a dollar of appropriation for selling and advertising expense."

"Yet the figures on October 27 showed that the job was done and well done, and some of those who helped to do it have been persuaded to lay aside the modesty of the true soldier to tell you how it was done, so that you all may realize what a stupendous task it was and thereby be inspired to greater enthusiasm and helpfulness in the next campaign."

The first speaker was James F. Curtis, secretary and counsel of the Federal Reserve Bank of New York. He explained that previous to the loan campaign the Federal Reserve Bank had no selling organization; that practically all of its business was transacted with the member banks by whom reserve accounts were deposited in the Federal Reserve Bank, and who were also its stockholders.

Therefore their problem was to organize a selling force to sell the billion and a half of bonds, which was the allotment for the Second Federal Reserve District. Under the law the Secretary of the Treasury was authorized to use such assistance for selling the bonds as he saw fit, providing everybody had a fair chance to purchase the bonds. He selected the twelve Federal Reserve Banks to act as his agents, and without dictating the procedure, he suggested that committees for conducting the campaign be formed by each bank.

NEW YORK SITUATION DIFFERENT.

Mr. Curtis explained that the organization in this district was somewhat different from those in other districts. His position in the Federal Reserve Bank of this district is secretary and counsel, and he served on the Liberty Loan committee as secretary, or, as he called it, "Liaison Officer." In further explanation of his position Mr. Curtis pointed out that his contact was between the Treasury Department and the Liberty Loan committee. He explained:

"This committee included fourteen of the leading bankers of the city, and the assistant treasurer of the United States. Most of the members had had little personal experience in distributing bonds."

"The committee, therefore, first formed a distribution committee comprising representatives of the large bond houses in the city. It had twenty members and met daily."

ty members and met daily.

"In the first loan campaign the director of publicity was under the committee of publicity, of which Frank Vanderlip was chairman, but under this plan there was found a certain lack of co-ordination. Therefore in the second campaign the publicity committee was abolished, and Guy Emerson made director of publicity; and his publicity work and advertising work was one of the striking features of the campaign."

"In addition to the distribution committee there were organized other committees under the central committee—a committee on national banks, one on state banks, one on trust companies, one on savings banks and another called committee on large investors."

The members of the central committee were mostly presidents of the largest banks in town, and devoted an immense amount of time to the work although of course they were not charged with the actual distribution of the bonds.

COMMITTEES CO-OPERATING.

The Second Federal Reserve District was divided into eight geographical districts.

Each of the latter had a chairman who was a member of the distribution committee, who in turn nominated the local chairman.

Ever community of 400 people had a committee.

Each member of these committees was appointed by Mr. Strong, governor of the Federal Reserve Bank and chairman of the Liberty Loan committee, which necessitated his writing 16,000 letters appointing committee men.

"In addition to these committees there was a woman's committee, which had originally quite a different organization and character. Mrs. W. G. McAduo, wife of the Secre-

tary of the Treasury, was chairman of the National Women's Liberty Loan and was a great enthusiast. She organized a woman's Liberty Loan committee for the whole country, which appointed a chairwoman for each district and state. Of course, this resulted in the women's committees not coinciding geographically with the men's."

"In the Second Federal Reserve District the women established an office in our building downtown and their efforts consequently ran parallel with those of the men."

"Trade committees, also known as the 'Rainbow Division,' represented possibly the largest effort in the campaign. These committees covered 110 different trades and professions, the idea being to organize along trade lines entirely. There was a splendid spirit of rivalry among these committees which was instilled through the posting of showings or scores daily."

"These committees covered only greater New York and subdivided to cover the various boroughs separately. In addition to the trade committees there was a general metropolitan canvass committee whose members organized a house to house canvass. They used Boy Scouts, women's organizations and various other organizations to make house to house canvasses. The commanding officer at Yaphank sent up interpreters for the foreign language speaking people and their uniforms helped considerably."

"Women also handled booths in department stores and hotels and the Liberty Bank in Madison Square. In all they handled seventy booths and had headquarters at the Columbia Trust Company. The booth committee of men had outdoor booths."

"During the last days of the campaign, a number of motor cars were equipped to sell bonds. The idea of these was to relieve the pressure on the banks."

"During the last three days of the campaign the pressure on the banks was great, particularly toward the close of the banking hours. It was then that cars would line up close to the banks to relieve the work."

"The speakers' bureau was organized to send speakers over the state. They had 2,500 speakers and anyone who wanted a speaker for a meeting could get one. These men also went throughout the whole district speaking. In addition to these were the four-minute men who spoke at movies and theaters."

"The tank and the submarine that were sent from England were Mr. Emerson's ideas, and their shipment was the result of a talk with Lord Northcliffe, who immediately upon receiving the suggestion cabled his request to the British Government. Mr. Emerson arranged to have school teachers of the state instructed on the points to be brought out in talks to school children, who, in turn would pass it on to their parents to add to a clear understanding of the loan. It was estimated that more than 100,000 people gave most of their time to the loan throughout the thirty days of the campaign, and a large number gave half their time."

FEDERAL RESERVE BANK.

"November 15 was the date set for the first payment on the bonds. In this connection it was necessary to lay plans so that the money market would not be upset. It was estimated that between seventy-five and eighty per cent of the subscription from this district would be paid in full on the 15th, which would be in the neighborhood of \$300,000,000 to be transferred from individual bank accounts to Uncle Sam's bank account."

"On March 1 of this year 175 people were employed in the Second Federal Reserve Bank. This force

was added to in order to handle the loan and today 700 people are employed—and all working at high speed."

"The different banks connected with the campaign reported their totals every day. During the entire campaign the money market remained normal. The progress of the loan was slow during the first weeks, and the committee found it was way behind its schedule."

"With respect to the percentage of its quota of subscriptions obtained, the reserve district of New York led all the other districts in the country, the next in line being Richmond. These were the only districts that went over the proportions of the maximum amount of the loan which was arbitrarily set at \$5,000,000,000 as a mark to shoot at. The total amount subscribed was \$4,600,000,000 and the total amount accepted \$3,800,000,000. The co-operation of all on these committees was such that without it, it would have been impossible to make the showing."

"The advertising and publicity work and the newspaper co-operation was a great factor in the success of the campaign. We had an appropriation to defray ordinary expenses, but not a penny for advertising."

ADVERTISING'S PLACE.

Joseph Hartigan, assistant to Publicity Director Emerson, was the second speaker. He said that the problem of the campaign was to reach the pocketbook. He said:

"It was necessary to visualize the booming of the cannon in Europe and have the people hear the echo of the guns as well. The publicity organization decided to try to bring the war home to the people in the Second Federal Reserve District, not only in the attempt to sell bonds, but to sell the war."

"The Federal Reserve Bank has done more to bring this war home to the people than any other patriotic movement during the past two or three years. Advertising men and speakers did not sell the bonds. They were carrying out the edict of President Wilson to make the world safe for democracy."

"Advertising men in this country have as much a duty to perform in the prosecution of the war as any man going into the service as a volunteer or a drafted man. The business of this country is war, and that business will continue just as long as there is a military autocracy in Europe."

"Advertising should be used to bring home the fact that our people are determined to win this war themselves if it takes twenty years."

"We must use the advertising ingenuity of America to bring home to the people of Germany that this 'thing' called America will bring home democracy if it takes their entire lives."

THE NEWS BUREAU.

Mr. Armstrong explained that an (Continued on Twenty-fifth Page.)

POLLARD-ALLING MFG. COMPANY

System and Machinery for
ADDRESSING
NEWSPAPERS
and
PERIODICALS
to
SUBSCRIBERS

From Thin Aluminum Plates.

Saves considerable money in operating costs and facilitates obtaining renewals at practically no cost for the addressing. Write for particulars.
312-316 East 33d St. NEW YORK

PAPER TROUBLE IS SETTLED.

(Continued from Second Page.)

substitute pleas of *nolle contendere*, or that form of plea at common law which admits guilt in the case at bar, but excludes the possibility of a conviction under it being used as evidence in any court.

Mr. Hyman submitted a petition and decree embodying all the points at issue in the case and providing for their adjudication, and with them a copy of the agreement, which had been arrived at. Judge Mayer then imposed the fines, which were promptly paid.

MEANING TO PUBLISHERS.

The significance of the Government disposal of the paper case is disclosed in a statement on the part of the paper committee of the American Newspaper Publishers Association, through Frank P. Glass, chairman, who said:

"The settlement in the United States Court in the cases of the several news print paper manufacturers who have been under indictment for violation of the Federal law against combinations in restraint of trade affords cause for congratulation on the part of all concerned. The Department of Justice, the print paper manufacturers and all newspaper publishers are vitally interested and the latter in particular should be pleased.

"The Department of Justice has shown great firmness and sagacity in its attitude of willingness to accept a distinct vindication of the majesty of the law without abnormal rigidity or desire to administer extreme punishment.

"The department has obtained a satisfactory plea from the defendants, and also an admirable agreement for the relief of the newspapers, which have been so seriously affected by the law's violation. And relief is the chief end of the law.

"The manufacturers have shown their reason for law by making terms instead of fighting to a finish. The plea of *nolle contendere* entered by most of those indicted is the moral equivalent of admission of guilt; difference between it and the general plea of guilt largely relates to the punishment meted out.

"The consent of the manufacturers to the Federal decree involves a specific admission of past disobedience of law and includes a solemn promise of law abiding in the future.

"They have laid the foundation for permanent co-operation with their customers. This course of enlightened self-interest is one they might have had the vision long ago to have adopted in place of one of unreasonable and oppressive profiteering. It is to be hoped that they have finally caught the national pace of big business in patriotic co-operation throughout the war with the Government.

"The publishers of the country will thoroughly appreciate the attainment of the two outstanding purposes of the paper committee of the American Newspaper Publishers Association has kept in view for eighteen months, namely the establishment of the fact that there has been an illegal combination in the restraint of the print paper trade, and the concession of the necessity of Government fixation of prices.

"The publishers paper committee has been permitted to be in confidential touch for several weeks with the negotiations between the Government and the manufacturers to reach this settlement, and on account of the representative functions of the committee it has been treated with marked consideration by the Department of

Justice and also by some of the attorneys of the manufacturers.

"The committee's attitude has been one of earnest helpfulness, without malice and unreasonableness. It has looked to the large end of seeing the situation composed in the most effective ways, honorably for the Government, fairly for the manufacturers, safely and beneficially for the welfare of the publishers. The course of negotiations has been tedious, and at times has appeared critical, but there was a will on all sides and the way has been found.

"In addition to the dissolution of the combination of manufacturers and the establishment of price fixation, the agreement has an incidental feature of great prospective value to publishers—namely, the authority given the Federal Trade Commission to fix the terms of news print contracts, a needed reform which the paper committee has made clear and emphatic for months.

"The present standard contract was made possible by reason of the combination, and it was distinctly a manufacturer's contract with narrowed provisions for the protection of the buyer. The Trade Commission may be expected to make a more judicial form for future use.

"The remedial agreement has been made legally enforceable, the Attorney General of the United States being made trustee for all newspapers. Through his initiative any relief which ought not to be necessary, may be obtained in the future by the newspapers.

"The committee believes that the manufacturers have made this agreement in good faith, and it is not expected that the Attorney General will find it necessary to exercise his function for newspaper protection. However, the machinery is there to be used if the necessity should arise.

"Over three thousand tons of American and Canadian production is included specifically in this agreement, and this is over half the total. That fact together with the unprecedented stocks of paper in the hands of publishers and others, must result in a continuance of the present soft market, and this should establish sooner or later a competitive market with all the natural advantage of that situation both to seller and buyer.

"The maximum price of three cents per pound provided in the agreement is for three months only.

"The Canadian Government has extended its fixed price of two and one-half cents until the latter part of January. Some American manufacturers have recently been closing contracts at that price, and other people under three cents.

"Taken from every standpoint, therefore, the present situation is a violent contrast to that of a year ago, when many publishers large and small were being forced to pay five and six cents in some cases more per pound.

"The committee has the utmost confidence in the competency and judicial temper of the Federal Trade Commission to exercise its power of fixing prices permanently, and it is believed the Commission will again demonstrate those high qualities so fairly that the manufacturers will not be inclined to resort to the provided alternative of Federal judges to review the Commission's actions.

"The Department of Justice probably yielded that feature of the agreement to the manufacturers' attorneys, because in case there had been no necessity for Congressional action, providing price fixation, such a court review would have been legally unavailable.

"The committee hopes that the newspapers of the country will take early opportunity to commend the Department of Justice for its efficiency in this matter, and also to encourage the manufacturers in their new

policy of conciliation. The committee is sure that all newspapers will give such aid to the Federal Trade Commission as may be required in its now legally established function of price fixation of news print paper."

THE PAPER PRICE AGREEMENT.

UNDERSTANDING, VERBATIM, BETWEEN COURT AND PAPER MAKERS.

"Between Thomas W. Gregory, the Attorney General of the United States, and the several manufacturers of news print paper.

"This agreement, made this 26th day of November, 1917, between Thomas W. Gregory, the Attorney General of the United States, and his successor, or successors in office, as trustee, acting herein in behalf of each and every individual, firm or corporation publishing a newspaper and using news print paper in his or its business in the United States that now is, or during the life of this agreement shall become a customer of any of the parties of the second part to this agreement, party of the first part, and the undersigned, engaged in the manufacture and sale of news print paper, parties of the second part.

"Witnesseth Whereas, heretofore differences have arisen between the manufacturers and users of news print paper as to the price and terms at which such paper should be sold, and such differences have heretofore been brought to the attention of the Federal Trade Commission; and

"Whereas, the Department of Justice of the United States has instituted, or is about to institute, proceedings in equity under section four of the act of July 2, 1890, entitled an act to protect trade and commerce against unlawful restraint and monopolies, and

"Whereas it is desirable in the present condition of affairs in the United States that some adjustment of the trade conditions in news print paper should be had, it is agreed between the parties hereto as follows:

"First. The United States may file a petition in equity to enjoin any operations of the News Print Paper Manufacturers Association and of the manufacturers who are members of that association, in so far as such operations are claimed to constitute a restraint of trade. In such proceeding the parties of the second part will consent to a decree as prayed for, reserving the right, at the time such consent to a decree is presented to the court, to make such statements, oral or written, not impairing the binding force of the decree as they are advised may be necessary to protect their interests. The petition may also pray for the dissolution of the News Print Manufacturers Association, and if a request be made to that end, the parties of the second part will consent thereto.

"Second. The price of news print paper on the basis of 24x36 inches in size weighing approximately thirty-two pounds per five hundred sheets, on all new contracts from now to January 1, 1918, and on all contracts in existence on January 1, 1918, or made thereafter, and on all sales and deliveries, in the United States, shall not exceed the following amounts:

"(a) From January 1, 1918, until April 1, 1918, for such news print paper in rolls, \$3 per hundred pounds f.o.b. at the mill in car load lots, and \$3.25 per hundred pounds f.o.b. at the mill in less than car load lots, and for such news print paper in sheets

\$3.50 per hundred pounds f.o.b. at the mill in car load lots and \$3.75 per hundred pounds f.o.b. at the mill in less than car load lots. The foregoing subdivision (2a) shall not apply to the Minnesota & Ontario Paper Company, nor the Fort Frances Pulp & Paper Company, Ltd.; but as to said two companies, the Federal Trade Commission after due hearing and investigation and subject to review as provided in subdivision 2-b, shall fix the just and reasonable maximum prices and terms of contract for said two companies from January 1, 1918, until April 1, 1918, effective January 1, 1918.

"(b) After April 1, 1918, the just and reasonable maximum prices and terms of contracts for the sale of all or any news print paper shall be determined and fixed by the Federal Trade Commission, after due hearing and investigation, subject to review by the circuit judges of the second circuit, who, if of opinion that the prices or terms of contract fixed by the Commission are unjust or unreasonable shall determine what are just and reasonable. Such judge shall have the right to hear any pertinent matter considered by the Federal Trade Commission and additional evidence or matter if it shall be shown to their satisfaction that such additional evidence or matter is material and that there were reasonable grounds for the failure to adduce the same in the proceedings before the Commission. The maximum prices and terms of contract so determined shall continue during the war and for three months thereafter, with the right to any of the parties of the second part or to the Department of Justice to ask the Federal Trade Commission for an investigation and determination of new prices or terms of contract whenever during such period conditions arise which in the opinion of either make it desirable to ask for any change in price or terms of contract, subject to the same right of review. In determining the prices to be effective April 1, 1918, the Federal Trade Commission shall consider all pertinent conditions including those prevailing during the months of January, February and March, 1918, to the end that the prices then announced shall cover the facts as near the time of the effective date of the new prices as is possible.

"Third. The parties of the second part, during the life of this agreement, shall offer their news print paper for sale in accordance with paragraph second hereof. In case of sale by written contract said paragraph shall be embodied therein, either wholly or by sufficient reference thereto; but if any customer of any of the parties of the second part, who is offered paper in accordance with the provision of this agreement, prefers to make or retain a contract for a fixed price for a definite period, and any one of the parties of the second part after duly notifying the Attorney General of his or its intention in the matter, shall make or retain such contract solely in deference to the wishes of the consumer, such agreement so made shall not be construed as a violation of this agreement, even though the price which the consumer pays in furtherance of his own interests is in excess of the prices fixed in this agreement.

"Fourth. The parties of the second part agree that to the extent of their power they will cause such of their news print paper as is ordinarily purchased by the so-called small publishers through the intervention of jobbers, dealers, or other middlemen to be delivered to such small publishers at not to exceed reasonable and just prices and terms of sale to be established by the Federal Trade Commission (subject to review

by the circuit judges in the manner aforesaid).

"Fifth. The party of the first part, or his successor in office, as trustee of an express trust, may bring any appropriate action, suit or proceeding in law or in equity to enforce this agreement on behalf of any person, firm or corporation injured or damaged by a violation of the terms hereof, and may proceed by preliminary injunction or otherwise to restrain violations of the terms hereof.

"Sixth. Books of account and records of parties of the second part and of all corporations or other instrumentalities owned or controlled by them shall be open to inspection of the Department of Justice and the Federal Trade Commission during the life of this agreement, upon reasonable notice, in so far as said books and records relate to the manufacture and sale of news print paper.

"Seventh. The liability of the parties of the second part hereunder is several and not joint. Any manufacturer of news print paper may become a party to this agreement by signing the same or a counterpart hereof; all counterparts hereof shall be deemed one and the same instrument.

"In Witness Whereof, each of the parties of the second part has caused its corporate name and seal to be hereunto affixed by its proper officers thereunto duly authorized, and has set after its name the approximate present daily tonnage of news print paper which it is subjecting to the terms of this agreement."

SIGNATURES TO PAPER AGREEMENT.

The following are the signatures to the paper agreement signed on November 26 with the Department of Justice.

It is understood that these various signers used every endeavor to persuade other mills who are not indicated to also sign the agreement, that as much tonnage as possible will be effected.

Other signatures as they are made will be announced from time to time:
International Paper Co.—By Philip T. Dodge, president; 1,100 tons.
Spanish River Pulp & Paper Mills, Ltd.—By George H. Mead, president; 450 tons.
Laurentide Co., Ltd.—By George Chahoon, Jr., president; 215 tons.
Gould Paper Company—By Henry A. Wise, attorney; 80 tons.
Donnacana Paper Company, Ltd.—By H. A. Wise, attorney; 100 tons.
Price Brothers & Company, Ltd.—By W. A. Hofstra, director; 190 tons.
Brompton Pulp & Paper Company, Ltd.—By H. A. Wise, attorney; 50 tons.

Belgo-Canadian Pulp & Paper Company, Ltd.—By Henry A. Wise, attorney; 180 tons.

Abitibi Power & Paper Company, Ltd.—By John Barton Payne, its attorney; 225 tons.

Kimberly Clark Company—By F. J. Sensenbrenner; 1st vice-president; none.

Minnesota & Ontario Power Company—By E. W. Backus, president.

Fort Frances Pulp & Paper Company, Ltd.—By E. W. Backus, president; 350 tons is present daily production of the last two companies, but this will be reduced to 250 during the coming year.

THE ORDER OF THE COURT.

NAMES OF THE ASSOCIATION MEMBERS AND DECREE OF DISSOLUTION.

Following is the court decree ordering the dissolution of the News

Print Paper Manufacturers Association, filed November 26, 1917, in the District Court of the United States for the Southern District of New York:

"United States of America, petitioner, against:

"George H. Mead,
"Philip T. Dodge,
"George Chahoon, Jr.,
"Gordias H. P. Gould,
"Edward W. Backus and Frank J. Sensenbrenner, individual defendants, and

"Abitibi Power & Paper Company, Ltd.

"Belgo-Canadian Pulp & Paper Company, Ltd.

"Berlin Mills Company,

"J. R. Booth,

"Brompton Pulp & Paper Company,

"Crown-Willamette Paper Company,

"Canada Paper Company, Ltd.,

"Cliff Paper Company,

"Edward Crabtree & Sons, Ltd.,

"Champion Paper Company,

"Cleveland Paper Company,

"Cheboygan Paper Company,

"Consolidated Water Power & Paper Company,

"Donnacana Paper Company, Ltd.,

"Della Paper & Pulp Company,

"E. B. Eddy Company, Ltd.,

"Fitzdale Paper Company,

"Finch, Pruyn & Company,

"Flambeau Paper Company,

"Gould Paper Company,

"Grandfather Falls Company,

"Hennepin Paper Company,

"International Paper Company,

"Itasca Paper Company,

"Kimberly Clark Company,

"Laurentide Company, Ltd.,

"Minnesota & Ontario Power Company,

"Nekoosa-Edwards Paper Company,

"Northwest Paper Company,

"Oswego Falls Pulp & Paper Company,

"W. H. Parsons Company,

"Pettebone-Cataract Paper Company,

"Powell River Company, Ltd.,

"Price Brothers & Company, Ltd.,

"Remington Paper & Power Company,

"Rhinelander Paper Company,

"St. Croix Paper Company,

"St. George Pulp & Paper Company,

"St. Maurice Paper Company, Ltd.,

"St. Regis Paper Company,

"Spanish River Pulp & Paper Mills, Ltd.,

"Targara Paper Company,

"West End Paper Company,

"Watah Pulp & Paper Company,

"Wisconsin River Pulp & Paper Company, corporate defendants.

FINAL DECREE

"This cause came on to be heard at this term and was argued by counsel; and thereupon, upon consideration thereof, and upon the consents hereto in writing and in open court by the defendants, George H. Mead, Philip T. Dodge, George Chahoon, Jr., Gordias H. P. Gould, Edward W. Backus, Alexander Smith, Frank J. Sensenbrenner,

"Abitibi Power & Paper Company, Ltd.; Belgo-Canadian Pulp & Paper Company, Ltd.; Brompton Pulp & Paper Company; Donnacana Paper Company, Ltd.; Gould Paper Company; International Paper Company; Kimberly-Clark Company; Laurentide Company, Ltd.; Minnesota & Ontario Power Company; Price Brothers & Company, Ltd.; and Spanish River Pulp & Paper Mills, Ltd.

"And upon the unanimous resolution of the executive committee of the News Print Manufacturers Association consenting to the dissolution of said association and consent-

ing to this decree, and said consents having been duly given by their respective solicitors to the entry of this decree before any testimony has been taken, it was ordered, adjudged and decreed as to said defendants so consenting, as follows, viz.:

"1. Defendants by becoming and acting as members of the News Print Manufacturers Association have entered into and engaged in an unlawful combination in restraint of trade and commerce in news print paper among the several states and with foreign nations in violation of the Act of July 2, 1890, entitled 'An act to protect trade and commerce against unlawful restraints and monopolies.'

"2. The News Print Manufacturers Association is an unlawful combination of the defendants in restraint of the trade and commerce in news print paper among the several states and with foreign nations, in violation of said Act of July 2, 1890; and said News Print Manufacturers Association shall be and it hereby is dissolved.

"3. Each corporate defendant is hereby perpetually enjoined from carrying into further effect the combination hereby dissolved and from entering into or engaging in any like combination having for purpose or effect (a) the elimination or restriction by concert of action of competition in news print paper, or (b) the concerted working for materially higher prices for news print paper, or (c) the establishment by concert of action of uniform prices, terms or conditions for the sale of news print paper, or (d) the concerted working to discourage others from manufacturing news print paper.

"4. Each corporate defendant is hereby perpetually enjoined from entering into any combination, agreement, understanding or concert of action with any other corporate defendant or with any other manufacturer of news print paper, having for purpose or effect (a) to limit or restrict itself as to the customers to whom it should sell or offer to sell news print paper; (b) to limit or restrict itself as to the quality or quantity of news print paper it should make or sell; (c) to limit or restrict itself as to the service it should render to its customers or the prices, terms or conditions upon which it should sell or offer to sell news print paper.

"5. The injunction herein contained against the corporate defendants shall apply to, and be binding upon, such corporations and their respective officers, directors, agents and employees, and all other persons, firms or corporations acting under, for or in behalf of them or any of them, or claiming so to act.

"6. Each individual defendant is hereby perpetually enjoined from entering into, engaging in, or carrying into further effect, any contract, combination or conspiracy having for purpose or effect to regulate, dominate or restrict the trade or commerce in news print paper of any person, firm or corporation other than the firms or corporations with which such individual defendant is or may be connected as an officer, agent or employee.

"7. Nothing herein contained shall prevent the defendants from entering into and performing a certain contract of even date with the Attorney General of the United States, as trustee, made for the purpose of meeting the emergencies created by existing conditions and by the present state of war in the United States. Nothing herein contained shall be deemed an adjudication for or against the exercise of control by any corporate defendant or any of its subsidiaries as set forth in the petition, nor for or against the right of

certain of the defendants or their subsidiaries to avail themselves of the services of the Canadian Export Paper Company, Ltd., or the G. H. Mead Company, or the Minnesota & Ontario Power Company, in the manner and to the extent now being availed of, as set forth in the petition herein.

"8. The court retains jurisdiction to proceed against the defendants not hereby consenting to this decree, and to enforce this decree, and to enable any of the parties to apply to the court for modification hereof, if it be hereafter shown to the satisfaction of the court that by reason of changed conditions or changes in the statute law of the United States the provisions hereof have become inappropriate or inadequate to maintain competitive conditions in the interstate or foreign trade or commerce of the United States in news print paper or have become unduly oppressive to defendants or any of them and are no longer necessary to secure or maintain competitive conditions in such trade or commerce.

"Dated, New York City, New York, November 26, 1917.

"JUDGE MAYES,
"United States District Judge for the Southern District of New York."

WHAT THE GOV'T AIMED TO DO.

THE CHARGES AGAINST EACH OF THE INDICTED DEFENDANTS.

Following is the Government petition filed November 26, 1917, in the District Court of the United States, for the Southern District of New York, against the members of the News Print Manufacturers Association listed in another column under the court's decree.):

PETITION.

"To the Honorable the Judges of the United States District Court for the Southern District of New York.

"The United States of America, by Francis G. Caffey, its attorney for said district, acting under the direction of the Attorney General, brings this proceeding in equity against the named defendants and alleges as follows:

DESCRIPTIONS OF DEFENDANTS.

"1. George H. Mead is the president and directing managing officer of defendant Spanish River Pulp & Paper Mills, Ltd., a corporation, and of its subsidiary corporation, the Lake Superior Paper Company, Ltd., and is also president of the G. H. Mead Company, a corporation, of Dayton, Ohio, which acts as exclusive sales agent within the United States of said two corporations and also of defendant Abitibi Power & Paper Company, Ltd., a corporation, and he thereby controls the sale in the trade and commerce among the several States of the United States and with foreign nations of approximately 667 tons of news print paper daily;

"Philip T. Dodge is the president and directing and managing officer of defendant International Paper Company, a corporation which, in addition to its regular output, could produce 500 tons daily of such paper by devoting thereto certain of its plant and equipment appropriate for that purpose, but which for the time was being utilized for other grades of paper, and he thereby controls the sale in such trade and commerce of approximately 1,289 tons a day of such paper, and the power to control the further amount of 500 tons daily;

"Edward W. Backus is the presi-

dent and directing and managing officer of defendant Minnesota & Ontario Power Company, a corporation, and of its subsidiary corporation, the Fort Frances Pulp & Paper Company, Ltd., and what subsidiary corporation avails itself of the service of such Minnesota & Ontario, or its exclusive sales agent in the United States, he thereby controls the sale in such trade and commerce of approximately 350 tons of such paper daily;

"George Chaboon, Jr., is the president and directing and managing officer of defendant Laurentide Company, Ltd., a corporation, and an officer and the manager of sales of the Canadian Export Paper Company, Ltd., a corporation, which acts as exclusive sales agent within the United States of defendants Laurentide Company, Ltd., Price Brothers Company, Ltd., Belgo-Canadian Pulp & Paper Company, Ltd., Brompton Pulp & Paper Company, and St. Maurice Paper Co., Ltd., all corporations, and he thereby controls the sales in such trade and commerce of approximately 755 tons a day of such paper;

"Gordias H. P. Gould is the president and directing and managing officer of defendants Gould Paper Company and Donnacona Paper Company, Ltd., all corporations, and he thereby controls the sale in such trade and commerce of approximately 197 tons of such paper daily;

"Alexander Smith is the leading banker within the United States for the flotation and sale of securities of corporations engaged in the manufacture and sale of such paper. Said Smith, and investors whom he represented were largely interested in said Minnesota & Ontario Power Company, said Spanish River Pulp & Paper Mills, Ltd., and its subsidiary, the Lake Superior Pulp & Paper Company, Ltd., and the Abitibi Power & Paper Company, Ltd.

"Frank J. Sensenbrenner is vice-president and the directing and managing officer of defendant Kimberly-Clark Company, a corporation which has produced and could produce large quantities of such paper by devoting thereto certain of its plant and equipment formerly used or appropriate for that purpose but which for the time is being utilized for other grades of paper. Said Frank J. Sensenbrenner, through his various connections and financial interests, is one of the most influential men in the news print industry.

"George F. Steele is the secretary and manager of the News Print Manufacturers Association, a voluntary trade association composed of the corporate defendants.

"The foregoing eight defendants are herein called the individual defendants. The following defendants herein called the corporate defendants are each corporation, duly organized and existing under the laws of one of the states of the United States or one of the provinces of the Dominion of Canada, except defendant J. R. Booth; and the names of said corporate defendants, together with their approximate daily tonnage of news print paper and the location of their mills is as follows: (The list follows this petition.)

THE ASSOCIATION.

"2. The News Print Manufacturers Association is a voluntary association formed about April 1, 1915, and composed of all of the corporate defendants under the management of the individual defendants. Its officers are located at 18 East 41st street, in the Borough of Manhattan, Southern District of New York. Said Association has no constitution, by-laws, nor minutes of proceedings. The defendants Mead, Dodge, Chaboon, Gould and Backus constitute the executive committee of the asso-

ciation, of which defendant Mead has been chairman and defendant Steele has been secretary.

"Defendant Smith acted in all respects as a member of said executive committee, though not formally a member.

"Defendant Sensenbrenner, located at Neenah, Wis., acted as the Western adviser for the executive committee and participated in the activities of the executive committee in the West. The corporate defendants, members of the News Print Manufacturers Association, filed with said association at regular intervals full and complete information and data concerning their contracts with their respective customers, the quantity of news print paper manufactured and sold by them in relation to their scheduled capacity, the quantity of news print paper carried by them in stock, samples of the quality of news print paper manufactured by them from time to time, and other details of their several businesses either at regular intervals or when called for from time to time by the individual defendants.

"3. Continuously since April 1, 1915, the grade of paper called in the trade news print paper, principally used by newspaper publishers for the printing of their publications, has been manufactured in large quantities, by a great number of manufacturers at their several places of manufacture located in divers of the states of the United States and in divers provinces of the Dominion of Canada; such paper has been sold by such of said manufacturers as were located in the United States, and by them shipped, in pursuance of such sales, over the lines of common carriers serving their said places of manufacture, into other states than those wherein such paper so sold and shipped was manufactured, and into foreign countries, to wit, European, Australian and South American countries, to consumers of and dealers in such paper in such states and foreign countries, and has been so shipped to such other states to agents of such manufacturers for sale in such states to consumers and dealers and those in other states and in such foreign countries; such paper has been sold by such of said manufacturers as were located in the Dominion of Canada, and by them shipped, in pursuance of such sales, over the lines of common carriers serving their said places of manufacture, into the United States, to consumers of and dealers in such paper, and has been so shipped by said last mentioned manufacturers to agents of those manufacturers in the United States for sale to consumers and dealers in the United States and in such other foreign countries.

"The total daily output of such paper in the United States and Canada so sold and shipped as aforesaid has been approximately 6,300 tons, of the approximate value of \$250,000, of which approximately 5,600 tons daily, of the approximate value of \$225,000, have been so manufactured, sold and shipped by the corporate defendants at and from the places and in the approximate quantities indicated in connection with their description set forth in paragraph one hereof.

"Approximately 1,000 tons of said paper so manufactured, sold and shipped by the corporate defendants has been so sold and shipped daily from their said places of manufacture into said Southern District of New York.

"Thereby the corporate defendants throughout said period of time have been carrying on trade and commerce among the several states of the United States and with foreign nations within the meaning of the Act of Congress approved July 2,

1890, entitled 'An Act to protect trade and commerce against unlawful restraints and monopolies.'

"4. Continuously since April 1, 1915, the corporate defendants have been, and still are, engaged in an unlawful combination in restraint of their said trade and commerce, which combination has been and is managed by the individual defendants, who have been constituted into a committee or body for regulating the trade and commerce of all of the corporate defendants, with the object of requiring, inducing and coercing each corporate defendant to carry on its said trade and commerce subject to such regulations, rules and decisions as the individual defendants should prescribe and announce from time to time, with the purpose and intent of eliminating or restricting competition in the sale of news print paper and of concertedly working for materially higher prices and of concertedly establishing uniform terms and conditions of sale in such trade and commerce.

"5. Said regulations, rules and decisions consisted in requiring: the corporate defendants in carrying on their said trade and commerce, (a) to refrain from competing with each other for new customers for their paper; (b) to refrain from competing with each other as to the quality of paper to be sold in said trade and commerce; (c) to refrain from competing with each other as to delivery of, and furnishing storage for, paper sold but not delivered; (d) to refrain from competing with each other as to terms of credit, rate of interest upon open accounts, the dates of the beginning and ending of contract years, the methods of making sales of such paper through salesmen, dealers and jobbers, the payment of return freight upon the cores upon which their paper should be wrapped, payment of charges for cartage and allowing of claims for waste or damaged paper; (e) to engage in simultaneous representations to the public, to their customers and to each other, of alleged increased cost of manufacture and of alleged shortages of such paper; (f) to manufacture insufficient quantities of such paper; (g) to co-operate in discouraging the erection of new mills or the installation of new machinery for the manufacture of such paper; (h) to co-operate in preventing new concerns from competing with the corporate defendants by transferring orders and contracts for such paper to such new concerns on condition that such new concerns should not compete with the corporate defendants; (i) to co-operate in preventing other manufacturers of news print paper from competing with the corporate defendants; (j) to furnish from time to time to said News Print Manufacturers Association, at 18 East 41st street, in the Borough of Manhattan and in said Southern District of New York, for the information of the individual defendants, full and complete information and data concerning their contracts with their customers and the quantity of such paper manufactured, carried in stock or sold by them in relation to the capacity of their several plants and other details of their several businesses.

"6. The corporate defendants submitted to such regulations, rules and decisions, in the carrying on of their said trade and commerce, notwithstanding the fact that because the corporate defendants were independent of each other, they should, and, but for said unlawful combination, they would, have competed freely and fully with each other as to all said matters, and should and would have conducted their said trade and commerce free from such regulations,

rules and decisions.

"7. The defendants, by the foregoing and similar combinations, agreements, understandings, methods and conspiracies, have engaged in a combination in restraint of the trade and commerce among the several states and with foreign nations in news print paper, and unless enjoined by this honorable court, will continue to restrain said trade and commerce, contrary to the Act of July 2, 1890, entitled 'An Act to protect trade and commerce against unlawful restraints and monopolies.'

"Wherefore your petitioner prays that writs of subpoena issue out of this honorable court, under the seal thereof, directed to said defendants and each of them, commanding them, at a certain time and under a certain penalty, to be therein specified, to be and appear before Your Honors in this honorable court, and then and there full and true and perfect answer make unto this petition, but not under oath, answer under oath being hereby expressly waived, and to stand to, and abide by and perform all and singular the orders and decrees of this honorable court in the premises.

"And your petitioner further prays for a final decree against the defendants, as follows:

DECREE ASKED FOR.

"1. Defendants have entered into and engaged in an unlawful combination in restraint of trade and commerce in news print paper among the several states and with foreign nations in violation of the Act of July 2, 1890, entitled 'An Act to protect trade and commerce against unlawful restraints and monopolies.'

"2. The News Print Manufacturers Association is an unlawful combination of the defendants in restraint of the trade and commerce in news print paper among the several states and with foreign nations, in violation of said Act of July 2, 1890; and said News Print Manufacturers Association shall be, and it hereby is, dissolved.

"3. Each corporate defendant is hereby perpetually enjoined from carrying into further effect the combination hereby dissolved and from entering into or engaging in any like combination having for purpose or effect (a) the elimination or restriction by concert of action of competition in news print paper, or (b) the concerted working for materially higher prices for news print paper, or (c) the establishment by concert of action of uniform prices, terms or conditions for the sale of news print paper, or (d) the concerted working to discourage others from manufacturing news print paper.

"4. Each corporate defendant is hereby perpetually enjoined from entering into any combination, agreement, understanding or concert of action with any other corporate defendant or with any other manufacturer of news print paper, having for purpose or effect (a) to limit or restrict itself as to the customers to whom it should sell or offer to sell news print paper; (b) to limit or restrict itself as to the quality or quantity of news print paper it should make or sell; (c) to limit or restrict itself as to the service it should render to its customers or the prices, terms or conditions upon which it should sell or offer to sell news print paper.

"5. The injunctions herein contained against the corporate defendants shall apply to, and be binding upon, such corporations and their respective officers, directors, agents and employees, and all other persons, firms or corporations acting under, for or in behalf of them or any of them, or claiming so to act.

"6. Each individual defendant is hereby perpetually enjoined from entering into, engaging in, or carrying into further effect, any contract, combination or conspiracy having for purpose or effect to regulate, dominate or restrict the trade or commerce in news print paper of any person, firm or corporation other than the firms or corporations with which such individual defendant is or may be connected as an officer, agent or employee.

"7. Nothing herein contained shall prevent the defendants from entering into and performing a certain contract of even date with the Attorney General of the United States, as trustee, made for the purpose of meeting the emergencies created by the combination herein dissolved and by the present state of

war in the United States. Nothing herein contained shall be deemed an adjudication for or against the exercise of control by any corporate defendant of any of its subsidiaries as set forth in the petition, nor for or against the right of certain of the defendants or their subsidiaries to avail themselves of the services of the Canadian Export Paper Company, Ltd., or the G. H. Mead Company, or the Minnesota & Ontario Paper Company in the manner and to the extent now being availed of, as set forth in the petition herein.

"8. The court retains jurisdiction to proceed against the defendants not hereby consenting to this decree, and to enforce this decree and to enable any of the parties to apply to the court for modification hereof, if it be hereafter shown to the satisfaction of the court that by reason of changed condition or changes in the statute law of the United States the provisions hereof have become inoperative or inadequate to maintain competitive conditions in the interstate or foreign trade or commerce of the United States in news print paper or have become unduly oppressive to defendants or any of them and are no longer necessary to secure or maintain competitive conditions in such trade or commerce.

"And your petitioner further prays for a temporary injunction until the final hearing and determination of this cause, restraining the defendants from doing or attempting to do or threatening to do any of the acts which your petitioner prays may be finally permanently enjoined.

"And your petitioner further prays for such other and further relief, final or interlocutory, touching the matters set forth herein as in equity and in conscience to Your Honors shall seem just and meet.

"And as in duty bound your petitioner will ever pray.

"FRANCIS G. CAPPEY.

"United States Attorney in and for the Southern District of New York.

"THOMAS W. GREGORY,

"Attorney General.

"G. CARROLL TODD,

"Assistant to the Attorney General.

"HERBERT C. SMYTH,

"MARK HYMAN,

"Special assistants to the Attorney General."

THE PRICE FIXING SIGNIFICANCE.

PAPER CASE MAY HAVE WIDE INFLUENCE ON OTHER LINES OF BUSINESS.

While members and employees of the News Print Manufacturers Association, which was dissolved by court decree on November 26, are preparing for a wind-up of the business of the association, lawyers and corporation heads are discussing the significance and probable ultimate effects of the agreement between the Government and the news print manufacturers by which the paper situation was settled.

The New York Times gathered the following facts on that phase of the matter:

Two features of the agreement and court action based upon it were generally considered as especially important to the country at large, as distinguished from the news print paper industry.

These were the establishment in law of the illegality of the so-called open competition associations when they have the effect of restraining trade and the court recognition of the Federal Trade Commission as a maximum price fixing body for manufacturers and their customers.

Mark Hyman, one of the special assistants to the Attorney General who represented the Government in the action against the news print manufacturers and in the agreement, said that, in his opinion, the court decree abolishing the News Print Manu-

SIGNERS OF THE THREE-CENT NEWS PRINT AGREEMENT.

The names of the corporate defendant members of the News Print Manufacturers Association signing the three-cent price agreement, together with their daily tonnage of news print paper, as approximated by the Government petition, and the location of their mills are as follows:

Name of Concern.	Daily Tonnage.	Location of Mills
Abitibi Power & Paper Co., Ltd.	225	Iroquois Falls, Ont.
Belgo-Canadian Pulp & Paper Co.	150	Shawinigan Falls, Que.
Berlin Mills Co.	100	Berlin, N. H.
J. R. Booth	125	Ottawa, Ont.
Brompton Pulp & Paper Co.	65	East Angus, Que.
Crown-Willamette Paper Co.	300	West Linn, Ore.; Camas, Wash.
Canada Paper Co., Ltd.	40	Windsor Mills, Que.
Chiff Paper Co.	20	Niagara Falls, N. Y.
Edw. Crabtree & Sons, Ltd.	22	Crabtree Mills, Que.
Champion Paper Co.	37	Carthage, N. Y.
Cleveland Paper Co.	14	Cleveland, Ohio.
Cheboygan Paper Co.	20	Cheboygan, Mich.
Consolidated Paper & Paper Co.	120	Grand Rapids, Wis.
Donnacona Paper Co., Ltd.	100	Donnacona, Que.
De La Paper & Pulp Co.	32	Sau Claire, Wis.
E. B. Eddy Co., Ltd.	55	Hull, Que.
Fitzdale Paper Co.	39	Fitzdale, Vt.
Finch, Prunty & Co.	100	Glens Falls, N. Y.
Flambeau Paper Co.	20	Park Falls, Wis.
Gould Paper Co.	64	Lyons Falls, N. Y.
Grandfather Falls Co.	35	Merrill, Wis.
Hennepin Paper Co.	30	Little Falls, Minn.
International Paper Co.	1,289	Glens Falls, Post Edward, Palmer, Niagara Falls, Ticonderoga and Watertown, state of New York; Chisholm, Orono, Me.; Berlin, N. H.; Bellows Falls and Wilder, Vt.
Itasca Paper Co.	25	Grand Rapids, Minn.
Kimberly-Clark Co.	81	Appleton, Kimberly, Neenah, Niagara, Wis.
Laurentide Co., Ltd.	200	Grand Mere, Que.
Minnesota and Ontario Power Co.	350	International Falls, Minn., and Fort Frances, Ont.
Nekoosa-Edwards Paper Co.	20	Port Edwards, Wis.
Northwest Paper Co.	100	Cloquet and Brainerd, Minn.
Oswego Falls Pulp & Paper Co.	25	Fulton, N. Y.
W. H. Parsons Co.	132	Brunswick and Lisbon Falls, Me.
Pettebone Cataract Paper Co.	25	Niagara Falls, N. Y.
Powell River Co., Ltd.	225	Powell River, B. C.
Price Bros. & Co., Ltd.	220	Jonquiere and Kenogami, Que.
Remington Paper & Power Co.	152	Raymondville, Norfolk and Norwood, N. Y.
Rhineland Paper Co.	24	Rhineland, Wis.
St. Croix Paper Co.	121	Woodland, Me.
St. George Pulp & Paper Co.	22	Norwalk, Ct.; and St. George, Que.
St. Maurice Paper Co., Ltd.	100	Three Rivers, Que.
St. Regis Paper Co.	145	De Feret, N. Y.
Spanish River Pulp & Paper Mills	444	Espanola, Sault Ste. Marie and Sturgeon Falls, Ont.
Taggart Paper Co.	20	Felt Mills, N. Y.
West End Paper Co.	25	Carthage, N. Y.
Watab Pulp & Paper Co.	45	Sartell, Minn.
Wisconsin River Pulp & Paper Co.	55	Stevens Point, Wis.

8,755

It is understood that the various signers used every endeavor to persuade other mills that were not indicted to also sign the agreement so that as much tonnage as possible will be affected. Other names will be added to this list as soon as announced.

facturers Association would have the effect of causing directors to modify many other open competition associations now acting to restrain trade, and would, in addition, give the Government a sound basis of action against any such associations which continued to operate illegally.

He pointed out that the decree had been admitted as having a foundation in law by several of the leading corporation lawyers of the city, and this gave it a standing among the members of the bar which would be generally recognized.

The News Print Manufacturers' Association, as do similar organizations in various industries, represented the latest method adopted by manufacturers to control their market, according to the Government's contention.

When the first "trust busting" activities of the Government directed against the great corporations were successful, manufacturers seeking a new way to do an old thing made formal agreements among each other as to prices, output and distribution of products. Mr. Hyman said:

The Government broke up these formal agreements as illegal, he went on, and then pooling agreements, according to which manufacturers paid certain sums of money into a pool and forfeited their stake if they became independent as to prices, etc., began to be heard of.

The Government put an end to the

pooling agreements, and then came arbitration agreements, under which a man employed by manufacturers went from place to place to investigate and determine the prices and conditions that should govern the selling of products.

When the arbitration agreements had been declared illegal, some manufacturers devised the system of selling their products through an agent who would apportion his sales among them.

Such selling schemes had their short day before falling before the law, and the next and latest development was the informal agreement among manufacturers which in the popular mind is represented by the famous "Gary Dinner," although Judge Gary has denied without successful contradiction by the Government that the dinner over which he presided was a price-fixing occasion.

The News Print Manufacturers Association, according to the Government, was a "Gary dinner" kind of an organization.

The allegation upon which the decree for its dissolution was based was that the executive committee of the association held secret and informal meetings at which no minutes were kept but at which a small group of men who knew each other well discussed their industry and verbally agreed as to how it should be controlled in the interests of the manu-

facturers.

The results of these agreements, the Government charged, were distributed among the members of the association who, though under no stated compulsion to abide by the decisions as to prices, production, and distribution, acted in what they considered their own best interest and did so.

The dissolution of the association was the first instance of Government success against this particular kind of "open competition association," and so established a precedent of importance. Mr. Hyman pointed out, however, that many industrial associations of manufacturers and others, formed for the purpose of advertising, research work and mutual co-operation in such things as patents, were perfectly legal and distinctly beneficial.

The only associations which need fear the law, he said, were those which had the effect of restraining trade, whether this was their expressed purpose or not.

Herbert C. Smyth, who was also a special assistant to the Attorney General in the case against the paper manufacturers, emphasized the importance of the court recognition of the Federal Trade Commission as a price-fixing body.

He said that the commission appeared for the first time as a fixer of a maximum price to govern an open market. The first price regulation by the commission came when it advised purchasing war boards what prices they should pay for their products.

Now the commission has been empowered to fix maximum prices for news print paper as between manufacturers and customers in general.

This granting of authority to the commission was by agreement, but, Mr. Smyth said, if the public came to look upon the commission as a price-fixing body, the time when the commission would be authorized by Congress to fix maximum prices in any industry would be brought nearer.

TRADE BOARD'S RESPONSIBILITY.

WAYS AND MEANS OF FIXING COST OF PRODUCTION IS YET TO BE STATED.

New importance attaches, in view of the decree just signed in New York by Judge Mayer, to the Federal Trade Commission's continuing investigation of the cost of news print manufacture.

Here, indeed, is the crux of the present situation.

The three-cent price agreed upon in the compromise between the Government and the indicted members of the News Print Manufacturers Association is to hold for only four months and President Backus of the Minnesota & Ontario and Fort Francis Companies, would fain have the Trade Commission undertake price fixing beginning with January 1, 1918.

With such a swinging into the line on the part of leading paper producers in favor of price fixing by the Trade Commission—price fixing that would presumably be subject to revision from time to time in accordance with changing raw material prices and cost of manufacture—the utmost importance attaches to the Trade Commission's ways and means of figuring cost of production.

In this same connection significance attaches to the new working agreement between the Trade Commission and Paper Controller Pringle of Canada, whereby there will be an exchange of information on costs and cost-accounting methods.

The three-cent price which has been fixed for the first quarter of

1918 reflects the conviction of the Trade Commission experts that the cost of news print production has advanced over the estimate made as the outcome of the investigation made at the behest of the United States Senate.

Months ago, the news print experts at the Trade Commission confided to *THE FOURTH ESTATE* that if the price for paper was to be set then, instead of at the earlier date at which it was fixed, the probabilities were that it would be nearer three cents than 2.50 cents.

Now, it is understood the news print manufacturers will under the special permission conferred in the New York court, endeavor to persuade the Trade Commission before April 1 that even the three-cent rate is lower than present conditions warrant.

Herein lies one explanation, too, of the extra strenuous effort that is just now being made in Canada to convince the authorities that the cost of producing pulp and paper in the Dominion is higher than the newspaper proprietors believed it to be.

Every point that can be scored by American or Canadian paper producers will mean dollars in pocket to them no matter whether the price fixing of the Federal Trade Commission is under specific authority from Congress or merely, as at present, in accordance with mutual agreement with paper interests.

It is understood that the working out of all details for the operation of the compromise effected in New York will be left to the Federal Trade Commission, but at this writing the Commission

As matters stand the Trade Commission has its working plan for paper administration under the three-cent agreement only tentatively framed and will make no announcement of details until there has been opportunity to digest the compact made in New York.

It is admitted that there are many loose ends to be caught up—many features not disposed of in the New York agreement.

These embrace the disposition of paper now in the hands of manufacturers and dealers; paper under contract at prices in excess of three cents; paper yet due for delivery under the 2.50 cent price arrangement, etc.

Then, too, there is the effect of the new deal upon concerns that were not involved in the New York case, but that have been allowing the Trade Commission to allot their output.

It was stated to *THE FOURTH ESTATE* at Trade Commission headquarters this week that the Commission has not yet passed on these incidental problems and that the Commissioners have not yet made up their minds what disposition should be made of these issues.

Readjustment of print paper prices and distribution of stocks were turned over on November 23 to the Federal Trade Commission by the Department of Justice. Commissioner W. B. Colver and Dr. E. O. Merchant, who were in charge of the investigation of the industry, immediately began preparations to carry out the agreement reached with indicted manufacturers at New York several days ago. Before a price is fixed and a system of equitable distribution arranged, it is probable that hearings will be held, possibly in different parts of the country.

Canadian prices and supply, which were considered by the commission at recent conferences here with Robert Pringle, the Dominion's paper commissioner who possesses dictatorial powers as to price, probably will be considered by Commissioner Colver, who by agreement now has virtually the same powers as the Canadian commissioner.

THE SOLID SUNNY SOUTH

Tremendous Wave of Prosperity is Sweeping Over the Fair Land of Dixie.

PROSPERITY is rampant in the South! There's plenty of work—plenty of money! Banks are overflowing and complain of a lack of borrowers.

The value of the South's agricultural output in 1917 will be more than **SIX BILLION DOLLARS**—or a gain of **ONE AND A HALF BILLION DOLLARS** over 1916!

Of the 73 new United States army camps, the thirty-three established in the South are adding untold millions to Dixieland's prosperity. These camps benefit everybody—the men who build the cantonments; farmers, truckers and provision dealers who supply army commissaries; storekeepers, hotels, boarding house keepers, amusement place proprietors, etc., who cater to the soldiers and their families.

A better time for Southern advertising campaigns can hardly be imagined and the Southern daily newspapers are the Southerners' favorite periodicals.

For full information as to areas of distribution, circulation rates, etc., address any of the following publications, all of which are members of the Southern Newspaper Publishers Association:

ALABAMA.	NORTH-CAROLINA.
Birmingham Age-Herald	Asheville Times
Birmingham News	Charlotte News
Gadsden Journal	Concord Daily Tribune
Mobile Register	Greensboro News
Montgomery Advertiser	Rocky Mount Telegram
Montgomery Journal	Wilmington Dispatch
	Wilmington Star
	Winston-Salem Journal
ARKANSAS	SOUTH CAROLINA.
Little Rock Democrat	Anderson Daily Mail
	Charleston News and Courier
	Columbia State
	Greenville News
	Spartanburg Herald
	Spartanburg Journal
FLORIDA.	TENNESSEE.
Jacksonville Times-Union	Chattanooga News
Miami Herald	Chattanooga Times
Miami Metropolis	Knoxville Journal and Tribune
St. Augustine Record	Knoxville Sentinel
St. Petersburg Independent	Nashville Tennessean and American
Tampa Times	
GEORGIA.	TEXAS.
Albany Herald	Beaumont Enterprise
Atlanta Constitution	Beaumont Journal
Atlanta Georgian and Sunday American	Ft. Worth Star-Telegram
Atlanta Journal	Galveston News
Augusta Herald	
Macon Telegraph	VIRGINIA.
Savannah News	Lynchburg News
KENTUCKY	
Lexington Herald	
Louisville Courier-Journal and Louisville Times	
LOUISIANA.	
New Orleans Item	

(Prepared by the Massengale Advertising Agency, Atlanta.)

TRIBUTE TO FRANK P. GLASS.

ASSOCIATES EXPRESS THEIR APPRECIATION OF HIS LEADERSHIP.

The following tribute was paid to Chairman Frank P. Glass on the settlement of the paper case by his associates on the A.N.P.A. paper committee:

"To the Members of the American Newspaper Publishers Association:

"For twenty months the executive committee on paper of the American Newspaper Publishers Association has been as follows: Frank P. Glass of the Birmingham News, chairman; Elbert H. Baker of the Cleveland Plain Dealer and Emil M. Scholz of the New York Evening Post.

"Now that the chief objective of the committee has been brought to a successful issue through the splendid adjustment of the paper situation the undersigned feel they would be delinquent in their duty if they did not make this testimonial of appreciation of the resourceful, tireless

and unrelenting efforts of Chairman Frank P. Glass.

"Such an exhibition of unselfish devotion to the common interests of American newspaper publishers deserves appreciation. During the months that Mr. Glass worked ardently for fair play for the newspapers, abuse was heaped upon him at every opportunity. Those opposed to the work of the committee lost no opportunity to nullify his efforts.

"Mr. Glass not only gave his time unsparingly, but at great financial sacrifice as well. A concerted effort was made to punish his newspaper for his activity and to use that fact as a warning to others. Members will recall a meeting in Chicago last spring when an attempt was made by the manufacturers to have a new committee appointed.

"Notwithstanding flank attacks Mr. Glass held the committee to the course of the main objects, which are now achieved. Never during the long months of the campaign did he let personal interests interfere with his battle for justice and fair play.

"If he had failed he would have still deserved credit for his superhuman efforts, but he won what he set out to do, and in the achievement of the

new understanding between the Government, the manufacturers and publishers he has performed a patriotic duty and earned the eternal thanks of every American newspaper.

*"ELBERT H. BAKER,
"Publisher (Cleveland Plain Dealer.
"EMIL M. SCHOLZ
"Publisher New York Evening Post."*

Franklin Potts Glass, vice-president of the A.N.P.A., is editor-in-chief of the Birmingham (Ala.) News. He was born in 1858 in Centerville, Ala., and did his first newspaper work in 1880, when he founded the Bibb (Ala.) Blade. He bought the Selma (Ala.) Daily Times in 1881 and five years later bought a half interest in the Montgomery Advertiser, of which he was general manager until August, 1915. He became editor-in-chief of the Birmingham News in 1910 and is vice-president of the company which publishes the News.

Mr. Glass was nominated to the United States Senate in 1913, to fill out an unexpired term, but the Senate declined to seat him on the ground that the governor had no right of appointment under the existing statutes of Alabama.

PAPER PRICES FOR 57 YEARS.

The prices at which news print paper has been sold during the last fifty-seven years—from 1860 to 1917—are shown by the following table:

Year	cents	pound
1860	8.3	
1861	7.6	
1862	17.	
1863	33.13	
1864	12.	
1865	12.6	
1866	17.2	
1867	16.	
1868	14.6	
1869	12.3	
1870	12.3	
1871	12.1	
1872	12.	
1873	11.2	
1874	8.6	
1875	8.6	
1876	8.3	
1877	8.3	
1878	6.46	
1879	6.	
1880	6.9	
1881	6.46	
1882	6.	
1883	5.73	
1884	5.5	
1885	5.2	
1886	4.77	
1887	4.16	
1888	4.	
1889	3.875	
1890	3.4	
1891	3.125	
1892	2.91	
1893	2.75	
1894	2.34	
1895	2.26	
1896	2.26	
1897	1.8	
1898	1.8	
1899	1.8	
1900	1.8	
1901	1.8	
1902	1.9	
1903	2.05	
1904	2.	
1905	2.	
1906	2.	
1907	2.	
1908	2.10	
1909	2.25	
1910	2.25	
1911	2.25	
1912	2.25	
1913	2.25	
1914	2.15	
1915	2.15	
1916	2.16	
1917	2.35	
1917-18	2.	

COMMENT BY THE PUBLISHERS.

Louis Wiley, business manager of the New York Times:
"I am glad that a settlement has (Continued on Twenty-fourth Page.)

TWENTY-YEAR HISTORY OF PAPER CONTROVERSY.

YEARS 1916-17 NOT ONLY DISAGREEABLE TIME, BUT IT WAS THE MOST STRENUOUS.

While the controversy between the publishers and the news print paper manufacturers leading directly to the agreement of November 26, 1917, fixing the price of paper at three cents for the next four months and allowing the Federal Trade Commission to set prices thereafter until three months from the end of the war, has been of about a year and a half duration, from the carefully preserved American Newspaper Publishers Association records it is learned that 1916-17 was not the first time the newspaper publishers and paper manufacturers were at odds.

The use of improved machinery and methods seemed to have caused a downward tendency in the price of news print during the eighteen years preceding 1898, which year saw the incorporation of the International Paper Company, with a capital stock of \$55,000,000 and composed of twenty-four (subsequently increased to thirty) of the largest mills in the country and controlling eighty per cent of the total output.

During the same year the A. N. P. A. appointed a committee to investigate the "Paper Trust." The year 1899 saw a joint High Commission endeavoring to adjust differences between the United States and Canada, and it was at that time suggested that the \$6 duty on news print and \$1.67 on pulp, provided by the Dingley Bill, be abolished so that competition with the trust might ensue. (Previous to the passage of the Dingley Bill in 1897 the tariff on paper was fifteen per cent ad valorem and on pulp ten per cent.)

At the annual convention of the A. N. P. A. during 1900 resolutions were adopted urging Congress to inquire into the price of news print, which had been "arbitrarily increased in price from 60 per cent to 100 per cent without reason or warrant to be found in the conditions of the industry itself."

During the same year it is found in the A. N. P. A. Bulletins that "The International Paper Company, a trust, controls nine-tenths of the supply of the United States and that prices are forced sixty per cent above former prices and forty per cent higher than prevailing prices in Canada."

ECONOMIES PRACTISED DURING 1900.

It is interesting to note that during this same year, for the purpose of combatting the trust, newspapers were trying most of the methods of economy practiced today, such as abolishing returns, co-operative buying and increase of subscription and selling price.

During this same year the Great Northern Paper Company was organized for the purpose of combatting the "trust" and trust prices.

The year 1900 was a memorable one because the General Paper Company, a consolidation of twenty-five mills in Wisconsin, Michigan and Minnesota, was also organized to secure control of the Western market and compete with trust prices.

During 1904 suit was started against the General Paper Company, and the following year the attorney-general of Wisconsin served it with an order to show cause why it should not be dissolved. Ordered to produce its books in court, it refused to do so or to answer questions, with the result that in 1905 Messrs. McNair, Nelson and Bossard were sentenced for contempt, appealed, and were subsequently fined.

In 1906 the General Paper Company was dissolved because of viola-

tion of the Sherman Anti-Trust Law and the Federal authorities were sustained by the courts on all points. Following the unscrambling its various tentacles resumed business at their own stands.

THE SQUEEZE OF 1907.

Until the fall of 1907 the average price for news print, delivered, in the Eastern freight zone, was \$40.17 per ton and the lowest price \$38 per ton (Report of Tariff Board 1911).

During August of that year, however, paper salesmen were actively spreading reports of a paper famine and high prices. Quotations shifted in seeming concert of action from \$38 to a minimum of \$50 per ton and many publishers feared they would be unable to secure paper at any price. Consumers had reason to fear an increase of price to \$60.

The famine was artificial and was caused, in part, by a speculator connected with the paper trade tying up over \$1,000,000 worth of the product. Manufacturers are alleged to have connived at the scheme to their own profit.

The situation was so serious that the A. N. P. A. held a special convention during September which was attended by hundreds of publishers, at which steps were taken to break the artificially created prices which eventually resulted in a reduction of the \$6 tariff to \$3.75 and subsequently to its abolition on October 3, 1913.

Certain manufacturers pointed to the abolition of the duty in 1913 as the cause of the recent situation and as a justification for taking the last pound of flesh while the publishers contended, the primary cause, to which they shut their eyes, was to be found in their practices of 1907.

FROM 1913 TO 1916.

From 1913 to the spring of 1916 the prevailing market price was around \$38 per ton f. o. b. mill. Lower sales were reported and higher prices were also paid.

Prior to 1916, the members of the News Print Manufacturers Association, representing then about eighty per cent of the continent's production, were alleged to have held frequent meetings in Canada and various points in the United States—meetings of sufficient importance to cause the leading manufacturers to attend, but, presumably, presumably of insufficient importance to make necessary the keeping of records. A standard price of two cents mill seems to have been in mind.

The fall of 1915 witnessed an unexpected and sudden increase of newspaper advertising which resulted in increased deliveries from the mills.

During the first half of the year they had permitted their stocks to drop from over 91,000 tons to nearly 77,000 and during the last six months 8,000 more, so that the first of 1916 showed less than 69,000 tons which by July 1 had dwindled to about 58,-

000 tons, well below the danger point. THE SQUEEZE OF 1916.

The experience of publishers in obtaining their supply of print paper, was most complex and abnormal, in many cases such as to seriously jeopardize their business.

Most publishers, with any appreciable consumption, entered into the year with contracts of approximately normal prices of about 2 cents or 2.10 New York delivery. As these contracts expired during the year, or at the end of the year, they invariably were forced to pay increases of from 40 to 300 per cent. Large consumers practically all had an advance of about from two cents delivered to 3.30 delivered.

Practically all consumers were cut down by the mills and allotted from 80 to 75 per cent of their requirements, with the result that they had to try and make up this deficiency by bidding in the open market for free tonnage, so that spot business advanced to unheard of prices.

All during 1916 publishers were unable almost universally to obtain quotations on paper, except from their current source of supply. All mills appeared to absolutely refuse to quote any except customers already on their books. This had a tendency to increase prices and to stiffen the market very materially.

Added to the acute shortage of paper tonnage, a large number of machines were diverted to other grades. The publishers claimed that most of these changes were made with equal or less profit to the manufacturer than he could obtain from the prevailing prices of news print.

Shortly after the first of 1916, publishers all noted a very strong tendency on the part of the manufacturers to deteriorate the quality by cutting out color, sizes, alum and cutting down the proportion of sulphite. Their experience in this was very unpleasant, as the loss in press room amounted to a very large item with paper of the quality supplied.

Publishers were all induced to use every possible economy, and in most cases acceded to this request, thereby effecting a saving on normal consumption of from ten to twenty per cent.

During 1916 large increases in volume of advertising; in subscription and circulation, in many cases offset this saving, but it is sad to contemplate what the situation might have been had not the publishers exercised every possible economy and shown a spirit of co-operation with the manufacturers.

HEAVY LOSSES FOR PUBLISHERS.

A number of papers throughout the country were forced to raise their subscription and advertising rates.

Most large publishers were forced to stand very heavy losses, while the market was maintained; in some cases it is quite probable this will handicap them for years to come.

While conditions were hard enough for the big city publishers, those in smaller cities were terribly hard hit. It was estimated that 800 or more had to quit business or else consolidate with other newspapers in the same place during 1916.

The situation led to charges that the news print manufacturers had combined in violation of the Anti-Trust laws and the matter was before Government authorities for investigation for the greater part of the year 1916.

The paper manufacturers disclaimed the truth of the publishers' charges and also demanded the Government to investigate conditions and find the truth for itself. The manufacturers contended that there was an unprecedented demand for news print owing to increased volume of advertising in the newspapers and

they were not in a position to make more paper.

They claimed that the news print business was an undesirable one for them and that they could get better prices and selling conditions by turning their machines over to the making of kraft and other grades. They claimed it was entirely up to the publishers to economize and keep within the amount of paper that might be turned out for them.

TRADE COMMISSION ACTS.

Through the efforts of the executive committee on paper of the American Newspaper Publishers Association, composed of Frank P. Glass of the Birmingham News, chairman; Elbert H. Baker of the Cleveland Plain Dealer; and Emil M. Scholz of the New York Evening Post, the news print situation was taken up for investigation in April, 1916, by the Federal Trade Commission on authority of Congress.

The next step of the paper committee was to appoint a paper expert to represent it and A. Gordon McIntyre was appointed to the position in October, 1916.

This quartette led the fight for better conditions from that time to date, unceasingly keeping up the attack on the paper manufacturers from Washington and every other pregame point in this country and Canada.

The A. N. P. A. paper committee brought onto the American market many thousands of tons of news print for the relief of the American publishers, from independent sources, the chief achievement of this kind being the contract for the output of the Northcliffe Mill of Newfoundland during the past few months of 1917.

Contracts were renewed at increasing prices. During December the International announced its minimum price to be about \$62 per ton at the mill for 1917 delivery, and some other mills fixing even higher prices.

THE FEDERAL TRADE COMMISSION—1916 MANUFACTURING COST.

The Trade Commission's report showed that it was obliged in order to show the true cost of production to revise the cost figures as shown by the manufacturers' books by eliminating all interest charges, inter-company profits, rentals and transfer profits to substitute its own depreciation charges and in some instances to reduce shrinkage charges.

The Commission also found that more mills were producing at lower cost during the first half of 1916 than during the same period of 1915—that selling cost was lower and profits per ton higher.

The Commission found the average prices received per ton f. o. b. mill to be less than \$40 during the period from 1912 to July 1, 1916, except from the mills of Wisconsin and Minnesota where the prices ranged slightly over \$40 during 1913 and the first six months of 1916, and under that figure during 1914 and 1915, and from three Pacific Coast mills which received as much as \$44 during 1913.

The Commission also reported the following manufacturing costs for the periods stated:

1912—30 mills produced 944,363 tons at an average cost of \$33.41.
1914—35 mills produced 1,043,530 tons at an average cost of \$33.08.
1915—35 mills produced 1,085,461 tons at an average cost of \$32.20.
1916—34 mills produced during the first six months 539,836 tons at the rate of 1,079,672 tons per annum at an average rate of \$31.93.

The commission added that if the one mill included in 1915 and not in the 1916 figures was included it would bring the averages of the two years more nearly together.

The commission also found that the average cost of more than eighty per cent of the total production of the

United States mills and seventy-five per cent of the Canadian mills showed no increase in cost during the first half of 1916 as compared with 1915.

REPORT OF TARIFF BOARD 1911.

It is interesting to note that the report of the Tariff Board submitted May, 1911, showed the average manufacturing cost of news print not including depreciation or interest by thirty-eight mills to be \$32.88 per ton, a higher price than during the preceding four years. The lowest production cost of any mill was \$24.50, the highest \$43.

The publishers' experts contended that there was no increase of cost up to July, 1916, and between that time and the first of 1917, and a liberal estimate would probably not exceed \$5 per ton and that would spell increased profits of \$19 per ton, which added to the former average of \$12 suggested profits approximating \$31 per ton—a burden too great to permit some publications to survive.

PRODUCTION.

The normal increase of consumption exceeds six per cent per annum.

The manufacturers had stated that their 1917 production would not exceed that of 1916, which means a relatively lessened output at a time of increased demand.

The Standard Contract, with its drastic and impossible conditions was forced on publishers in a time of stress and helplessness and furnished the reason for one of the A. N. P. A.'s strongest points of complaint to the Federal Trade Commission.

As a preliminary step to the Trade Commission presenting its report to Congress, a hearing was called on December 29, 1916, so all interested could criticize the figures compiled by the commission on costs and selling prices of news print. The hearing came to a quick close when the paper manufacturers declined to answer questions on the ground that it would take several months for them to properly consider the statistics of the commission. The matter stood thus at the close of the year 1916.

To guard against these high prices the A. N. P. A. waged a campaign for economy during all of last year, but it was not generally heeded until too late to affect the 1917 price.

DEVELOPMENTS IN 1917.

Matters went from bad to worse in 1917, and the Federal Trade Commission after an investigation of the paper industry last spring sought to bind the manufacturers to an agreement to sell news print paper at a price which, for most publishers, would be two and one-half cents a pound at the mill.

Many manufacturers signed this agreement but others refused. As a result of such refusal and because some who signed did not live up to the agreement the whole plan failed, and the Federal Trade Commission, which had made a report that paper manufacturers were demanding excess profits, turned over to the Department of Justice evidence which it had discovered during its investigation and which it believed indicated a violation of the Sherman anti-trust law on the part of the executive members of the News Print Manufacturers Association.

On the basis of this evidence, supplemented by information obtained in a Grand Jury investigation, the Government succeeded in having six manufacturers—namely, George H. Mead, Philip T. Dodge, Edward W. Backus, George Chahoon, Jr., G. H. P. Gould, and Frank Sensenbrenner—and Alexander Smith, a Chicago banker—indicted last April.

The indicted manufacturers directly and indirectly control seventy-five per cent of the news print paper output of Canada and the United States, and it was charged that they were

able to and did control the market, conspiring to limit the supply and raise the price of paper. The banker, Smith, was charged with being a party to the conspiracy through his financial aid.

In June the Federal Trade Commission made the following recommendation:

"... Because of the vital interest to the public of an efficient dissemination of news in this crisis, the commission recommends as a war emergency measure that Congress by appropriate legislation provide:

(1) That all mills producing and all agencies distributing print paper and mechanical and chemical pulp in the United States be operated on Government account; that these products be pooled in the hands of a Government agency and equitably distributed at a price based upon cost of production and distribution, plus a fair profit per ton.

(2) That, pursuant thereto, some Federal agency be empowered and directed to assume the supervision and control thereof during the pendency of the war.

(3) That by reason of the fact that approximately 75 per cent of the production of news print paper in Canada comes into the United States, proper action be taken to secure the co-operation of the Canadian Government in the creation of a similar governmental agency for the same function, which shall be clothed with power and authority to act jointly with the governmental agency of the United States for the protection of the consumers and manufacturers of print paper and the public of the United States and Canada.

(4) That in case the Canadian Government shall not join in such a co-operative enterprise, then importation of paper and mechanical and chemical pulp into the United States shall be made only on Government account to or through the Federal agency charged with such supervision and distribution.

The suggestion was endorsed by such important bodies as the American Newspaper Publishers Association, the New York State Press Association and the National Editorial Association, and the Southern Newspaper Publishers Association.

Matters stood thus until July, when a resolution was introduced in the Senate asking the Trade Commission what it had done to relieve the news print situation.

The Commission, in a formal statement on July 10, pointed to its recommendation to Congress that power be given the Government to assume control of news print manufacture and distribution.

The Commission again emphasized what it considered the need for more power. At one time, it said, a formal complaint against news print manufacturers was considered, but the plan was not carried out for fear of embarrassing the Department of Justice, which meanwhile had started prosecution against the manufacturers for alleged violations of the anti-trust laws. As an order directing news print makers to cease their present trade practices would have afforded no practical immediate relief, the commission declared it was powerless to remedy conditions.

For the above reasons developments awaited the trial of the indicted manufacturers. The trial was first set for October 8, then adjourned to November 15 and finally fixed for November 26.

These postponements indicated, and those observing developments learned, that conferences between the manufacturers and the Government were being held with a view to the amicable settlement of all the issues at stake, it being generally believed that the indicted men would escape prosecution if they came to an agreement concerning the price of paper.

At the psychological moment, just before Congress adjourned last October, Senator Smith of the committee on printing presented a report from the committee strongly condemning the manufacturers in the paper industry for seeking excessive profits, and

recommending the passage of a resolution empowering the Federal Trade Commission to fix the price of paper.

Since the adjournment of Congress there were strong indications that the Smith resolution would be passed as soon as the next Congress met unless the price of paper was established by voluntary agreement before that time, as has been done.

RESULTS OF SETTLEMENT.

Government Prosecutor Hyman presented the most important features of the news print agreement as follows:

1. The agreement provides for determining maximum prices and does not fix prices; thus it leaves competition open up to the point of the maximum price, and assures the publishers that they will not have to pay more than the maximum.

2. The agreement will bring before the Federal Trade Commission considerably over one-half of the total consumption of news print paper within the United States and over three-fifths of the total consumption east of the Rocky Mountains. It brings in practically all of the Canadian manufacturers, including the tonnage represented by the Canadian Export Paper Company, Limited, which tonnage would not be subject to the jurisdiction of the United States except for the making of this agreement.

3. It is expected that steps will be taken to request the consent of the other manufacturers so that the great bulk of the tonnage, at least east of the Rocky Mountains, may be brought before the Federal Trade Commission, with the exception of the two companies that have never been in any combination and have always made just and reasonable prices without Government coercion.

4. The agreement brings in the tonnage represented by Mr. Gould and Mr. Backus, both of whom had declined to come into the previous arbitration agreement.

5. The agreement provides that each manufacturer shall insert in his contracts with his customers the arbitration provision as to prices and terms of contract, so that each publisher will have a legal cause of action in case of a violation of the agreement. In addition, the right is reserved to the Attorney General, representing all the publishers, to take steps to have the agreement carried out. The agreement is also recognized in the court decree.

6. The previous arbitration agreement provided for merely a six months' duration of fair prices, leaving the publishers at the mercy of the combination when the six months were up. The present agreement is complete, and covers the entire duration of the war and three months thereafter.

7. The defendants are put under broad injunctions preventing any form of general combination in the future, and preventing any of the manufacturers or their agents from entering into agreements, understandings, or concert of action to limit or restrict them in their competition or to deter others from entering the field.

8. The Government's view that these open competition associations are illegal is recognized in the most sweeping way, first, by the imposition of very substantial fines upon the indicted defendants, and, second, by the broad provisions of the decree enjoining the defendants from entering into any general combination which involves a concerted working to control or raise prices.

9. The agreement provides for regulation of just and reasonable terms of sale, instead of the arbitrary uniform contracts which were sprung on the publishers last fall.

A meeting of the members of the

News Print Manufacturers Association will be held about the middle of December to disband.

CONWAY PRESS AGENT FOR NEW YORK HIPPODROME.

Harold Conway has succeeded Murdock Pemberton as press representative at the New York Hippodrome following the enlistment in the Navy of that promising Kansan. Mr. Conway was born in Guelph, Ont., some twenty-nine years ago. After receiving an arts degree at Fordham University, New York, Conway studied for a while in Toronto, later returning to New York and taking a position with



HAROLD CONWAY.

the Spur. He remained with this magazine for a year, leaving to experiment with the drama and contribute to magazines.

He next taught English and public speaking to business men in the New York branch of the Gordon-Detweiler Institute, subsequently lecturing for a time on salesmanship for System Magazine.

But the call of the theater was too strong and Conway became associated with the Hippodrome press department at the beginning of the current season, as assistant to Murdock Pemberton. When the latter secured the prefix chief yeoman, and was assigned to the censor's department of the Navy, Mr. Conway was moved up to fill the vacancy.

H. W. KASTOR & SONS

ADVERTISING CO. ST. LOUIS
CHICAGO
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
224 F. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



NO MORE COMMISSIONS TO INK PURCHASERS.

GOVERNMENT ACTS TO STOP LONG-STANDING ABUSE THAT HAS COST PUBLISHERS MUCH.

The Federal Trade Commission on November 23 made a long step forward in correction of certain trade abuses when the manufacturers of ninety per cent of the printers' ink made in America, personally, or through representatives, voluntarily agreed to sign a stipulation to eliminate the practice which has been prevalent among some manufacturers of giving commissions to the buyers of their ink.

The agreement was reached following a meeting at the trade commission, which was called at the request of the ink makers.

The Federal Trade Commission declined to give out any further information on the details of the agreement entered into by the ink manufacturers, nor the names of the signers of the agreement, other than the above formal statement.

The action is of wide significance for the betterment of the newspaper business and of the accessory suppliers.

It is probable that other branches of the newspaper accessory manufacturing line will take similar action, now that the ink makers have led the way.

For years past the newspaper accessory business has suffered from unfair competition due to the giving of commissions to pressroom foremen and other subordinates in newspaper organizations who had the authority to purchase supplies and abused it.

The publishers have been the real sufferers in the end from the prac-

tice, in that commissions paid out were made up on them in the prices charged by the manufacturers.

Many publishers who had the nerve to buy their own ink have discovered various devices by which stocks they bought were destroyed through the use of sand, or oil, or some other foreign substance by subordinates in their efforts to favor the manufacturer who gave them a bonus on sales.

The abuse has been just as prevalent in practically all other lines of newspaper machinery and supplies.

The Government's bringing the manufacturers together in an agreement to discontinue the unfair practices is a big step for the protection of the newspaper publisher.

A better class of men coming into the mechanical end of newspaper making in recent years has caused the elimination of the bonus abuse to a marked extent lately.

COMMENT BY THE PUBLISHERS.

(Continued from Twenty-first Page.)

at last been reached. I hope it will result not only in lower priced paper but better conditions in every respect. The fixing of a maximum price will enable many publishers to plan business farther ahead than they have been able to do for many months. Competition, which is left open by the decision should result in a price which will average considerably lower than the maximum. The proviso for arbitration is a pleasing factor in the situation."

Arthur Capper of the Topeka (Kan.) Capital.

"The settlement by agreement of the print paper case brings satisfactory relief to publishers and gives promise of future harmonious co-operation between newspaper publishers and paper manufacturers. The Glass committee is to be especially commended for its untiring efforts and efficient handling of the publishers' interests."

John Burgess of the Minneapolis Daily News:

"It is just another proof that big business is brighter than the 'big stick'. The 'paper trust' gouged millions out of publishers and the public paid. Pulpity fines and then get three cents at the mill! What more could the manufacturers ask when the market is already overstocked? Perhaps a vote of thanks!"

A. C. Weiss of the Duluth News-Tribune:

"In view of the showings made by our Government in paper print investigations and the cost of paper as compared with our neighbor, Canada

where after a most searching investigation by the Canadian Government a uniform maximum price of two and a half cents has been prescribed and is now being maintained) American print paper manufacturers, who, as a result of the recent New York settlement, are still permitted to extort a price of three cents a pound from publishers of the United States under an agreement with the authorities at Washington paying their admitted conspiracy a fine equivalent to a white chip should indeed enjoy their Thanksgiving turkey in comparison with thousands of publishers, whom their unchecked and triumphant rapacity has left in a far poorer plight."

Frank P. Glass of the Birmingham News, chairman of the A.N.P.A. executive committee:

"I expressed my own opinion, as well as that of the paper committee, so fully on the settlement between the Government and the paper manufacturers that I don't see how I can add anything to that statement." (Mr. Glass' official statement appears in the report of the paper settlement in another column.)

The Fort Worth Star-Telegram:

"Taking into consideration the present labor situation brought on by war conditions and excessive high prices of raw materials, the price of three cents would be reasonable, provided that, later, the publishers should receive the benefit of the reduced price when conditions return to normal."

Emil M. Schultz of the New York Evening Post, member of A.N.P.A. committee on paper:

"The adjustment of the news print paper situation is a happy solution of the problem, which if it had been fought out to a finish would have landed both sides nowhere. The

manufacturer and the consumer must, of necessity, have mutual respect for each other in their sincerity of purpose. With the matter of price adjustment now in the hands of the Federal Trade Commission, and with the absence of any shortage in the market, it looks as though the effect will be not only to stabilize news print manufacturing but the newspaper business as well, and enable publishers to determine at what price their product can be sold to the reader, and what prices they will have to charge for advertising in order to secure fair returns on their investment."

The Buffalo Express:

"Some of the Canadian Mills, to our knowledge, are arranging to limit their field of operations in the United States and send more of their product to Europe and South America, where even more excessive prices may be obtained."

"The importance of this locally is that all of the Buffalo papers, with one exception and including the Express, get their white paper from Canada. There was a time when the Express could buy print paper for two cents a pound and less. Now it only hopes that it may have the opportunity to buy paper for three cents. It is paying considerably more at present."

Herbert L. Bridgman of the Brooklyn (N. Y.) Standard Union:

"'Nolo Contendere'—that the news print settlement is final or satisfactory."

"If the Government may regulate down, why not up; and when peace and normal conditions come, why may not manufacturers appeal to it to avert or break the fall?"

"The nose of the camel of Government regulation appears well within our tent, and if the Trade Commission may tell us what price, may they not what use? In other words, what we shall print on the paper it permits us to buy?"

"The self-confessed conspirators, permitted to retain all but \$11,000 of the millions which they have wrung from the newspapers and the millions more they may have made in the stocks in Wall Street, may well be for a little while content."

Many other publishers declined to make any comment on the matter.

CAPPER FOR THE SENATE.

Governor Arthur Capper of Kansas, publisher of the Topeka Capital and other publications, is headed for the Senate of the United States.

That's the word brought to Washington by men of experience in the stormy politics of the Sunflower State. They say nothing short of a political cyclone will stop Capper. He expects to get the Republican nomination for the office next summer and to be elected next fall against any candidate the Democrats may name. Probably Senator Thompson, now in the Senate, will be the Democratic candidate.

THE BOSTON AMERICAN AND ADVERTISER TOMORROW.

The Boston Sunday American and Advertiser will succeed the Sunday American and Sunday Advertiser tomorrow, as the result of the purchase by William R. Hearst interests of the Boston Daily and Sunday Advertiser last week.

Daily, the American and the Advertiser will continue to be separate newspapers, published by the Northeastern Publishing Company, of which Charles M. Palmer is the president. The American continues in the evening field at one cent, as in the past, as does the Daily Advertiser in the morning at two cents.

BARTON AND HOOVER WITH AMERICAN CHICLE CO.

Charles W. Barton, formerly business and advertising manager of the Advance, Chicago, has become connected with the American Chicle Company's New York office as assistant general sales and advertising manager. Previous to his connection with the Advance, Mr. Barton held the position of sales manager of a large manufacturing company in Chicago.

Mr. Barton is a brother of Bruce Barton, editor of Every Week. Mr. Barton is succeeding Ralph W. Knox, who resigned to become advertising manager of the Columbia Graphophone Company.

Norman R. Hoover, for seven years assistant circulation manager of the St. Louis Post-Dispatch, has resigned, effective January 1, 1918, and on that date will become Eastern sales manager of the American Chicle Company, Chicago.

THIRD CLASS MAIL RATE IS UNCHANGED.

It should be noted that the War Revenue Act does not affect third class mail matter.

Circulars and other printed advertising matter of the third class may still be mailed at the regular third class rate of one cent for each two ounces or fraction thereof, unsealed.

MACKAY PROMOTED

Joseph T. Mackay has been elected secretary-treasurer of the Mergenthaler Linotype Company, succeeding the late F. J. Warburton. Mr. Mackay has worked himself up from officeboy for the Mergenthaler Company and for two years had been Mr. Warburton's assistant.

CHANGES IN NEWARK.

Harry G. Kallop, manager of classified advertising and chief office clerk, has succeeded John F. Betz in charge of the automobile advertising of the Newark (N. J.) Evening News.

Mr. Betz is now with the Newark Star-Eagle, looking after automobile advertising.

SOME NOTES FROM THE SOUTH.

C. D. Scroggs, formerly court reporter on the Savannah (Ga.) Morning News, is now a local copy reader on the Mobile (Ala.) Register.

W. M. Kemp has transferred from the Savannah Morning News, on which he was railroad reporter, to the Columbia (S. C.) State.

M. W. Brady has left the business office of the Savannah Press to join the colors for the war against Germany. He entered the Provisional Coast Artillery, which was the Savannah Volunteer Guards prior to being federalized. He is the tenth Savannah Press man to enter the service.

Jesse Irvin, formerly of the Savannah Morning News, has joined the reporting staff of the Atlanta Journal. While with the Morning News Irvin was staff representative with the Savannah troops on the Mexican border when the troops did service there the summer of 1916.

Robert A. Golden is another Savannah Press man who has responded to the call of his country. He formerly covered police on the reporting staff of the Press. Now he is in the naval reserve training camp near Charleston, S. C. Golden, who is popularly and much better known in Savannah as "Red," was in New York when the call came. He lost little time in returning for service.

SELLING BONDS TO NEW YORK.

(Continued from Sixteenth Page.)

important part of the campaign was to let the public know many things that could not be told in advertising. He said:

"This work devolved upon a former New York Sun reporter, J. P. Jones of the H. K. McCann Company, who was in charge of the news bureau. Mr. Jones prides himself on being the 'greatest little shock absorber' in the financial district. The news bureau sent out ten to fifteen columns of news each day, all of which was not published. Persons doing the work sought publicity for others, and not for themselves, which displayed a splendid spirit. News publicity was nothing but advertising, if but in the last sense.

"The bureau made four classifications of publicity material—namely, news material, human interest material, propaganda and news about the progress of the campaign.

"The work of the news bureau was two-fold. It had to create ideas and get men to give good stories, and months ahead magazines were impressed with the desirability of carrying articles bearing on the loan or the war.

"Trade publications and farm papers were similarly impressed. All this work was done before the campaign was actually started so that when it started all time and energy could be devoted to current news.

"Boiler plate matter was prepared and page plates sent to 500 weeklies throughout the district. Material was sent to all papers that made requests. Service was furnished to 200 daily papers. Every day stories went out to every paper in the district, and articles to every trade paper.

"The news bureau supplied 1,201 trade and class publications, 800 weeklies, and 250 dailies. The first campaign was divided into eighteen different parts for eighteen different men covering different lines of work.

"The plan for the last campaign included thirty. In addition cartoonists and illustrators of papers were approached and urged to do their share in connection with the loan and the response was wonderful.

"In only three instances were unfavorable responses received. One came from a paper saying it had been closed by the Government and could not help.

The news bureau collected over 55,000 clippings. In New York City alone 3,500 columns of news matter, editorials cartoons and pictures were published. Outside of New York the total clippings were over 10,000 columns of which 5,000 columns were sent out from headquarters. The other material was prepared by the papers. Newspapers furnished half of the thirty-five newspaper men working in the bureau."

ACKNOWLEDGEMENT TO ADVERTISING.

Chairman Armstrong read a dispatch from Guy Emerson, director of publicity, who had planned to be present but was called to co-operate with F. A. Vanderlip in selling war saving and thrift stamps. It was as follows:

"The work of the last few years has brought me so closely in contact with the advertising profession that I have almost come to feel myself one of you.

"Without the intelligent and tireless co-operation of the advertising men of the Second Federal Reserve District it would have been difficult, if not impossible, to put over the splendid result which we were able

to report to the Treasury Department on the night of October 27.

"In my opinion advertising has come into its own during this war.

"It has demonstrated its effectiveness as a great democratic force to disseminate the truth among the people.

"The advertising men as a body are devoting themselves to the work of the Government without compensation and are helping in every field of Government activity to bring to the attention of the public, in a helpful and vivid manner, the full necessity and difficulty of the war.

"During the last Liberty Loan campaign we conducted in New York the largest advertising agency in the world.

"We placed in the pages of the Greater City more than 350 pages of advertising contributed by more than five hundred firms and individuals.

"Copy to fill this space was placed by a member of your association working day and night through a period of thirty days, and not one error was made in a single one of those transactions.

"Various agencies contributed copy to meet every need that arose and manifested the most splendid spirit of co-operation, accepting suggestions for changes without argument and revising an indefinite number of times.

"This is the kind of help that will win the war.

"The Government is going to depend more and more on the help of such men as these and if we continue to receive the same kind of help in the future loan campaigns, and in the war savings campaign which we are now starting, the Government need have no worry about bringing forcibly to the attention of the American people that their dollars are needed.

"When this has been done the American people may be trusted to do the rest."

WONDERFUL COPY WORK.

William T. Mullally, vice-chairman of the district advertising advisory board, who was assisted by Clarence A. Hope as executive secretary of the board, was in charge of the copy division, said:

"It is the duty of every advertising man before passing judgment on the work of the various departments of the Liberty Loan committee to study the currency question of America, to understand what the Treasury is, what the Federal Reserve Bank is, the state bank, etc., and what it means for them to sell a tremendous amount of bonds and handle the money involved.

"The Liberty Loan Committee, particularly its copy division, invites and strongly urges every one to send it constructive criticisms of the work it has put out.

"It is in this way that we can make the succeeding loans the success that they deserve to be.

"The purposes of the copy division was to supply copy for all space obtained by the space bureau, to attend to the setting of the same and placing it in the publications so that the message would be strong in its copy appeal and attractive in typography and layout.

"Through personal solicitation and by mail 200 advertising agencies and writers of recognized ability were requested to furnish copy.

"Over 335 pieces of copy were sent in, of which 162 pieces were O.K'd. "Twenty-five hundred requests for copy were filled, and over 5,505 advertisements were sent out.

"About 1,500 cuts were furnished. "Approximately 350 pages of advertising were filled in the New York dailies alone.

"It is impossible to calculate the

space which was filled by the copy division in house organs, out-of-town papers and class publications of one kind and another.

"Over 25,000 proofs were furnished by the newspapers. We were able to get these at practically no expense, as a contribution from the publications.

"The advertisements were laid out and set up by the New York Evening Post, Tribune, Sun and American.

"Amos H. Barnett of the Evening Post did most of this work as a patriotic contribution, and his assistance was of such material advantage that he can be largely credited with the successful handling of this enormous amount of copy.

"Two order blanks were designed which served their purposes perfectly. A great many of the publishers called us up to congratulate us upon the way in which the orders were handled, and stated that it facilitated their own bookkeeping systems.

"The forms of appeal used in the copy were educational, investment, insurance, patriotic, emotional and the necessity for immediate action. It was soon found that the patriotic and emotional appeals had the best results, and the campaign was finished with the emotional appeal predominating the copy, with the exception of the last forty-eight hours, in which the copy was devoted to the necessity of immediate action, and a reverse cut was used which could not but attract attention to the loan.

"Several records were made: for instance, in the banks' advertisement, 'Borrow and Buy,' fifty-eight minutes from the time the manuscript was handed to the copy division a finished proof was laid on Mr. Emerson's desk.

"Friday morning, October 26, all advertisements were changed to read 'Loan closes at 12 o'clock Saturday night'—instead of 'At noon Saturday.' "In all of the newspapers Liberty Loan advertising predominated, so much so that in one instance a newspaper announced that it was forced to leave out 14 columns of business advertisements to make way for the Liberty Loan announcements.

VALUABLE AID BY NEWSPAPERS.

"Arrangements were made with the newspapers by which advertisers contributing space could obtain the rate which their own notices would enjoy in the newspapers. Every paper was requested to favor the advertisements of the Liberty Loan Committee in position, and this was granted.

"It is generally agreed that this department furnished the greatest amount of copy and had the largest advertisement appropriation that has ever been placed by one organization in a similar period of time.

"A conservative estimate of the cost of the advertising would be \$500,000, while the clerical expense of this department was only \$33 a week.

"The entire corps of the copy department was composed of experts in their particular lines and this work was of such a technical nature that it was necessary that only those trained in the advertising field could be used.

"Over 500 customers were served and not a complaint was made, which evidences the satisfactory nature of the work performed.

"Throughout the campaign the advertisements were arranged with great care, so that there would be a natural sequence of thought, and in instances where more than one advertisement appeared on the same page, headings were arranged to convey a consecutive idea if read across the page as well as down the column.

"When we state that in thirty days 100,000,000 people were awakened, stirred, and that 9,500,000, or nearly one-tenth of our entire population, were induced to purchase securities,

we have proved advertising the quickest, most far-reaching and the most convincing medium that the world has ever known.

"The advertisement showing the hand of Lincoln had the strong appeal of patriotism and reverence that has always raised the courage of men to do and promote that which tends to a higher and better civilization.

"The advertisement entitled, 'My boy and your bond,' written by Mr. Emerson, illustrated by the same cut that appeared in the advertisement contributed by the American Tobacco Company, 'Suppose you were going over the top,' had the action that we read about, dream of and seldom see. The reference to Mr. Emerson brings to my mind a little motto that was lived up to, to the very letter, in the second Liberty Loan drive:

"Late to bed, early to rise,

Hustle like hell and advertise."

PAID ADVERTISING VINDICATED.

"The question of paid advertising to float the Government loans has been carefully considered, fought out and won.

"This fight was ably championed by the National Advertising Advisory Board, and every advertising man owes it a deep debt of gratitude for the capable presentation of our case, and for the open admission from Secretary McAdoo and Mr. Emerson that advertising is essential to any loan, and that it is a commodity which should be paid for.

"The fact that this last campaign was paid for by contributions from bankers, investment houses, trust companies, merchants and the business men of the country, is the greatest endorsement of the principle of advertising.

"Is it better that over 500 important business concerns, corporations, banking houses, individuals merchants, should sign their names to this space contributed, than that these advertisements should be signed by the Government?

"The community for the first time saw a consensus of opinion that the best thing to do was buy Liberty Bonds; and I cannot emphasize this point too strongly. We have paid advertisements from institutions that have bragged that they did not believe in advertising.

"We have seen the brotherhood of man endorsed by every class of trade, self being set aside, as if they had said 'Buy Liberty Bonds, then consider our products.'"

THE FARM PAPER END.

H. H. Charles gave an exceedingly interesting and exhaustive report of the thorough work that was done with farm publications of all kinds published in the Second District. His organization supplied four quarter page advertisements, sending out 684 electros and forty-two mats, and the indications are that over 1,000 insertions were obtained.

The Brunswick (Ia.) News has been discontinued.

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
604 West 30th Street NEW YORK

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company, Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 222 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 85c.; to other countries in Postal Union, \$1.04.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

Single copies, TEN CENTS (except Special Editions, 25 cents.)

Back Numbers—Less than 3 months old, 25 cents; more than 3 months old, \$1 each.

OFFICES AND PRINTING HOUSE

Broadway and 59th Street

222 West 59th St. NEW YORK

Columbus Circle.

Telephones. 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1240.

FOR THE WEEK ENDING DECEMBER 1, 1917

THE PAPER CASE IS OVER: NOW FOR OTHER THINGS.

The satisfactory settlement of the disagreement between newspaper publishers and news print paper manufacturers, which has made publishing conditions so uncertain for the past year and a half, is an event in the history of American journalism that is to be welcomed by all concerned.

Surely vital lessons have been learned by both publishers and paper makers, showing that if they are to get along properly together, both sides must know each other better.

It is hoped that the settlement of the case will result in better relations between paper makers and consumers in the future.

One of the most important points brought out by the affair is that the Government recognizes the newspapers as a vital factor for the welfare of the nation, and will stand back of them.

Many Congressmen were of the opinion that Uncle Sam would have taken over the paper mills and operated them for the period of the war, if the manufacturers had not come to an agreement.

Most publishers are well satisfied with the outcome of the matter, and radical actions that were proposed in Congress to remedy conditions, on the reopening of the session this month, will undoubtedly now be called off, as there is no necessity for them.

The publishers of the United States are deeply indebted to the unselfish and tireless work of the executive committee of paper of the American Newspaper Publishers Association for what has been accomplished for them. Also the Department of Justice and the Federal Trade Commission are to be congratulated for bringing to such an agreeable end the dispute, which, handled unwisely, might have resulted disastrously.

While the trouble has proved costly to publishers in the production of their newspapers, they have had the opportunity to profit by it in the future. Shortage of paper and high prices necessitated their systematizing their plants and eliminating waste.

It is to be hoped that the wasteful conditions of past days will not return, now that the stress of the situation has been relieved. Let the higher prices and advertising rates that have been so successfully effected be retained. They are a beneficial development of the newspaper busi-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$380; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

ness and a step in advance that was long needed.

Now, publishers, that the paper situation has been settled turn your attention toward having Congress pass the water power release bills that will come up before Congress this month.

Also show your Congressmen the necessity of repealing the second class rates increase provided for in the War Revenue Bill.

Congress has seen the light for saving the newspapers for the benefit of the nation—in the way of insuring them a supply of paper at fair prices—and why can't it be shown that prohibitive second class rates are as great a menace to the welfare of the United States as lack of printing paper?

All together now, publishers, for a new drive.

THE DUTIES OF A NEWSPAPER FOR NEWSPAPER MAKERS.

THE FOURTH ESTATE has always enjoyed the reputation of being first with the news, and printing nothing but true news.

All through the news print case, it has lived up to that standard, giving all the worthwhile news in an unbiased conservative manner.

That it has succeeded is attested by the many compliments the really big men in the newspaper and paper manufacturing businesses have seen fit to extend to it.

To fittingly cap the climax of the celebrated paper controversy, THE FOURTH ESTATE last week gave its readers the information that the price for news print in the present war period had been set at three cents a pound.

When some readers saw it, they were incredulous—they simply could not believe it. But when THE FOURTH ESTATE printed that information, it knew absolutely that it had been decided upon on November 22 at a conference between the Department of Justice and the Federal Trade Commission.

It took two days after publication for the news to get into the daily newspaper columns, when the trial of the indicted news print manufacturers was called by Judge Mayer in the United States Court for the Southern District of New York, on November 26.

Further details of the price fixing were told by United States Government attorneys to THE FOURTH ESTATE after the settlement of the case

on Monday. They stated that the three-cent price was decided upon after consultation with and at the suggestion of the Federal Trade Commission.

This phase of the question the attorneys did not go into, but accepted the recommendation of the Federal Trade Commission.

In this issue, THE FOURTH ESTATE tells all there is to know about the case—a complete record of the controversy, the things leading up to the agreement, the basis of settlement, record of news print prices for fifty-seven years back, etc.

Our effort all through has been to be fair to all sides—and especially to avoid misleading paper users by giving publicity to many matters that were based on unfounded rumors or had no important bearing on the subject in which they have been so vitally interested.

We have the satisfaction of having the biggest men on both sides tell us we have fulfilled our duty well as "the newspaper for the makers of newspapers and investors in advertising," and THE FOURTH ESTATE can be counted upon at all other times, as well, to give its readers the news, and nothing but the news.

LAWS NOT ENFORCED.

The fact that another interned subject of Germany has been the editor of a publication which sought to instruct the people of this country in their duty to themselves, their Government and the world at large, causes the New York Sun to point out that the law of New York State requires that the ownership of all publications shall be disclosed, and the names of the officers of all corporations publishing newspapers shall be printed in each edition thereof.

Certainly for the period of the war—and why not thereafter? says the Sun—it would be well to compel aliens conducting periodicals to disclose their political allegiance.

To be effective this should be undertaken by the Federal Government, and suitable penalties for evasion of the regulation should be provided.

Americans have treated citizenship too lightly in the past. At present it is important that we should know who's who and what his country is.

THE POST OFFICE "BUSINESS METHODS."

The announcement that the Post Office has amended its regulations so that full postage shall be collected on New York City "drop" letters taken in bulk for delivery locally causes the New York Times to point out a few more things about the Post Office business system that go a long way toward explaining the present chaotic condition of the service. The Times says:

The additional postage is as much war tax as postage, according to the tax levy, which, it seems, is now to be collected by postal regulation amendment.

In that case perhaps the regulations may also be amended to remove from the tax what, it is to be supposed, should never have been included within it.

The new postal rates were proposed by Congress according to geographical boundaries, but they are collected by the Post Office according to its own boundaries, of which the public knows nothing.

For example, in Queens County there are six post offices, although Queens County is part of New York City. In this city there are five boroughs, and letters between them are due to pay full rates, according to the amended regulations.

In public estimation all letters within the city should be drop let-

ters, although the regulations establish rates which seem as absurd as the collection of full rates between, say, Yorkville and Harlem. Such designations have as little to recommend them as addresses to post offices whose boundaries are unknown to any geography or local law.

This is a more important matter than it seems. The case is published of one company which has 40,000 customers on its books, and whose bills, when collected by mail, cost the company \$19,200 in revenue to the Government.

Under the new rates the company does this business for itself, at a cost of \$4,080. The cost per letter was less one one-half cent, and the Post Office loses \$19,200.

This may show what profit the Government makes at the two-cent rate, and throws a light upon the justice of collecting three cents upon an artificial definition of drop letters.

Beyond this there is a suggestion of what real profits there might be in the Post Office business, if managed with the efficiency of private business.

Nothing is known of the costs of the mail business of the Government, and therefore a certain incredulity attaches to the department's occasional claims of profits, meaning merely the excess of collections over disbursements. The Post Office is a popular institution, and might make itself more so, but not in the methods which it uses.

NOTE AND COMMENT.

While the tendency of this country has of late been one of consolidation and in many cases of suspension, Russia is experiencing an extraordinary activity in the establishment of new newspapers. It is said that since the revolution 700 new newspapers and periodicals have been started, mostly in Moscow and Petrograd, with some in the country.

New Life, Maxim Gorky's daily, is one of these newcomers.

The Criminal Court, sitting in Wilmington, Del., last week, called on two reporters, Montgomery F. Esig of the Every Evening and George E. M. Stengle of the News, to act as witnesses in a case that was pending. This was quite a novelty, as it is seldom that reporters are placed on the witness stand in Delaware, though they often know a lot more about cases on trial than many witnesses.

A reader of THE FOURTH ESTATE suggests:

"Some of the money gods are in the same class as the Kaiser war god and all of us might be glad to see the Ten Commandments advertised, let us say as liberally as Liberty Bonds. Don't you think that on such a basis of publicity public opinion might profit?"

"Jew and Gentile can stand on the platform of Moses."

"The recent 'splashes' of political opinions have shown how we allow prejudice to live."

"Take up the first commandments to give God a chance as against hero worshippers who are selfish. Let us be patriotic to God first, then Church and State will get their share also."

ADVERTISED TRADE-MARK GUARANTEES QUALITY.

Copyright, Mallory, Mitchell & Faust

Have you ever stopped to consider the real significance to you of the trade-mark or brand name on the package or label of the article you buy at the store?

Have you ever stopped to think that the presence of an advertised trade-mark on a can of pork and beans, for example, is a guarantee

that these beans are of good quality? This must be true else the advertising would defeat its own purpose. The trade-mark, being a mark of identification, is as much a means of rejection as of selection.

That is, if the article so identified proves unsatisfactory, you are enabled by the trade-mark to avoid it a second time.

Manifestly, a manufacturer could not afford to put a brand name or trade-mark on an unsatisfactory product. People would not buy it a second time and he would run himself out of business almost immediately.

A manufacturer backs a branded product by his reputation. Therefore, he cannot afford to stake his reputation on any product that is not good.

It is only when he puts on the market a satisfactory product, one which people will like and call for a second time, that he can afford to put the mark of identification upon it.

But when he has such a product, he wants the people to know that it is his. Every package he sell then helps to build a reputation for him and his goods.

Advertised, trade-marked goods then are most apt to be good goods.

The advertised trade-mark is your guarantee of quality.

PURELY PERSONAL.

Lawlor G. Peck, editor of the *Katonah* (N. Y.) Record, has sold his home in Mount Kisco.

Clarence C. Killen, a former Wilmington (Del.) newspaper man, now secretary of the Wilmington Chamber of Commerce, is attending the Atlantic Deepwater Waterways convention in Miami, Fla., as one of the Wilmington delegates.

W. I. McIntyre, editor of the *Twin City Commercial Bulletin*, published in Minneapolis, addressed the Superior (Wis.) Retail Grocers Association at its regular monthly meeting on November 19.

Clarence E. Metters, financial editor of the *Columbus* (Ohio) State Journal, has been confined to a hospital in that city for the past two weeks.

Victor F. Lawson, publisher of the *Chicago Daily News*, is expected to resume office duties today after a rest that became necessary because of a slight indisposition due to overwork.

Lars J. Siljan, editor of the *Williston* (N. D.) *Normanden*, left for Norway, where he will remain for some time studying war conditions in that country, later visiting Finland, Sweden, Denmark and probably Russia.

William F. Rocheleau, editor and writer of *Long Beach, Cal.*, was slightly injured recently, when struck by a motorcycle.

Forest D. Lowry, for the past six years city editor of the *Salt Lake City* (Utah) *Tribune*, and previously sports editor of the old *San Francisco Post-Globe*, has been a *San Francisco* visitor.

S. G. Duncan-Clarke, military critic of the *Chicago Post*, is making illustrated addresses on the war at various points near Chicago. Last week he spoke at Kenosha, Wis.

Woodson May of the *Somerset* (Ky.) Journal and secretary of the Kentucky Press Association, is enjoying a period of rest and health-building in a Chicago sanitarium.

Jud Wright, of the *Milwaukee Leader*, is now in Los Angeles, Cal., taking an extended vacation on account of his health.

R. G. Johnson of the *Merchant's Trade Journal*, Chicago, has returned from a health-seeking trip to Honolulu.

C. R. WOODWARD BACK IN NEWSPAPER FIELD.

Charles R. Woodward, well known in advertising circles East and West, has been appointed to take charge of the New York office of John B. Woodward, in the Times Building, representing in the Eastern advertising field the *Baltimore Sun*, *Boston Globe*, *Chicago Daily News* and the *Cleveland Plain Dealer*.

Charles R. Woodward is a brother of John B. Woodward, advertising manager of the *Chicago Daily News* and head of the Eastern publishers' representation agency bearing his name. He was formerly a Chicago newspaper advertising man before he went into the magazine field, where his work for a number of years past has been highly successful as a seller of advertising space.

Originally Mr. Woodward began advertising work as an advertising solicitor on the old *Chicago Inter-Ocean* and on the *Journal*. For the past seventeen years he has been with the *Crowell Publishing Company*, which now owns the *American Magazine*, *Farm and Fireside*, and the *Woman's Home Companion*.

He was New York manager of the old *Crowell Publishing Company* before the present firm was organized, after which he added New England as part of his territory. Subsequently Mr. Woodward was made manager of the Chicago office of the *Crowell* publications and he was recently in charge of the New England field, from which position he comes back to New York to sell newspaper space.

Mr. Woodward succeeds W. S. Bird in the Woodward organization, the latter having recently gone into the magazine field, with the *Cosmopolitan Magazine*.

CONDENSED NEWS NOTES.

Ray P. Burch, editor of the *Norway* (Ia.) *Benton County Star*, and Harry Reger, editor of the *Montour* (Ia.) *Gazette*, have traded papers.

The *Clinton* (Ia.) *Advertiser* has opened a new office.

Frank Moore has taken over the *Van Horne* (Ia.) *Record*.

S. McCoy has sold the *Stamford* (Neb.) *Star* to G. A. DeFrance.

The *Kingsley* (Kan.) *Mercury* has absorbed the *Lewis Press*.

The *Monango* (N. D.) *Journal* printing plant has been leased to J. M. Field by J. H. Nagel.

The *Farmers' Leader* has just been issued at Bowman, N. D., with Robert French as managing editor.

L. E. Munson has purchased the *Morland* (Kan.) *Monitor*.

L. F. Maynard has sold the *Gillett* (Ark.) *Reporter* to W. C. Hopper.

F. L. Dalbey, editor of the *Shubert* (Neb.) *Citizen*, is dead.

F. A. Shipman has leased the *Donnelly* (Minn.) *Star*.

The illness of A. B. Vines, editor of the *Peru* (Ia.) *Mail*, has caused the temporary suspension of his paper.

E. D. Bradley and Mr. Sherwood, ex-editor of the *Burt* (Ia.) *Monitor*, have purchased the *Algona* (Ia.) *Courier*.

The *Topeka Journal* announces: "Irving Bacheller and Ray Stannard Baker, 'Who's Who' folks in American letters, in dress suits, braved the five-cent cigars of the *Topeka Press Club* and spoke ten minutes each" at a recent press club meeting.

J. R. Pittman is moving the plant of the *Kramer* (N. D.) *Journal* to Mohall, where he will start another paper.

George Edson has leased the *Filly* (Neb.) *Spotlight* to W. B. Cissna.

STAFF CHANGES.

C. S. Iverson has become editor and manager of the *Bottineau* (N. D.) *Courant*, a Non-Partisan League paper.

Carl Nelson is again the editor of the *Cando* (N. D.) *Record*.

Lewis Harrison, formerly business manager of the *Bismarck* (N. D.) *Tribune*, is now manager of the *Iron Exchange Hotel* at Brainerd, Minn.

James F. Linnane has resigned as secretary to Congressman James P. Glynn of the Fifth Connecticut district to become telegraph editor of the *New Britain Herald*.

Esmonde J. Phelan, formerly on the *Meriden* (Conn.) *Journal*, is now police reporter on the *New Britain Herald*.

Daniel B. Holden has succeeded Rufus J. Pendleton as editor of the *Center* (Neb.) *Megaphone*, a semi-monthly.

H. L. Howard has become editor and manager of the *Puckwana* (S. D.) *Press-Reporter*.

Paul L. Samuelson is now editing and managing the *Ludlow* (S. D.) *Herald*.

Justin E. Devalon, for ten years a reporter on the staff of the *Mt. Vernon* (Ohio) *Republican-News*, has become city editor of that paper, succeeding the late Charles E. Ayres.

Ernest Nobbs, formerly editor of the *Hector* (Minn.) *Tribune*, has become city editor of the *Morris Tribune*.

Roy L. Seright is the new editor of the *Harrisburg* (Ill.) *Register*, succeeding Gustave Oehm, who is now with the Chicago office of the *United Press*. Mr. Seright was formerly manager of the *Sullivan* (Ill.) *Progress* and publisher of the *Rockton* (Ill.) *Herald*.

Edwin Powell has resigned his position as sports editor of the *Syracuse* (N. Y.) *Post Standard* and has returned to the *Philadelphia Press* sports department.

INFORMATION ON M. F. ESSIG.

EDITOR THE FOURTH ESTATE.

Sir: In reference to your inquiry regarding Montgomery F. Essig, the body was recovered from New York Bay off 69th street, Brooklyn, and by a mark on the clothing and inquiry made, one George Miller, an orderly in the City Home, Blackwell's Island, went to the city mortuary, 475 Clarkson avenue, Brooklyn, and identified the body as that of Montgomery F. Essig, forty-two years old, white, born U. S., single, a former newspaper writer, of the City Home, Blackwell's Island.

JOSEPH FAUROT, Inspector Commanding Detective Bureau, Police Department, City of New York.

[NOTE.—The above letter refers to information asked for by Montgomery F. Essig, a member of the staff of the *Wilmington* (Del.) *Evening*, as to identification of a man of the same name, whose body was found in New York Bay on November 4. Mr. Essig of Wilmington believed he was the only newspaper man of his name.]

NEW YORK CALL TO BE AN EVENING PAPER.

Branding the Postmaster General as this country's "thought controller," Charles W. Ervin, managing editor of the *New York Call*, the Socialist newspaper, has announced that, because of recent strictures by the Post Office Department and "terrorism" by New York news distributing corporations, the *Call* would become an evening newspaper after December 2 and would handle its own distribution.

WEDDING BELLS.

A. G. Sand, editor and owner of the *Hallok* (Minn.) *News*, and Miss Olga Lindner were married on November 12.

Major James Baxter, former news editor of the *Windsor* (Ont.) *Record*, and Miss Marion Leitch were married recently in St. George's Church, London, England.

Asa A. Vincent, a Columbus (Ohio) newspaper man, will soon be married to Edna Wallace.

O'LEARY INDICTED UNDER ESPIONAGE ACT.

Jeremiah A. O'Leary, lawyer, Irish agitator and editor of the suppressed *Bull*, was indicted on November 23 by the Federal Grand Jury in New York on the charge of violating the Espionage Act.

Adolph Stern, business manager, and Luther S. Bedford, managing editor of the same publication, were also indicted.

Earl B. Barnes, assistant United States attorney, presented the charge to United States Judge Julius M. Mayer after an investigation that extended over two weeks. The offenses charged against the trio under the Espionage Act are, in event of conviction, punishable by a maximum term of twenty years in a Federal prison and a fine of \$10,000. All three also are charged with conspiracy against the enforcement of the law, which is punishable by two additional years in prison and additional fines of \$10,000 each.

O'Leary issued a statement, in which he said:

"Believing as I do that in what I have said, for which I have been indicted, I was exercising the right of free speech, and knowing as I do that in what I said I was actuated by but one motive and that pure patriotism, I shall defend myself against this charge, now made against me, and expect vindication at the hands of my fellow citizens."

JOHN KELLY MAKES CHANGE.

John F. Kelly has resigned from the circulation force of the *New York Herald* to take a road position under T. R. Smith, circulation man-



ager of McClure's and the *Ladies' World*.

The above cut shows "Jack" Kelly as he looked at the time of his nine months' trip through the United States, Canada and Mexico when he was circulation manager of the *New York Morning Telegraph*.

CANADIAN ADVERTISERS' 1918 POLICY.

ASSOCIATION WILL INSIST ON KNOWING ALL ABOUT CIRCULATION WHICH ITS MEMBERS PURCHASE.

BY WILLIAM M. MacKAY,
New President Association of Canadian Advertisers.

First and foremost on the coming year's platform of the Association of Canadian Advertisers stands the subject of knowing correctly what effective and reliable circulation the advertiser buys.

The association has made considerable advances since its inauguration, in getting from the larger Canadian daily newspapers, weeklies and monthlies, efficient and audited data—but more progress along these lines is still required.

There will be a minimum of "buying pigs in pokes."

This subject is one of our main issues.

The Association of Canadian Advertisers has had co-operation from many of the Canadian papers in the past two years in securing audited circulation and our desire in the future will be to co-operate frankly—and in a spirit of equity—with the publishers.

The amount of misleading and fraudulent medicinal ads is still considerable. The committee in charge of this branch of the work has been most energetic.

To render general advertising more effective, the fraudulent or misleading advertisements "must go." By their elimination we encourage faith on the part of the public.

A number of our dailies, weeklies and monthly magazines in Canada—I am glad to say—do not allow their pages to be sullied by such a class of ads and "more power to them." Their co-operation has been appreciated.

As president of the Association of Canadian Advertisers, my earnest desire will be to work in harmony and in a spirit of co-operation with the Canadian publishers along the path of progress, frankly and fully—and what I say I mean—for if there is any one thing I cannot tolerate—is the path of "bluff."

The association does appreciate the courtesy and friendly assistance it has received from the Association of National Advertisers of the United States in the interchange of advertising information and data—and whatever we are able to accomplish towards the bettering of advertising in Canada, will be of assistance to our advertising brethren in the United States.

The more progress we make here, the more effective we become in aiding and assisting our advertising brethren in the United States who use the Canadian press.

When the tyrant mad wolves of Europe are defeated and slain, by the help and might of the United States Army and Navy, an era of peace and the upbuilding of nations will ensue.

An era of industrial and commercial activity, with the "friendship" firmly welded together, of the two great English speaking nations—that will be the dawn of a new era. Let us hope, of more clearly, trustful, honest and effective advertising in the entire continent of North America.

William MacDonald MacKay was born in the north of Scotland, a descendant from the "fighting Reay MacKays" and from the MacDonalds on his mother's side. He served an "apprenticeship" of five years, learning the practical side of printing, from case work to machine, book-binding, paper buying and publishing.

Like many of his countrymen, MacKay wended his way to Britain's

undertake the process of color printing.

Mr. MacKay, who ultimately had charge of the publishing department in London, had associated with him in the art work of the company, Thomas Crane, a brother of the world known artist, Walter Crane. During his service with Marcus Ward's, he learned about all there was to know about color printing and chromolithography.

From Ward's, Mr. MacKay went in 1898 to Lever Brothers, Ltd., of Port Sunlight, first as branch advertising manager in Dublin, Ireland, and afterwards for five years as office manager to the company in Glasgow, Scotland, five years as assistant to the export manager at headquarters; and for the past nine years with the Canadian company of Lever Brothers. His office is in Toronto.

Mr. MacKay's hobbies are gardening and literature. His collection of R. L. Sherman's works—and Stevenson's—is probably the largest in Canada.

Charles A. Smith has purchased the interests of the estate of Carl Zillier in the Sheboygan (Wis.) National Demokrat and has become editor.

Metropolis, which has been called the "Scot's Asylum," and was for eight years with the well known firm for Marcus Ward & Co., of London, Belfast, etc., publishers and color printers. Marcus Ward's is said to have been the first firm in Britain to



WILLIAM M. MACKAY,
NEW PRESIDENT OF THE ASSOCIATION OF CANADIAN ADVERTISERS.

AD FOLKS' NEWS.

Competition gave way to co-operation when the Minneapolis Advertising Forum tendered an "Over the River" party on November 29 in honor of the St. Paul (Minn.) Town Criers Club.

Mr. MacMartin of Minneapolis opened the program with a welcoming talk entitled "Over the River." Frank L. Maden, president of the St. Paul organization, responded with "Same to You."

W. J. Betting outlined the program for the approaching state ad men's convention to be held in St. Paul.

Louis A. Feibel, a merchant of Hillsboro and Columbus, Ohio, told the Advertisers Club of Cincinnati what is being done in those cities to eliminate undesirable advertising at the club luncheon on November 14.

Mrs. M. L. Zimmerman, known to newspaper men as "Zim," has resigned her position in the advertising department of the King Motor Car Company to give her entire attention to the cares of her home and her little daughter.

E. John Richards, for seven years in the advertising department of the Mt. Pleasant (Ia.) News, has been appointed advertising manager of the Palmer School of Chiropractic in Davenport. Mr. Richards was for a time publisher of the Mt. Pleasant Journal.

The necessity for advertising the science of chiropractic was brought to the attention of the Indiana Chiropractors Association, at their meeting, held in Indianapolis.

Representatives of Indianapolis newspapers pointed out that the science is practically a new one and must be brought to the attention of the public by means of advertising.

David N. Mussessohn, former president of the Portland (Ore.) Advertising Club, and David W. Griffith, the well known motion picture producer, were guests at the weekly luncheon of the Los Angeles Ad Club on November 13.

The Young Ad Men's Club of New York has undertaken to organize the junior movement in New York and to establish new junior clubs when necessary. Most of these junior clubs are associated with advertising courses in high schools.

The last meeting of the Young Ad Men's Club, on November 23, was addressed by Roy Johnson, the trademark specialist, who spoke on "Restraint in Copy."

At the next meeting, F. Fehman of Fruhauf Brothers Company will talk on "The Retailer."

At a meeting of the Des Moines Advertising Club last week, Homer J. Buckley and Robert C. Fay, both of Chicago, were speakers.

Miss Helen Carter has been elected president of the newly launched Women's Advertising Association of Chicago.

Ralph W. Knox on December 1 will assume the duties of advertising manager of the Columbia Graphophone Company, 233 Broadway, New York.

The Foulds Milling Company, New York, manufacturer of spaghetti and macaroni, is endeavoring to determine the respective "pulling" qualities of various advertising media.

A prize contest campaign for car cards has just been concluded and a newspaper campaign is now running.

Frank Stockdale, retailing counsel for the Associated Advertising Clubs

of the World, was one of the speakers at the war-time advertising dinner given by the Advertisers Club of Indianapolis, for the executive committee of the Associated Advertising Clubs and visiting advertising club presidents, at the Claypool Hotel, on November 19.

At the noon luncheon of the New York Advertising Club this week, held on Wednesday instead of Thursday, Abram I. Elkus, former ambassador to Turkey, told of conditions among the destitute Armenians, Syrians and Greeks. Mooshek Vorperian, an Armenian refugee, William C. Freeman, C. F. Reissner and C. V. Vickrey also spoke.

William Nolan, a Sidney (Australia) exporter, addressed the export division of the New York association, on November 26.

Donald Thompson, Leslie's war photographer, is scheduled to show a war film at the Monday evening dinner of the club on December 3.

At the Ladies' Night entertainment and dance of the Advertisers Club of Cincinnati on November 23, R. E. Fowler of the Butterick Publishing Company, and P. S. Forbes, secretary-treasurer of the A. A. C. W., were speakers.

PROGRAM OF THE MEETING.

NOTED SPEAKERS WILL BE AT THE ANNUAL BANQUET ON WEDNESDAY EVENING.

How well the Association of National Advertisers' meeting has been planned along the lines of the war times advertising problems, touched upon in his accompanying article by President A. C. Reiley, is best shown by reading the program.

In addition to the valuable business sessions, the annual dinner to be held on Wednesday evening should be memorable in A.N.A. history. Patriotism will be its keynote, and emphasis will be laid upon duties and opportunities to serve the nation at war.

Former United States Senator Theodore E. Burton will speak on "The Present Crisis."

Stephane Lauzanne, the editor of the Paris Matin, will tell about France.

George Haven Putnam, the well-known book publisher and veteran of the Civil War, will speak on "The Call of the Republic," discussing the problems that the nation had to solve in 1861 in their relation to our present problems and duties.

The program follows:

WEDNESDAY MORNING.

9.45 a.m.—Call to order.
Roll call.
President's annual report.
Secretary-treasurer's annual report.
Appointment by president of committee on resolutions.

1.45—"The A.N.A. and the movement for circulation audit standards." General survey by President Reiley.
"The A.N.A. organization's outlook on the situation," by Secretary Sullivan.

11.45—"Shall we establish an A.N.A. film bureau?" George Frank Lord, manager advertising division, E. I. du Pont de Nemours & Co., and chairman film advertising committee.

12.30 p. m.—Adjournment of session.

WEDNESDAY AFTERNOON.

2 p. m.—Call to order.
Roll call of new arrivals.
2.15—"Business and the War."
"War and advertising." Edward Hungerford, advertising manager, Wells Fargo & Co.
3—"Possible readjustments in business based on experiences in Great

Britain." F. A. Wilson-Lawrenson, sales manager Welch Grape Juice Company.

3.45—Discussion.

5—Adjournment of session.

WEDNESDAY EVENING.

Annual dinner of the association (evening dress).

THURSDAY MORNING.

9.30 a.m.—Call to order.

Roll call of new arrivals.

Announcements.

9.45—"Investigating the Market."—"Getting the data about the market preliminary to preparing the advertising campaign."

First paper—Truman A. DeWeese, director of publicity Shredded Wheat Company.

10.15—Second paper. Frederick W. Nash, manager food department, General Chemical Company.

10.45—Third paper. R. A. Holmes, manager advertising and sales, Crofut & Knapp Company.

11.15—Discussion.

12 m.—Adjournment of session for luncheons in divisional meeting rooms.

THURSDAY AFTERNOON.

12.15 p. m.—Divisional luncheons and meetings in separate rooms—meetings to continue until 3 p. m.

A special list of subjects will be presented for consideration of each divisional meeting.

3—Resumption of general session in conference hall.

"Business and the War."

"The Liberty Loans and business."

O. C. Harn, advertising manager National Lead Company.

3.30—Discussion.

4—"Copy that is and isn't." Tim Thrift, advertising manager American Multigraph Sales Company.

4.30—"The standards of profitable advertising." George French, editor Advertising News.

5.30—Adjournment of session.

THURSDAY EVENING.

8 p. m.—"Export advertising and selling."

Special program to be presented.

Leader, David L. Brown, manager export division advertising department, Goodyear Tire & Rubber Company.

FRIDAY MORNING.

9.30 a. m.—Call to order

Announcements

9.45—"Fraudulent advertising."

"What progress has been made in 1917 in elimination of fraudulent advertising?" R. L. Prather, advertising manager Thomas G. Plant Company and chairman standards of practice committee.

10.15—"A new slant on the question of fraudulent advertising." W. A. Martin, Jr., manager sales and advertising department D. E. Sicher & Co.

10.45—Presentation of nominations committee's report.

Election of president, vice-president and board of directors.

11.15—"Fraudulent Advertising." (Resumption of subject).

"Conserving confidence." R. H. Lee, New York Tribune.

11.45—Discussion.

12.30—Adjournment of session.

FRIDAY AFTERNOON.

2 p. m.—Call to order.

2.15—Discussion covering all addresses on "Business and War." Leader, George W. Hopkins, general sales manager Columbia Graphophone Company.

3.15—Round table discussion.

Subjects: "Mail advertising—Testimony on the relative efficiency of

different kinds of mail methods."

"Taking steps to offset any slump in business that may occur on account of conditions caused by war."

"Methods of preventing waste of advertising literature distributed through dealers."

Other subjects may be proposed by letter to the secretary-treasurer.

4.15—Address by new president.

5—Adjournment of annual meeting.

OFFICERS OF ASSOCIATION OF NATIONAL ADVERTISERS.

The officers and board of directors of the Association of National Advertisers, Inc., are:

President, Alan C. Reiley, Remington Typewriter Company, New York.
Vice-president, Edward S. Babcox, Firestone Tire & Rubber Company, Akron, Ohio.

N. H. Boynton, National Lamp Works of the General Electric Company, Cleveland, Ohio.

O. C. Harn, National Lead Company, New York.

R. A. Holmes, Crofut & Knapp Company, New York.

Edward Hungerford, Wells Fargo & Co., New York.

L. B. Jones, Eastman Kodak Company, Rochester, N. Y.

Floyd Y. Keeler, I. W. Lyon & Sons, Inc., New York (chairman of the executive committee).

W. A. McDermid, Gerhard Mennen Chemical Company, Newark, N. J.

Charles E. Percy, the Joseph & Feiss Company, Cleveland, Ohio.

R. L. Prather, Thomas G. Plant Shoe Company, Boston.

George B. Sharpe, DeLaval Separator Company, New York.

Edwin L. Shuey, Lowe Brothers Company, Dayton, Ohio.

Tim Thrift, American Multigraph Sales Company, Cleveland, Ohio.

John Neville Boyle, of New York, is general counsel of the A. N. A.

John Sullivan is the secretary-treasurer, with offices at 15 East 26th street, New York.

NEWS OF THE AD AGENCIES.

Russell T. Kelley, president of the Hamilton Advertisers' Agency, Ltd., of Hamilton Ont., will henceforth take an active interest in the company's work and will assume the title of general manager.

B. C. Carroll is in charge of the service department of the agency.

E. D. Reed, who resigned as sales and merchandising director of the Hamilton Agency, is at present sales manager of the Stopplare Sales Company for Canada and the United States.

The copy department of the William H. Rankin Advertising Company, Chicago, has been asked by the Government to submit copy for the new Thrift Stamp savings plan which will be promoted by the Government during December and January. Page copy has been supplied, the catch-line being "Save a Thrift Stamp Every Day."

The Rankin copy-writers have already assisted the Government in Liberty Loan and Red Cross advertising.

The Fisher-Steinbruegge Advertising Company and the Ruebel-Brown Advertising Agency, both of St. Louis, have been consolidated. The consolidated agency will be called the Fisher-Ruebel-Brown Advertising Agency.

The officers of the new organization are: C. L. Fisher, president; D. A. Ruebel, vice-president; D. E. Nirdlinger, vice-president; J. L. Tait,

secretary; and John Young Brown, Jr., treasurer. The offices of the agency are in the Advertising Building.

Nation-wide conservation along all lines need not disturb advertising conditions, in the opinion of William H. Rankin. On the other hand, he believes that conservation will lead to wide advertising of substitutes for the food and materials to be conserved.

"As our need for conservation grows, the power of advertising will be greater," says Mr. Rankin.

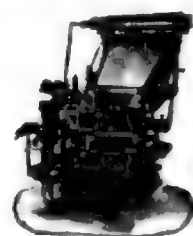
MINNEAPOLIS JOURNAL IS DOING GOOD WORK.

There are 20,000 women assisting the fighters' service bureau of the Minneapolis Journal in doing home service for and corresponding with men in all branches of service, from whom more than 10,000 requests have been received. And requests are coming in at the rate of 200 a day.

Through the bureau, soldiers on foreign soil have been provided with approximately 5,000 Christmas gifts.

PORTO RICAN OUT ON BAIL.

Vicente Balbas, editor of the Heraldo de las Antillas of San Juan, Porto Rico, has been arrested for alleged violation of the Espionage Act and the Trading with the Enemy Act, and was subsequently released under \$20,000 bond.



Simple Design,
Quality Materials,
Skilful Builders,
make the

INTERTYPE

The BETTER Machine

Efficient and
Durable

INTERTYPE CORPORATION

Executive Offices
80 Court Street BROOKLYN, N.Y.

BUSINESS OPPORTUNITIES.

BUSINESS OPPORTUNITIES.

GREEN PRINT PAPER FOR SALE

The undersigned, as receiver for the Monitor Publishing Company of Columbus, Ohio, has on hand about 130,000 pounds of green print paper, such as was used by the Monitor for its sport editions when publication was suspended. This paper is 36½ inches wide, basis 24x24x32, and can be sold under the appraisal for 4 cents a pound or less.

If interested address E. Howard Gilkey, Box 274, Columbus, Ohio.

\$19,000

buys small daily newspaper property which returns owner \$5,000 to \$6,000 annually for personal effort and investment. \$10,000 cash necessary. Proposition P. Y.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Sales Purchases Consolidations Appraisals of Newspaper and Magazine Properties

AUDREY HARWELL HENRY F. CANNON
Harwell & Cannon
Times Building NEW YORK

Newspaper For Sale in the Sunny South

Small daily in growing Southern resort, exclusive field, netting annually close to \$7,000. Extraordinary opportunity. Price \$30,000, half cash asked. Proposition No. 179x.

Small city daily and high class weekly in desirable Idaho locations. Nos. 7001x and 579x.

Special offer in small city daily in rich Colorado field. No. 598x.

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

PUBLISHERS, ATTENTION—Sample copy addresses FURNISHED FREE in lots of 1,000 or less. Over 2,000,000 book and magazine buyers on our lists. State what you want. 500 copies of any small magazine MAILED FREE if sent to me prepaid. Advertising or mailing service given in exchange for odd lots of interesting books or booklets in good, clean condition. Address: Moore's Expert Service, New Egypt, N. J.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 30,000 of them in a year for ten dollars. Send for samples and display rates.

210 Temple Court, MINNEAPOLIS

S. M. Greene has changed the name of the Jefferson (La.) Free Lance to the Herald on the theory that the old name sounded too much like the Appeal to Reason.

AMUSEMENTS.

Aeolian Hall—48d st., between 5th and 6th aves.—Symphony concerts for children, Dec. 1, Jan. 18 and Feb. 16; Dec. 8, Mme. Ada del V. Lombardi; Dec. 8, Guitomar Novoes; Dec. 14, Louis Jas. Boulter; Dec. 15, Mme. Helen Stanley; Dec. 29 and Jan. 5, Robert Lortai and Jacques Thibaud.

Astor—B'way & 46th—"The Very Idea."
Belasco—W. 44th—"Polly With a Past."
Booth—45th, west of B'way—"The Masquerader."

Bijou—W. 45th—"Odds and Ends."
Broadhurst—44th, west of B'way—"Her Regiment."

Broadway—At 41st st—"The Door Between;" "The Silent Lady."
Bronx Opera House—149th E. of 3d av.—"The Man Who Came Back."

Carnegie Hall—7th ave. and 57th st.—Six symphony concerts for young people, Nov. 17, Dec. 15, Jan. 5, Feb. 3, 23, March 9.

Century—62d and Central Park W.—"Miss 1917."

Geo. M. Cohan—B'way & 42d—"The King."
Cohan & Harris—West 43d—"A Tailor-Made Man."

Comedy—41st, between Broadway and 6th av.—Washington Square Players.
Casino—39th and B'way—"Oh, Boy."

Cort—48th and B'way—"De Luxe Annie."

Criterion—44th & B'way—"Madame Sand."

Eltinge—West of 43d—"Business Before Pleasure."

Empire—B'way & 40th—"The Three Bears."
39th St.—Near B'way—"What's Your Husband Doing?"

44th St.—"Over the Top."

48th St.—Near B'way—"The Gay Lord Quex."

Fulton—B'way & 46th—"Broken Threads."

Gaiety—B'way, near 46th—"The Country Cousin."

Globe—B'way & 46th—"Jack o' Lantern."

Greenwich Village—4th st. and 7th av.—Three one-act plays.

Harris—West 42d—"Losing Heloise."

Hitchcock's 44th St.—"Hitchy-Koo."

Hippodrome—6th av. & 44th—"Cheer Up."

Hudson—W. 44th—"The Pipes of Pan."

Irving Place—Irving pl and 16th—"A Doctor's Dilemma."

Knickerbocker—B'way & 38th—"Art and Opportunity."

Lycium—West 46th—"Tiger Rose."

Lyric—42d West of B'way—Theda Bara in "Cleopatra."

Lexington—51st and Lex.—"Bringing Up Father."

Liberty—W. 42d—"The Grass Widow."

Longacre—W. 48th—"Leave It to Jane."

Manhattan Opera House—West 34th—bet. 8th and 9th avs.—"Chu Chin Chow."

Maxine Elliott—39th st. East of B'way—"Eyes of Youth."

Metropolitan Opera House—B'way and 40th—Grand Opera.

Morocco—45th West of B'way—"Lombardi, Ltd."

New Amsterdam—W. 42d—"The Riviera Girl."

Palace—B'way, near 47th—Vaudeville.

Park—Columbus Circle—"The Land of Jov."

Playhouse—45th East of B'way—"Le Elevation."

Plymouth—45th w. of B'way—"The Star Gazer."

Princess—39th near B'way—"Six Months Option."

Republic—West 42d—"On With the Dance."

Riverdale—B'way & 96th—Vaudeville.

Standard—B'way & 90th—"Every Woman."

Shubert—44th, W. of B'way—"Maytime."

Winter Garden—B'way and 60th—"Doing Our Bit."

MACHINERY FOR SALE.

Two Monotype Equipments For Sale Cheap

Two Monotype Keyboards and casters with motors.

Molds and matrices for 7, 9, 10 and 12 pt. composition.

Thirty-one fonts of display mats from 12 point to 30 point inclusive, and five steel cabinets holding 2,400 sort boxes—making a complete equipment for non-distribution system.

The casters are in perfect condition, having been entirely rebuilt very recently, and embody every late improvement. The cabinet and sort boxes are new.

This monotype outfit will equip a first-class job office or a newspaper carrying a volume of advertising ranging from 100 to 150 columns per day.

Any one interested in such an equipment should communicate with the undersigned at once, for it will be sold at a very low figure.

THE
HARTFORD TIMES
HARTFORD, CONN.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour. \$9,44, 36, 24, 20 and 28 page papers at \$6,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

FOR SALE

Linotype, No. 5. Good as new. Less than half price.

BARGAIN

Wire or write Box 938, care The Fourth Estate.

LINOTYPE, Model 1, Serial No. 8011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPES—A few first-class models No. 5, as good as new, at a sacrifice. Address Box 937, care The Fourth Estate.

FOR SALE.

Want To Buy a Morgue?

For Sale—75,000 envelopes and 175 boxes of clippings covering prominent persons, places, news events, etc. Unique and invaluable. Revised to date. For appointment to inspect write

E. H. EATON,
225 W. 39th St., New York City

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

TYPO

CREDIT BOOKS, REPORTS, COLLECTIONS
General Offices,
373 Fourth Avenue NEW YORK

HELP WANTED.

SUBSCRIPTION MANAGER WANTED

By trade paper in New York City. Live young man with initiative who can see opportunities to secure subscriptions and take advantage of them.

Salary to start \$25. Future salary dependent upon self. Address Subscription Manager, Box 942, care The Fourth Estate.

Wanted—Telegraph editor for Regina Daily Post (evening). City of 50,000 capital of Saskatchewan. Salary \$30. References as to character and ability required. Man with Canadian experience preferred.

Aggressive, thriving farm paper, thoroughly established, wants PROGRESSIVE YOUNG EDITOR with experience in agricultural field. Must be a live one and able to handle a live proposition. Location in attractive Northwestern city. Send full particulars to Box 940, care The Fourth Estate.

Live, up-to-date evening paper in city of 20,000 wants managing editor. \$35 to start. Combination circulation and advertising man who knows the game from start to finish—four months contract \$1,000. Assistant ad man to step into this man's shoes at expiration of contract, salary \$25 week to start. Two experienced reporters, \$20 week, with chances to rise. This is a new proposition. Excellent field. Address Box 939 care The Fourth Estate.

Circulation Man Wanted

There will soon be a fine opening for a good circulation man on the leading paper of one of the big cities of the central states. Place will be offered to man of ability and character. Creative as well as executive ability necessary. Write fully (your own hand) giving your record for the last ten years. Describe yourself closely, mentioning habits and hobbies. State your age and your reasons for wishing to change. Tell what salary you would expect. Address Box 935, care The Fourth Estate.

Bookkeeper-Manager

Southern trade journal in big field wants combination editor and bookkeeper-manager. Salary \$25 week and monthly bonus. In all will easily pay \$150 month. Want a hustler with good record, place permanent. Given full authority, sign checks, direct staff, etc. Owners have other interests. Address: Box 409, Godschaux Building, New Orleans, La.

ADVERTISING SOLICITOR

Wall Street man wanted by leading special agency representing New York City and other leading daily papers. Want man who knows big financial concerns, advertising agents and advertisers in Wall Street. Address in confidence, giving experience and salary wanted. Permanent position to right man. Address Box 943, care The Fourth Estate.

Canvasser

We want a man to handle country circulation of live city newspaper. Work will consist mostly of canvassing country districts, and a man with such experience would be first considered. Will pay all expenses to man on the road and make good salary and commission proposition. Proposition is such as to insure permanent proposition and a decent living. Address Box 947, care The Fourth Estate.

Are You an Advertising Man and can you deliver the goods? If you can produce for a live farm weekly an attractive proposition is open to you. Tell us the whole story in your first letter. Address Box 948, care The Fourth Estate.

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.
YARD'S NEWS BUREAU
184 W. Washington Street, CHICAGO

SITUATIONS WANTED.

SITUATIONS WANTED.

To Newspaper Owners:

Is your plant earning its maximum? Is your circulation in proportion to your mechanical and editorial capacities? If not, why not?

A Newspaper Expert

versed in every department of a newspaper, counting room, press room, composing room, editorial departments and circulation department, will make a careful examination of every detail of your establishment (or one you think of purchasing) from roof to cellar, and report its condition, furnishing, in addition, working ideas and suggestions, and practical and practicable plans for the improvement and increased efficiency of every department.

Circulation schemes, based upon capacity and efficiency of plants, and possible points of economy will be supplied after examination. Correspondence invited. Address "A to Z," care The Fourth Estate.

Managing Result Getter!

Thirty-two years old, who has been a successful newspaper executive eight years and worked from the ground up. Will sever present connection January first. Is open to proposition from live daily, afternoon preferred. Expects good salary, but expects to earn it or get fired. Can write editorials with a punch in them. Knows how to handle men well. Record in present position shows strong economies. A heavy reduction in reading matter, yet with news so handled that it has been possible to increase advertising rates, increase circulation and increase net income per subscriber from circulation. Essentially the right man when expenses are growing so rapidly. Married. In good health and teetotaler. A Northerner, but experienced principally in the South. Address Box 932, care The Fourth Estate.

Contest Men

WANTED—Three or four good contest men at once; must be producers; state age, experience and give references in first letter; also state salary wanted. Address P. O. Box 599, Shreveport, La.

Circulation Manager

Wanted—Position as circulation manager on daily paper having between 10,000 and 75,000 circulation. Anywhere in the United States. Ten years' experience in circulation work; 35 years old, married, and at present employed, but desire a change. Have record showing fine gain in circulation in department which I have had charge of for last four years. Address G 500, care The Fourth Estate.

Managing Editor

Working Managing Editor—Writer of almost any line—editorials, theaters, books, desk man of wide experience. Prefer afternoon paper with full editorial charge. Capable as well as careful. One libel suit in fifteen years. Have position but want a change to keep from going "stale." Address Pep, care The Fourth Estate.

Newspaper Man

Newspaper man wants desk job; knows the game; university graduate; thoroughly experienced in every news and editorial line; never drinks; married; can take entire editorial and news charge; healthy, active, willing. Address Box 936, care The Fourth Estate.

SITUATIONS WANTED.

Circulation Manager

wants position on small Eastern daily. Has had many years experience on metropolitan newspapers. Salary not so much an object as position with live outfit. Member of the I.C.M.A. with best of references. Address Box 921, care The Fourth Estate.

Circulation Manager

Resourceful, successful business getter, using original campaign methods; many years' experience; methodical; economic; wishes to connect with metropolitan newspaper. Best references. Address Box 841, care The Fourth Estate.

Managing Editor

Backed by experience and record of success. Able to produce results and build up real heart of paper. At present engaged in city 300,000. Prefer South. Worked up in ranks, held and supervised every department on metropolitan dailies. Familiar with publisher's problems in cities 75,000 upward. Strictly sober; married. Seek place where can permanently build for paper and city. Thirty-six years old. Require at least 30 days' notice. Address Box 931, care The Fourth Estate.

Right effort insures good results.

Mapping out an advertising campaign for THE FOURTH ESTATE is the right kind of effort.

Our Service Department will help you secure good results.

Managing Editor

Can answer all reasonable requirements, is open for immediate engagement. Salary \$40 to \$60, dependent on city. Address Box 928, care The Fourth Estate.

Circulation Manager

Circulation manager now employed desires to make change for position in city ences. Address Box 984, care The Fourth Estate.

A woman of literary experience desires position. Topics of interest to women and children or general matters. Booklets, typing, fashions, society, household, Miss F. Seeger, Box 94, Mt. Vernon, N. Y.

Advertising Man

Not a world beater, simply a fellow who has made an earnest study of advertising and believes he can give sincere, honest service to advertisers. His copy has brought good results. Is not a star solicitor, but can handle and get accounts that depend on real service. Wants position as service man or agency copy writer. Experience: Advertising, business and general manager of small dailies. Age 29, unmarried, exempt from draft. References gladly given. Address Box 940, care The Fourth Estate.

Advertising Manager

Experience of 9 years as advertising manager and solicitor; now employed; desires change; A-1 references; married; go anywhere. Address Box 941, care The Fourth Estate.

Advertising Solicitor

first-class, with years of experience, is open for any good offer December 1; know how to get the business, either transient or contracts, also pages and special stunts. References, any publisher I ever worked for. Address or wire "WAR Exempt," care The Fourth Estate.

L. L. RICKETTS

for the past ten years circulation manager of the Des Moines Capital, is open for a position. He is especially well known on account of his successful handling of the Bargain Period method of securing subscriptions and for newsboy welfare work. Write him for references, salary, etc., to 3907 Forest ave., Des Moines, Ia.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or how you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

Larger Profits

possible on present business, and a LARGER VOLUME to get profits from.

Here's a *lived* Man to do it. A publisher's assistant or business manager—a production engineer also, with a successful record—technically and practically trained—a newspaper builder "inside" and "outside" the front door—wants to listen to the publisher of a live or dead proposition who needs a man of ability, reliability and force.

A production record unexcelled, and a man who will organize, administer and get results in every department.

A specialist in manufacture and service; knows when and where to spend, and when and where not to.

Not a novice and not attracted by a novice's salary, though willing to consider a weekly drawing account and a yearly salary based on increased profits. Employed. Gilt edge references. Address Box 929, care The Fourth Estate.

Newspaper Foreman

Capable of handling any size plant wishes change from present situation. Over four years have been with the largest plant in South. Above draft. Have family. Will not connect with other than absolutely substantial people. Hard worker and fast make-up. Not a boor or smoker. Address S. S., care The Fourth Estate.

Circulation Manager

with twelve years' experience on leading daily newspapers desires to make a change. Prefer daily paper with circulation of 25,000 to 100,000 circulation. Expert in handling boys. Would consider city circulation on large daily. Gilt edge references furnished as to ability and reliability. Address Box 980, care The Fourth Estate.

Newspaper Man

Newspaper man of long experience offers his services as editor, editorial writer, telegraph editor, city editor, desk man, political man, special or feature writer, or war correspondent. American by birth, British descent, Republican in politics, married, absolutely temperate, well educated, available at any time. Permanent engagement sought. Address Writer, care Fourth Estate.

CIRCULATION MANAGER, 15 years' experience; for the past eight years on the largest small town daily east of the Mississippi. Will consider change after January 1. Will take entire charge of circulation or of the outside and mail. Prefer paper with large outside field and will only consider permanent position on paper having 15,000 or more. Address Box 944, care The Fourth Estate.

High Grade Man

with long experience as business and advertising manager, wishes to make change. Excellent record for building up and holding patronage; writes effective copy; pleasing manners and good mixer. Address Box 946, care The Fourth Estate.

Business Manager and Managing Editor.

of daily newspaper with more than 100,000 circulation invite correspondence with responsible publisher afternoon newspaper which is in need of rehabilitation and development. Both executives in present positions for terms of years. Box 945, care The Fourth Estate.

HEMSTREET**PRESS CLIPPINGS**

Tenth Avenue at 45th Street
NEW YORK CITY

**We can Increase Your Business.
You want it Increased, don't you?**

Of course you have thought of Press Clippings yourself—but let us tell you how Press Clippings can be made a BUSINESS-BUILDER for you.

"BURRELLE"

ESTABLISHED
A QUARTER OF
A CENTURY.

60 and 62 Warren Street
NEW YORK

NEW ADVERTISING MUST BE CREATED.

AFTER CHRISTMAS RUSH, WHAT WILL PAPERS DO, WHEN GOVERNMENT BANS LUXURIES? SOME SUGGESTIONS.

By WALDON FAWCETT.

Newspaper publishers have, just now, greater need than ever to diversify the advertising side of their industry.

Newspapers, all up and down the land, are in the first lap of the greatest Christmas advertising drive on record, and it is not a minute too early for publishers to be looking around for new advertising accounts to replace those that, if not withdrawn, are likely to be seriously curtailed in the immediate future.

This is the significance for the newspapers in the moves that are being made at Washington to curtail the production and distribution of all "non-essentials."

Officials at the capital have within the week reassured alarmed manufacturers to the extent of telling them that no non-vital industry is going to be denied railroad cars or cut off from its supply of fuel without having an opportunity for a hearing.

As a matter of fact, however, any business man who can take any real comfort in such an assurance is welcome to it.

Every maker of luxury goods will have "his day in court," never fear of that, and possibly the powers that be will agree to curtail his supplies of raw material gradually instead of precipitately. But the big outstanding fact that confronts the newspaper advertising departments is that, slow or swift, the nation is in for a marked contraction, for the period of the war, of trade in luxuries and near-luxuries.

A beginning has already been made in denying the use of open-top railroad cars for the transportation of material for the manufacture of pleasure vehicles, musical instruments and furniture.

That is only a beginning.

Under the spur of war necessity, Uncle Sam is going to put a crimp in the production of many of the classes of articles most extensively advertised in the newspapers.

In addition to automobiles and talking machines there may be mentioned jewelry, and all manner of articles of personal adornment.

And only note, ye skeptical, what has already come to pass in the confectionery and chewing gum field, where, at the harvest time of the year, the industry finds its output suddenly cut in half owing to the restriction of sugar supply by Governmental order.

When anybody says anything about the impending slump in the advertising of non-essentials, the optimistic advertising manager thinks only of such obvious examples as pianos, player-pianos, sporting goods, cameras for amateurs, etc. That the blight will not be thus restricted in scope is, however, apparent from the fact that the Railroads' War Board has recommended to the Priority Division of the Council of National Defense 450 different classes of articles, which, it is claimed, the public can dispense with without inconvenience and seventy-five additional classes of articles which can be dispensed with at slight inconvenience.

LOOKS BAD FOR LUXURY ADS.

To imagine or pretend that any readjustment of the status on non-essentials will not disturb the equilibrium of newspaper advertising is flying in the face of Providence.

Doubtless the luxury advertising

will all come back in time but for the time being only the sudden ending of the war can prevent an overturning of the established order of things.

Of course, there is no desire to needlessly alarm and it is not predicted that the national advertisers now in the newspapers, whose production is being interfered with, will in most instances entirely cease advertising, but it is stated on the best of authority that many of these large advertisers are planning to take just enough space to keep their names before the public, to safeguard their good-will and protect their trademarks against the return of normal conditions.

The solution of the situation for the newspapers, according to some of the best informed men in the business, who have lately been in Washington with the object of gaining first-hand information relative to what is coming, is to cultivate new advertising accounts to replace the old and keep up the totals.

As luck would have it, the situation favors the newspapers in several respects.

For one thing, some of the manufacturers whose noses have been "put out of joint" are turning to the manufacture of articles that will not carry the stigma of "non-essential," but these new products, albeit necessities, must be advertised if they are to find a market.

Similarly, the conditions now obtaining in this country are bringing on the market great numbers of substitutes and alternatives that spell opportunity for the newspapers, because newspaper advertising is the ideal means of exploiting an innovation for which quick public acquaintance is sought.

An illustration of how this is working out is found in the newly patented composite materials which have lately been placed on the market as substitutes for leather.

As a result of the advent of these special new types of soles great numbers of shoe repair shops, that never before advertised, have within the past few months taken space of large aggregate in the newspapers.

OPPORTUNITIES TO REPLACE LOST ADS.

That this opportunity to replace lapsed luxury advertising by new advertising of necessities extends to the food field is eloquently attested by the present boom in the advertising, locally as well as nationally, of oleomargarine, nut preparations and other butter substitutes, the newspaper campaign to promote the use of corn meal and other corn products, and latterly the quick-on-the-trigger project to seize upon the sugar shortage as an opportunity to advertise

syrups, honey and other sugar substitutes.

From the very nature of things, war-time conditions—without regard to any restrictions placed upon luxuries—must stimulate foodstuffs advertising in many lines, but quite aside from such advertising, intimately related as it is to the high cost of living, there is the other new advertising that is resulting from changed conditions in essential lines.

One specific development—the present shortage of wool, seems certain to bring in its train extensive advertising activity.

Art and industry are busy with new substitutes for woollens and worsteds, and with goods carrying lower percentages of wool, but assuredly the public will need to be sold on the warmth and durability of these new articles and fabrics for which it is being asked to pay prices as high as was formerly demanded for the extensive "all wool" commodities.

And all this discussion of the readjustment of advertising takes heed, be it noted, only of display.

The classified pages, however, are no worry in any newspaper office. The war shortage of labor has swollen the classified in the case of the average newspaper to proportions never before attained.

MAGAZINE NOTES

Charles H. Woolley, for ten years with the Scripps-McKee newspapers, has become vice-president and business manager of the *Sunset Magazine*, San Francisco.

Harrie M. Krugler, who has been associated with the New York office of the *Modern Priscilla*, has been made assistant to A. J. Crockett, advertising manager, and will cover New England and New York State.

The *Canada Monthly* of Toronto will be changed to a weekly publication known as the *Canada Weekly*. Ernest Lawson, recently assistant business manager of *Everywoman's World*, will be general manager.

Edward H. Harris has been made advertising director of the *Dead-Line*, Chicago, which in the future will be published by a new corporation known as the *Newspaper Book Company*.

Mr. Harris will continue as advertising director for *Oak Leaves* and other publications issued by the Donaldson Publishing Company of Oak Park, Ill.

DeLysle Ferree Cass will continue as editor and general manager of the *Dead-Line*.

George B. Spencer, formerly general manager of the *Good Health Magazine*, Battle Creek, Mich., has resigned to enter another line of work.

Beginning with the February number, *Physical Culture* will adopt the flat style of make-up.

PROFESSOR OUSTED.

The appointment of Leonidas R. Whipple as professor of journalism at the University of Virginia was rescinded on November 27 by the board of visitors after an investigation of alleged disloyal sentiments expressed by Whipple in an address last week at Sweet Briar College, Va.

No action was taken on the appointment of a successor.

BAN LIFTED FROM HARDEN.

Maximilian Harden has been permitted to republish *Die Zukunft*, according to the *Berliner Tageblatt*.

The editor will be allowed to continue his lectures, forbidden a month ago.

SOME NEW BOOKS.

"THE SOLDIER'S SERVICE DICTIONARY," by Frank H. Vizetelly, Litt. D., LL. D.; Funk & Wagnalls, publishers.

This serviceable and compact dictionary of English and French terms will be of help to any man in the United States service; and is also to be recommended as of immediate value to a news or magazine writer who is meeting the new phrases and words which are quickly springing into being because of the present war.

"THE SECRET OF TYPEWRITING SPEED," by Margaret B. Owen; Forbes & Co., publishers.

Miss Owen, the world's champion typist, has presented to an interested public her first book on typewriter knowledge. It is a complete treatment of a subject which she is eminently fitted to discuss. The chapters on "Eliminating Lost Motion," "the Good Secretary," and "Office Economy" will be of especial value to the office manager and the office force in the newspaper world or in any other business enterprise.

"THE ENLIGHTENMENT OF PAULINA," by Wilkins Tompkins; E. P. Dutton & Co., publishers.

A work of American fiction to be welcomed and recommended for consideration. This book has to do with the making over of a woman through appreciation of life as it flows on in a Southern town, a healthy and normal reaction through the forces of nature.

"FIRST AID FOR THE TRENCHES," by Captain Somerville Hastings, R. A. M. C.; George U. Harvey, publisher.

This is one of the practical and useful handbooks of the Harvey Military Series, brought out in England and recently printed here with a preface by Major F. S. Macy, M. C., U. S. A.

"APPLIED MOTION STUDY," by Frank B. Gilbreth and L. M. Gilbreth, Ph. D.; Sturgis & Walton, publishers.

This book is made up of ten closely related chapters on motion study and its relation to the science of management. It must not, however, be regarded as a handbook of motion study technique. Mr. and Mrs. Gilbreth should have dedicated the volume to the work of proving that management is most sympathetic and human when it is most analytic and scientific.

HELP WANTED.

Editorial Writer Wanted

High grade publication has opening for a clear and forceful writer on daily news events and general affairs. He should be thoroughly conversant with public life and men, particularly of Pennsylvania, New Jersey and Delaware, and possessor of a literary style. Preference will be given to good practical newspaper man who has had Philadelphia experience. Applications will be held in strictest confidence. To secure interview, please send samples or specimens of your matter, and full details as to personality, experience, etc. Address Editor, P. O. Box 479, Philadelphia.

PUTTING
OVERTHE BIG
CAMPAIGNS

ARTICLE X.

MOTION PICTURE INDUSTRY DISCOVERS
THE GREAT POWER OF NEWSPAPER
PUBLICITY—PARAMOUNT COPY.

By W. LIVINGSTON LARNED.

A remarkable advertisement, employing almost a full page in one of New York's greatest daily newspapers, was the talk of the big town for an entire week.

It represented a more aggressive newspaper spirit than motion picture people had attempted—or shown—in the history of the profession. For this wonder advertisement was on the subject of Motion Pictures.

It was a Paramount-Arcraft display, bigger, bolder, many times more compelling than the best that had gone before, although this particular combine has been decidedly active of late.

"That advertisement makes me want to go the movies," remarked an advertising man, who normally would not be expected to grow emotional over something that had come from the workshop of his own trade.

He was showing the page to a friend.

"Never cared for pictures—never wanted to waste time over them—but that piece of publicity wins me completely. The agency is doing excellent work."

And the page deserved all that was said in its favor. In make-up, illustration, text and spirit, it represents quite the highest degree of motion picture publicity.

We want you to read fragments of the text. It is well worth your attention. Here is genuine "human interest" reading matter—the kind the public will read—the kind that "sells goods."

Heretofore no one in the industry has attempted to turn the trick in quite the same fashion.

There have been talks on stars and talks on plots and talks on the thunderous melodrama of the profession, but the deeper note was never thought "good advertising."

People wouldn't "get it"—that was what the wise ones said. "Nothing high brow gets over" was a common expression.

POWERFUL ILLUSTRATIONS.

There is an illustration at the top of this advertisement, executed on rough surface paper, in crayon. It is by a nationally known magazine artist, Richard Culter, and is exquisitely done.

There are two couples commanding the foreground position in a dimly lighted motion picture theater and all the thrill and pathos and tragedy and romance of plot and counter-plot are shown in the expressions of those four faces.

An elderly couple have "sneaked off" to see the feature.

Grandpa is bending far forward, leaning on his cane. He's smiling.

Grandmother, in her plain gown and fluffy cap, has managed to find Grandfather's hand in the darkness and is holding it—very tightly.

Near them, the second couple is equally absorbed in the picture—a pretty girl and her soldier sweetheart. And they are holding hands.

It's all very sweet and natural and interesting, even to the hurried reader of a daily paper—in New York.

The caption reads:

"And there you will find your old sweetheart!"

The copy is quaintly convincing:

"Come—drop that newspaper for to-

night! Maybe she's tired of a paper wall and silence and the width of a lighted table between you. Maybe she's thinking of those other evenings when you sat next each other—and there were no lights. Come forget the news for once. Take her to a theater, where, any time you go, you'll see a picture worthy of your best and finest moods—clean, well-directed, played by famous stars."

THE TEXT RINGS TRUE.

There is a sense of being talked to—intimately. The text rings true. The big, blustery press-agent type of publicity gab is entirely missing.

There must be good pictures, you say to yourself.

But, to continue:

"How long since you sat that way together?"

"Habit has built a wall of common-places. You sit on opposite side of a table—and read newspapers or pore over bills."

"But here—there is no table between you. No light to disclose harsh realities. You sit, close, side by side, and maybe your hands touch."

"You are learning how to be lovers again, from fleeting lights and shadows that move across a screen. And as that unconscious hard crust of life is melted by the kindly warmth of a finer tender feeling, you glance at each other and see—no, not brows knit with problems and plans of today and tomorrow—but the shy young girl and strong romantic youth of those other, bygone days and their never forgotten sweethearts."

"You have found your old sweetheart again."

It may sound silly for a second. You may scoff at the sticky sentimentality of the thought and its wording. You may even turn away. But the great rank and file of us still possess sentiment. Sweetheart thoughts are rather attractive.

We turn back to the page and have another look.

There has been entirely too little of genuine sentiment in newspaper advertising copy. Campaigns have struggled along with the conventionalisms of sale and product and cross-counter bargaining.

More and more does advertising put forward some of the homely ideas and arguments of everyday life. These pieces of copy are "making good." People are reading them. They are deucedly sincere and clever men who are writing them.

THE OLD MOVIE WAYS.

There was a time when Paramount Pictures were rather crudely advertised. Tons of electros were sent to papers all over the country. They were about as inspired and as inspiring as the plated matter then sent to further the sale of soap or beans, or kitchen stoves.

And this advertising was not

particularly successful. It managed to get nowhere. Every little motion picture exhibitor could cook up its equal by half trying. The pictures were usually pictures of stars, reproduced from line drawings over silver prints. Not a ripple stirred the surface of the trade.

And then Paramount became affiliated with another producing firm—Arcraft.

And the latter organization had not only produced very fine pictures, well conceived and directed, but well advertised, and the wedding was an auspicious occasion.

NEWSPAPERS THE NATIONAL MEDIA.

"We'll advertise our pictures as they deserve to be advertised," said the powers that be.

"And we will advertise heavily in newspapers. That is our natural medium. We will make people sit up and take notice. We will humanize and dignify the advertising of motion picture in newspapers. We have an open field—no one is doing it properly now—no one ever has in the past."

And this was true.

All of the uncertainty and doubt and skepticism of the industry has been removed by these handsome displays. Renewed confidence in all motion pictures has been one of the results.

The makers of the pictures must be serious in their intention to produce only the best. Triflers would not and could not create such advertising for an unworthy article. Was it possible to make a consumer go in and ask for a certain make of trade-marked picture, just as advertising had made them ask for trade-marked soup and perfume and a thousand other commodities?

Why not?

Past failures in the attempt meant nothing. No really serious effort had ever been made.

Abridged and abbreviated advertisements of the large space displays are in every small local exhibitor's hands. His community is told the same story. It is significant to note that Paramount-Arcraft used largest space in the hardest market in the world notoriously so. New York is a very difficult nut to crack. New Yorkers have a surfeit of entertainment. The best of it, of all kinds, originates there.

It requires genuine courage to "tackle" the metropolitan market. Agencies brace their shoulders and square off for a fight when the subject is mentioned.

And now, after a month or so of it, New York is beginning to read and absorb the big Paramount message.

Exhibitors say that people come to the box office and ask if these pictures are to be shown. If not, why not?

It is good to know that an industry, long looked upon with misgiving, and never respected, beyond a certain line, has made its newspaper advertising reinstate it—give it prestige and a place in the sun.

No great advertising department of national fame can boast of better, more progressive publicity, than the Paramount-Arcraft advertising. Much money and as high a quality of grey matter are going into these excellent campaigns.

It should reassure the average advertiser.

Many things are easier to sell and easier to advertise than motion pictures.

As for the ad-writer who is putting the human touch into the publicity—bless him—he must be a regular fellow!

NEW SUNDAY EDITION.

The Macon (Ga.) News brought out its first Sunday issue on November 18.

NEW FOREIGN MAIL RULES.

Regulations to govern the transmission to or from the United States of communications not in the regular course of the mails will be issued within a few days under the Trading with the Enemy Act.

Ship and consignees' mail consisting of bills of lading and similar business documents probably will not be forbidden when destined to neutral countries, and considerable latitude will be allowed commercial travelers and other representatives of business concerns to carry in luggage letters relating strictly to their business.

Most other communications will be forced into mail channels to be subjected to censorship.

Communications to enemy or ally of enemy countries are forbidden except by license of the War Trade Board.

The customs division of the Treasury Department will have charge of the administration of the regulations.

DINNER FOR THE "BUCKEYE DAISIES."

Colonel E. S. Wilson of the Columbus (Ohio) State Journal and Mrs. Wilson recently were host and hostess to the "Buckeye Daisies," a group of young women who made a tour of Europe under the direction of Colonel Wilson, at a dinner and reception at the Chittenden Hotel.

Frank Dillnot, English newspaper man and author, who accompanied the party through England and parts of the continent, also was present. The "Buckeye Daisies" made their tour abroad some time ago after a popularity contest.

Good Work
Prompt Service
Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to

"Phone the Manhattan Man for your Engraving."

MANHATTAN PHOTO
ENGRAVING CO.

851-853 William Street NEW YORK
Phone, Worth 1457-8.

Newspaper PLATE
and MATRICES

60c per page and up.

If you wish to share in the benefits of co-operation, write

The United Newspaper Plate Co
CANTON, OHIO.

At Tempting Prices!
Half-Tones, Line Cuts
and Modern Engraving
in all its branches

DEFENDAM ENGRAVING CO.
Inc.
1021 Broadway, NEW YORK.

STANLEY PROCESS
quality TYPE
to a not down to a
up made price METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y., and CHICAGO, ILL.

For Particular Printing come to the

ALLIANCE PRESS

110-114 West 2nd Street, NEW YORK

THE PITTSBURG PRESS

HAS
THE
Largest
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

BENEFITS OF PRESS TO THE PUBLIC.

A CHAPTER THAT IS MISSING IN THE HISTORY OF THE AMERICAN PRESS.

"There has come to us," says the Belleville (Ill.) News-Democrat, "an ambitious high school girl and asked us to refer her to some literature on the subject of 'The benefits of the press to the public,' at the same time informing us that she had been directed to cover that topic with an essay or theme to be presented in the literary society of the school which she was attending.

"But in all the range of literature with which we are acquainted, we could recall nothing that treats of that particular subject.

"It seems that newspaper men are kept too busy in working for a living to blow their own horn."

Then the News-Democrat supplies that following creditable little chapter to the missing link of newspaper history:

"When we talk about 'The benefits of the press to the public,' it would be well to define with some degree of precision the term 'Press,' for the reason that this word has a very general and very broad significance and application.

"To simplify matters, let us confine the discussion to the press of America.

"The press embraces not only all of the thousands of newspapers which are published in the country, metropolitan, small city, county and village, but also all of the magazines and the trade and professional and craft and school and lodge and church papers and periodicals.

"When people speak of the press, however, in ordinary parlance, they usually refer to the newspapers.

"In this restricted sense, the press is an institution of comparatively modern origin. Before the invention of movable type by Gutenberg, it was not practical to print newspapers. In fact, the art of newspaper making did not reach its present high state of development and efficiency,

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Open Door to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Avenue Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending October 1, 1917,
showing net paid circulation

33,924

Member A.B.C. Publisher
Arthur Capper TOPEKA, KAN.

and never could have reached that goal, if the perfecting press and the type-setting machines had not been invented and made available for use.

"The press is a great convenience to the public, of practically inestimable value.

"The press makes a daily record of all of the important happenings of the world, publishes editorial opinions to inform and influence and direct the public mind, and it prints advertisements to reflect the business status and to express the business life and activity of the community.

"In ancient times the inhabitants of the cities who could spare the time gathered at a designated spot in the market place daily, where someone was delegated to communicate to them by word of mouth or in a set speech the news of the day. It was the best that they could do under the circumstances, for they had no press and, unsatisfactory as the method was, they had to put up with it for the want of something better.

"The news was then passed around from person to person in the way of conversation, just the same as ordinary gossip at the present time. Only people of elegant leisure, loafers and plutocrats, could spare the time to visit the market place habitually and punctually for the purpose of hearing the important news told by the public sputter from the rostrum.

"The result was that the great mass of people remained in utter ignorance of what the rest of the world was doing.

"Ignorance breeds suspicion and credulity and retards progress. Crafty and selfish men took advantage of the ignorance of the people, arrogated to themselves a monopoly of the knowledge of the world and established autocracies and despotisms and castes to lord it over the masses and to rob and oppress them.

"In a government like ours, where the people rule, it is absolutely necessary, if the government is to survive, that there be a free and untrammelled press, operating within legal bounds to enlighten the public, for democracies depend upon the intelligence of the people for their perpetuity.

"The founder of democracy in America was Thomas Jefferson of Virginia. He was one of the greatest men that the world has produced. So important did he regard a free press to democratic institutions, that he said among many other things, regarding the press: 'Our liberty depends on the freedom of the press and that can not be limited, without being lost; the liberty of speaking

BOSTON POST

CIRCULATION OCTOBER, 1917
"NO RETURNS"

The Daily Post 501,861
The Sunday Post 345,302

KELLY-SMITH CO., Representatives
280 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building CHICAGO

Today's Housewife

Net Paid Guaranteed For Every Issue

GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

and writing guards our other liberties."

"In another place in his voluminous works, Mr. Jefferson says: 'The press is the best instrument for enlightening the mind of man and improving him as a rational, moral, and social being.'

"The greatest praise ever bestowed on newspapers Mr. Jefferson gave utterance to in the opinion of the following statement, however:

"The basis of our governments being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter."

"The press is not only the greatest educator, but it is at the same time the greatest entertainer of modern times. It prints all forms of literature from the heaviest to the lighter sort and carries the dearest treasures of thought and of art into the homes of the people.

"Science and philosophy are given the attention that is due them, likewise politics and economics and religion, but page upon page is devoted to poetry and pictures, to music, and to the kind of fun that stimulates a taste for higher and better things.

"A greater part of the work of the school is to prepare the pupils to avail themselves of the benefits which the press offers. The school gives the key to the young with which they may unlock the treasure vault which contains a precious legacy and our inheritance of all the past and all the dead for the benefit and use of the living of the present day and generation.

"The press relates the activities, the endeavors, the hopes, the ambitions and the aspirations of the human race. Through the instrumentality of the press, all of the knowledge there is in the world is widely disseminated and generally diffused. All well informed people of the present day, obtain the major portion of their knowledge and information, from reading the newspapers.

"If the press of the country would for any reason whatever, be compelled to suspend publication, the world would revert to the ignorance and to the barbarism of the Middle Ages, or even to the state of nature which prevailed in the childhood of the human race.

"All civilized nations have a press. Barbarians have no press.

The benefits of the press to the public are so numerous that it is im-

ST. PAUL DISPATCH (EVENING)
ST. PAUL PIONEER PRESS (Morning and Sunday)
The papers that predominate in St. Paul and the great Northwest.

The prestige of these mediums is best understood by their own circulation figures: A carrier delivered circulation in over 90% of English-reading St. Paul homes, and a broad country circulation throughout the prosperous Northwest. A circulation gained by printing an excellent news service, high grade comics, and well-known special feature articles.

Circulation Averages for October, 1917:
Dispatch 80,886
Pioneer Press 63,265
Sunday Pioneer Press 78,751

A.B.C. report and booklet giving circulation by towns furnished upon request

YOU MUST USE THE

LOS ANGELES
EXAMINER
TO COVER THE
GREAT SOUTHWEST
Largest Sunday Circulation—more than 150,000

possible to enumerate and record them all in detail in an article of the length and scope of the present one. Any intelligent person can picture them in his own mind by using his imagination and his ingenuity, along the line of suggestions presented in this editorial.

"If there were no press, people would soon forget the art of reading which they learn in school—that is to say, the masses would. Knowledge would again be monopolized by a small and privileged class or caste who would prostitute it to selfish purposes and use it to advance their own financial and social interests and superiority.

"Human society would return to the most primitive conditions. Resorted ignorance instead of a high order of general intelligence would become the order of the day.

"Progress would be at an end and the country would revert in the course of time to the conditions that the redmen were in who inhabited the trackless and tangled wilderness of the Western world when the intrepid and adventurous Christopher Columbus first discovered the American continent."

PAPER SHORT IN GERMANY.

Berlin messages state that the shortage of paper is such that recently important Berlin papers were unable to appear, while others were only able to publish four pages, with the prospect of ceasing publication altogether soon. Practically all the papers in Saxony have stopped publication for an indefinite period.

G. W. Van Atten has bought the Primghar (La.) O'Brien County Democrat.

LARGEST
Morning Circulation in
the Nation's Capital.
THE
WASHINGTON
POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000.

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives

John Glass, Peoples Gas Bldg., Chicago
I.A. Klein, Metropolitan Tower, New York

NOTES OF SCHOOLS AND COLLEGES.

In October, the University of Washington's department of journalism moved into its new \$200,000 home in Seattle. Commerce Hall is a building permanent with the permanence of structural steel and concrete; and harmonious with the harmony of mellow-toned texture-brick and terra cotta.

The department of journalism assumed a color scheme when it selected its desks and files, its presses and typewriters, and moved into the new home; the school of business administration, which occupies the floor above, took on the same one; and the school of law another floor higher took it on too. No piece of furniture may come into Commerce Hall, or any one of the three allied schools that occupy it, that does not harmonize with terra cotta. In the journalism department every cabinet is buff colored, every table of any sort, every newspaper standard and file; even the long forms to which the typewriters are fastened are of the prevailing color. Even in the printing department every bit of color above a six-foot level is buff; below that it is mahogany brown. By day this tone order makes soft, clouded light; by night it reinforces the concealed brilliance of the electric lighting into a warm shadowless glow.

The heating system of the building is of the most modern type, plenum chamber and exhaust fan ventilating every room except where structural necessity requires direct radiation.

The journalism department occupies nearly 14,000 square feet of floor space. The printing division alone claims 108 by 70 with printing laboratory, press room, stock room, class rooms and offices. It has its own corridors and entrances and can be shut off entirely from the writing and business divisions. These consist of class rooms, a newspaper filing room, the Frederic A. Churchill, Jr., memorial library, offices of the faculty and the Washington Newspaper Association, a large corridor for the news office of the University Daily, the typewriting laboratory, and private offices for the managers of the Daily and the student annual.

Into every available inch of outer-wall space there is set a window, and many of the interior walls are opaque glassed to secure a maximum of sunshine and light.

The exterior design of Commerce Hall is carried in terra cotta and slate. The structure is the replica of Home Economics Hall, its vis-a-vis across the area that will ultimately be the Liberal Arts quadrangle, and contains five buildings. These two buildings are Tudor. Their windows are many and leaded; their entrances are simple archways over bricked porticoes; their roofs are green slate.

Materials of construction and utilities of the buildings are sufficiently different from those of the halls of

A Great Food Medium

Implies quality and quantity circulation. Home influence. Responsive attitude of Housewife. None surpass the

Trenton TIMES

Member of A.B.C.

24,000

2c. Circulation.

KELLY-SMITH CO.

220 5th Ave., N. Y. Lytton Bldg., Chi.

Baltimore News

Net Daily Circulation 92,088

Gain over 5,696

Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

Oxford and Cambridge, however, that the resultant is classic but individual. Carl F. Gould, head of the University of Washington department of architecture, is the designer.

Enrollment in the department of journalism for the year has been little touched by the war, as far as figures go. The only appreciable difference is the slight increase of women students over men. Class enrollment is 200, and major students 110. There has been no abridgment of courses, although some fourth year classes are small because of the heavy enlistment of upper division men. There are only three senior men left in the department.

Edith C. Johnson, editorial feature writer of the Oklahoma City Daily Oklahoman and member of the Sunday editorial staff of the Chicago Herald, addressed the students of the school of journalism at the University of Oklahoma last week. Miss Johnson discussed the ways in which she handles feature subjects, how she gets material for her articles and general feature writing for newspa-

St. Louis Globe-Democrat

dominates the morning field.

Government statement six months ending September 30, 1917

138,252

The clean home-going family newspaper.
National Representative
F. St. J. Richards, Tribune Bldg., N. Y.
Guy S. Osborn, Tribune Bldg., Chicago
J. R. Sclaro, Ford Building, Detroit
R. J. Bidwell, 742 Market St., San Francisco.

PATERSON New Jersey's Famous Manufacturing City

PRESS Its BIG Independent Newspaper
G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

pers. Other newspaper writers and editors of the state will be invited to address the students of the school of journalism at their bi-weekly luncheons.

The staff of College Mercury, the monthly magazine of the College of the City of New York, is now as follows:

Abraham M. Schultz, editor-in-chief; William O'Brien, managing editor; Jerome I. Udell, business manager; J. Harry Marsh, advertising manager; Daniel T. Appell, circulation manager; literary staff, I. Schneider, Nat Schwartzberg and Alex Lipinsky; Morris L. Singer, athletics; Jerome S. Kates, art editor; C. Pearson Hornung, assistant art editor.

College Mercury is in its thirty-ninth year.

The United Statements is the name of a new weekly paper which has made its appearance in Baylor, Tex. It is published by the students of Baylor College. The first issue has a splendid advertising patronage from the merchants of Belton. Miss

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest. The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

W.M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK
Tribune Building, CHICAGO

Hermine Burghard is editor-in-chief, Miss Amy Wade business manager and Miss Annie Laurie Gottseelig assistant business manager.

Mark Stephenson of Aberdeen, S. D., has been elected editor of the 1919 Pasque, the year book of the junior class of the Northern Normal and Industrial School.

The students of the High School of Commerce of New York are publishing a new monthly written entirely in Spanish. The magazine has a large circulation among students in other high schools of New York.

Irving B. Simon is editor-in-chief of the new publication.

NEWSPAPER MAN. WEALTHY. THEN REPORTER AGAIN.

Jimmy Connolly, who was a reporter in St. Paul six years ago, is at it again after a trip on the wings of fortune.

Jimmy invested when stocks were rising and made his pile. He invested again, but this time stocks went down, and he is reporting once more.



NEW HOME OF UNIVERSITY OF WASHINGTON DEPARTMENT OF JOURNALISM.

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Publisher
Represented in the foreign field by
KELLY-SMITH COMPANY
220 Fifth Ave., NEW YORK
Linton Building, CHICAGO

TRADE AND CLASS PRESS.

Realizing that the business press is closer to the industries of the country than any other outside factor, the War Department has requested the Associated Business Papers, Inc., to help in securing the large number of experienced mechanics required for ground service in the aviation corps at aerial training stations and at the various camps that may be established "over there."

The committee appointed to supervise this work consists of Roger W. Allen, American Hatter, New York, chairman; E. H. Darville, Hardware Age, New York; and David Beegom, Class Journal Company, New York. This committee and the headquarters office of the Associated Business Papers, Inc., are now making a careful survey of labor conditions, with a view of establishing quotas and of acquainting employers with the situation.

It will be recalled that the business papers were instrumental in recruiting the 10,000 men needed to raise the New York National Guard to full war strength.

The Associated Business Papers, New York, has announced the appointment of its regular committees, as listed below:

Trade Practices: W. H. Ukers, Tea & Coffee Trade Journal, New York, chairman; F. A. Simmons, Simmons-Boardman Publishing Company, New York; E. E. Haight, Motor Age, Chicago. To this committee will be referred all complaints of improper or unethical practices on the part of publishers or advertisers.

American Relations: R. Marshall, Concrete, Detroit, chairman; Mason Britton, American Machinist, New York; C. A. Tupper, International Trade Press, Chicago.

Postal: M. C. Robbins, Iron Age, New York, chairman; A. C. Pearson, Dry Goods Economist, New York; E. R. Shaw, Power Plant Engineering, Chicago; H. G. Lord, Textile World Journal, Boston; C. K. Reifsnider,

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue

Over 200,000 Circulation

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire Street, BOSTON
Kresge Building, DETROIT

The DAYTON SUNDAY NEWS and SPRINGFIELD SUNDAY NEWS NEWS LEAGUE OF OHIO

(the two at .055 per line) are a great combination.

J. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

Farm Machinery and Farm Power, St. Louis.

Special committee to investigate possibility of bringing about greater uniformity in size of papers and in size and form of rate cards and contract blanks: A. C. Pearson, Dry Goods Economist, New York; L. B. Sherman, Railway Age Gazette, Chicago; H. G. Lord, Textile World Journal, Boston.

Advisory (to counsel with president and executive committee, when requested, upon more important matters of policy, and to act as a nominating committee): James H. McGraw, chairman; H. M. Sweetland, John Clyde Oswald, E. R. Shaw, Allen W. Clark, F. D. Porter, Charles G. Phillips, F. E. Cutler and C. A. Tupper.

Robert E. Jones, formerly with the display department of Gimbel Brothers, New York, has become associated with the window display service of the Dry Goods Economist.

The Nautical Gazette, New York, has joined the Associated Business Papers, Inc.

News About Fords, a Chicago publication formerly owned and published by the Kenchfield-Leach Printing Company, has been sold to E. G. Woods, who will be editor, publisher and manager.

GIVES DINNER ANNUALLY TO OKLAHOMA NEWSIES.

Seven years ago Governor Robert L. Williams of Oklahoma, who at that time was chief justice of the supreme court of Oklahoma, gave a fine Thanksgiving dinner to all the newsboys of Oklahoma City.

Every year following the same event has taken place and although now the chief executive of the state, Governor Williams still gives a dinner annually. It is always arranged to have prominent men to speak to the boys during the dinner. This year the dinner will be held in the cafeteria located in the new capitol. The boys will be taken to the state house in street cars.

NOT A NEW YORK TIMES MAN

The public has been warned against a man falsely representing himself to be L. M. Brown, a former reporter on the New York Times now in the Army. This man is said to have presented a forged check.

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

THE Philadelphia Bulletin Dominates Philadelphia

The largest 2c circulation in the East. Goes daily into most of Philadelphia's 375,000 homes.

Net Average 364,637 COPIES A DAY.

WILLIAM L. McLEAN, Publisher.

PROOF OF DIRECT RESULTS FROM NEWSPAPER ADS.

Moescha Rosenberg's advertisement in a Glen Cove (N. Y.) newspaper had its desired effect.

The New York Times correspondent tells that he threatened to print a list of those who owed him money and would not pay. All week and right up to press time Rosenberg was kept busy receipting old bills, and now he says that there is not a resident of the village who owes him a cent.

Rosenberg is a jeweler and is closing up his store. Several thousand dollars were due him, and he wanted it before he left town. So he put in the advertisement, in which he said:

"I shall publish the name and exact address and vocation of each of the aforementioned dead beats, giving in my usual style a psychological treatise of their character and make up. The paper goes to press at 10.30 a. m., and all who are anxious to have their characters defined in print should not settle their accounts before that time."

Immediately creditors began to appear and pay their bills. Men who had bought engagement rings on credit and others who had purchased presents that they did not care to have published all paid up promptly, and the jeweler was happy. Rosenberg published an advertisement on "Soiled Linen," in which he said:

"There are those who firmly believe that there is no wrong that could not be corrected. That all depends on the laundry. Some linen must be badly soiled, but all can be cleansed. It depends on how hard one rubs. We are glad to state that not one dollar that was owing to us last week is unpaid today. We do not want to congratulate our friends who paid up, but, rather, ourselves, as good hard-rubbing laundresses."

REPORTERS FORM CLUB IN NEW BRUNSWICK.

A press club has been organized by reporters of the four daily papers in St. John, N. B. The prospective members met recently for dinner and then proceeded to business.

Temporary officers were elected as follows: President, James H. Conlon; vice-president, W. E. McMonagle, and secretary-treasurer, Frederick D. McGuire.

St. John reporters at the front will be made honorary members.

The Roundup (Mont.) Record has moved into its new office building.

THE SYRACUSE POST-STANDARD

October 1st, 1917
Government Statement

Daily (Net Paid) CIRCULATION 54,470

April, 1917 Figures—A.B.C. Basis. Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallory Building, CHICAGO
201 Devonshire Street, BOSTON
Kresge Building, DETROIT

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.

C. GEORGE KROGNES, Chicago
VERREE & CONKLIN, Inc., New York

NO BANQUET FOR THE AMEN CORNER AT PRESENT.

In view of the serious problems confronting the country, incidental to the world war, Representative Thomas F. Smith, president of Amen Corner, an organization of old-time New York newspaper men and politicians, has decided to postpone indefinitely the annual festivities and dinner planned by the Corner for December 15.

The club feels it would be contrary to the spirit of the times to have a function this year of the joyful character which Amen dinners have had for the last seventeen years.

SCRIPPS NOT EXEMPTED.

To James G. Scripps of Los Angeles, directing head of newspapers owned by his father, E. W. Scripps of San Diego, and chairman of the board of the United Press Association and the Newspaper Enterprise Association, has been denied exemption from military service by the district exemption board.

The appeal from a San Diego board was filed by his father and supported by his business associates, who contended he would be more valuable to the United States as the chief executive of the several newspapers and press service than in the army.

WITH THE U. P.

V. E. Michel has resumed charge of the St. Paul (Minn.) bureau of the United Press.

Raymond Clapper, who has been in the St. Paul bureau since Michel left last March, has taken up Red Cross promotion work in New York. During the summer Michel did special promotion and publicity work.

A Short Story: DETROIT SATURDAY NIGHT

—gained 35% in Advertising and Circulation in 1916

NOW IN ITS ELEVENTH YEAR

Represented by G. Logan Payne Co
New York, Chicago, Boston, Detroit

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

**CRAFTSMEN WITH
THE COLORS.**

The Gas Attack, a weekly newspaper published by the 27th division at Camp Wadsworth under the direction of the Y.M.C.A., has made its first appearance.

Major Glenn Laffer, former Montezuma (La.) newspaper man, recently in the censor department at Deming, N. M., has been called to Washington.

The following members of the Advertisers Club of Cincinnati compose the honor roll of the association:

Captain Charles H. Tobias, U.S.R., Camp Sherman; Lieutenant Justin A. Rollman, U.S.R., Camp Sherman; Lieutenant Saul Magnus, U.S.R., Camp Harrison; Walter Ibold, engineers corps, "somewhere in France;" Walter McDonald, ambulance service, "somewhere in France;" Lucien Wulsin, engineer corps, "somewhere in France."

Frederick Forchheimer, Camp Sherman; P. C. Hume, hospital corps, Fort Oglethorpe, Ga.; J. B. Ward, 340th infantry, Camp Sherman; Lieutenant John W. Miller, Fort Sill, Okla.; D. R. Lathrop, George W. Roenthal, Navy, Norfolk, Va.

Walter H. Johnson, publisher of the Buffalo (S. D.) Times, has sold his paper and joined the signal corps.

Captain E. J. D. Larson, formerly of the Minneapolis Tribune staff, has been made senior billeting officer of the 88th division at Camp Dodge, Des Moines, Ia., and will supervise the billeting of the troops of that division after they reach France.

The service flag of the Chicago Advertising Club was donated by Sam J. Turnes. A British flag, which is being made up, will be given by Robert J. Virtue and a French flag by L. J. Vertefeuille.

Charles E. Rogers, a graduate of the University of Oklahoma, formerly sports editor of the Tulsa World and later an exchange editor on the Kansas City Star, is now a first lieutenant in the regular army and stationed at Fort Douglas, Utah.

BRIDGEPORT

CONNECTICUT
(The Prosperity Center of the United States and the Industrial Center of New England.)

THE
Post & Telegram
(Evening) (Morning)

Cover This Field Absolutely.
Members of the A.B.C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

tioned at Fort Douglas, Utah. Rogers served on the border with the 3d regiment of Missouri national guard, attended the officers training camp at Fort Riley and was assigned to the 20th infantry as second lieutenant. He since has been promoted to first lieutenant.

C. A. Crosser, reporter on the staff of the Toledo (Ohio) Blade, was one of the first to offer his services to Uncle Sam when war was declared, but was rejected because of a defect in his eyesight. He made application successively to every department of the service, but in vain.

As a last resort he turned to Canada, where physical requirements were less exacting, and enrolled there as stretcher bearer in the Canadian Army.

Before Mr. Crosser left to join his regiment, two weeks ago, the Blade staff presented him with a fine testimonial of esteem.

There are now twenty Toledo Blade men in service, more than half of whom enlisted. The men were taken from all departments. Their names follow:

Urban T. Murphy, Roy Whitney, Foster Rice, Frank J. Ritter, Joe W. Meyers, Sam Rubin, Arthur Mead, Warren Quail, James Carr, F. J. Sullivan, James Farron, F. Szumigala, F. Kinney, J. Wilinski, B. Kwiatkowski, F. Jeichler, Albert Watson, C. Cushman, Howard Good and C. A. Crosser.

The Wellborn brothers, publishers of the Cantril (Ia.) Tribune, are going to war as members of the regular army. N. E. Guernsey, publisher of the Milton Herald, has taken over the management of their paper and will suspend his own publication.

Johnstone Vance, managing editor of the New Britain (Ct.) Herald, has been made an ensign in the naval reserve.

Robert Cummings Vance, son of Mrs. Robert J. Vance, president of the Herald Publishing Company, is driving an ambulance for the Red Cross in France.

The five stars on the service flag of the Erie (Pa.) Herald represent Corporal Peter P. Loesch, foreman of the mechanical department, base hospital at Camp Lee, Petersburg, Va.; Sergeant Raymond Fitzmaurice and Corporal Raymond Leenhuis, Camp Lee; Corporal John J. Phillips, aviation section, San Antonio, Tex.; Captain Thomas Sterrett, publicity department of marine corps, New York.

Don M. Leicht, who has been associated in the publication of the Colfax (Wis.) Messenger with Ward M. Swift, has enlisted in the military service. He has gone to Jefferson Barracks, Mo., where he will undergo a final physical examination.

The following members of the staffs of the New York Morning Telegraph have been called to the colors:

THE CIRCULATION OF THE
CHRISTMAS ISSUE
of

The BILLBOARD
is guaranteed to exceed
45,000 Copies

It will be obtainable wherever papers are sold throughout the entire English speaking world.

No advance in rates.
Last form closes Sunday, December 16

The Billboard Publishing Co.
Member A.B.C.

Broadway & 4th Street, New York
Monroe and Dearborn
CHICAGO

**DALLAS EVENING
JOURNAL** Published by
A. H. Belo & Co.

Covers the afternoon field as completely as does the Dallas News in the morning.
40,655 NET PAID average during 6 months period ending Oct. 1, 1917.
P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
738 Tribune Building, NEW YORK

Edward Keefe, Neil McDonnell, Russell Kenyon, James J. Coffey, Charles C. Cook, Val Roche, Frank McKee, Sam McKee, Jr., and Donald Day.

Timothy A. O'Toole, sports editor of the Wilmington (Del.) Sunday Star, has joined the railroad engineers corps for service in France. During his furlough, Alexander R. Abrahams will serve as sports editor of the Star.

R. H. Norton is the new proprietor of the Anderson (Ala.) News, in place of W. D. McKay, who has joined the Navy.

The Washington Square Players of the Comedy Theater, New York, are represented in the service by George C. Evans, William Gamble, Sam Marsh, Austin G. Parker and Dudley G. Tucker.

Myron Allen Bruce, who represents a star on the Boston American's service flag, is on the job at Camp Gordon. Bruce, who was an advertising solicitor for the American, qualified as a horseman and has requested assignment to the field artillery.

The Plattsburg list of first lieutenants includes Harry R. Saffel, real estate editor of the Boston American. Francis M. Flanagan, former financial editor of the American, is commissioned as second lieutenant.

Beatty Stevens of Columbus, Ohio, formerly advertising manager of the Green-Joyce Company, has been commissioned first lieutenant.

Three hundred copies of the University Weekly, a newspaper published by the students of the University of Arkansas at Fayetteville, have been sent to the 154th infantry at Camp Beauregard, La. This regiment was formerly the 3d Arkansas national guard regiment and has a large enrollment of University of Arkansas graduates.

A campaign was carried on among the students for the money necessary to send the newspapers to Camp Beauregard.

Lieutenant W. H. Durborough, a Chicago advertising man now in the signal corps, is directing the making of official moving pictures throughout the country for the War Department.

Arnold Joerns, formerly at the head of the Chicago advertising agency bearing his name, but who

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in
CLEVELAND
Over 175,000 Daily. Over 300,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bldg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bldg., Chicago

THE JOURNAL
IS THE ONLY MORNING AND
SUNDAY PAPER PUBLISHED IN
DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
Peoples Gas Building, CHICAGO.

has placed his services at the disposal of the Government, will be in charge of the publicity for the aviation corps. Mr. Joerns was tendered a farewell dinner last week by a number of friends.

Howard Knoll, formerly of the Dayton (Ohio) Daily News, has been appointed staff photographer of the 83d division, National army, Camp Sherman.

J. S. Ralph Gray, telegraph editor of the Adrian (Mich.) Telegram, received a commission as first lieutenant at the completion of the second reserve officers training camp at Fort Sheridan, Ill.

It is estimated that more than 150 advertising men in Chicago are now actively engaged in military or naval duties in the different departments of Uncle Sam's great war machine.

E. H. Morrissey, formerly a copy writer for the W. H. Rankin Advertising Company of Chicago, is now in training to become an officer in the merchant marine.

George W. Jenkins, a Baltimore newspaper man who turned down an appointment to an officers training camp to enter the Army as a private, has been detailed on special service in France.

His brother, John Wilbur Jenkins, another Baltimore newspaper man, is with the Federal Information Bureau in Washington.

Of the eighty-seven New York Times men working for Uncle Sam, twenty are officers, sixty are enlisted men in the Army, five are in the Navy and two are with the ambulance corps.

**The Circulation of the
NEW YORK
EVENING
MAIL**

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending September 30, 1917:

Evening Star 88,752
Evening Times 42,375
Washington Post 47,032
Herald (over) 25,000

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING
EXCEPT
SUNDAY.

Union Star

AUDITED CIRCULATION 20,643

Home circulation reaching best paid scientific, technical and skilled mechanics in America.

LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

lance service in France. Their names, with their ranks, are listed below:

Majors: Frank L. Nelson and H. H. Walker, infantry, U. S. R.

Captains: Julius Ochs Adler, Philip D. Hoyt, George E. Hyde and R. J. Sprague, infantry, U. S. R.; W. S. Manning, 316th infantry, Bernard S. Thomson, Q. M. corps.

First lieutenants: Earl N. Findley, signal corps; A. E. Hartzell, infantry; Austin M. Malone, aviation corps.

Second lieutenants: Lee D. Brown, artillery, U. S. R.; H. M. Buggelynn, infantry, U. S. R.; S. M. Chambers, field artillery, U. S. R.; C. F. Hughes, infantry; W. R. Joyce, engineers; Clarence E. Lovejoy and George L. Rooney, infantry; John Simons and E. B. Wells, Q. M. corps.

Sergeants: H. M. Bjorck, Q. M. corps; Howard Humphrey, 1st field artillery; Carl O. Johnson, infantry, National army; George Payne, coast artillery; Robert H. Roosen, 302d engineers; J. Sharkey, field artillery; James Joseph Smith and Wright McCormick, infantry.

Corporals: William Bradley, marine corps; Edwin Delano, Q. M. corps; John F. Kieran, engineers; William Murphy, infantry; J. Oscar Salvail, Q. M. corps; J. J. Sanford, coast artillery.

Privates: A. R. Addison, coast artillery; Edward Roscoe Allen, 102d infantry; Carl E. Bartlett, aviation section; W. Berryman, Army; Joseph F. Bland, 305th infantry; Frederick A. Boyd, Jr., Canadian highlanders; Fred Brazong, 9th infantry; E. Burquist, Jesse S. Blutcher, Walter Coulter, Lee Curtis, C. Farrell, Harold Finch, John Finn, William A. Grotefield, G. Garman, Roland H. Harper, Edward J. Harris, Jr., and

W. D. BOYCE CO.

500-514 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS.

THE FARMING BUSINESS
High-class farm weekly, magazine form.

BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.

Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate.

HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representatives.
NEW YORK BOSTON CHICAGO

Gus Hepps, National army; T. Herlihy, infantry; John Himpler, Army; Ulrich Hofele, coast artillery; L. Hughes, National army;

Charles Jenks, 1st field artillery; Joyce Kilmer, 165th infantry; William Lanigan, 69th N. G.; William Leary, George Legman, George Leonard and Gerson Levy, National army; Allen Luther, Army; George Maile and L. J. Merrell, National Army; Matthew J. Murphy, 2d field artillery; Francis X. Pavesech, aviation section; Edward J. Polloquin, Edward Reynolds, Howard Rowan; Joseph F. Sullivan, James Taylor and Manuel Tolson, National army; Bernard Tracey, 1st field artillery; Samuel Weaver and Samuel Weiss, National army; James A. Whitehouse, infantry; Ezra Wright, National army.

Ambulance service: Thomas S. Bosworth and Alexander Woolcott.

Navy: Robert K. Allison, apprentice; Gordon Blair; Edward B. Cummerford, 1st class yeoman, naval reserve; A. Eldred; Harold B. Haviland, radio student, naval reserve.

Courtland Smith, president of the American Press Association, has been called to Washington to direct the work of placing before the country papers of the nation the principles of the campaign for national thrift.

He is allied with the National War Savings Committee and is acting as the medium of understanding between the publishers of country newspapers and Washington.

Howard Mingoos, formerly with the Scranton (Pa.) Republican and the New York Evening World, has qualified for the third officers training camp to be held at Fort Niagara, N. Y.

John Cummings of Olyphant, Pa., formerly a member of the Scranton (Pa.) Daily News staff and more recently with the Philadelphia Record, has a commission in the Army.

Lieutenant Cummings spent several days of this week visiting friends in Northeastern Pennsylvania.

CONDENSED NEWS NOTES.

The Jefferson (Ia.) Free Lance has been sold to S. M. Greene, formerly an Iowa newspaper man and more recently of California.

W. L. Johnson has taken over the Sisseton (S. D.) Courant and will probably consolidate that paper with the Standard.

The Monarch Printing Company of Omaha, Neb., is bankrupt.

The BEST Advertising BUY in CLEVELAND THE NEWS

Quality Evening Newspaper
With Quantity Circulation

THE LEADER

Sunday

Represented by PAUL BLOCK, Inc.,
360 Fifth Ave., NEW YORK
Mallory Bldg., CHICAGO
201 Devonshire St., BOSTON
Krege Building, DETROIT

U. S. P. O. and A. B. C. Report THE NEW ORLEANS ITEM

period ending October 1, 1917

Daily60,756

Sunday77,438

Average63,217

THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

LORD & THOMAS, 220 W. 42d st., N. Y.—Reported placing advertising for Daniels Motor Car Co. ("Daniels Eight"), Reading, Pa.

MORRIS, 400 Chestnut st., Philadelphia—Reported placing advertising for Commercial Car Unit Co., Philadelphia.

MORSE, 35 Milwaukee av., W. Detroit—Renewing newspaper contracts for Herpicide Co. ("Newbro's Herpicide"), 35 Milwaukee av., Detroit.

O'KEEFE, 43 Fremont st., Boston—Placing orders with a few newspapers for Penn. Metal Co. ("Penco Metal Lath"), 561 W. 36th st., N. Y., and 201 Devonshire st., Boston.

PRESBRY, 456 4th av., N. Y.—Placing orders with some Washington (D. C.) newspapers for Virginia Juice Fruit Co. ("Apple-O," soft drink), Norfolk, Va.

PROFITT - LARCHAR, Journal Bldg., Providence, R. I.—Reported placing some orders with newspapers for J. Samuels & Bro., Baltimore, Md., knitting yarns.

VANDERHOOF, Marquette Bldg., Chicago—Placing copy with Chicago newspapers for the Chicago Arena Co., Ice Skating Palace, Chicago.

Secured account of Tuthill Spring Co., 760 Polk st., Chicago, and are making up lists of publications.

PATTERSON, 1 Madison av., N. Y.—Placing advertising of Dr. Lyon's Tooth Powder and Dental Cream for 1918 for I. W. Lyon & Sons, Inc.

RANKIN, Monroe Bldg., Chicago.—Placing magazine campaign for Hebe Co., Seattle, Wash., Hebe milk products.

HUGHTON, 40 4th av., N. Y.—Reported placing advertising for Alceio Manufacturing Co., 12 Bridge st., Newark, N. J., manufacturer of "Kor-Ker" puncture cure, in newspapers and magazines.

MOON, Proctor Bldg., Troy, N. Y.—Reported placing in newspapers and trade papers account of Pixine Chemical Co., Troy, N. Y., manufacturer of "Pixine" ointment, pile remedy, and "Pixine" veterinary fever drops and spavin cure.

FRANK & CO., 26 Beaver st., N. Y.—Reported placing advertising for

THE PITTSBURGH DISPATCH

is a capable and welcome
salesman in thousands of
good homes.

H. C. Rooh, Real Est. Trust Bldg., Phila.
W. G. Brooke, 235 Fifth Av., New York
Ford-Pearsons Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 10 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes

In all VIRGINIA it's the same.

STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

Gaston, Williams & Wigmore, 120 B'way, N. Y., international merchants, in newspapers, magazines and trade papers.

MALLORY, MITCHELL & FAUST, Security Bldg., Chicago.—Placing newspaper schedule in larger cities for Friedman Manufacturing Co., Chicago, for "Oak Grove Oleo-margarine."

ERICKSON, 381 4th av., N. Y.—Placing account of Valentine & Co., 456 4th av., N. Y., manufacturers of "Va-Enamel," "Valspar" Products and "Valentine's Auto Varnishes and Colors," in magazine and trade papers.

CORMAN-CHELTENHAM, 11 E. 36th st., N. Y.—Reported placing account of Robert H. Ingersoll & Bro., 315 4th av., N. Y., manufacturer of "Ingersoll" watches, in magazines, newspapers and farm papers of national circulation.

Reported placing the advertising for Gaston, Williams & Wigmore, Inc., 120 B'way, N. Y., international merchants, in newspapers, magazines and trade papers.

ASKING RATES — Fonda-Haupt Co., 286 5th av., N. Y., is asking rates from newspapers.

DIRECT—Rub-No-Mor Co. ("Rub-No-Mor-Soap"), Fort Wayne, Ind., is making contracts with some Western newspapers.

PRESS CLUB HOUSE WARMING.

An informal house-warming dedicated the new quarters of the Los Angeles Press Club at 329 South Hill street on November 17.

City, county, state and Federal officials were the guests of the club.

If this territory presents a
sales problem to you, the

Merchandising Service Department.

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

THE PITTSBURGH POST



ONLY
Democratic
Paper In
Pittsburg

CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish DailyReaches the cream of purchasing power
of the Jewish element in America.CIRCULATION OVER 70,000
Despite advance in price
from one to two cents.THE DAY The National
Jewish Daily.

Member A.B.C.

Main Publication Office:
183 East Broadway, NEW YORK

"ROMANUL"

The largest and oldest ROMANIAN
daily newspaper in the United States
and Canada.The only real guide of 850,000 thrifty
readers and positive success to its ad-
vertisers.Full leased wire reports of United
Press Association.
634-635 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.MOBILIZATION OF
AD FORCES.(Continued from Fifteenth Page)
lems, which are likewise war prob-
lems similar to our own.We feel that no solution of an ad-
vertiser's problem is or can be an
adequate one which does not aid
the solution of the seller's problem as
well.It is in this spirit that the A.N.A.
will undertake the work of its eighth
annual meeting and it is our earnest
hope that out of our deliberations
will come ideas and perhaps policies
as well which will be useful and help-
ful to advertising interests as a whole.

SERVICE CORNER.

621.—"Can you furnish me with a
list of syndicates that take feature
stories?"622.—"Can you tell us where we
can find a list of house organs of
corporations or firms in the second
Federal reserve district, comprising
New York State and Northern New
Jersey?"623.—"Can you supply the names
of the different advertising agents as-
sociations with their addresses, as
well as those who give recognition to
advertising agencies?"624.—"Can you tell me the number
of new newspapers that have been
started in the United States in
1917?"625.—"Can you tell us of any syn-
dicate or other concern which sells
a department consisting of questions
and answers on household and culin-
ary topics?"RUSSIANS are
the BEST BUYERSReach them through the advertising
columns of the largest Russian news-
paper outside of Russia.

RUSSKOYE SLOVO

Published Daily including Sunday.

The most authoritative exponent of
Russia in America. Reaches the best
Russian-American homes in the U. S.
and Canada.

RUSSKOYE SLOVO

31 E. 7th Street NEW YORK

THE
ST. LOUIS
WESTLICHE
POSTreaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.THE ONLY POLISH DAILY IN
NEW ENGLAND.

Kurier Bostonski

27 Beverly St., BOSTON, MASS.

reaches 600,000 Poles in New England.
They want to buy your goods.

Use Kurier Bostonski

OBITUARY NOTES.

J. K. McLEOD, editor of the
Flasher (N. D.) Hustler, is dead in
Shakopee, Minn., where he had been
receiving treatment.HARMON J. KNEELAND, at one
time editor of the Oriskany Falls (N.
Y.) News, is dead in Binghamton,
N. Y.J. P. BOYD, formerly editor of
the Buffalo Center (Ia.) Tribune, is
dead of anemia.CLYDE ALLEN, telegraph edi-
tor of the Cincinnati Times-Star
and formerly occupant of the same
position on the Cincinnati Enquirer,
died on November 23 after a linger-
ing illness.WILLIAM J. CURREN, who re-
signed as reporter on the Cleveland
Press to join the Canadian heavy ar-
tillery, is dead of wounds in France,
aged twenty-nine years.MISS ANNA KARGER, sister of
Gus Karger, the Washington news-
paper correspondent, died a few days
ago in Columbus, Ohio.HARRY G. LEE, an employee of
the New York Times, was killed by a
subway train last week while on his
way home from work.MAURICE A. SCHWARTZ, artist
on the staff of the Chicago Daily
News, died suddenly at his home on
November 25 from leakage of the
heart. He was twenty-seven years
old.Known to the newspaper fraternity
as "Morey," Mr. Schwartz was very
popular in Chicago. He was formerly
on the art staff of the Red Book, but
had been with the Daily News for
two years.GARDINER GREENE HOW-
LAND, son of the late Gardiner
Greene Howland, who was general
manager of the New York Herald, is
dead in Los Angeles.HERMAN H. A. SCHRECK, for
the last twenty years on the staff of
the Brooklyn (N. Y.) Standard
Union, died in the Hahnemann Hos-
pital, New York, on November 27 at
the age of forty-three years.Charles Reichmann has purchased
the Platte (S. D.) Tribune from Sol
J. Pruner.George W. Van Atten has sus-
pended publication of the Melvin
(Ia.) Argus.S. G. Snyder has sold his interests
in the Marengo (Ia.) Republican to
J. S. Farquhar.

MONTREAL

is CANADA'S largest and wealthiest city
—sixth in America in population; fourth
largest French city in the world—and a
wonderfully fine market for all kinds of
advertised goods.

LA PRESSE

is Canada's largest circulating daily—
over 145,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.

W.M. J. MORTON CO., Special Reps.

NEW YORK, Fifth Ave. Building.

CHICAGO, Tribune Building.

LONDON, ENG., 19 Sicilian Avenue

Southampton Row.

PARIS, 2 rue de Rocher.

NARODNI List

Braceo Motor Corp. of Jackson, Mich.,
has just placed 19,850 square lines of Briceo
advertising in the Narodni List. This
is the best proof that the Narodni List is
one of the best advertising mediums in
the foreign languages for National adver-
tisers.

Ideal Newspaper for National Advertisers

61 Park Row, NEW YORK

Phone 2939 Beekman.

DEATH OF FRANK
MATTHEWS.

(Continued from Ninth Page.)

the last generation of the Sun—Charles
A. Dana and S. Merrill Clarke. The
teaching of practical newspaper technique
was his specialty in the school of jour-
nalism. He also had a most winning
personality. All his pupils called him
"boss."The fourth and third year classes
of the school of journalism havedrawn up this appreciation of what
he has been to them:Franklin Matthews was our friend, our
comrade, and our "Boss," as he loved
to be called. He often said: "My idea of
teaching is that it should be by personal
contact rather than by rules of pedagogy."
He was always willing to help, advise and
encourage. His work here will remain
both for us and for the school a lasting
influence.The classes which Professor Mat-
thews taught at the school of jour-
nalism have been suspended until
December 4.The only journal outside of the
United States published in the in-
terest of newspaper men.THE 30 pages Weekly
NEWSPAPER
WORLD

Annual Postal Subscription

Everywhere \$3.40.

(Established 1898)

Specimen Copy Sent Free

Address: 14 Cross Street
FINSBURY, LONDON, ENG.

TELEGRAM CODZIENNY

A National American Daily and Sun-
day printed in the Polish language reach-
ing over 160,000 readers.

A Splendid Advertising Medium.

Phone Stuyvesant 2044.

90 East 10th Street, NEW YORK

THE JEWISH
MORNING JOURNAL
NEW YORK CITYcarries more advertising than any other
Jewish newspaper. Circulation in New
York City largest of all foreign language
newspapers. Member A.B.C.

LOWER PRICES.

Copyright—Mallory, Mitchell & Faust.

Among the many forces tending to
raise the cost of living, it is encour-
aging to find one other whose ten-
dency is in the opposite direction.Advertising is the friend of the
consumer. It tends to lower prices.
It does this in two ways. By leading
to greater volume of sales, it makes
possible the economies of large scale
production, resulting in a lower cost
of production per unit.The second way is by reducing the
costs of distribution. A large ele-
ment in the total cost of most prod-
ucts is the cost of getting them from
the factory out into the hands of the
final consumer.Just what items the costs of distri-
bution include depends upon the meth-
od of distribution; but in general,
most products pass through the hands
of the jobber and then through the
retailer to the consumer. This path
from the manufacturer to the con-
sumer might be called the channel of
distribution.The effect of advertising is to less-
en the resistance to the flow of the
product through this channel. That
is, the advertising enables both the
jobber and the retailer to sell the
goods more easily and quickly and in
larger quantities and to turn their
stocks off more, resulting in lower
costs of selling.This all works to the best interests
of the consumer—a lower retail price.The Only ITALIAN Daily News-
paper in New England.

Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON

consolidated with La Tribuna del
Popolo and Il Messaggero di Wor-
cester.100,000 Italians in Boston.
300,000 Italians in Massachusetts.
1,000,000 Italians in New England.

“Upstairs and Down”

The local merchant knows where he gets his best results—so the wise national advertiser and space buyer will consider well where—and whether for “Upstairs” or “Down”—the local merchant invests the largest amount of his advertising appropriation.

Marshall Field & Co. used the following amount (in agate lines) of advertising in the seven Chicago papers for the first six months of 1917:

	<i>Upstairs</i>	<i>Basement</i>
TRIBUNE . . .	173,074	—
News . . .	86,467	67,930
Herald . . .	146,791	606
American . . .	59,042	75,560
Journal . . .	63,503	67,699
Post . . .	65,182	—
Examiner . . .	37,606	17,108

NOTE:—All Marshall Field & Co. advertising is confined to daily issues; they use no Sunday newspapers.

The Chicago Tribune was first in volume of advertising given Chicago papers by this well-known Chicago store, and carried more “Upstairs” advertising than *any two evening papers combined*. Is your nationally advertised product exhibited “Upstairs” or “Down”? If it is exhibited “Upstairs” then the paper to use for advertising it to Chicago families is

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Every SATURDAY at
252 West 59th St. (near Broadway)

NEW YORK CITY

DECEMBER 8, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porters' Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship," Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894.

No. 1241

Dry Goods and Department Store Advertising in Chicago Newspapers

*Total Agate Lines of Display Advertising
Used by Individual Advertisers
January 1 to November 30, 1917*

	The Daily News.	Tribune. Daily.	Tribune. Sunday.	Herald. Daily.	Herald. Sunday.	Examiner. Daily.	Examiner. Sunday.	Post.	American.	Journal.
The Fair	410,218	39,977	173,184	10,091	75,825	27,961	124,406	49,574	167,468	148,679
Boston Store	375,232	126,390	62,846	47,624	118,173	20,642	157,239	227,465
Rothschild & Co.....	374,800	14,400	136,820	10,737	80,212	11,752	124,810	10,662	127,642	218,137
Mandel Brothers	347,745	219,305	123,752	37,873	106,282	37,421	16,987	93,695	190,996	213,734
Siegel Cooper & Co..	296,677	8,746	131,361	2,412	19,012	9,250	111,816	89,226	104,371
Carson, Pirie, Scott & Co.	262,719	263,555	169,244	93,207	58,079	84,854	121,400
Marshall Field & Co..	252,468	287,980	282,430	105,685	155,923	221,415	231,444
Wieboldt's	210,840	45,794
Hillman's	209,651	5,067	89,582	1,790	26,320	3,590	73,948	45,835	14,359
The Hub	190,860	162,799	7,682	34,033	6,683	80,063	7,471	12,127	100,852	6,298
M. L. Rothschild.....	172,890	190,099	764	3,591	35,378	600	4,147	34,687	44,190
Chas. A. Stevens & Bros.	93,958	139,958	59,503	12,516	5,764	7,428	10,759	5,017	16,077	5,696
L. Klein	56,342
Twelfth Street Store.	30,528
Weber's	30,007	3,331	2,616	10,986
Becker, Ryan & Co...	13,003	372
TOTAL.....	3,336,758	1,336,786	852,260	564,717	382,944	459,359	637,732	409,866	1,247,277	1,335,773

The Chicago Daily News Printed

1,999,972 lines more than the next morning paper.
2,300,985 lines more than the next evening paper.
1,147,703 lines more than the next daily and Sunday paper combined.
975,896 lines more than all morning papers combined.
343,842 lines more than all other evening papers combined.
1,463,793 lines more than all Sunday papers combined.

ADVERTISERS MOBILIZE FOR THEIR NATION.

NEW GOVERNMENT DIVISION FORMED -
A.N.A. WILL USE SPACE TO EDUCATE -
L. B. JONES IS PRESIDENT.

Ways and means to fit advertising into its proper place in America's war mobilization program, in the face of necessary conservation of many products, was the big topic of the annual meeting of the Association of National Advertisers held in New York on December 5, 6 and 7.

It became known through the meeting that an advertising division of the Committee on Public Information has been authorized, to consist of representatives from each of the national publishing and advertising organizations. This division will succeed the National Advertising Advisory Board of the Associated Advertising Clubs, which has been acting voluntarily since the declaration of war.

Included in the new advertising division of the Public Information Committee will be the Association of National Advertisers, the American Newspaper Publishers Association, the American Association of Advertising Agents, the Periodical Publishers Association, etc.

The A. N. A. named the following members as its representatives: O. C. Harn of the National Lead Company; George W. Hopkins of the Columbia Phonograph Company; Edward Hungerford of Wells Fargo & Co., and L. B. Jones of the Eastman Kodak Company.

The importance President Wilson places on the aid of the advertising men was stated in a message from him read at the annual banquet Wednesday evening before more than 500 advertising managers and guests. He said:

"Mr. Creel, chairman of the Committee on Public Information, has told me of the generous mobilization of the advertising forces of the nation in support of the effort of the Government to inform public opinion properly and adequately.

"America asks nothing for itself that it does not ask for the rest of the world. Our devotion to great principles is not stained by any selfishness. This purity of purpose commends absolute openness in every approach to our people and the peoples of the world.

"The great advertising bodies constitute a medium peculiarly fitted to make frank presentation of America's meaning and purpose in an hour when full understanding is so essential to success.

"I accept your services with gratitude and deepest appreciation."

The A. N. A. sent this message to President Wilson:

"The Association of National Advertisers, in annual convention, acknowledges with enthusiasm and a deep sense of responsibility, your telegraphic acceptance of our service to aid the Government in enlightening public opinion on the vital issues of the war.

"We again pledge to you the wide experience of the 208 leading national advertisers in doing whatever you wish us to do to aid the purposes of the Government in the execution of any or all of its publicity and advertising plans, which are so essential to ultimate victory and enduring peace."

The new advisory organization has the official authorization of the Government, instead of being merely a volunteer advisory body as was the National Advertising Advisory Board, which now passes out of existence.

The new advertising division of the Committee on Public Information will co-operate in giving the full benefits of the resources its members represent to the Government in reaching the public for the nation with any matter assigned to its charge. These will include the next Liberty Loan campaign, which will be inaugurated in January; conservation of fuel and food, in promoting every possible war activity, etc.

The new plan was outlined to the advertising managers by Carl Boyer, representing the Committee on Public Information and who used to be circulation manager of the Cosmopolitan Magazine.

The advertising division plan is an outgrowth of the idea outlined in THE FOURTH ESTATE recently by Eula McClary, who obtained the endorsement of the advertisers' associations

(Continued on Tenth Page)

WATER POWER OPPONENTS COMING TOGETHER.

THEIR POINTS OF DIFFERENCE ALL MET IN PENDING SENATE BILLS SAYS THE A.N.P.A. COMMITTEE.

The American Newspaper Publishers Association states that there appear to be excellent grounds for the belief that the water power legislation it has been advocating will be passed by Congress during the session which opened this week.

For the past six months the committee has been using every effort to obtain legislation releasing national water powers for the work they ought to be doing for the nation and its people.

THE FOURTH ESTATE likewise has been ardently urging its readers to support the measures pending in Congress designed to bring about the same end.

That the forces which have been long at conflict in the matter of water power development are now seeing the light and are coming closer together in their views is evidenced by a recent letter sent out to newspaper editors by Gifford Pinchot, noted forest conservationist, asking their support for remedial legislation from his standpoint.

This letter leads the paper committee to say:

"If the seven points made by Mr. Pinchot as essential to proper water power legislation should be found embodied, or substantially embodied, in each of the two bills (now pending in the Senate) or if the difference between the bills and Mr. Pinchot's statements are of a minor character or obviously reconcilable it will become plain that, whatever may have been the fact in the past, water power legislation need be no longer delayed because of dispute between the two sets of interests."

The Pinchot letter follows:

"The great war in which our nation is engaged will be won not alone by food and men, but by mechanical power as well. Without mechanical power we could not make or move the weapons with which we fight—guns, ammunition, ships, and supplies. Our national resources of power, whether from coal, oil or waterpower, are national war necessities. We need them to win the war.

"In this gigantic struggle our security requires us to use all these great resources, and to use them wisely and well. The people of the United States own some 50,000,000 undeveloped water horsepower, or about enough to run every train, trolley, factory, mill, mine, and electric power plant we have.

"For ten years friends of conservation have urged the development of public waterpowers in the public interest. But development has been held back by a little group of waterpower magnates and their friends in Congress who have blocked all legislation which would not give them these valuable properties forever and for nothing.

"Today, when the nation needs all its resources, the same men who have been blocking reasonable waterpower legislation own and are holding millions of water horsepower undeveloped and out of use while clamoring for more.

"The time has come when such obstruction threatens the nation's safety and success. We need the development of these powers in war even more than in peace. At the coming session of Congress sound waterpower legislation should be enacted as a war measure, based upon principle fair to all sides. These principles I believe to be briefly as follows:

"(1) The thing to do with water power is to develop it. Whatever retards or restricts the development of public waterpowers on terms fair to the public is again public policy and hostile to the general welfare.

"(2) Waterpower belongs to the people. The sites where it is produced should always be held in public hands, for only so can effective control in the general interest be secured.

"(3) Where public development is not desired, the right to use waterpower sites should be leased for periods long enough to permit sound, attractive and profitable investment, but never longer than fifty years. At the end of each lease all rights should return to the people who gave them.

"(4) In order to protect the consumer against extortion, rates and service should be regulated by Federal authority when state or local authorities fail to do so.

"(5) Reasonably prompt and complete development and continuous operation, subject to market conditions, should be required. Already millions of water

horsepower are held out of use to further monopoly by private corporations.

"(6) Corporations or individuals who make money out of rights granted by the people should share their profits with the people.

"(7) The public has a right to complete information about every business based on the use of public property.

"These are the principles for which the friends of conservation have been contending. Many waterpower men believe them to be fair and sound. They will, I hope, commend themselves to you as wise and reasonable. I am writing to ask your support for immediate legislation, based upon them when Congress meets.

"This is no time to give away public assets necessary for the welfare of our people, both in the war and after the war; and we should no longer tolerate the selfishness of private interests which take the dog-in-the-manger position that they must have all these waterpowers on their own terms, or no one shall use them at all.

"As the President has said: 'The supreme test of the nation has come. We must all speak, act, and serve together.'"

The recommendations of the A.N.P.A. paper committee and the conservationist element represented by Mr. Pinchot are compared by the paper committee as follows:

"It appears rather remarkable that Mr. Pinchot has just discovered the immediate necessity for water power legislation and is endeavoring to outline the basis on which such legislation shall be passed. On the face of Mr. Pinchot's letter it appears that he has had an entire change of heart and is apparently genuinely advocating the early development of water powers. If this be true his assistance in legislation will undoubtedly be of great importance.

"The real facts in the present situation with regard to water power development may be briefly summed up as follows:

"The laws which the conservationists, headed by Mr. Pinchot, have secured in the past, together with the arbitrary regulations issued through the efforts of the conservationists, so hampered the water power development that it has not kept pace with the growth of the country and in the main developments have taken place only in exceptional cases

(Continued on Twenty-seventh Page)

PAPER MAKERS TO MEET.

THE A. N. P. A. GIVES ADVICE FOR SIGNING NEWS PAPER CONTRACTS.

There is to be a meeting in New York City on Monday, December 10, by the manufacturers of news print paper who signed the three-cent price agreement with the United States. (The details of this agreement appeared fully in the issue of THE FOURTH ESTATE of December 1.)

One purpose of this meeting is for the manufacturers who have signed to try to induce all other news print paper manufacturers who have not already done so to sign up.

It is understood that a meeting of the members of the News Print Manufacturers Association, now dissolved, will be held on December 12 to formally disband that association in accordance with the decree of dissolution issued by the United States Government on November 26.

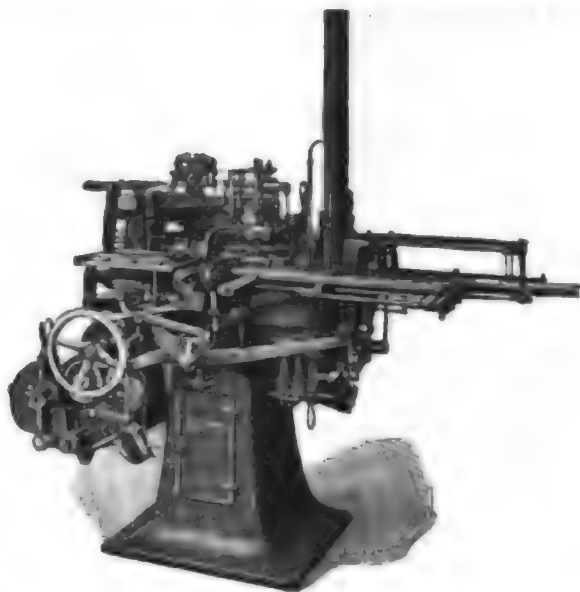
For the present the American Newspaper Publishers Association

(Continued on Fourteenth Page.)

A. B. C. MEETING POSTPONED.

Stanley Clague, managing director of the Audit Bureau of Circulations, made the following statement to THE FOURTH ESTATE yesterday:

"Owing to technical conditions which have arisen, the meeting of the Audit Bureau of Circulations, scheduled for December 14, has been postponed to January 4."



The word Monotype means much more than the name of a machine; it includes a complete system of composing room efficiency based on the work of the Monotype both as a composing machine and as a Type-&-Rule Caster.

Monotype Composition and Non-Distribution are Synonymous with Quality in the Ad Room and Service to *Advertisers and Advertising Men*

Monotype Composition from new type means the kind of typography that will interest readers and create a demand for the goods advertised.

The Monotype and its Non-Distribution System makes it possible for the ad room to meet the requirements of any advertiser, no matter how large.

The Monotype makes big editions possible and saves time closing up by supplying plenty of material to keep the ad force working continuously on copy. It insures maximum output from the hand compositors by putting all the necessary material right at their finger tips.

The Monotype has completely revolutionized the old method of setting and distributing display advertising, and enables the publisher to present advertisements to readers in new, sharp, distinctive type faces.

Request Monotype Composition on your advertisements.

*A Few of the Great
Newspapers who are
using Monotype
product for ad com-
position.*

New York Times
New York World
New York Globe
Boston Post
Boston American
Philadelphia Record
Philadelphia Press
Philadelphia Inquirer
Baltimore Sun
Cincinnati Enquirer
Montreal Star
Buffalo Evening News
Toledo Blade
La Patrie, Montreal
Wilmington Every Evening
Le Soleil, Quebec
New Haven Union
Minneapolis Journal
Seattle Times
Norfolk Ledger Dispatch
Chicago Examiner
Cleveland Plain Dealer
Oklahoma City Oklahoman

The typographic appearance of the advertising columns has much to do with the success of a good newspaper, and it is important that careful consideration be given to the equipment of the ad room.

LANSTON MONOTYPE MACHINE COMPANY PHILADELPHIA, PA.

NEW YORK, World Building
CHICAGO, Plymouth Building

Wentworth Building, BOSTON
Lumsden Building TORONTO

Monotype Company of California, SAN FRANCISCO, Rialto Building

NEWS PRINT PAPER COMMENT.

WHAT PUBLISHERS SAY ON AGREEMENT WITH THE GOVERNMENT.

A most interesting phase of the paper situation now is what newspaper publishers think of the three-cent price settlement. Last week *THE FOURTH ESTATE* published a number of comments from prominent news print users, and some more follow:

Joseph Blithen, president and general manager of the Seattle (Wash.) Times:

"I regard the so-called settlement of the news print case a step, and not as a conclusion of the news print matter.

"For one, I cannot see how news print will ever be as cheap as it was, say three or four years ago. Irrespective of the exact totals of consumption of news print publishers must keep in mind the enormous increase in consumption of all sorts of paper made from wood pulp which has occurred during the last three or four years.

"We publishers are in the game of stimulating consumption of package foods. A lot of our advertising copy concerns those foods and nothing else. Every one of these packages is in the form of a container. Packages and cans have labels which are made from paper. As long as the general consumption of paper keeps up to what it is now, there can be no relief in the price of any one branch of the paper out-put until more tonnage be produced.

"New mills, I hope, will come into existence, but new mills are going to calculate very carefully their cost of production, and unless they can see a fair profit, they are not going to make paper at all—let alone make it at a price which some publishers think fair.

"We publishers on the Pacific Coast have the advantage of being rather close to the mills which make the bulk—if not all—of our paper. We can study conditions almost at first hand and we can judge for ourselves whether or not we are getting a fair price.

"I am not criticising the work which has been done by the A. N. P. A. on the white paper situation. I think it has done a lot of good work. On the other hand, I think the white paper people have had some very sensible reasons on their side for higher prices."

Lafayette Young, Jr., of the Des Moines (Ia.) Capital:

"The paper settlement is a great triumph for the committee representing the American Newspaper Publishers Association. I wish to congratulate most heartily Chairman Frank P. Glass, Elbert H. Baker and Emil M. Scholz. I had always thought that satisfactory results might be secured by conciliation, but the paper committee evidently knew its opponents better than I. The entire newspaper fraternity is greatly indebted to the paper committee for its keen judgment and loyal work."

B. E. Bradley, assistant general manager of the St. Louis Post-Dispatch:

"It is, of course, a source of gratification to publishers that the Government has convinced the paper manufacturers that they were acting oppressively in restraint of trade. We will not, however, be able to gauge the measure of repentance in the latter group until they have definitely stated whether they have returned to a competitive mood and until they have, in their own good time, shown

The New York Times, in November, 1917, led all New York morning and evening newspapers in advertising, publishing 3880 columns, (1,149, 134 agate lines).

In 11 months of 1917 The New York Times published 11,382,578 agate lines of advertising, 921,047 lines more than in the corresponding period of 1916.

us what form of contract we must sign and at what minimum price."

Norman E. Mack, editor and proprietor of the Buffalo (N. Y.) Times:

"It is too soon yet to determine what the result will be from the coming together of the paper men and the Federal Trade Commission, or what affect it will have on the price of paper after April 1 next year. One impression I get is that it does not indicate higher prices for paper after April 1."

Arthur Brisbane, proprietor of the Washington (D. C.) Times:

"I am not aware of any real settlement. If newspapers are useful in a republic, the Government should forbid and prevent trust extortion at the newspapers' expense. If newspapers are not useful they should be suppressed as a measure for the period of the war. They are either a necessary part of the Government and public life—in which case they should not be at the mercy of extortionists—or they are a foolish luxury and their publication should be discontinued to save freight, labor and material."

The New York Evening Mail:

"Another monument to the stupidity of the Sherman Law has been erected. The News Print Manufacturers' Association has been dissolved. Certain of its members have been fined from \$1,000 to \$2,500 each. The indicted manufacturers represent about one-half the paper production of the country.

"Compared with a few years ago, the present paper prices show additional earnings of \$20,000,000. Of this \$10,000,000 went to the indicted paper makers. The profits were several hundred-fold the fines.

"The Federal Trade Commission has fixed the price of print paper at

three cents per pound at the mill, for the next three months. The paper consumers thought that two and one-half cents was a fair price, the producers three and one-half cents. Three cents is a straddle. It is a three months' price. Nothing has been permanently settled.

"The paper producers are being prodded to enter into cut-throat competition with each other, to the uncertainty or ruin of the paper business in the long run, and to the disadvantage of the whole country.

"They are specifically denied that sort of association which would produce a united organization of the manufacturers with which newspapers and Government could deal. The very basis of stability and security in the paper business is torn away.

"Except in close co-operation with the Government, the paper industry of the country can never be upon a sure footing. For one thing, the making of paper is bound to water power sites."

"Between the paper-makers who reap and the Governments who plant there must be harmony and co-operation. The Government can deal thus only with an organization, not with scattered units.

"Vast capital investment inevitably drives these people to making agreements that will protect them against cut-throat competition. Why not?"

"The Government has so many holds on its industries that it can always prevent extortion. Fixed, stable prices would attract the investment of capital. Under such an order of things we should have more plants in existence than if each one has to fear price slashing by its neighbors.

"Who gets the advantage of this price slashing?"

"Always the big man, the big buyer, the big newspaper. A syndicate of paper mills, under Government re-

gulation, could not give preference to large buyers. Paper is today the forum upon which the issues of the Government are discussed. Upon its constant and cheap supply depends the continuance of the free expression of thought. The paper business thus partakes of the nature of a public utility.

"Last year the big papers were buying news print at two and one-half or three cents per pound.

"The smaller users were paying from six to seven cents.

"That is precisely the sort of rate cutting and rebating which went on in the railroad world before the Interstate Commerce Commission forbade such practices and gave to all shippers the same rate.

"Today capital, hesitating to embark in the paper business, asks itself many questions. What will be the Government's tariff policy in the next few years?"

"What will be its policy with regard to water power?"

"How far will it go in this feud against the natural process of manufacturers associating together for common prices and common practices?"

"What is the Government going to do about the reforestation, and about taxation of our own lands if we attempt to reforest them?"

"Let us stop this process of attempting to prevent that natural drive of business men toward combination. If they do not combine in the light; they will combine in the dark.

"Even if we were to succeed in making them practice unlimited competition upon each other, the result would be excessive paper output, followed by failure of half the mills, then the reduction of capital investment in the paper industry. It would make scarcity of paper output prevail for a decade.

"Repeat the Sherman Law. Let these people combine in the full light of publicity.

"Recognize them.

"Have the Government deal with their associations and exact, in return, an acceptance of the principle that they owe a public responsibility and that they must be content with a reasonable profit.

"Repeat the Sherman Law. Put some stability into our industrial future.

"Let us not think we have accomplished anything but the fines of \$1,000 or \$2,500 levied upon paper makers."

N. Y. SUN'S IDEA ADOPTED ON WAR STAMPS.

The publication of an editorial and a letter in the New York Sun on December 5 pointing out that lost or stolen thrift stamps could be cashed by some one other than the owner led R. C. Butler, counsel for the National War Savings Committee, to rule today that purchasers of thrift stamps may write or stamp their name or initials on them if they so desired.

Inasmuch as the Postal Department will register free of charge war savings stamps it is held that the purchaser of the costlier variety of the stamps is given ample protection since the registry number placed on the stamp must correspond to the number on the stamp card, and the card, when presented at maturity, will be cashed only after the signature of receipt has been affixed.

Any one presenting a card of thrift stamps in exchange for a war savings stamp will not be required to be identified, although it is probable that if he presents a card bearing stamps upon which a name or initials have been marked he will be required to show that the marking is his own.

A Million a Month!

In November, for the fifteenth consecutive month, the New York WORLD carried over a Million Lines of Advertising.

A Million Ahead!

In 1917 to date the New York WORLD has run more than a Million Lines ahead of its nearest competitor.

HERE'S THE SCORE:

January.....	1,199,407	lines
February.....	1,021,830	"
March.....	1,188,645	"
April.....	1,275,136	"
May.....	1,101,380	"
June.....	1,078,263	"
July.....	1,041,054	"
August.....	1,009,771	"
September.....	1,321,243	"
October.....	1,337,110	"
November.....	1,125,558	"
<hr/>		
WORLD Total.....	12,699,397	lines
Times.....	11,382,578	"
American.....	8,438,539	"
Herald.....	6,759,601	"
Tribune.....	4,248,673	"
Sun.....	3,799,053	"

The WISE ADVERTISER pins his faith to the

NEW YORK WORLD

The Great **RESULT-GETTER**
of the **METROPOLIS**

EXCESS WAR TAX REVENUE.

SUGGESTIONS AND QUERIES CONCERNING ADAPTION TO PUBLICATIONS.

By JESSE H. NEAL,
Executive Secretary Associated Business Papers, Inc.

Here is a copy of a brief submitted by the Associated Business Papers, Inc., to Commissioner of Internal Revenue Raper on the subject of the application of the excess profits section of the War Revenue Bill to the publishing business.

The fundamental principles are exactly the same in the case of news papers and it occurred to me that it would be of advantage to readers of THE FOURTH ESTATE to give this matter some publicity.

Action if any must be taken in the next few days if the publishers expect to obtain the consideration to which they are entitled.

The brief follows:

Our publishers are particularly interested in obtaining a fair and equitable interpretation of Section 207, defining the term "invested capital."

To begin with, please get clearly in your mind the peculiar situation of the average publisher of a trade or technical paper. The majority of such publishers have no printing plant. The assets represented by their capitalization are composed of their office fixtures, materials on hand, their organization and their subscription lists. To this must be added the amount of cash on hand needed for the conduct of the business.

By far the largest item in the list of assets is the subscription list. A paper without subscribers would be comparable to a building without tenants, or a church without a congregation, and we protest against the tendency to regard everything about a publication as good will, outside of the desks and equipment.

You can call to mind many buildings which could be sold for many thousands more than it cost to erect them in the first place, not because the building itself is any better, but because it is rented to tenants paying on the one hand a higher price for the building.

If such a building should be sold, every dollar of the sales price would be listed under the Revenue Bill as "invested capital," and 100 per cent of it would be used in figuring deductions under Section 207. It would be absurd to figure in only the original cost price of the ground and the structure, and rate the difference between that and the selling price as "good will" or "intangible property."

There is danger that the Government may do our publishers the very grave injustice of classifying nearly 100 per cent of their capitalization as "intangible property" solely because it is largely represented by a subscription list, rather than by buildings or commodities.

There is nothing intangible about a subscriber. Every one represents an assured annual income of the amount of the annual subscription price, or to put it differently, each subscriber has entered into a contract to pay the publisher a stipulated sum for merchandise or service for one or more years. One hundred thousand such subscribers at \$5 a year means an assured annual income of \$500,000—surely a very real and tangible asset in any business.

Furthermore, such a subscription list represents an investment of a large sum of money over a period of years to obtain and maintain the sub-

scribers. A list of 100,000 subscribers might easily represent the expenditure of \$100,000 in the course of ten years, if not more. Here then we have an actual investment of \$100,000 to get and keep 100,000 subscribers during a period of ten years, in order to get an annual subscription income of \$500,000.

To classify such a real and tangible asset as "good will" under the provisions of Section 207, would be grossly unjust, because it constitutes over 95 per cent of the value represented by the capitalization of most publications.

To illustrate: a publication with a capital of \$100,000, which earned before the war \$9,000 or 9 per cent would be allowed as a deduction under the excess profits tax only 9 per cent of \$20,000, or \$1,800 providing you classify a subscription list as "good will" or tangible property.

In addition to the income produced by subscription revenue, every subscriber added to the subscription list means that much added to the purchasing power of the readers, and makes the advertising space that much more valuable.

To go back again to the simile of a business building—a store room is worth much more in rental value if it is located in a building on a well traveled street. This added income makes the building worth more money as an investment. Thus, the value conferred by a large number of regular readers makes a publication worth more from an investment standpoint, because of the advertising income.

Any will ask how you can appraise the true worth of the capitalization of a publication in the absence of assets that can be weighed and measured as can beans, brick or pork. The answer is simple. The actual worth of the stock of a paper can be estimated just as the value of a building or a business is determined—by its earning power.

The courts in a number of instances have passed upon what should be considered "invested capital" in the case of publications. Their verdict has been that the invested capital of a paper should be computed by multiplying by 16 2/3 the average net earnings over a period of years. The last important case of the kind which I recall, was the action on the will of Joseph Pulitzer in determining the capital value of the New York World.

If you should rule that subscription lists and other items erroneously classified as good will in publishers' statements, are in fact good will under the terms of the Revenue Bill, then you automatically wipe out most of the capital value of very many papers. I know of papers doing several hundred thousand dollars annually, which have no assets outside of their subscription lists, except office equipment, cash on hand and accounts and bills receivable.

In such cases, I respectfully submit that no other course would be open to you but to declare such publishing concerns as having only a nominal capital and therefore coming under the provisions of Section 209.

For convenience sake, we are outlining several typical cases, on which we ask your ruling as to the application of Sections 207, 208 and 209.

CASE NO. 1.

A corporation, the stock of which was purchased for \$100,000 cash, only 5 per cent being for office equipment, etc., the balance covering the subscription list and publication rights. Also the rule that would apply to an individual.

CASE NO. 2.

A corporation, the outstanding stock of which has been acquired by therefore stock in its company to the therefor stock in its company to the

par value of \$100,000.

CASE NO. 3.

An individual publisher, starting with practically nothing, who through a series of years has developed the business of a publication until its earnings would justify a valuation of \$100,000, although less than 5 per cent of that sum represents actual merchandise, such as office equipment, stock on hand, etc.

CASE NO. 4.

A corporation, starting with an initial investment of \$5,000, but which has worked up to a business which would justify a valuation of \$100,000, but without issuing any new stock, taking care of its financial requirements with undivided profits and borrowed money. It being understood that at least 95 per cent of the valuation represents the value of the subscription list and advertising patronage.

CASE NO. 5.

A partnership, which paid before the pre-war period \$100,000 in cash or tangible property for a publication, where only 5 per cent represented assets other than the subscription list, etc.

To summarize: We respectfully submit that, owing to the unique character of the publishing business, one or two constructions must of necessity be placed upon what constitutes invested capital. (1) Either a publishing concern is entitled to full credit for all that portion of its valuation represented by their subscription list, or (2) it should be classified as a concern with only a nominal capital as specified under Section 209. We base this contention upon the very evident fact that what is usually classified as "good will" in a publishing business is in fact tangible property with a real and definite value, and that this is not in any sense the kind of good will, so-called, which is mentioned in the Revenue Bill.

The whole thing hinges upon a proper interpretation of the facts as they are, and should not be confused with mere names.

We are confident of justice at your hands.

AGARD IN FOR HIMSELF

Clarence M. Agard, who formerly did editorial and reporting work in southern New England, is now engaged in handling a publicity and advertising bureau of his own, started as a side line several years ago and recently developed by the addition of several substantial contracts.

He still retains his connection with the newspaper and magazine world as a "free lance."

R. C. LONG JOINS THE INT'L. FEATURE SERVICE.

The managing editorship of the International Feature Service was this week taken over by Robert Crozier

Long, who returned to America after twelve years spent in Russia, Germany, Austria, Scandinavia and the Balkans as special correspondent for English and American newspapers. Mr. Long represented the Hearst newspapers in Russia during the Revolution of 1905, after which he acted as correspondent in Berlin and Vienna of the London Westminster Gazette.

He is the author of several works on Russian and German politics and literature, has contributed during the past eighteen years regularly to the London Fortnightly Review, has a close knowledge of European politics and is unusually familiar with European languages.

HEARING ON CURTIS DEALER METHODS.

Complaint of unfair circulation methods, which has been made by the Pictorial Review of New York against the Curtis Publishing Company of Philadelphia, is being heard by the Federal Trade Commission in New York at the time of going to press.

The Trade Commission has appointed Charles F. Moore special examiner to hear arguments.

In the complaint, made before the Federal Trade Commission, it is alleged that the Curtis Company has refused to permit dealers to sell their publications unless they refuse to sell certain other specified publications.

PLACE OF THE NEWSPAPER IN THE PUBLIC SCHOOL.

The relations between the newspapers and the public schools, as joint factors in the work of preparing the present generation for the duties of the new Americanism, were the subject of a recent public discussion before the Home and School League, Philadelphia.

The purposes of the meeting were outlined by Charles Picric Garde, president of the Huey Home and School League, who presided. In part, he said:

"There could be no more fitting time in American history than this to teach the new generation the meaning of the great world movements through which it is living, and no fitter place than the school house from which all communal life naturally springs.

"Two-thirds of the talk of every civilized man and woman today is based upon what has been read, at some time, in the newspapers. The time is coming when the daily paper must, as an immediate source of education, take its place in the schools."

Richard J. Beamish of the Philadelphia Press; Herman Leroy Collins, editor and president of the Evening Telegraph, and Frederick F. Forbes, managing editor of the North American, were among the speakers.

MILWAUKEE'S "GRIDIRON."

The Milwaukee Press Club held its first annual "gridiron" dinner, December 6.

The Baltimore American The Baltimore Star

BALTIMORE, MD.

Announce that after January 1, 1918
they will be represented in the national
advertising field—United States and
Canada—by

VERREE & CONKLIN, Inc.

NEW YORK
Brunswick Building

CHICAGO
Steger Building

DETROIT
Free Press Building

AS CONGRESS SEES NEWS PRINT.

LEAVING MATTER WITH THE TRADE COMMISSION, WHICH REPORTS NEXT WEEK.

"Let the Federal Trade Commission work out its own salvation if it can in the matter of the news print situation."

This is the sentiment of Congress as disclosed this week to a representative of THE FOURTH ESTATE, who interviewed the various United States Senators and Representatives who were at the last session most active in the effort to secure some legislative relief from the news print situation which was then so appalling to publishers.

In taking the stand that the Trade Commission, having put its hand to the plow, should be allowed a free hand, Congressmen are, of course, merely subscribing to the theory so common in modern business practice that a trusted employe or executive is entitled to an opportunity to discharge his responsibilities without constant interference from those higher up.

In other words, the modern business theory is that results rather than ways and means are what a principal has a right to demand of a subordinate and so long as the Trade Commission seems to be getting results in the news print muddle there is little disposition to butt in.

On top of this reason for a "hands off" policy for the time being, another important consideration enters in. This is the fact that most of the pending legislation designed to bring paper manufacturers "to time" was introduced at the request or suggestion of the Trade Commission. That is to say, the Congressmen who have put forward legislative proposals designed to repress news print extortion have in most instances derived their inspiration from the Trade Commission. Their projects are not personal hobbies and if the Trade Commission can solve the problems before it without resorting to new laws, so much the better. The average member of Congress has troubles of his own, and he has no enthusiasm for championing legislation that is not really needed or insistently demanded.

The printing committee of the Senate, the "home" of most of the news print bills and kindred measures, will not hold its first meeting until next week or later, so that it cannot be predicted just what action may be taken, but the impression at Washington is that little will be done at the Capitol unless the Trade Commission strikes a snag in its present compromise and paper-control plan and calls upon the men on "the Hill" for help.

One question that naturally presents itself is how the Congressmen who were last spring "sold" on the proposition that the basic price of news print should be 2.50 cents will feel about it, now that they see no suggestion of any paper for anybody at less than three cents.

And, incidentally, will it appeal to Congress as equitable that paper producers should be compelled to supply news print at 2.50 for the Official Bulletin of the United States Committee of Information when no other interest can obtain it for less than three cents?

THE FOURTH ESTATE representative inquired especially with reference to this question of price of the Congressmen with whom he talked on Thursday.

Almost unanimous was the Congressional inclination to leave the



BRADFORD MERRILL,
SUCCEEDING S. S. CARVALHO AS GENERAL MANAGER OF THE HEARST PAPERS.

matter of price to the Federal Trade Commission. In other words, it seems to be the feeling at both ends of the Capitol that if the Federal Trade Commission with its intimate knowledge of the paper industry and market, and with two practical, experienced newspaper publishers on the board, feels that three cents is an equitable price, Congress in its ignorance cannot well go behind that finding, even if it had an old idea in the back of its head that 2.50 cents ought to be about right.

At any other time than the present there would be more of a disposition in Congress to ask why if a Governmental price-fixing agency suddenly shot a price up to a notch twenty per cent above that determined six or eight months before. However, it is so generally recognized that we are in an era of steadily advancing prices in all lines that there is little inclination to question the revision of the news print price.

From the very outset of the agitation for Congressional action the friends at the Capitol of the pulp and paper industry have, in their representations, made the most of the increased cost of labor and raw materials and fuel in the industry. Congress sees the Government compelled to revise, after only a few weeks, the prices fixed for anthracite coal and it is inclined to take the Federal Trade Commission at its word that some increase in the selling price of news print is warranted; that three cents is probably not far out of the way; and that the Trade Commission will review and revise that price, anyway, ere it has been in force long enough to work serious injustice to anybody if it is not strictly an equitable figure.

Whether there will be any revival

at the "long" session now starting of the agitation for Governmental seizure of paper mills or renewed attention to the bill which proposes the construction of a million-dollar Governmental paper mill will depend very largely upon whether the Government has any difficulty in obtaining paper of all grades for its own needs at prices that are considered rational by the Joint Committee on Printing and the Public Printer.

If book paper and news print are available at rational prices and the mill men can back up their prices by showing that the quotations are not inconsistent with cost of production it is a fair guess that there will be no eruptions designed to have Uncle Sam control outright his own sources of paper supply. On the other hand, if prices are oppressive the spirit of unrest at the Capitol will certainly manifest itself in renewal of the agitation of last session for a Governmental mill.

While the news print situation in Congress thus marks time some of the members are awaiting with interest the annual report to be submitted next week by the Federal Trade Commission.

CIRCULATORS DIDN'T SEE SECRETARY BAKER.

Nothing was known at the War Department, in Washington, on December 5 of a reported conference that Secretary Baker was to have held with representatives of newspaper circulation managers to work out a plan for newspaper distribution at the Army camps.

Secretary Baker was in Richmond throughout the day on which the conference was to have been held and he declared that he had no engagement to meet the circulation managers this week.

CARVALHO LEAVES HEARST PAPERS.

BRADFORD MERRILL TAKES HIS PLACE—GERARD NOW FINANCIAL MANAGER.

It has been an open secret for some time that S. S. Carvalho was desirous of retiring from the office of general manager of all the Hearst newspapers, and at last he has taken the step.

Bradford Merrill, who has been publisher of the New York American since 1907, has been appointed to Mr. Carvalho's place, and Julian N. Gerard becomes financial manager of the Hearst newspapers.

F. L. Wurzburg, for some time in charge of the Cosmopolitan Magazine, goes to the publisher's office of the New York American.

Kenneth Goode, formerly promotion manager of the American, is now director of promotion work for the Cosmopolitan, Hearst's Magazine, Good Housekeeping, Puck and several other Hearst magazines, with offices at 119 West 40th street, New York.

Few men have had a more extended or more strenuous experience in newspaper management than Mr. Carvalho, who started on the New York Sun in the days of Charles A. Dana, but in 1887 went to the World, of which he became publisher and general manager for the late Joseph Pulitzer. It was during this period that the Evening World was started.

When William R. Hearst came to New York in 1896 and bought the New York Morning Journal from Albert Pulitzer, he secured as many strong men as possible from the ranks of his competitors, among them Mr. Carvalho, whose work in New York was so successful that some years ago he was made general manager of all the Hearst newspapers and Mr. Hearst's executive officer in all his corporations.

Several years ago he met with a serious accident but recovered and is now in the prime of health. He says that all of the Hearst newspapers are now in splendid condition and that he has decided it is the best time to quit the hard grind and take things easier.

It is commonly reported that Mr. Carvalho has been successful in business investments.

He will confine his attention in the future to the business of consulting advisor on newspaper management; with offices at 140 Cedar street, New York City.

The change naturally gives rise to reports of a disagreement between Mr. Hearst and Mr. Carvalho among those who did not know the facts, but these rumors are authoritatively denied by Mr. Hearst's representative and Mr. Carvalho also states that during their twenty years' association there had not been a disagreement of any matter of consequence and that the Hearst publications will be among his clients in his new line of work.

Bradford Merrill, Mr. Carvalho's successor, in his early career filled practically every position on the staff of the Philadelphia Press and for five years was its managing editor. He resigned the later post in 1891 to become chief of the editorial and news staff of the New York Press, of which he was later general manager. He left the Press in 1895 and in the same year became assistant business manager of the Cincinnati Commercial Gazette.

Mr. Merrill was appointed editorial manager of the New York World in 1896 and later its financial manager. In 1907 he went from the World to the New York American.

LIGHT AD SIGN VIOLATIONS.

GOVERNMENT WARNS THAT MORE DRASTIC STEPS MAY BE TAKEN.

Drastic action to curtail further the use of electric signs will be taken by the United States Fuel Administration unless the orders issued recently are followed to the letter.

Complaints have reached Fuel Controller Garfield from New York and other cities that there has not been a close observance of his instructions, and representatives of some theaters and moving-picture houses also have entered protests against his ruling.

Further instructions were issued on December 1 to state fuel administrators, who have the matter under their supervision and this warning was added:

"We regret to quote that reports are reaching us from some cities that the order is not being closely obeyed. It may be necessary, if the state fuel administrator cannot enforce the spirit of the order, to withdraw all except all electric signs, excepting from captions and forbid the illuminating 7.45 to 11 p.m."

The new instructions to the state fuel administrators follow:

"First—The order provides that directional signs on retail stores can be illuminated from one-half hour after sunset until the regular closing time for transacting business, but not later than 11 p.m. Directional signs are signs over the door or extended over the sidewalk, which give the name and nature of the business. Exterior signs other than those of a directional character shall not be lighted earlier than 7.45 and shall be extinguished at 11 p.m."

"Second—Directional signs on theaters and the name of the theater and the name of the performance. Such signs can be lighted from one-half hour after sunset until one-half hour after time scheduled for the commencement of the performance. The display or advertising signs on the theaters and places of assembly can, however, only operate from 7.45 to 11 p.m."

"Third—In the case of moving-picture theaters with a continuous performance directional signs may be lighted from one-half hour after sunset until one-half hour after the beginning of the last performance. Display advertising on such theaters can only operate between 7.45 and 11 p.m."

"Fourth—Directional signs on hotels may be operated from one-half hour after sunset until 11 p.m., but display advertisements on hotels, either on the roof or on the front of the building can be illuminated only from 7.45 to 11 p.m. This does not prohibit the use of porch or entrance lights on hotels, as excepted in paragraph (d). There will without doubt come to your attention some cases where you will have to determine whether or not the sign is within the spirit of the order. The authority is given you in the latter portion of paragraph (e), which states that the size of the signs and the amount of electricity used to operate them shall be reduced at any time upon the direction of the state fuel administrator."

"State fuel administrators should define the rulings carefully and give public announcement thereof."

FOR FOOD CONSERVATION.

J. F. Jarrell, publicity agent for the Santa Fe Railway and editor of the Earth, has been officially designated to assist the public information division of the United States Food Administration for a conservation campaign in the Middle West.

BIG PUBLICITY OPPORTUNITY OPEN.

EDITOR THE FOURTH ESTATE.

SIR: Over thirty years devoted to the careful study of publicity in its many various forms has had the effect of presenting, to my mind, an opportunity of public expression for everything possessing virtue.

In writing this brief article I have in mind the "advancement of the idea of wide spread publicity of a most wonderful science."

About ten weeks ago I received a letter from a friend which read about as follows. The letter came as a surprise and opened up an opportunity to me which I was more than desirous to take advantage of. I quote the letter:

"My Dear E. T. J.:

"In the first place this is I pushing the machine, so close your eyes to mistakes."

"Talked with a good friend of mine, who is an osteopath, about you yesterday; he wants to see you and has set Friday, three o'clock as the time. I will take you."

"Dr. E. H. Merkley is the man, office, 86 West 35th street. Until Friday."

Sincerely yours,

C. M. A.

I kept the appointment, started treatment immediately with Dr. Merkley and in less than ten weeks I find myself in better health than I have known in fifteen years—over ten pounds heavier—much stronger and what is most essential to me, a decided improvement in the condition of my sight.

I have given much thought, the past two or three weeks, to the science of osteopathy—much thought to the opportunity, that to me, is offered for its universal and general enlightening.

Osteopathy is a truthful study of nature, the correct understanding of anatomy, deviating entirely from all old theories.

The practice of medicine started further back in history, the practice of osteopathy starts with nature, deals with nature and through natural methods keeps nature naturally reproduced.

Today there are probably fifteen to twenty thousand practitioners of osteopathy, all devoted to their work and sincere in their efforts to widen the nature curing opportunity, osteopathy opens.

A publicity campaign, in the hands of a dependable advertising agency, could, I am sure, be most successfully developed.

A small yearly contribution upon the part of each osteopath in the United States would give to the reading world, a clear understanding of a science that can bring forth only good.

EDWIN T. JONES.

PAPER COMPANY BUILDING MODEL TOWN.

A pulp and paper company—the Riordon concern—is building the first model town in Canada, the first to be laid out on the principles set out by the Commission of Conservation. Overlooking Lake Tamiskaming, on the Upper Ottawa, it will provide for the employees of the company, which is going to erect a large sulphite mill and paper plant nearby. The streets have been laid out so that the maximum grade in the majority of cases is of only three to five per cent, with a maximum of eight for short lengths, while areas have been set apart for open spaces, social centers, churches, schools, etc. The main approach to the town will be a street, 80 feet wide passing through a square on which stores and public buildings will be erected.

The Savannah Hawkeye, edited by Joseph N. Smith, has temporarily suspended publication.

WHY GERMAN CENSORSHIP MUST CONTINUE.

More light was thrown upon the workings of the German censorship in the course of a discussion of that subject during the closing days of the last session of the Reichstag. It having been proposed by the Reichstag committee that the censorship should be limited to military facts, and, in particular, that there should be no censorship of discussions about war aims and peace aims, constitutional questions, and matters of domestic policy, Herr Wallraf, under secretary in the ministry of the interior, replied, as quoted in Berlin papers received in London:

"One must realize clearly all that would then be open to free discussion—the sphere of foreign policy, our relations with our allies, our relations with neutrals, and even our relations with enemy states when thin threads begin one day to be woven between us and them. In domestic politics there would be free discussion of the incitement to strikes and riots, and even criticism of the supreme army command would be possible, except as regards actual facts—for instance, criticism of the whole spirit of the leading of the army."

"Do you really think that, in view of our present situation, free discussion on such a scale could serve the interests of the Fatherland? Do you think so, in view of the sensationalism provoked by the war, and in view of the epidemic of indiscretions which is passing through our country? I cannot share this optimism."

WANT A POSTAGE RATE BASED ON SERVICE.

At a meeting of the Philadelphia Trade Press Club, held on November 26, the following resolutions were unanimously adopted:

Resolved that the provisions changing the present rates for carrying second class matter in the mails, as enacted in the Federal War Revenue Act of October 3, 1917, are unjust to a large and important portion of the publishing and allied industries, in that the postage rate system for second class publications will place the nationally circulated mediums at a great disadvantage as compared with publications of local circulation, with the result that national unity of thought will be greatly curtailed;

And resolved further that Congress be petitioned to amend the Federal War Revenue Act of October 3, 1917, so as to eliminate that portion dealing with second class postage, and to deal with second class postage as a question of service rather than for war revenue, making the charge commensurate with the service at a uniform rate for all parts of the United States.

SECOND CLASS AMENDMENT PRESENTED.

Amendments to the War Tax Law began piling in with the first active work of Congress.

Repeal of the second class postal rate increases was proposed by Senator Smoot.

CHANGE IN TEXAS.

Dr. O. E. Olander has retired from the Texas Posten, published at Austin, and will devote his entire time to his duties as president of the Texas Wesleyan College.

H. T. Knappe of Brady, Tex., will become manager of the Posten.

HAVE XMAS PROGRAM.

A Christmas program was presented at the meeting of the Woman's Press Club of Pittsburg on December 3.

Reinard & Reinard, publishers of the Hermosa (S. D.) Hustler, which was recently destroyed by fire, are now issuing the Custer County Press and Hermosa Hustler at Fairburn, S. D.

NO LIQUOR ADS IN ALABAMA.

NOT EVEN AN EDUCATIONAL CAMPAIGN BY THE U. S. BREWERS ASSOCIATION.

Circuit Judge Locke has granted the petition of Attorney General Martin for a temporary injunction restraining the Birmingham (Ala.) Age-Herald and the Birmingham News from publishing advertisements pertaining to the sale of alcoholic liquors.

The action resulted from the publication by those papers of a statement of the United States Brewers' Association in regard to the disassociation of beer from distilled spirits.

No date has been set for argument on a motion to make the injunction permanent.

The Alabama laws prohibit the distribution in the state of publications containing liquor advertisements.

THEATER MANAGERS ATTACK THE PRESS.

Newspapers came in for their share of censure at the ratification supper of the Actors Equity Association and the United Managers Protective Association, which took place at Hotel Astor, New York, on November 25.

In the course of his talk, Marc Klaw, president of the managers organization, said:

"I am sorry the newspapers have the propensity to belittle the theatre. There are too many men writing who sacrifice justice to jingle; who would rather be read than believed."

"In Europe the newspapers have done everything they could to keep people going to the theater," declared Alf Hayman, general manager for Charles Frohman, Inc. "In America they are doing everything they can to keep them out."

DRAFT INFORMATION.

Offers of aid are pouring into the Hearst newspapers' draft information bureaus from corporations, law offices and public spirited organizations. Many offer their offices as information bureaus. Others desire to send competent employees to aid volunteer workers at the draft stations.

A weekly, backed by J. M. Pierce and S. M. Leech, and edited by W. C. Payne, will be published in Des Moines.

The Rembrandt Record has been discontinued.

We Spend More Than \$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst Features always Lead"

Write for booklet "A Half-Million Dollar Feature Service."

International Feature Service

729 Seventh Ave., New York City

READJUSTMENT IN THE A.P.A.

OPERATING COMPANY ENDS
USEFULNESS AND IS
DISPOSED OF.

The affairs of the American Press Association of West Virginia, a corporation that operated from 1906 until September, 1917, were formally terminated by technical court action, including the filing of a voluntary petition in bankruptcy on December 3, chiefly on account of a judgment obtained by the parent company, the American Press Association of New York.

The petition showed that the West Virginia company had no relations with newspapers, advertisers or advertising agencies and owed no money to such parties.

The West Virginia corporation was merely an operating company and its usefulness ceased when the plate business was recently sold to the Western Newspaper Union.

The American Press Association of New York, the larger and much older company—and chief creditor in this action—is now engaged in representing country newspapers in the national advertising field.

The New York company is the only one with which publishers, advertisers and advertising agencies have or will have dealings.

ADVERTISED FALSELY.

Lee J. Wertheimer, salesman, has been fined \$250 by Police Judge Fitzpatrick of San Francisco.

Wertheimer was convicted on a charge of advertising falsely, having sold an appliance which he said would make it possible to get two pounds of butter from one pound and a pint of milk.

He was prosecuted by representatives of the board of health.

MERGER IN MONTEREY.

The Monterey (Cal.) Cypress, a morning paper, and the American, an evening publication, have merged their interests, now appearing in the morning, edited by William Sandholdt, formerly editor and owner of the American, and Mr. Lewis, of the Cypress.

A DOUBLE CELEBRATION.

The Chicago Daily Jewish Courier will celebrate its thirtieth anniversary together with its occupancy of a new home, on December 9.

A special edition will be printed on that date, containing literary matter appropriate for the occasion as well as historical material descriptive of the progress of the Jewish community for the last thirty years.

\$150,000 FOR TOBACCO.

What is said to have been the first show for Maltese dogs only was held in the Waldorf-Astoria, New York, for the benefit of the New York Sun's soldiers' tobacco fund.

The Sun's fund is in its sixth month. Over \$150,000 has been gathered up to date.

TEACHERS MAY NOT MEET.

The American Association of Teachers of Journalism is understood to be undecided yet whether the members will hold an annual meeting this year. Plans were to hold it in Milwaukee during Christmas week, but they are now uncertain.

TALKS ON ENGLAND AND THE WAR.

Mrs. Brenda Franklin of England addressed the Woman's Press Club of Pittsburg on December 3, dwelling upon the war conditions in England.

A Striking Example of Southern Enterprise



New Home of BIRMINGHAM NEWS. VICTOR H. HANSON, Publisher.

ON OCTOBER 3 The Birmingham News opened its new building to the public. Fifteen thousand visitors passed through it that day.

In the composing room the center of attraction was a new battery of three Model 9 Linotypes for the ad alley and five Model 18 and one Model 19 for news and classified.

Performance without parallel inspired this order for modern Linotypes.

For genuine merit there could have been no test more reasonable, more just, more fair.

Mergenthaler Linotype Co.

Tribune Building, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

USE OF CHARITY STAMPS ON FOREIGN MAIL.

The Postmaster-General warns patrons of the postal service the following countries refuse to admit to their mails articles bearing non-postage "Christmas" stamps or other adhesive charity stamps or labels, unless postage thereon is prepaid, and unless such stamps are affixed to the back and not to the address side of the covers:

Austria, Brazil, British East Africa, Uganda, Antigua, Barbados, Bermuda, British North Borneo, Canada, Cayman Islands, Cyprus, Gold Coast, Dominica, Falkland Islands, Gambia, Gibraltar, British Honduras, Guatemala, Union of South Africa, Jamaica, Mauritius and dependencies, Montserrat, Nevis, Norway, Southern Nigeria, Portugal, St. Christopher, St. Lucia, St. Vincent, Seychelles, Sierra Leone, British Somaliland, Trinidad, Turks and Caicos Islands, Virgin Islands (British), Germany, Great Britain, Southern Rhodesia.

Unless the foregoing conditions are complied with articles bearing non-postage stamps will not be dispatched from this country, but will be returned to the sender, if known, otherwise they will be sent to the division of dead letters.

Senders are advised to place their names and addresses on all mail for foreign countries.

EDITORS DEDICATE THEIR RE- SOURCES TO WAR WORK.

The members of the Seventh District Editorial Association of Minnesota pledged themselves as individuals and as an organization to devote their abilities and resources without regard to personal sacrifice to advance America's cause in the war, in resolutions adopted at their meeting in Appleton on November 29-30, which was attended by fifty persons.

H. C. Hotelling, president of the National Editorial Association, addressed the organization on "Cultivating the home field."

Others who spoke were:

Justice Oscar Hallam of the Minnesota supreme court, on "Patriotism and publishing;" Mrs. Bertha Dahl Laws, head of the women's department of the Eastern States Exposition, on "Fair publicity;" A. E. McGowan of the Appleton Press, on "The machine and its overhead;" and J. C. Morrison, on "Advertising through a central bureau."

M. J. McGowan, Appleton Press, was elected president; Verne Briggs, Ortonville Journal, vice-president; R. H. McGilvera, Clarkfield Advocate, secretary and Ludvig I. Roe, Montevideo News, treasurer.

TO CENSOR LETTERS SENT ABROAD PRIVATELY.

All private correspondence entrusted to ships leaving New York for foreign ports is to be opened, read and censored by a staff of inspectors just designated by Byron D. Newton, collector of the port.

This means that all letters, messages or documents entrusted to passengers, the crew or any persons connected with ships sailing from here must be censored, only such letters or papers passing through the regular channels of the United States mails to be excepted.

"EXILES' NIGHT" AT SAN FRANCISCO CLUB.

Members of the Newspaper Men's Club of San Francisco were hosts to a number of former editors and writers who are now following other pursuits on "Exile's Night," December 1.

The theme of the evening was "My most interesting experience in the newspaper game," and several of the old-timers talked to the diners.

THE ADVERTISERS MOBILIZE.

(Continued from Second Page)

to make next March a patriotic advertising month, through having advertisers present war messages of the Government to the people through their advertising copy.

During the meeting O. C. Harn, a member of the old National Advertising Advisory Board, spoke in praise of the advertising division idea instead of the advisory plan, which gave the board no power to act. He praised the old board highly and outlined some of the opportunities and problems that will confront the new advertising division in its work.

Mr. Harn said the old board never had an opportunity to work out its plans. It was originally called together to aid the Government in obtaining an army, but the draft plan eliminated need for advertising service in that respect. The board originally offered its services to the Secretaries of the Navy and War, who accepted.

Secretary of the Treasury McAdoo, however, never gave the board a chance to exercise any authority. He followed an entirely different plan than he was advised to do, declining to buy advertising space and parceling out the duty of selling the Liberty Bonds to big selling agencies in the persons of the Governors of the Federal Reserve Banks and their forces, commending the services of the Advertising Advisory Board to them.

The resultant conditions proved unsatisfactory to the board, despite the fact that it was so successful in aiding in the sales of two series of the bonds. Notably was there dissatisfaction in the fact that the advertising boards had no say in the distribution of advertising space donated to the Liberty Bonds by private interests, which resulted in duplicate advertising in great amount in certain media, while other valuable media was used inconsiderably, if at all.

The new advertising division of the Committee on Public Information expects to be able to correct many of the advertising and publicity mistakes made in the past.

WAR POLICY AND AD COPY.

The opinion of the members was that instead of curtailing advertising or stopping it altogether, its form should be changed and advertising go on in as great or greater volume as in the past. The form favored is copy that will encourage conservation and saving on the part of Americans by educating them in the ways and means of getting more results from what they buy—whether it be a food product or an automobile.

The best example of this kind of advertising was pronounced to be the publicity campaign now being carried on for Packard motor trucks through display advertising space in the newspapers. One of these ads is entitled: "Your own freight line! Packard direct shipments cut costs and delays." It shows by illustration and text how automobile trucks can be used to lift the load, which war traffic has dumped on the railroads, providing faster cheaper and more certain transportation.

THE FOURTH ESTATE is aware of many remarkable instances of how this advertisement awakened business men to the possibilities of motor trucks. One of these happened from the appearance of this advertisement in the Philadelphia Evening Bulletin, which caused M. E. Levering, treasurer of the Pennsylvania Warehousing and Safe Deposit Company of Philadelphia to write the following

letter to the publisher of the Evening Bulletin:

"This copy of the advertisement of the Packard Motor Car Company which appeared in the Bulletin, reminded us that we could use an additional supply of Packard trucks of large capacity and also informed us that the said trucks were ready for delivery, of which fact we were not aware. This morning we bought from the Packard Company four six-ton trucks."

Another Packard advertisement of the educational kind that came in for high praise was that which appeared in Wednesday's New York newspapers on "Using the automobile to cut the family's transportation costs," an argument in behalf of the used car department of the company.

PUBLIC MIND BEING POISONED.

Many other instances of the big results from this kind of educational copy were cited by Edward Hungerford, advertising manager of Wells Fargo & Co., the express company, in the course of his talk on "War and the economic situation coming up before advertisers," and during the general discussion it created.

It was the general opinion that this new form of advertising will be the key to the war advertising problem.

Mr. Hungerford criticized two articles that have recently appeared in a New York and a Chicago newspaper in which certain men and interests urged that advertising be greatly curtailed, if not entirely eliminated, during the war on the ground that increased desire, demand and consumption are created by advertising at a time when the nation needs decreased consumption of everything.

"This is the outlook of men who know nothing about advertising and its purposes," said Mr. Hungerford. "They are like men on a battlefield who believe they know everything that is going on despite the fact that they are in a trench and cannot see over the top of it."

"It is an example of the danger advertising faces in having the public mind poisoned against it. Advertising should take a war form and keep on its work of increasing business as much as possible, so that the Government can increase its war revenue. But at the same time it should aid in the reduction of unnecessary spending, consumption of food, fuel and use of transportation."

"Educational advertisements such as the Packard Company is using point the way."

Incidentally, Mr. Hungerford said, advertisers owe to the advertising media that helped to build up their business in normal times an obligation to not deprive them of needed advertising revenue in these critical times.

"In the face of all danger the great commercial structure of America must be maintained intact—and advertising must be made do it," declared Mr. Hungerford.

Many other schemes were put forward by other advertising managers along similar constructive lines. Instead of urging the public to buy more—they urged that it must be taught to make proper use of what it buys and aid the national conservation movement.

In the course of a talk on "Possible readjustments in American business, based on experiences in Great Britain," F. A. Wilson-Lawrenson, sales manager of the Welch Grape Juice Company, said that Great Britain has a list of sixty-eight businesses whose employment of able-bodied men between the ages of eighteen years and sixty-one years is prohibited at the present time, which comes right down to practically putting them out of business.

This list includes such businesses as advertising agents, paper making, general printing, outside domestic occupations, carriage making, etc."

"This is a condition of affairs that

may come to the United States," said Mr. Wilson-Lawrenson. "But in England it has resulted in a great deal of enterprise in the way of factories and businesses installing new machinery and turning in to produce kinds of products that are of more value to the government."

"In Great Britain every business is licensed. Non-essentials cannot be manufactured at all. Factories that formerly produced them are forced to make entirely different products on the order of the government. There are 5,000 controlled establishments in the United Kingdom."

"A large number of British firms now manufacturing war munitions, but which formerly produced things for the public, have not let up in their advertising one bit. They are figuring on the future and keeping the association of their names with their former products in front of the public all the time, to be ready to start in again as soon as peace is declared."

"A number of British advertisers made more money last year than ever before."

"Lipton's teas, for instance, are doing practically a doubled volume of business."

"The Gordon Selfridge Store, the American establishment in London, increased its advertising last year. When the war broke out employees went to Mr. Selfridge and offered to continue their work on a half-salary basis, but the head of the business refused to make any change. Instead he spent more money for advertising and this year's business has increased to \$15,000,000, a gain of two and a half million dollars over last year."

DUTY OF AD MEN.

The necessity for organized effort to meet the problems of war for the nation and for employers was emphasized by President A. C. Reilly. Referring to "a condition which never existed before in similar gravity on this earth and which we all trust may never exist again until the end of time," President Reilly said:

"At our last meeting which was held last June in Detroit our country had just entered the great war. The conditions thus created were new to us then and the process of mental and spiritual readjustment which were necessary to meet these conditions had hardly begun. But six months have passed since then and we know better today what the great war means to us—as individuals—as an association—as a nation. We know how vitally it affects us in our business, in our homes, in every relation of our lives."

"There is a dual aspect to this question of war problems. I hope we all recognize the fact. Our business interests are involved. Our vital interest as advertising managers is involved. It is up to us to show results under conditions, the like of which none of us have ever known before and which none of us ever dreamed or imagined."

"These conditions have not removed our eternal obligations to make good. They have but intensified this obligation and have added to it another and higher obligation. Collectively we represent one of the largest aggregations of business interests to be found in any association and on these interests in the ratio of their importance rests the obligation to see the country through."

"We are no longer working for ourselves alone or for our companies alone, nor are our companies working for themselves alone. The fusing of all of these usually diverse interests in a common cause is one of the striking phenomena of the times. Let us hope that these times of trouble will teach us and the whole country the value of greater mutual trust and mutual helpfulness. For if it does even the great catastrophe will not be without its compensations."

And it is in this spirit that I ask you to undertake the work of our present meeting. We all need help and guidance—that is why we are here. And the only way that we can get that help which we all need is by giving it—each and every one—to the very limit of our opportunities and power."

THE A. N. A.

"The present meeting of our associ-

tion marks the close of the seventh year of the existence of the A. N. A.

"Every one of these years has witnessed the steady growth of our association in the number and importance of its membership, the strengthening of its influence and the all around value and usefulness of its work. During the past year this has been notably true. This growth of the A. N. A. in importance and influence has not been due to any exceptional activities of the directors or president. It has rather been due to a momentum which was inevitable."

"An organization such as ours, representing the great buyers of advertising throughout the country, had long been due—and overdue. We were needed—we have long been needed in the advertising field."

"First and foremost, we advertising managers need each other. We need the help and counsel of each other in the solution of our individual problems and the performance of our individual tasks. The A. N. A. as an organization was born of this need. Our annual and semi-annual meetings are an expression of this need. But beyond this is another and a greater need."

"Advertising as an institution needs us. Our help, our influence, our decisions, if you please, are needed in the settlement of many problems in the field of advertising which cannot be settled and permanently settled save with the full help and co-operation of the great buyers of advertising space."

"The main fact I wish to emphasize is that this important function of the A. N. A. is constantly receiving wider recognition from other advertising interests."

"The past year has witnessed steady progress in the growth of closer co-operation between the A. N. A. as an organization and other advertising bodies. Since our last annual meeting at Boston we have solicited, and received in generous measure, from the publishers of the country their help and co-operation in a promotion bureau campaign designed to place the institution of advertising in its true light before the buying public."

"Our service to the cause of clean advertising through the Dayton Resolutions, and the subsequent activities of our 'Standards of Practice' committee, has been recognized by the better class of publishers and has been an efficient help to them in establishing these standards in their own practice."

"We have also made notable progress in establishing co-operative relations with the American Association of Advertising Agents, and with other purveyors of advertising space or service."

"I am glad to report that the attitude of doubt and uncertainty which seemed at one time to exist among many representatives of these interests, as to the plan and purpose of the A. N. A., is being cleared away and is giving place to a spirit of greater mutual trust and mutual confidence. I believe that this spirit can and must lead to a recognition by our friends on the other side of the fence of the value and necessity to them of our association. It is through the growth of this spirit that we must look for the real and permanent solution of all general and mutual advertising problems—present and to come."

"In speaking of the expanding activities of the A. N. A. and of the increasing benefits these activities to each and every member I cannot refrain from mentioning the service which is now being rendered by our central offices through its general data department, its circulation data department, its employment department and the other channels through which it aims to serve our individual membership."

"I do not exaggerate, however, when I say that this service is incomparably the most valuable single item in A. N. A. membership."

"The extraordinary expansion of the service during the past year and the efficient manner in which it is being handled by Secretary John Sullivan and his able associates at the central offices makes a most interesting and inspiring story."

"I wish to urge upon every member who has not already done so, to form the habit of utilizing the information service furnished by our central offices. I need not specify all the points that the service covers."

"I merely urge that you test this service and prove it for yourself. This test will show you why the A. N. A. membership is great and growing."

"If each A. N. A. meeting will teach us a little, if only a very little, of how to expend our advertising appropriation more wisely and more efficiently, then our members one and all will find that they simply cannot afford ever to absent

themselves from any A. N. A. gathering. "This problem is the greatest that confronts any advertising manager—and it is always with us. But there are peculiar conditions at this time which give it a special and ominous importance."

WHAT THE A. N. A. CAN DO.

The report of Secretary John Sullivan showed that the offices of the association at 15 East 20th street, New York, had been entirely rearranged and departmentalized during the past year and can now furnish advertisers with practically anything they may want to know about publications' data, export data, marketing, profit-sharing or bonus business systems and a veritable thousand and one other things, which enabled the answering of 3,000 inquiries last year on practically every advertising subject.

In addition the association maintains an employment bureau which registers and places men and women fitted for advertising and sales work. Last year over 100 places were filled with A. N. A. members through this bureau.

War taxes provided the big question-answering service, but some answers even went so far as to provide advertisers with the best arguments and copy for meeting a particular selling problem. Other information in greatest demand was on trade lists, advertising agency accounts, department systems, motion pictures and sales methods.

Mr. Sullivan said the year 1917 also witnessed the mutual co-operation of the A. N. A. with other advertising bodies, the advertising agents' associations and the American Newspaper Publishers Association to a more marked extent than ever before.

A particular feature in the successful year of the A. N. A. was the popularity of its promotional work. This consisted of the dissemination of educational stories on the value of advertised goods to newspapers and other advertising media, which gave the message to the buying public through their columns.

Such matters as the A. N. A. sent out for advertising promotion was not free advertising in any form. It mentioned no names or products and was just a plain, concise explanation of the good to be obtained by the public from buying goods that were advertised and by the local dealers in carrying such stock.

The A. N. A. grew during the past year to a membership of 270, an increase of twenty per cent. The members spend approximately \$100,000,000 a year in national advertising.

A discussion at the meeting may result in the formation of an A. N. A. bureau to handle the distribution of advertising of movie films.

MARKET INVESTIGATIONS

The subject of investigating the market—getting the data preliminary to preparing the advertising campaign—was introduced with talks by Truman A. DeWeese, director of publicity for the Shredded Wheat Company; Frederick W. Nash, manager of the food department of the General Chemical Company; and R. A. Holmes, advertising and sales manager of the Crofut & Knapp Company.

They pointed out that while investigation of markets is necessary, especially at this uncertain time, sometimes advertisers go too far and in the end draw wrong conclusions. Everything does not need investigation, they said, many things that are investigated are entirely unnecessary because the conditions are obvious—such as the necessity of men wearing hats, etc.

However, every product has peculiar marketing conditions—and careful investigation should be made to find out just what conditions are,

THE publishers of TODAY'S HOUSEWIFE announce the following, effective this date:

K. D. McALPIN, Eastern Advertising Manager, assumes entire direction of the Advertising Department in the Eastern territory.

W. A. STURGIS, Western Advertising Manager, assumes entire direction of the Advertising Department in the Western territory.

In these executive capacities they will succeed **H. R. REED**, Advertising Director, who today leaves the organization.

Both Mr. McALPIN and Mr. STURGIS have been with TODAY'S HOUSEWIFE over a period of years and have been in a large measure responsible for the splendid record made in this department of the magazine's work.

Mr. REED'S record with the organization prompts the expression, in this connection, of our sincere appreciation of his breadth, his unquestioned capacity and his fine sense of fairness and loyalty. He carries with him our very cordial good wishes for the further achievements in the field of advertising which are certain to come to him.

GEO. A. McCLELLAN,
Vice Pres. and Gen. Mgr.

December 1, 1917.

TODAY'S HOUSEWIFE

461 Fourth Avenue - New York City
People's Gas Building - Chicago, Ill.

not only by experts but by getting in to close touch with the consumer, to find out his habits, money spending capacity, etc.

George French, editor of Advertising News, spoke on "Standards of Profitable Advertising," emphasizing the fact that standards are of absolute necessity to successful advertising—both as to experience and research.

Tim Thrift of the American Multigraph Sales Company talked on "Copy that is and copy that isn't."

An evening session was held Thursday to discuss "Export Advertising and Selling." A special program was presented, led by David L. Brown, manager of the export division, advertising department of the Good-year Tire & Rubber Company.

"Fraudulent Advertising" was the big topic of discussion at the closing session yesterday. R. L. Prather, advertising manager of the Thomas G. Plant Company and chairman of the standards of practice committee, presided. W. A. Martin, Jr., advertising and sales manager of D. E. Sicher & Co., spoke on "A new slant on the question of fraudulent advertising;" and Richard H. Lee of the New York Tribune told about "Conserving Confidence."

NEW OFFICERS.

Officers were elected as follows

President, L. B. Jones, Eastman Kodak Company, Rochester, N. Y.; vice-

president, E. S. Babcox, Firestone Tire & Rubber Company, Akron, Ohio (re-elected).

Directors (three years)—L. R. Green, Tuckett Tobacco Company, Hamilton, Ont.; and Brainerd Dyer, Aluminum Castings Company, Cleveland, Ohio. Tim Thrift, American Multigraph Sales Company, Cleveland, and Floyd Y. Keeler of the I. W. Lyon & Sons Company, New York, were re-elected.

One-year term—R. L. Prather, Thomas G. Plant Company, Boston (re-elected).

The following directors are hold-overs:

O. C. Harn, National Lead Company, New York; R. A. Holmes, the Crofut & Knapp Company, New York; Edward Hungerford, Wells Fargo & Co., New York; W. A. McDermid, the Gerhard Mennen Chemical Company, Newark, N. J.; Charles E. Percy, the Joseph & Feiss Company, Cleveland; George B. Sharpe, the De Laval Separator Company, New York; E. L. Shuey, Lowe Brothers Company, Dayton, Ohio.

John Sullivan continues as secretary-treasurer, and John Neville Boyle of New York is counsel.

A meeting was held late in the afternoon to perfect plans for the A.N.A.'s work in the new advertising division of the Committee on Public Information.

THE BANQUET.

Stephane Lauzanne, editor of Le

Matin, Paris, was one of the guests of honor at the annual banquet on Wednesday evening. In a stirring address he gave the lie to those who scornfully declare France is exhausted by the war. "Some people are saying that France is exhausted and bled white," he said. "But France is not exhausted. In September, 1914, at the Marne, she had an army of 1,500,000 in the field—today her army numbers 2,700,000. That is how France is exhausted."

"In September, 1914, we were Major General Haven Putnam, president of the American Rights League, urged the handling of pacifists here. "We found a way to deal with them in the Civil War, and we must do so now," he said. "Fort Lafayette was handy in 1863, and it is possible to use it now."

Speaking on "The Present Crisis," ex-Senator Theodore E. Burton of Ohio said that while the outlook for the war was the darkest since the battle of the Marne, there was no reason for America and her allies to feel discouraged. Our participation in the war, he said, was inevitable, and while Germany did not care much one way or the other, she would learn in due time that the war would be won by the might of the United States."

A.N.A. REGISTER.

Those present at the A.N.A. meeting were:

American Sheet Tin Plate Co.—H. V. Jamison.
Alpha Portland Cement Co.—S. R. Hall.
American Multigraph Sales Co.—Tim Thrift.
Armstrong Cork Co.—H. W. Prentiss; A. B. Barnes.
Atlas Powder Co.—W. H. Dawson.
Alexander Hamilton Institute—B. Lichtenberg.
Automobile, the—Harry Tipper.
Aluminum Cooking Utensil Co.—G. G. Fox; H. S. Trump.
Art Metal Construction Co.—R. E. Ramsay.
Association of Canadian Advertisers—W. A. Lydiatt.
American Sugar Refining Co.—O. C. Mosley; G. M. Lauck.
American Telephone & Telegraph Co.—J. D. Ellsworth.
American Optical Co.—O. B. Carson.
Bausch & Lomb Optical Co.—H. A. Smith.
Burroughs Adding Machine Co.—Mr. Kellogg; A. H. Loucks; W. H. Marsh.
Baker-Vawter Co.—R. C. Haws; M. White.
Bird & Son—W. R. McNeil.
B. V. D. Co.—N. L. Mead.
Berlin Mills Co.—W. M. Ringer.
Brayer Board Companies—L. A. Selman.
Buffalo Specialty Co.—Lloyd Mansfield.
Blaisdell Pencil Co.—Malcolm Moore.
Baker, Walter & Co.—W. H. McLauthlin.
Cabot, Samuel, Inc.—M. G. Bennett.
Corona Typewriter Co.—C. W. Kip.
Cate, J. I. Plow Works—B. M. Pettit.
Crofut & Knapp Co.—R. A. Holmes.
Carter's Ink Co.—F. W. Taft.
Champion Spark Plug Co.—H. L. Corey.
Colgate & Co.—Harold Thresher; Mr. Brard.
Cleveland Metal Products Co.—G. M. Davis.
Campbell-Ewald Co.—E. St. Elmo Lewis.
Diamond Crystal Salt Co.—Gordon W. Kingsbury; R. R. Moore.
Dennison Manufacturing Co.—S. Van Ness; B. A. Blackman.
DeLaval Separator Co.—G. B. Sharpe; A. W. Jones; H. High.
DuPont de Nemours & Co.—D. R. Rutter.
Detroit Steel Products Co.—W. A. Hart.
Dixon, Joseph Crucible Co.—B. H. Rosier.
Electric Storage Battery Co.—C. H. Reed.
Edison Storage Battery Co.—Paul Sutcliffe.
Eastman Kodak Co.—L. B. Jones.
E. & Z. Van Raalte—Mrs. Cahn.
Edison, Thomas A.—L. C. McChesney.
Felt & Tarrant Mfg. Co.—T. J. Wright.
Fisk Rubber Co.—G. L. Sullivan.
Firestone Tire & Rubber Co.—A. O. Aulbaugh; E. S. Babcox.
Gpodyar Tire & Rubber Co. L. L.

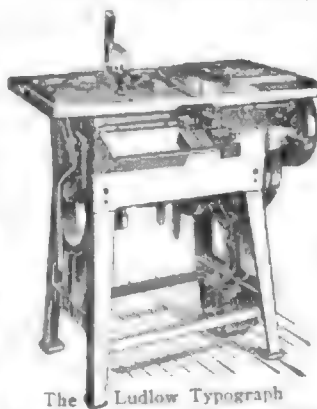
King; D. L. Brown; H. S. Quine.
Green, Daniel Felt Shoe Co.—J. A. Davis.
General Vehicle Co.—F. Nelson Carle.
Griswold Mfg. Co.—Marvin E. Griswold.
Gerhard Mennen Chemical Co.—A. P. Rapetto; W. A. McDermid.
Goulds Mfg. Co.—H. F. Miller.
General Chemical Co.—F. W. Nash.
General Electric Co.—Mr. Wilkins; F. H. Gale; F. R. Davis.
General Fireproofing Co.—C. H. Chapin; L. E. Fisher.
Hercules Powder Co.—E. I. La Beauce.
Hinds, A. S. Co.—A. H. Hinds; W. B. Hay.
Hupp Motor Car Co.—F. Dickinson.
Henderson, Peter & Co.—F. H. Cole.
Heinz Co.—J. L. Given.
Hygienic Products Co.—R. Schlach.
Hickey Freeman Co.—H. P. Morris.
Hinde & Dauch Paper Co.—H. H. Squire.
International Silver Co.—W. G. Snow.
Imperial Life Assurance Co. of Canada—C. Elvan.
Ide, George P. & Co.—Ira Fleming.
Ingersoll, Robt. H.—A. L. Daniels; C. M. Gage.
Johnson & Johnson—G. D. Johnson.
Joseph & Feiss Co.—C. E. Percy.
Keystone Steel & Wire Co.—O. A. Brock.
Kelllogg Products, Inc.—C. K. Woodbridge.
Kalamazoo Stove Co.—D. R. Curtenius.
Krohn-Fechheimer Co.—E. K. Woodrow.
Lehigh Portland Cement Co.—J. C. Bowen; Howard Rhode.
Lucas, John & Co., Inc.—W. M. Zintl.
Lyons, J. W. & Co., Inc.—J. B. Hill; F. V. Keeler.
Lowe Brothers Co.—E. I. Shuey.
Macheth Evans Glass Co.—H. H. Parker.
Murphy Varnish Co.—H. W. Wack.
Mellins Food Co. of North America—J. S. Wichert.
Moller & Schumann Co.—Carl J. Schumann.
National Lead Co.—O. C. Harn; S. H. Myers; W. W. Storms.
Nestle's Food Co.—A. M. Stewart.
National Lamp Works of General Electric Co.—N. H. Boynton.
New Jersey Zinc Co.—G. B. Heckel.
New York Central Lines—P. V. D. Lockwood.
Oneida Community, Ltd.—Dr. B. I. Dunn; R. S. Hulbert.
Pennsylvania Rubber Co.—Miss Stephenson.
Pyrene Mfg. Co.—T. F. Flanagan.
Pratt & Lambert, Inc.—W. P. Werheim.
Plant, Thomas G. Co.—R. L. Prather.
Paige-Detroit Motor Car Co.—A. L. Tsch.
Robbins & Myers—C. H. Clark.
Remington Typewriter Co.—A. C. Reilley; J. S. Martin; F. L. Pierce.
Raybestos Co.—S. Simpson; R. B. Davis.
Sicher, D. E. & Co.—William A. Martin, Jr.
Stanley Works—A. A. Dessau.
Steel Blue Co.—T. F. Pexear.
Southern Pacific Lines—L. H. Nutting.
Sneath Electric Crane & Hoist Co.—A. J. Barnes.
Stromberg-Carlson Tel. Mfg. Co.—W. C. Freeman.
Sharpless Separator Co.—D. E. Andrews; Astolf Levin.
Simonds Mfg. Co.—R. D. Baldwin.
Stetson, John B. Co.—Mont H. Wright.
Society for Electrical Development—H. W. Alexander; F. C. Meyers; F. Foster.
Strathmore Paper Co.—C. W. Dearden.
Shredded Wheat Co.—Truman A. DeWeese.
Standard Oil Cloth Co.—G. M. Prentiss.
Silt Stove Works—P. Will.
Scott Paper Co.—J. G. Lamb.
Tellow, Henry—G. B. Scott.
Texas Co.—Mr. Vos.
Timken Detroit Axle Co.—E. W. Lewis; F. N. Sim.
Tob Co.—A. C. Reed.
Toll Protograph Co.—Jack W. Squire.
U. S. Cartridge Co.—H. P. Meulendyke.
Valentine & Co.—F. P. Connolly.
Welch Grape Juice Co.—W. Heckman.
F. A. Wilson-Lawson; A. L. Dewar, Jr.
Walder & Co., Inc.—G. Galloway; M. T. Dannerth.
Winchester Repeating Arms Co.—W. I. Slough; J. D. Chappell.
Wells Fargo & Co.—Edward Hungerford.
Wallace & Sons Mfg. Co.—R. J. Walsh; H. A. Norton.
Westinghouse Lamp Co.—E. Reid.
Westman & Barnes Mfg. Co.—Karl Kenner.
Ralph Templeton.
Wetland Storage Battery Co.—S. E. Baldwin.
Western Electric Co.—P. J. Thomson.
Went-Save Co.—R. H. Babbitt.
Wells-Oberland Co.—Ward M. Canaday.
Warren & Co.—R. D. Smith.
Whitman, Stephen F.—L. W. Wheelock.
Vauhan & Erbe Mfg. Co.—E. B. M. Wirtman.

Unlimited Display Type without Type Casting Problems

THE LUDLOW TYPOGRAPH does not introduce new problems into the composing room. It is not a complex piece of machinery requiring specialized ability to run it.

It is simply a machine for producing display composition which any compositor can use with as much ease and skill as adjusting a mitring machine.

But with all its simplicity and compactness, it is the only machine that makes Non-Distribution complete and economical. It supplies unlimited Display Type without type casting problems.



The Ludlow Typograph

You should know all about the Ludlow Typograph. Send for Descriptive Literature

MERGENTHALER LINOTYPE CO.

Tribune Building, NEW YORK
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

TRADE AND CLASS PRESS.

Frank D. Austin, formerly circulation manager of Realty Magazine and before that with the Spur, both of New York, has been made business manager of Contracting, New York.

Gus H. Dirhold, for the past year managing editor for Hardware and House Furnishing Goods, Atlanta, Ga., will reopen an advertising office in St. Louis, Mo.

Edward W. Smith, formerly advertising manager of the Modern Grocer, Chicago, has joined the D. O. Haynes Company, New York. He will represent the Pharmaceutical Era and other trade publications of the company in New York.

The International Trade Press, Inc., Chicago, has purchased the Cement Era Publishing Company, including its monthly publication, the Cement Era, and several trade directories and annuals.

The Cement Era has been consolidated with the Cement World and International Trade, both published by the International Trade Press, Inc., and the new publication is known as the Engineering and Cement World.

F. D. Coburn, for twenty years secretary of the Kansas state board of agriculture, has been appointed to the editorial staff of the Missouri Valley Farmer, Topeka, Kan., on which he has been contributing editor.

The publications of various state automobile organizations met in Cleveland recently for the purpose of pooling their interests in a body of

national scope. Among those represented were:

Motorism, Albany, N. Y.; Buffalo Motorists; New Jersey Motorists; Wisconsin Motorists, Milwaukee; Hoosier Motorists, Indianapolis; C. A. C., Chicago, and the Ohio Motorists, Cleveland.

Applications were received for ten other publications and it is expected the list will comprise not less than fifteen magazines with an aggregated circulation of 100,000. Other publications, that can comply with the requirements of the trustees, will be in a few weeks the entire United States will be thoroughly covered.

A. I. Boreman, advertising manager of the Merchants' Trade Journal, Des Moines, Ia., is now vice-president and business manager of Merchants' Trade Journal, Inc.

Hollie L. Reed, who has been advertising manager for Motorism, Albany, N. Y., the official publication of the New York State Automobile Association, has been made manager of that publication.

Motorism will open a New York City office in the near future.

The Indiana Farmer and the Farmers' Guide, two of the oldest farm papers in Indiana, have been merged and will appear hereafter as the Indiana Farmers' Guide. James L. Kingsbury will be president and manager of the new combination and the paper will be published at Huntington, Ind.

The Associated Business Papers, New York, has elected the Northwestern Druggist of St. Paul, Minn., to membership.

The Foreston (Minn.) Independent has suspended publication.

NEWS OF HALIFAX DISASTER

GATHERED BY NEWSPAPERS
IN THE FACE OF MANY
OBSTACLES.

The American newspapers showed and news services showed typical Yankee enterprise in covering the news of the Halifax munitions explosion disaster on December 6, despite the fact that Halifax was cut off for a time from all communication with the rest of the world by wire or cable, according to officials of the Western Union Cable Company. All land lines were down and the plant of the United States Direct Cable Company at Halifax was so damaged by the explosion that the line could not be operated.

Readers were given pictures and graphic maps showing the scene of the explosion and all the details as fast as they were obtainable in the afternoon papers, and Friday morning's papers finished up where they left off. Up to the time THE FOURTH ESTATE went to press, however, full details of the disaster were not obtainable.

Many of the newspapers and services rushed special men to the scene for stories.

At 10 o'clock Thursday night there was a sudden break in the story of the Halifax disaster coming into the New York offices of the Associated Press over the wire of the Canadian Press, the only one in operation into that city since the explosion.

Efforts to raise Halifax were ineffectual. An hour later it was learned that the operator who had been sending from the stricken city had left his key when a messenger brought him news that his wife had been dangerously injured. While sending the story he had expressed the fear that something must have happened to her because she had sent him no message since he went on duty.

The regular Canadian press operator at Halifax has been missing since the explosion, and his place was taken by a substitute. Sending of further details of the disaster was perforce suspended until a second substitute could be found.

From the best information obtainable by THE FOURTH ESTATE neither of the two daily newspapers in Halifax—the Herald and Mail and the Echo—was damaged in the explosion. If the descriptions of the zones of the damaged territory received in the United States up to the time THE FOURTH ESTATE went to press are correct, the newspaper offices are not in that district.

NEW YORK PRESS CLUB OFFICERS INSTALLED.

The newly elected officers of the New York Press Club were installed in the clubhouse on December 3. The officers are:

President, Edward Percy Howard, American Press Association; first vice-president, Keats Speed, Sun; second vice-president, Oscar Watson, Associated Press; third vice-president, Arthur F. Curtis, World; treasurer, Ralph W. Hill, special writer; financial secretary, H. Nelson Meade, Evening Sun; recording secretary, Timothy Gorman, World.

The corresponding secretary is Caleb H. Redfern, special writer; librarian, Clarence E. Swezey, author; trustees, three-year term, James E. Clauson, American; William F. Connell, author; C. Fred Crosby, financial writer; two-year term, John Burke, Civil Service Chronicle.

The Oxford (Wis.) Times has been started by George Fuller.

REDUCING COST IN CIRCULATING.

WHAT IT IS POSSIBLE TO ACHIEVE IN PRINTING, TWINE WRAPPERS, ETC.

By W. H. HENDERSON,
Circulation Manager the Winnipeg
(Man.) Telegram.

Last May we received an account from a job printing firm for printing which amounted to \$486.20. This covered two lots of dodgers, 60,000 of each. The idea of paying this large amount for two ordinary dodgers was appalling to me, so I set to work to devise ways and means to reduce operating costs in every way possible, with the following results:

(1) I first invented a way to print our dodgers on ordinary news print paper on the newspaper Hoe or Goss press. We printed two forms to a page, and then cut the page in half to get the right size. This gave us the same size dodgers as the others printed at the job plant, and at less than one-third of the cost.

(2) The next move I made was to print letter heads (four to a page) on our Goss press, then put them through the cutter to get letter size. We use these letter heads for ordinary multigraph circular work.

(3) We then decided to print all our circular orders of 1,000 or over on the Goss press. We print four forms to a page and then cut each page in quarters to get letter size.

(4) We worked out a system of printing renewal blanks and subscription contracts on the Goss press. We print twelve forms to a page and then put them through the cutter to get the right size.

(5) We discovered a system of printing the labels for mail bags and large labels for news-dealers' parcels on the small press we use to print our mail lists. We print about forty mail bag labels on a sheet of cardboard the size of a galley, and then cut the sheet with a pair of shears. Mail list paper is used for the news-dealer labels, about twenty forms to a galley, and cut by shears.

I have samples of printing done on our press for the inspection of readers of THE FOURTH ESTATE and I will gladly send samples to anybody on request.

(6) Kraft wrappers cost 10 1/2 cents a pound. Newspaper wrappers cost one-half cent a pound. In other words, one pound of kraft wrappers costs as much as twenty pounds of newspaper wrappers.

(7) By careful study in our mail room we have succeeded in substituting newspaper wrappers for kraft wrappers in all sizes, except the sizes 10 by 40 and 10 by 18.

(8) Our mail clerks make our own paste now. Formerly we bought it. In this way we save about \$7 a month.

The following table of costs indicates the savings effected by the above mentioned methods.

	Sept. 1916.	Sept. 1917
Wrappers, twine and stationery	\$584.88	\$262.24
Reduction		\$322.64
Wrappers, twine and stationery	May, 1917. Oct. 1917.	
stationery	\$584.90	\$260.64
Reduction		\$324.26
Total	\$1,469.78	\$513.16
Total reduction		\$956.60

VETERAN CELEBRATES.

R. Roberts Shronk, said to be the oldest newspaper man in Philadelphia, celebrated his seventy-third birthday with an anniversary dinner a few weeks ago. Mr. Shronk has been correspondent for the Philadelphia Public Ledger for the past thirty years.

The True News

FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg., NEW YORK

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

THE N.E.A.C.M. IS ONE YEAR OLD.

WILL CELEBRATE NEXT MONTH IN BOSTON—INVITATION TO PUBLISHERS.

The anniversary meeting of the New England Association of Circulation Managers will be held in Boston on January 23, 1918. Officers for the coming year will be elected and many topics of vital interest to publishers and circulators will be discussed. The N.E.A.C.M. officers are very anxious to have publishers present at the coming meeting to show them what valuable work the organization is doing. In a general invitation sent out they say:

"At present we have the largest association of circulation managers in the United States, excepting, of course, the I.C.M.A., and in order to always hold this position we must all 'pull together' and make our meetings as interesting and full of information as possible.

"The association is now composed of forty-three members and each one is expected to try and bring in a new member. We look forward to a banner attendance at Boston.

"Since the organization of our association, less than one year ago, six other sectional organizations have been formed throughout the United States and Canada.

"Our meetings, which occur quarterly, are not outings or vacations, but are devoted strictly to the development and enlightenment of circulation managers.

"We want publishers to attend our meeting in Boston and bring their circulation managers with them.

"We want them for members with their employers' endorsement."

ARRESTED ON LIBEL CHARGE.

W. E. Wolf and Guy G. De Shon, publishers of the Moberg (S. D.) Daily Tribune, were arrested on November 25 on charges of criminal libel on four counts preferred by City Attorney P. C. Morrison of Moberg and lodged in the Walworth County jail at Selby, N. D., over night.

The libel charges grew out of a recent election campaign there looking toward the recall of the city administration. The city officials were charged by the paper with countenancing open vice in the city.

On the referendum vote the recall was defeated.

Service Flags

FOR THE HOME, OFFICE, CHURCH, FACTORY, SCHOOLS AND FRATERNAL SOCIETIES.

All Sizes—Lowest Prices—Immediate Delivery.

S. BLAKE WILLSDEN

29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes. Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEWS NOTES OF CIRCULATORS.

The Wilmington (Del.) Evening, Morning News, Evening Journal and Sunday Star contributed prizes for a recent war-bread making contest in the public schools of that city, which took place under the direction of the Woman's Defense Council.

The newspapers also contributed prizes for the annual poultry show, which was just held in Wilmington.

Acting on the suggestion of the Toronto Mail and Empire, Toronto expressed its delight with General Byng's victory at Cambrai, when factory whistles blew and church bells pealed at noon on November 23.

The Newman (Ga.) Herald will advance its subscription price from \$1 to \$1.50 per annum on January 1, 1918. It is one of the latest of the Georgia weeklies to announce this increase.

The price of the New Britain (Ct.) Evening Record has been increased from one to two cents. The paper states that not only does the increased cost of paper and other materials make the move necessary, but, also, plans for increasing the size of the publication with the addition of numerous new features.

The Ossining (N. Y.) Democratic Register has increased its mailing subscription rate from \$2 to \$2.50 per year, stating that "every single item that enters into the cost of a newspaper is from 50 to 250 per cent more than it was two years ago."

The North Eastern Circulation Company has inaugurated another campaign for the Tulsa (Okla.) World. This company has its headquarters in Davenport, Ia.

J. A. Johnson, who fourteen years ago made his start in the newspaper business with the New York Times and eventually became assistant circulation manager under Charles A. Flanagan, will become circulation manager of the New York Tribune about December 10.

INDICTED FOR DISLOYALTY.

E. B. Ford, publisher; his wife, Elizabeth Ford, owner; and E. Boskey, editor of the Fairbault (Minn.) Referendum, have been indicted on the charge of disloyalty.

KEEN PUBLISHERS Everywhere Are Buying Electric Bulletin Machines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corporation.
NEW LONDON, CONN.

I Get the Money! J. A. McAVOY

SPECIAL EDITIONS
Weekly Review Pages

National Exchange Bank Building
PROVIDENCE, R. I.

PURSER MANAGING EDITOR OF WACO TRIBUNE.

H. S. Purser, who has been doing desk and street work in the Southwest for the last six years, has been named managing editor of the Waco (Tex.) Daily Tribune. Prior to receiving this appointment he was Camp MacArthur correspondent for the Tribune and the Detroit Journal, Grand Rapids Press, Kalamazoo Gazette, Saginaw Courier-Herald and Lansing State Journal, Michigan papers.

Mr. Purser has worked on newspapers in Dallas, Fort Worth, Oklahoma City, Houston and New Orleans. He is said to be the youngest managing editor in the South. He is only twenty-two years old, but has been in the game since he was sixteen.

BALTIMORE VIGILANCE.

The indictment against Harry Beck of Baltimore for alleged fraudulent advertising of diamonds for sale has been stayed by State's Attorney Broening, with the consent of the Baltimore Advertising Club.

The conditions were that Beck should pay all the costs in the case, reimburse the persons to whom he sold the gems procured for evidence against him, and should in the future comply with all the requirements of the advertising law.

The Baltimore Ad Club initiated the prosecution.

LECTURES ON PRISON LIFE.

A. F. Lockhart, the Milbank (S. D.) newspaper man who for a long time published Chain Lightning and was convicted of sending improper literature through the mails and sentenced to a term in the Federal prison at Leavenworth, having been released pending a new trial, is utilizing the time by delivering a lecture entitled "The Walled-in World," dealing with life in the Leavenworth Prison, and prison life in general.

It is stated he will tour the state of South Dakota giving the lecture.

A CORRECTION.

In the printing of a recent issue of THE FOURTH ESTATE, one of the numbers dropped from the circulation figures in an advertisement of the Dallas (Tex.) Evening Journal.

The correct circulation of the Evening Journal is 40,655.

TO REPRESENT IN EAST.

The Lethbridge (Alba.) Herald has appointed E. J. Guy as its Eastern representative, with office in Toronto.

PAPER MAKERS TO MEET.

(Continued from Second Page)

committee on paper gives the following advice to purchasers of news print

"Since the agreement signed on November 28 last many of the signers are reported to be offering publishers alternative contracts. One at a price of three cents under the standard contract, in which case the publisher must sign his voluntary consent. On these grounds the manufacturers propose to secure the consent of the Attorney General to the contract. The alternative contract is under the terms of the settlement as signed.

"It will be recalled that every manufacturer who signed this agreement is bound by its terms to offer his paper to his customers under the terms of that agreement, and that each customer has the right to voluntarily make an independent contract if he so desires, upon written request, filed with the Attorney General by the manufacturer making the contract and upon the Attorney General's consent thereto, such a contract may be made on any terms so approved.

PRICE OF TWO EIGHTY-FIVE.

"The paper committee very strongly advises all publishers against signing any contract at a price over 2.85 at the mill for a year, except as provided for under the terms of this agreement. A contract at a three cent price for the year as an alternative and under contract conditions which are not equitable cannot be attractive.

"It must be considered that in addition to the Federal Trade Commission fixing the price, it fixes the terms and conditions of the contract, which amounts to a saving of many dollars a ton, through over-weights and other bad feature which, to make any contract equitable, must be corrected.

"A publisher cannot waive his right under this agreement on price without also waiving his right to have his contract terms altered.

"The Federal Trade Commission has signified very recently that it still considers for the year 1917, a price of 2.50 f. o. b. mill a fair price. It has undertaken the task of fixing from April 1 next year until the end of the war a fair price which without doubt will be on the scale of a 2.50 price for 1917, plus increased costs at 1918 over 1917. This is practically the terms of the Great Northern contract to all its customers and is endorsed by the paper committee, as being a price fair and reasonable.

"With the situation as it now stands, any publisher would be unwise to accept any contract except one, the terms of which will be adjusted by the Federal Trade Commission, and no matter what terms and price he may receive, he has the satisfaction of knowing that they are right.

"There is a decided attempt being made to install in publishers' minds the belief that the Commission will fix a price for next year higher than three cents.

Of course, the commission may do this but manufacturing costs must increase enormously over anything in prospect at the present time so warrant such a price. The paper committee is in close touch with the costs of materials and supplies for the operation of mills in New England and is following paper making materials markets very closely.

"With the prospect in view of so many prices being fixed by the Government such as coal, copper, wool, chemicals and steel supplies, the indi-

cations are that the prices of these paper making materials will not be very materially increased, at least during the next year, over last, and that therefore a price based on cost for 1918 should be a very fair proposition and give a very satisfactory price.

"There is no doubt that the basis of operation between publishers and manufacturers under this agreement will be fair. No matter what else is offered to a publisher, he should be willing at all times to put his business on such a basis. Unless a contract is at 2.85 f. o. b. mill or less for 1918 with a promise of supply till the war is over at Federal Trade Commission prices, it cannot hope to be better than this. Arrangements for the decisions will be based on accurate knowledge and desire to do what is right.

"Remember, if you sign the voluntary request attached to these proposed contracts, their wording shuts you out of this adjustment till the war is over—not only for 1918.

"The committee therefore urges every one to sign only contracts under the agreement signed November 26, for there is absolutely no possibility of there being any better than these terms, offered, as no manufacturer will sell his paper under better prices and terms than this regardless of what camouflage the alternative contract may carry."

The paper committee also says:

"The systematic campaign through the trade press and other circles to make publishers believe that the Federal Trade Commission acceded to this present three cent price is incorrect."

[The Government attorneys put it up to the Federal Trade Commission to give it the maximum price for roll news print paper, which it could use in effecting an agreement with the indicted paper manufacturers and others, subject to revision, up or down, by the Federal Trade Commission after April 1, 1918, and this price was three cents.

See the official copy of the agreement in THE FOURTH ESTATE of December 1.]

PAPER ATTORNEY'S CHARGES RIDICULED.

Officers of the American Newspaper Publishers Association are not finding any cause to worry because of the court argument of one of the lawyers for the paper makers at last week's settlement of the paper case.

One of the attorney's informed the court that the American Newspaper Publishers Association was really just as much an organization violating the Sherman Anti-Trust Law as was the News Print Manufacturers Association, which was ordered dissolved. He contended that the A.N.P.A. was breaking the law by maintaining a system of keeping members informed of the paper market and urging them to pay only certain prices for print paper, in the same way that the news print paper makers had operated through their association.

When THE FOURTH ESTATE brought up for discussion the paper lawyer's comparison this week to an officer of the A.N.P.A., he said:

"Let me suggest that the remarks of Mr. Stanchfield to which you refer should be classed as either camouflage or jury talk. He made many weird statements in his address, one of which was that the News Print Manufacturers Association was organized as a measure of defense against the aggressions of the publishers.

"He had a bad case, but no doubt did the best he could with it. His statements regarding this association need not be taken seriously."

J. Lally will publish the Mount Prairie (Minn.) Rip Saw.

N.Y. TIMES BUYS A PAPER MILL.

WILL MAKE OWN NEWS PRINT AT TIDEWATER MILL—ALSO AFTER ANOTHER PLANT.

Another one of the great daily newspapers of the United States has joined the ranks of news print manufacturers.

The New York Times has bought the Tidewater Mill, which is located in the Bush Terminal, on the Brooklyn waterfront of New York City, and will take over the property on January 1, 1918.

The Tidewater leases the premises it occupies from the Bush Terminal. This lease has fifteen years to run yet and contains a renewal clause which may or may not be exercised as the owners of the Tidewater Mill may determine.

The property purchased by the New York Times consists of the complete equipment of the company, which is up-to-date and capable of producing 100 tons per day of news print paper. The New York Times has already completed arrangements for the necessary quantity of ground wood pulp and sulphite pulp to operate its new mill to capacity for a long series of years.

This action of the New York Times evidences the belief on the part of its managers that it is a proper function of a daily newspaper to manufacture its own news print paper.

It is understood that the Times' contract with the Donnanconna Paper Mills does not expire until December 31, 1918. It would therefore appear that until the Donnanconna contract expires the Times will have some paper to sell.

The Times consumes a large quantity of supplement and rotogravure paper and it is with the view of manufacturing its own paper for these purposes that an offer has been made to buy the Iroquois Mill, which will probably be either accepted or declined in the very near future. Authorities consulted, who are very close to the Iroquois present ownership, feel that it is more than probable that the sale will be made to the New York Times.

If this eventuates, the Times will then be equipped to manufacture everything it needs in the way of news print and sufficient paper and will be eliminated from the speculative market.

It will be noted in his connection that the New York World, the Chicago Tribune, the St. Paul Pioneer-Press and Dispatch and the Boston Globe also make their own paper.

It is believed that the trend for the future of daily newspapers is in the direction of ownership and operation of mills to produce their own requirements as a necessary and proper function of making a daily newspaper.

1918 POLICY OF CANADIAN EXPORT PAPER CO.?

THE FOURTH ESTATE quotes the following from a letter written by the Canadian Export Paper Company, Ltd., under date of December 1.

All the members of this company, as THE FOURTH ESTATE understands it, signed the agreement, dated November 28, 1917, made between the news print paper manufacturers and the United States Government.

This letter is interesting in view of the fact that it does not seem to reflect a compliance with the letter or the spirit of that agreement:

The letter:

"The uncertainty as regards prices which may be fixed by the Federal Trade Commission for 1918, and the continually increasing cost of manu-

facture, has forced us to make some radical changes in the disposition of our tonnage for next year.

"We have been carrying a number of accounts of various sizes and quantities which have not permitted anything like continuous maximum production. We have succeeded in obtaining some large contracts of sizes which will greatly improve our condition in this respect.

"In view of the grave possibility of prices for the United States being fixed, which will not yield us an adequate return, we have also decided to divert a portion of our tonnage to foreign markets. These changes will, necessarily, force us to relinquish a large number of contracts in the United States which we have heretofore been supplying, and regret that we will be unable to renew your contract.

"Before deciding on our policy, we, of course, gave careful thought to the question of our present customers being able to obtain a supply from other sources, but with the safe evidence that there is no difficulty whatever in this respect, and that we can make the change, as above indicated, without inflicting any hardship or inconvenience on those of our present customers whom we have been forced to give up."

MEMORIAL FOR LOEB.

Friends of A. W. Loeb, general manager of the Columbus (Ohio) State Journal, who died a few days ago, are raising a memorial fund to be given to some public charity in which he was interested.

Mr. Loeb's will, just probated, disposes of an estate of about \$20,000 in personal property, leaving the bulk to his widow, Daisy Loeb, who also is made executrix without bond.

His mother is to receive \$600 a year.

Newspapers With "Advertisers' Circulation"

Read by people of standing in communities profitable to advertisers.

The Detroit Journal

Local advertisers praise it for results—readers trust it for truth.

The Toledo Blade

A great newspaper that in every way justifies its fame.

The Newark Star-Eagle

A medium of selling strength—now 50,000 strong.

PAUL BLOCK, Inc.

Managers of National Advertising
New York, Chicago, Boston, Detroit

PROMOTIONS IN THE W.N.U.

E. W. JULIAN, ASSISTANT, NOW GENERAL MANAGER—JOHNSON IN N. Y.

While in New York, H. H. Fish, vice-president and general manager of the Western Newspaper Union, has appointed E. W. Julian as assistant general manager, with headquarters in Omaha, Neb., where the general offices of the company are located.

Edward C. Johnston is transferred from Detroit and succeeds Mr. Julian as manager of the New York office.

The important part young men are taking in the development and conduct of big business these days is exemplified in these appointments. For two of the most important positions in the management of one of the biggest newspaper service organizations in the world, two young men are chosen—one under forty, the other barely thirty, both of whom have won their spurs on the firing line



E. W. JULIAN.

and in the service of the company, which now rewards their industry and success.

Mr. Julian started out "on his own hook" when scarcely more than a boy. At eighteen he had learned the printers' trade and was editor and publisher of the Dawes County Journal, a flourishing and influential weekly paper in western Nebraska.

He acquired metropolitan newspaper experience as a reporter on the Omaha Bee. Then followed eighteen years' experience with the Western Newspaper Union as traveler for the Omaha and Chicago offices, then successively as manager of the Lincoln, Oklahoma City and New York offices. Mr. Julian's wide experience in the various activities of his company will be an asset of inestimable value in the new executive position he has been chosen to fill.

Mr. Johnston's first job with the Western Newspaper Union was a "job" in truth and in fact—not a "position." A graduate from the academic and law departments of the University of Nebraska, after a year at Harvard and an extended trip abroad he decided to follow in the footsteps of his brother, George S.

Johnston, sales manager of the wholesale paper department of the Western Newspaper Union, and started in to learn the business at the bottom.

He went to work in the Oklahoma City office in the stock rooms, where he learned from active experience and contact the paper branch of the



EDWARD C. JOHNSTON.

business. He went through the mechanical departments, remaining in each long enough to get a good working knowledge of it.

When Mr. Johnston, four years later, was appointed manager of the Detroit office, he "cashed in" rapidly on the training of that first job. The industry and fealty with which those first duties—unpleasant and distasteful though they may have been—were performed have characterized Mr. Johnston's subsequent efforts and their continued application are primarily responsible for his selection to the important post of manager of the New York office.

PURCHASERS OF LINOTYPES.

Among recent Linotype purchasers are the following:

Boston American; Springfield (Ill.) News-Record; Portland (Ore.) Journal; Leland Stanford, Jr., University, Palo Alto, Cal.; Phoenix Printing Company, Columbus, Ohio; Fayetteville (Ark.) Sentinel; Le Grange (Tex.) Journal; Greeley Center (Neb.) Citizen; Owen (Wis.) Enterprise; Spencer (Neb.) Advocate; Hemingford (Neb.) Ledger; Carl E. Duval, Chicago; Evert (Mich.) Review; Connolly Brothers, New England, N. D.; Crockett (Tex.) Times; Colfax (La.) Clipper; Oxford (N. Y.) Review-Times;

Joliet (Ill.) Herald-News; Excelsior Springs (Mo.) Call; Frank P. Frost, Eskridge, Kan.; Tulsa (Okla.) World; Washington (Ark.) Telegraph; Taylor (N. D.) Reporter; Morgantown (W. Va.) Press; Center (Tex.) Champion; Fort Worth (Tex.) Star-Telegram; Pratt (Kan.) Tribune; Watertown (Minn.) News; North Wales (Pa.) Review.

NEW ONTARIO MERGER.

The merger took place this week of two Petrolia (Ont.) weeklies, the Topic and the Advertiser amalgamating. J. E. Ellis, editor of the last-named, and G. G. Bramhill, until recently Dominion Government agricultural representative for the county, are joint editors and managers of the paper, which will be independent in politics.

William Dowling, former editor of the Topic, will remain in the oil town, devoting his time to other interests.

ATWELL WITH NEW YORK WINTER GARDEN.

Ben H. Atwell, who has been named as general press representative of the New York Winter Garden and its various big traveling attractions, is one of the most widely known newspaper men in America and there are comparatively few members of the "fourth estate" who do not enjoy acquaintance with him.

Mr. Atwell was born in Syracuse, N. Y., and as a boy learned the newspaper game on the old Syracuse Courier (long since defunct) which in those days was conducted by the late Milton Northrup. He went West at the time that the Chicago World's Fair was proposed and worked for many years on newspapers in Chicago, Terre Haute, Indiana and Salt Lake City, Utah.

For a number of years he was political editor of the Chicago Daily News and of the Chicago Examiner, later becoming city editor of the Chicago Journal. He gave up the latter position to participate in the building of Forest Park, a permanent open air attraction in the "Windy City," and stepped from that institution to the concert and operatic field.

During his newspaper life, Mr. Atwell wrote several plays and a num-



BEN H. ATWELL.

ber of books, the former melodramatic in character, and the latter of a philosophical turn.

Mr. Atwell was one of the small group responsible for bringing Pavlova and Mordkin, and a number of other foreign attractions, to America, and was contemporaneously associated with exotic art offerings until he settled down in New York to handle the publicity for "The Whip" at the Manhattan Opera House. Subsequently he filled the same post at the Hippodrome for a number of years for the Messrs. Shubert and several theatres in New York for other managements.

In the summer of 1916 he returned to the road with the Winter Garden attraction, "Robinson Crusoe, Jr.," in which "Al" Jolson made one of the most successful tours in American theatrical annals. Upon the close of this tour recently Mr. Atwell was engaged in his present capacity at the Winter Garden, which means the re-establishment of "The Ten O'clock Club"—a newspaper man's institution which has always made its rendezvous in Ben Atwell's office no matter how small the latter and how deftly concealed under the serpentine windings of a theater staircase.

F. A. Wiltach of the Shubert staff has been handling the publicity for the Winter Garden as well as other Shubert enterprises, but on account

of his attention being needed on various new shows he found he had too much on his hands, and Mr. Atwell was selected to succeed him.

NEW FOUNDLAND PAPER IS STILL COMING.

Since the announcement in the issue of THE FOURTH ESTATE of November 17 of a shipment by the Publishers Paper Company, Inc., from New Foundland of a steamer load of news print paper for New York, there has been shipped a cargo for New Orleans, a cargo for Boston, and three cargoes for New York.

In addition to the foregoing there will be six more cargoes from the docks of the paper mill—one for Savannah, one for Norfolk and Philadelphia, one for New Orleans and three for New York.

If the paper mill port remains open and free from ice after December 26, more shipments will be made from there. If not, shipments through the winter will be made from St. John, N. F., whose port is open the year round.

NOTHING NEW IN CANADA.

There were no new developments in the Canadian newspaper situation during the past week.

The situation now stands with the publishers getting news print paper at 2.50 per pound until January 20, 1918, pending Controller Pringle's further orders based on an investigation he is now pursuing through the extensive questionnaire told of in THE FOURTH ESTATE last week.

*Finest
Quality*

FELT PRESS and MOULDING BLANKETS

*DIRECT
from Factory
to Newspaper*

at

ONE PROFIT

*Write for prices to
Newspaper Dept.*

**Chas. W. HOUSE
& Sons
UNIONVILLE, CONN.**

“Keeping Everlastingly At It Brings Success”

N. W. AYER & SON

Advertising Headquarters

PHILADELPHIA
NEW YORK BOSTON CHICAGO

“Keeping Everlastingly At It Brings Success”

The advertising success of many of our client advertisers. They not only have “kept everlastingly agency—N. W. AYER & SON.

We have traveled the road with a good advertisers continuously for many years.

DINGEE & CONARD, . . .	Dingee Roses, . . .	44 years
D. M. FERRY & CO., . . .	Ferry Seeds, . . .	36 years
FERRIS BROS. CO., . . .	Ferris Waists, . . .	32 years
INTERNATIONAL SILVER CO.,	1847—Seventy Year Plate—1917,	20 years

“Keeping Everlastingly At It Brings Success” has b

N. W. AYER & SON
Advertising

BOSTON

PHILADELPHIA



Everlastingly
At It

"Keeping Everlastingly At It Brings Success"

<p>The Little Corporal</p> <p>After fifteen years of unrelenting work, the Little Corporal has been successful in bringing everlastingly at it.</p>	<p>Fifteen Years of Unrelenting Work and then Success</p> <p>After fifteen years of unrelenting work, the Little Corporal has been successful in bringing everlastingly at it.</p>	<p>Perseverance That United Continents</p> <p>They have succeeded by doing it everlastingly at it.</p>	<p>They have succeeded by doing it everlastingly at it.</p>
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N. W. AYER & SON
ADVERTISING AND LITHOGRAPHING
PHILADELPHIA

ies in the fact that they have been consistent *at it*," but have done so with ONE advertising

company of courageous and successful
We mention here a portion of the list:

NATIONAL BISCUIT CO., *Uneeda Biscuit*, 19 years
INT. CORRESPONDENCE SCHOOLS *With exception of three years* 18 years
STEINWAY & SONS, . *Steinway Pianos*, . 17 years
ACME WHITE LEAD & COLOR WORKS, . *ACME PAINTS* 11 years

the Motto of this House for nearly Half a Century

R & SON

Headquarters

NEW YORK

CHICAGO

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company. Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 222 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 88c.; to other countries in Postal Union, \$1.04. Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices. Single copies, TEN CENTS (except Special Editions, 25 cents.) Back Numbers—Less than 8 months old, 25 cents; more than 8 months old, \$1 each.

OFFICES AND PRINTING HOUSE
Broadway and 59th Street
222 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$250; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 15 per cent; three months, 20 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessaries, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 20 lines in depth of column) double price.

No. 1241.

FOR THE WEEK ENDING DECEMBER 8, 1917.

A REMARKABLE RECORD.

Where is the business depression that pessimists predicted would hit the United States as soon as we entered the war?

The underlying strength of business is emphasized by the reports of insolvencies in November which were issued this week by Dun's and Bradstreet's.

The former says that the 961 defaults recorded form the smallest total for any month of the year except September, with 963, while, with the same exception, no month back to September, 1911, makes a better showing.

Failures during November were fewer than in any corresponding month back to November, 1909. The number of failures by months for a period of years is presented in this table:

	1917.	1916.	1915.	1914.	1913.
Jan	1,540	2,009	2,848	1,857	1,814
Feb	1,165	1,688	2,278	1,505	1,454
Mar	1,232	1,690	2,020	1,464	1,190
April	1,069	1,399	2,068	1,336	1,314
May	1,296	1,482	1,707	1,221	1,246
June	1,186	1,227	1,784	1,160	1,145
July	1,137	1,207	1,739	1,411	1,160
Aug	1,149	1,394	1,895	1,272	1,145
Sept	968	1,154	1,416	1,615	1,285
Oct	1,082	1,240	1,599	1,684	1,434
Nov	981	1,251	1,645	1,815	1,377
Dec	1,159	1,359	1,704	1,939	1,514

November's liabilities amounted to \$13,635,605, and were somewhat larger than in October and September, but were smaller than for any November since 1910. Compared with November, 1914, a decline of nearly fifty per cent occurred.

Bradstreet's reports 950 failures in November, a decline of four and one-half per cent from October and an increase of nine per cent over September.

Liabilities amounted to \$10,992,074, a decrease of sixteen per cent from October and an increase of five per cent over September. The increase over November, 1916, was fourteen per cent.

John Skelton Williams, the controller of the currency, announces that the earnings of national banks during the fiscal year 1917 were the greatest in their history. They amounted to \$667,406,000, an increase of \$70,764,000, or thirteen per cent, over the previous year.

The net earnings amounted to \$194,321,000, an increase over the preceding year of \$36,778,000, or twenty-three per cent.

On their capital stock the banks report net earnings for the year of

17.96 per cent, the highest percentage ever reported. This compares with 14.78 per cent on stock the year before.

The amount distributed in dividends to stockholders was \$125,538,000, in increase over the previous year of \$10,813,000, or nine and four-tenths per cent. The sum thus distributed was eleven and sixty-one hundredths per cent on their capital stock, and compares with ten and seventy-six one hundredths per cent the year preceding.

The percentage of net earnings to capital and surplus for the last year was ten and fifty-two one-hundredths, the greatest shown in over forty years, or since 1873.

Now is the time to advertise in the newspapers and retain America's prosperity.

STOP PROGRAM ADVERTISING GRAFTING.

The investigation of the Army and Navy Bazar in New York, which showed that one George F. Sweeney's share of the proceeds of the program advertising was \$22,000—about \$21,300 more than the bazar netted for the soldiers and sailors—it is hoped will provide the stepping stone for official action to stop a form of graft that has taken hundreds of millions of dollars from business men in the many years of its operation.

Advertising associations meet year after year and the members pledge themselves to ban uncertified program advertising, but they evidently forget the matter after the meeting adjourns and continue as before. Why?

Local merchants are usually the easy prey for the program highwaymen, but, as was so well exemplified in the Army and Navy Bazar affair, some of the biggest business men in New York were induced to contribute a big part of the \$22,000 that went into the pockets of Sweeney and his associates, instead of to the worthy cause they pretended to be patriotically working for.

Advertising projects are often patronized solely because of the worthlessness of the cause which they are supposed to help. The public is mulcted out of large sums of money. Particularly at this time, when the Government is calling on the people of the country to practice economies in order to conserve resources, it is unfortunate that this cheating is allowed to go unchecked.

Charity entertainment may be di-

vided into two classes, legitimate and illegitimate.

The latter are those from which the promoters derive more benefit than the charities for which they are presumably given.

The first step of the promoters is to get some prominent person to allow the use of his or her name. Usually this person appears on the stationery as "honorary chairman," "honorary president," or with some similar complimentary title.

In most cases the person sought out contributes the name gratis, in the hope of benefiting the organization, though often permission is given without adequate preliminary investigation into the scope of the movement and the individual or individuals back of it.

Then there are the patronesses, who incidentally are used as means of disposing of boxes and quantities of tickets, the cost of which is often borne by the patronesses themselves because they do not want to annoy their friends in order to lighten the financial burden thrust on them with the acceptance of the title.

After having fixed his stationery the promoter goes after the business man's advertisements for a souvenir program. This is done through an advertising contractor. The promoter makes the usual deal with him, and the game of mulcting the public in the name of charity is on.

In cases where the program contractor gets fifty per cent of the gross advertising revenue, it is probable that his solicitors get a twenty-five per cent commission on all the advertisements they bring in.

A favorite game is for a solicitor to telephone a man up from a place near his office and tell him that Mr. So-and-So (the big man on the stationery) is sending him down after an advertisement. Using this as a club, he usually gets what he wants.

It seems that the only way to stop the graft is to pass laws—either national, state or city—prohibiting the solicitation of program advertising except under individual permits, which would be issued by the authorities on finding proof of the worthiness of the cause represented.

AN EXAMPLE PUBLISHERS OWE TO THEIR NATION.

There is danger in practicing extreme economy—and a responsibility to overcome it rests on the newspapers of every city.

The facts were pointed out by Richard A. Foley, the advertising agent, in addressing Philadelphia business men and advertisers at the Bellevue-Stratford on December 6.

If the people took all the advice printed by amateur economists who suddenly found themselves in the limelight, he said, in a year the country would have a panic compared to which that of 1907 would be as a slight chill alongside of an epileptic fit.

There is a marked difference between thrift and suicidal money-madness.

If readers of newspapers were to decide not to purchase automobiles or clothes or to support restaurants or to do any of the normal things they have been doing, what about the hundreds of thousands of people who gain their livelihood through these various lines? How could they subscribe to Liberty Loans?

What about the taxes that the Government expects to collect from them, if they have no money?

There should be no extravagance, but people should adhere to normal methods of living in order to keep business going, and to make money, and to pay money to the Government.

Every firm can put its unused sur-

plus, its undistributed profits, into Liberty Loan bonds and can consider it as capital with a capital allowance thereon, and may escape the ten per cent tax on undistributed surplus.

After giving a number of illustrations to show how the blocking of money circulation would act as a boomerang, Mr. Foley said in conclusion:

"Gentlemen, remember that Christmas is coming. You have good newspapers in Philadelphia. Yell, and let the people know what you have.

"Let them know that they are not burning the money when they spend it, but they are passing it along."

NOTE AND COMMENT.

As a souvenir of the second Liberty Loan campaign, the Minneapolis Tribune has reprinted the advertisements for the loan which appeared within its advertising columns in a special edition of twenty-six pages.

The power of advertising is generally thought of in terms of quick results, and advertisers generally are not satisfied unless inquiries follow closely upon the appearance of their advertisement, but F. G. Clark, president of the Columbia Motor Truck and Trailer Company of Pontiac, Mich., received a letter the other day which demonstrates that an advertisement may be effective after years have passed, and that inquiries may then come from the most outlandish places on earth.

In this advertisement, which appeared in an automobile engine trade paper eight years ago, the Columbia Motor Truck and Trailer Company, then known as the Clark Company of Lansing, Mich., proclaimed an eighteen-horsepower, water-cooled, shaft-drive motor car, which it has long ceased to manufacture.

The letter of inquiry is from Suva, Fiji Islands, and the inquirer says that if the catalog shows the car to be what he wants and if the first car is satisfactory, he will order others. Even the trade paper in which the advertisement appeared is out of existence, despite the fact that its work goes on in an advertising way.

Miss Mabel De LaMarter is reported to be the only woman "rewrite man" in the country. She is a member of the rewrite staff of the Chicago American.

November 27 was Ladies' Night at the Milwaukee Press Club.

On December 6 took place the much heralded "Gridiron" Dinner, at which the members were "roasted alive." A general good spirit prevailed at this meeting, however.

"Nothing equals the daily newspaper as an advertisement medium." This was the statement of C. A. Brownell, advertising manager of the Ford Motor Company, to members of the Chicago Advertising Association on December 6.

"The daily newspaper is the voice of the people," said Mr. Brownell. "It is the eyes of the multitude. For the last six years the Ford Company has touched nothing else.

"I have here a most remarkable comparison of the circulation of papers as compared with magazines. I have taken fifty-one cities in the United States and 149 daily newspapers in these cities. The combined circulation of these papers is 15,500,000. I have taken the weekly magazines with the greatest circulation in the nation and find that in these fifty-one cities the magazines have a combined circulation of 880,000.

"A page advertisement in the two magazines would cost \$7,500, an equal space in these newspapers would cost less than \$6,000."

PURELY PERSONAL.

Hon. Pleasant A. Stovall, minister to Switzerland and editor of the Savannah Press, who is enjoying a visit home, was a guest of honor at the tenth annual convention of the Atlantic Deeper Waterways Association. The convention was held in Miami, Fla.

T. W. Leary of New York, president of the Southern Express Company, told Savannah newspaper men some of his experiences as a reporter when he went to Savannah for the annual meeting of the company. Mr. Leary "broke in" on the Baltimore Sun.

Leon R. Rey, publisher of L'Echo, a French newspaper of San Francisco, was the host of Alphonse Nicole, the French soldier-writer, at a recent dinner given in the latter's honor.

P. D. Zimmerman, formerly a news photographer for the Cleveland Leader, is now an engineer in the shipyards of the Georgia Construction & Engineering Company, having quit the newspaper field on account of his health. He expects to make a trans-Atlantic trip in the near future on one of the ships recently launched by this company.

Miss Estelline Benett of Chicago, has just returned from a five weeks' trip through Western Canada for the Canadian Pacific Railway, during which she covered ten cities, including Vancouver, Victoria, Edmonton and Regina. In Calgary, she was guest of honor at a tea given by the Women's Press Club.

Mrs. Juliet V. Strauss, staff writer for the Ladies' Home Journal, addressed the Women's Dining Club at Kansas City recently. Her topic was "How Mother Gets Her Halo."

Colonel William Lightfoot Visscher, veteran Chicago newspaper man, is writing a series of sculptor studies for the Chicago Tribune, under the general caption "How They Came to Be Statues."

Waldemar Young, a well known San Francisco man, is the author of the scenario for a recent film production called "The Man Trap."

Miss Bessie Beatty, a feature writer of Los Angeles, Cal., acted the part of a heroine during the disturbances in Petrograd which followed the overturning of the Kerensky regime. She was with the small force of military cadets who seized the central telephone exchange in anticipation of the Premier's arrival, abandoning it only when the last vestige of hope was gone.

Clarence Metters, financial editor of the Columbus (Ohio) State Journal, is convalescent in his home after an operation at Mt. Carmel Hospital, Columbus.

Edward Gabelman, city hall reporter of the Cincinnati Enquirer, tried to break into politics recently by running as alderman-at-large at the municipal election in Cincinnati, but was defeated. The day following the election and his defeat, his fellow newspaper men at the city hall draped his desk with crepe as a reminder of his downfall.

Herman Roe, publisher of the Northfield (Minn.) News, has been elected a member of the Minnesota State Fair Board.

Douglas Malloch of the American Lumberman, Chicago, is the author of a collection of poems under the title "Tote-Road and Trail" just published by the Bobbs-Merrill Company, New York.

Walter Eckersall, special writer on football for the Chicago Tribune, is ill at St. Luke's Hospital, Chicago.

Ben McCutcheon, loaned by the Chicago News to the Government to handle the Chicago publicity for the

Liberty Loans, has just returned from Washington, where he went to submit a report of the recent campaign.

J. B. Hungerford, editor of the Carroll (Ia.) Herald, has been appointed a member of the Iowa state council of defense.

Ex-Alderman James Muir of the Ottawa (Ont.) Journal newspapers, is in the field for controller at the coming municipal elections.

Richard Lambert, producer of "Art and Opportunity," at the Cort Theater, New York, formerly a publicity man of long association with New York productions, is putting into effect a co-operative plan, agreed to by the players, which calls for a pro rata distribution, based on salary, of all money received in excess of actual running expenses.

W. L. Halstead, formerly general manager of the New York Tribune, was in New York this week.

MERGENTHALER COMPANY'S NEW TREASURER.

Joseph T. Mackey, who has been chosen secretary and treasurer of the Mergenthaler Linotype Co., succeeding the late Frederick J. Warburton, has the distinction of having grown up from a boy in the employ of the company.

Born in Brooklyn in 1879, he came to it as an office boy in 1895, but continued to attend the evening schools



JOSEPH T. MACKEY.

and gradually perfected himself in matters of accounting until two years ago he was made assistant secretary and treasurer.

During this period Mr. Warburton learned to depend largely upon his judgment in matters of detail, so that everything runs along smoothly under the new conditions.

Mr. Mackey is a member of the Hardware Club of New York and of the West End Golf Club of Forest Hills, Long Island, where he lives with his wife and two children.

When Mr. Mackey's attention was called to the fact that his name had been spelled "Mackay" in several trade papers last week, he replied laughingly:

"That's all right. When a man becomes famous he is entitled to have his name spelled wrong in the newspapers."

STAFF CHANGES.

Glen Condon, managing editor of the Tulsa (Okla.) World, has resigned and will soon leave for Europe to study war conditions there.

W. Wesley Knorr, for the past seven years head of the advertising department of the San Diego (Cal.) Evening Tribune, has been appointed assistant business manager of the Phoenix (Ariz.) Republican.

A. N. Leman, formerly with the Gloucester (Mass.) Times, has been added to the staff of the Boston Sunday Post, in place of Arthur L. Fairbrother, who has gone to the Providence Journal.

Paul F. Hunter has resigned as city editor of the Sheboygan (Wis.) Press.

C. I. Hammett has become editor of the Indianapolis Indiana Farmer.

Ross J. Dunphy has been appointed city editor of the Little Falls (Minn.) Daily Transcript to fill the place of Howard Ferrell, who will join the colors.

William C. Kranowitz, member of the senior class of the Pulitzer School of Journalism, Columbia University, New York, has given up his studies to join the staff of the Hartford (Ct.) Times. He started his newspaper work, prior to taking up his studies in New York, as correspondent of the Times at New Britain, Ct., and was later connected with the city staff of the same paper.

Frederick L. Willhite, owner of the Miami (Ill.) Courier and Chatham (Ill.) South Sangamon Messenger, weeklies, is once more advertising manager for the Springfield (Ill.) News-Record. His brother, Earl Willhite, will continue the publication of the papers.

Fred B. Shearer has resigned his position on the Columbus (Ohio) State Journal to return to Dennison, Ohio.

William Straub, for many years a member of the advertising staff of the Milwaukee Sentinel, has resigned to be associated with a Milwaukee oil company.

Thomas M. Skinner, formerly of the Savannah Morning News, now is a reporter on the Atlanta Journal.

H. L. Maxwell, formerly a reporter for the Chicago City News Bureau, has joined the Chicago Evening Post.

J. C. Burton, formerly an automobile writer for the Chicago Tribune, is now with the Chicago American.

Al Hauser has switched over from the Chicago Examiner to the Chicago Tribune.

Frank Emrich, formerly an editorial writer on the Chicago Herald, is now doing similar work for the Chicago Tribune.

Charles Wheeler, special feature man for the Chicago Tribune, has been assigned on a special task in France.

Newton Kendall, formerly of the editorial staff of the Ottawa (Ont.) Evening Journal and more recently of the staff of the McKim Advertising Agency, Montreal, has joined the staff of the Montreal Star as editorial writer.

EDITORS MEET IN TOPEKA.

Members of the executive committee of the Kansas State Editorial Association are meeting in Topeka this afternoon to discuss the selection of speakers for the annual convention to be held next year.

ATTEMPT ON HERVE'S LIFE.

Gustave Herve, editor of La Victoire, a Paris Socialist organ, narrowly escaped death at the hands of an anarchist recently.

WALKER WITH N. Y. TIMES.

The New York Times announces that Edmund Walker, the well known newspaper efficiency expert, is the latest addition to its business staff.

Mr. Walker, who has just arrived from Chicago to assume his new duties, is known to readers of THE FOURTH ESTATE as the author of a series of articles on newspaper efficiency, economy and accounting, which have attracted much favorable attention.

Mr. Walker's new connection will not interrupt the series entitled "The Organization of a Daily Newspaper," which has become a valuable feature of THE FOURTH ESTATE.

The many New York friends of Mr. Walker welcome his coming to the metropolis and are planning a dinner to celebrate it.

For the past two years Mr. Walker has been auditor for the Chicago Herald and the Keeley-Handy Syndicate



EDMUND WALKER.

and has also built up a business of installing costing and accounting systems for other newspaper publishers throughout the country.

Mr. Walker knows the accounting business from the ground up, starting in his native city of London, England, as an apprentice to the Goodricke & Cotman Company, chartered accountants, where he received a thorough training.

He then moved to Canada and established an accounting business of his own, after which he owned a big photo-engraving and lithographing business and from that went into the newspaper field as auditor and assistant business manager of the Southern newspapers of Western Canada, composed of the Calgary Herald, the Edmonton Journal and the Lethbridge News.

Two years ago he came to the United States and settled in Chicago, becoming associated with the Herald.

ON TO FLORIDA!

Several Baltimore newspaper men accompanied Mayor James Preston to the convention of the Atlantic Deeper Waterways Association in Miami, Fla. These included Carol Schuler, Evening News; H. Wilson Morrison, Star; Albert Goodman, American, and Walter L. Alexander, Sun.

AD FOLKS' NEWS.

Joseph Brandt of New York, general manager of the Universal Film Company, was elected president of the Advertising Film Producers Association at the annual convention of the organization in Cincinnati.

R. R. Hollister of Dayton, Ohio, was elected first vice-president; Tyre



JOSEPH BRANDT.

Ford, San Francisco, second vice-president; W. A. Harris, Cincinnati, secretary, and W. F. Herzberger, Chicago, treasurer.

The association will meet in San Francisco in July, 1918.

"What a corporation of film producers can offer the national advertisers in the way of distribution" was the subject discussed at the meeting.

J. Maurice Ridge, publicity representative of the Famous Players-Lasky Company, Cincinnati, urged a more generous use of newspaper advertising space by exhibitors in a combined effort to increase the attendance at motion picture theaters.

An advertising club has just been formed in Albert Lea, Minn. At the organization meeting W. J. Betting, chairman of the big brother committee of the St. Paul Ad Club, outlined the aims and possibilities of such an association.

H. A. Barck was made president, E. C. Jorgenson vice-president, and J. R. Holman secretary-treasurer.

Frank W. Harwood, for many years in the cigar business as manager of advertising for Bondy & Lederer, and, more recently, with the United Cigar Manufacturers Company, which absorbed the former concern, is now advertising director of the latter company, succeeding David G. Evans.

J. S. Jetton, advertising manager of the Nunnally Company, candy manufacturer, Atlanta, Ga., for the past four years, has been made sales manager and will now direct both departments.

Ed Wolff, of Scott & Scott, Inc., advertising agents, New York, has been made advertising manager of

the David Adler & Sons Clothing Company, Milwaukee. Mr. Wolff formerly conducted an advertising agency of his own at San Antonio, Tex., and was later with the Thomas Advertising Service, Jacksonville, Fla.

Walter J. Stephens, formerly with the Addressograph, Chicago, has been appointed advertising manager for the James H. Rhodes Company, manufacturer of industrial chemicals, Chicago.

A. L. Kindt has resigned as advertising and sales promotion manager of the Pennsylvania Textile Company, New York, effective January 1, 1918.

The Kansas City (Mo.) Woman's Advertising Club has started a series of open meetings for the discussion of advertising topics. All women interested in advertising are invited to attend the sessions.

At the meeting of the Advertising Film Producers Association in Cincinnati, J. Maurice Ridge, publicity man for the Famous Players-Lasky Company, advised the members to make wider use of newspaper advertising no other form of advertising increases movie attendance like newspaper advertising. Mr. Ridge told his associates.

Henry Schott, advertising director of a large Chicago mail order house, was the speaker at a meeting of the Minneapolis Advertising Forum on December 4, discussing "Building better business by mail."

On December 5, G. E. MacIlwaine, of the Boston statistical organization, Wellesley Hills, Mass., spoke on "Cooperation a way out for business."

Hon. M. Edouard de Billy, general delegate and acting high commissioner for the French Republic in this country, was the speaker at the luncheon meeting of the New York Ad Club, which was held on Friday instead of Thursday of this week.

"Advertising when it's hard to get the goods to fill the orders" will be the subject for discussion at the second night meeting of the Advertising Club on December 19.

A big New Year's eve party is being planned for the club by the entertainment committee.

The public speaking class of the club, which was scheduled to meet every Monday night for ten weeks, will not meet on Christmas and New Year's eves, but on December 21 and January 2 instead.

The Chicago Advertising Association has begun its winter program of "Little Journeys" to representative Chicago industries. The first journey will be through the plant of the Blue Valley Creamery Company, a business built by newspaper advertising from a small barn to thirty large creameries.

The "Little Journey" idea has been copied extensively by other advertising organizations.

C. A. Brownell, advertising manager of the Ford Motor Company, Detroit, addressed the Chicago Advertising Association at the noon-day luncheon on December 6.

A. J. Meister, who has had extensive retail advertising and merchandising experience as advertising manager of five New York department stores, has become advertising manager of Franklin Simon & Co., New York. He has also had large newspaper and advertising agency experience.

F. Goldstein, for many years advertising manager for the Fair, one of Chicago's largest department stores, has resigned to become adver-

tising manager of the May Company. The change will become effective on February 1.

John Duffy, advertising and publicity agent of the Lehigh Valley Railroad Company, has been made assistant secretary, with headquarters in New York.

James L. McCabe, formerly advertising manager of the dry goods, automobile and bicycle departments of Montgomery Ward & Co., Chicago, is now with the Charles Williams Stores, New York.

NEWS OF THE AD AGENCIES.

Roy F. Quinlan, recently elected vice-president of the William D. McJunkin Advertising Agency, Chicago, has for the past year been in charge of merchandising procedure and trade



ROY F. QUINLAN.

investigation for that agency, having been especially identified with the merchandising of automobiles, trucks, food products and clothing.

Before going to the McJunkin Company, Mr. Quinlan was with the Chicago office of the J. Walter Thompson Company, New York, and before that was editor and publisher of the American Youth.

H. S. McCauley, formerly of the Chicago Examiner reporting staff, is now in the copy department of the McJunkin Advertising Company, Chicago.

Mr. McCauley has worked extensively on newspapers in the West and on the Pacific Coast, and was at one time auto editor of the Salt Lake Herald-Republican. He will do newspaper and newspaper writeups in his new position.

William Hancock Payne, formerly advertising manager for Wanamaker & Brown, and William H. Wanamaker, Philadelphia, has opened the Hancock-Payne Advertising Agency, 1632 Real Estate Building, Philadelphia.

Mr. Payne was formerly night editor of the Philadelphia Press and before that was with the Evening Telegraph of that city.

Alfred W. Breuninger, who recently joined the P. F. O'Keefe Advertising Agency of Boston as director of the copy, plan and merchandising department, came to this country from England nearly fourteen years ago and

had not been here many months when he decided upon advertising as a profession.

He first obtained a position with a large printing concern in Philadelphia, remaining there long enough to secure a general knowledge of American business methods. He then



ALFRED W. BREUNINGER.

struck out for St. Louis, where he secured a position as a copy writer with H. W. Kastor & Sons. Next he was with J. J. Gibbons, Ltd., of Toronto.

It was not long before Mr. Breuninger was recalled from across the border, landing again in Philadelphia, where he joined the firm of N. W. Ayer & Son, with whom he stayed for five and one-half years, devoting himself to a thorough study of merchandising and distribution.

Mr. Breuninger has been associated with such accounts as Smith Brothers' cough drops, "Twenty Mule Team" borax products, Hess & Clark, Hanes underwear, Ferry seeds, Colt firearms, "Sani-Flush," Esmond blankets, Scott tissue products, "Keen Kutter" tools, Dr. Price's flavoring extracts, Park & Tilford, etc.

Edward A. King, for the past two years connected with the advertising department of the Albany (N. Y.) Knickerbocker Press and prior to that in charge of the advertising for the Cox Brass Manufacturing Company, Albany, has joined the Manternach Company, Hartford, Ct.

John A. Butler, former copy director for the H. W. Kastor & Sons Advertising Company, and more recent-

H. W. KASTOR & SONS
ADVERTISING CO.

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Kresge Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
28 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Rutland Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



ly with Vanderhoof & Co., Chicago, is now with the copy department of Ruthrauff & Ryan, Inc., New York.

William Patten, who has aided in the advertising of the Encyclopedia Britannica, and Emery E. Hill, until recently with the National Cloak & Suit Company, New York, are also with the copy department of this agency.

Charles Proner, now with the Wales Advertising Agency, New York, made his start as an advertising man with the Smith & Hemenway Company, manufacturer of "Red Devil" tools and hardware specialties. He handled all its advertising in some forty trade papers, composed its circular matter and supervised the sales promotion work.

Feeling that an agency would offer the greatest opportunity, Mr.



Proner joined the Wales Advertising Agency last month. He will continue to handle personally the advertising account of the Smith & Hemenway Company.

I. Lund, who was with Critchfield & Co., Chicago, for four years and with Lord & Thomas for one year, has just left the latter agency to join the staff of the W. J. Morton Company Special Agency in the Chicago office.

The Wolf Advertising Company, has been incorporated in New York by D. Wolf, F. Wolf, 600 West End avenue, and B. Wolf, the Bel-nord, Broadway and 86th street. The firm is registered with a capital of \$250,000 to do a general advertising, book-selling and publishing business.

B. L. Cunningham and John Dunham of the Williams & Cunningham Advertising Agency, Chicago, have been visiting the New York office of the agency.

C. Day, until recently police reporter on the Montreal Star, has joined the staff of the McKim Advertising Agency, Montreal.

M. L. Pernice, Jr., has been made chief of the service department of the Proctor & Collier Company, Cincinnati.

Edward W. Haislip, formerly with the American Boy, is now manager of the Detroit office of the Ethridge Association of Artists, New York.

The Jesse M. Joseph Advertising Agency, Cincinnati, has absorbed the Harry Stevens Company and the Advertising Service Company of the same city, and all their accounts, and

has moved into new quarters in the Union Central Building. This is the fifth time Mr. Joseph has had to move into larger quarters within the last ten years.

Miss R. L. Wilson, formerly with the J. Walter Thompson Company, New York, is now with Collin Armstrong, Inc., New York, as traffic manager.

BOSTON DEAL IS NOW COMPLETE.

NORTHEASTERN PUBLISHING COMPANY TAKES OVER SUNDAY AMERICAN.

In accordance with the plans previously announced in THE FOURTH ESTATE, the Northeastern Publishing Company (the new owner of the Boston Daily Advertiser) took over the Boston Sunday American on December 1, and on the day following issued the Boston Sunday Advertiser, combining the Sunday American and the Sunday Advertiser.

The Daily Advertiser, one of New England's oldest newspapers, was recently purchased by William R. Hearst (who also owns the Daily and Sunday American), through the newly organized Northeastern Publishing Company, of which Charles M. Palmer of New York is the president.

The new Hearst organization now issues the Morning Advertiser daily at two cents, the Evening American daily at one cent, and the Sunday Advertiser at five cents.

"Daily and Sunday," the new owner says, "the old Advertiser is to be renewed in all currents that make for vitality until it again shall be peerless in its field."

NOTES OF SCHOOLS AND COLLEGES.

An advertising and salesmanship class has been started by the Y. M. C. A. of Jamestown, N. Y., with Robert E. Ramsay, of the Art Metal Construction Company, Jamestown, as instructor.

Creighton (Neb.) University High School students have started publication of a new weekly with Lee Aitchison as editor and Robert Berkeley as manager.

Students at the Flatona (Tex.) High School are now publishing the Reveille.

The Booster is the name of a new publication issued by the journalism students of the Abilene (Kan.) High School.

In an address before the students in industrial journalism at the Kansas State Agricultural College, R. F. Bailey, managing editor of the Salina (Kan.) Evening Journal, declared that "newspaper advertising is the most effective advertising known today. It is also the cheapest."

The students of East Technical High School, Cleveland, are getting out the Weekly Scarab, a neat four-page newspaper.

A TIMELY CAMPAIGN.

The Sperry & Hutchinson Company is running a series of twelve educational advertisements, appearing in about 600 dailies throughout the country, which take thrift as their keynote. The ads assert that "S & H" Green Stamps are in accord with the spirit of the times and aid millions of housewives to join in the thrift and conservation movement.

WORLD HEARS OF VICTORY MESSAGE

GREATEST PUBLICITY FEAT SENT PRESIDENT WILSON'S MESSAGE EVERYWHERE.

President Wilson's December 4th message to Congress for "Victory First" and calling upon Congress to declare war on Austria was heralded throughout the world by the United States Government in what was probably the greatest publicity feat ever undertaken.

Distribution of the message was directed from New York by George Creel, chairman of the Committee on Public Information; and nearly every known means of communication—express train, telephone, telegraph, wireless and submarine cable—was employed in transmitting the address, translated into all of the principal languages of the world, into practically every corner of the civilized globe.

The Government undertook to see that the newspapers of all countries obtained exact copies of the message because of the fate of other highly important addresses and state documents.

Heretofore there have been no Governmental facilities provided for spreading them broadcast, and no pains had been taken to see that they reached the people of the world in the form in which the President had delivered them.

To overcome these difficulties and assure the message reaching all the world in its original form, Mr. Creel made elaborate plans, which were carried out without a hitch by the use of thousands of telephone, telegraph and wireless operators, and by the employment of approximately 35,000 miles of telegraph and cable wires.

Mr. Creel received a copy of the message in New York by special messenger early in the day.

A corps of typists was put to work in a locked room to make duplicate copies.

Meanwhile, in another room, it was being translated into French and Spanish. These rooms were guarded as a precaution against the contents of the message becoming public before the President had delivered it.

Upon receiving word from Washington that President Wilson had begun the delivery of his address, a corps of telegraph and cable operators began the task of wiring the message broadcast—across the United States to San Francisco, there to be relayed to Shanghai and thence to Tokyo and Peking; across the Atlantic to London, where it was picked up and sent to the Continent, and down the eastern coast of the United States to Panama, where it was retransmitted to Central and South American cities.

The Havas News Agency (French) sent the address in full from Paris to the Havas branches or correspondents in Italy, Spain, Portugal and Switzerland, for publication in the press of those countries. The message had been placed in the Havas Paris office for publication in France and the French colonies, including North Africa. The same agency was also entrusted with the task of sending it verbatim from Buenos Aires to Rio de Janeiro.

From London a French translation was sent to Paris, and London also served as a translation and relay station for Stockholm, Christiania and the Hague, and also filed the message to Algiers and northern African points.

From Stockholm a copy of the message was sent to the American Embassy at Petrograd. From Paris

were served Lisbon, Madrid, Rome and Berne.

New York sent the address direct to South America, the most southern point being Rio de Janeiro, over the cable which runs by way of Chile and Colon. Colon relayed it to Bogota, Valparaiso, Quito and Lima.

Lima in turn forwarded it to La Paz and Valparaiso sent it to Santiago and Buenos Ayres.

Colon was the point from which the message radiated throughout Central America.

In the absence of news agencies with extensive connections in most parts of South and Central America, copies of the message were placed in the hands of the American Ministers to those countries for immediate release to newspapers and distributing organizations in their jurisdictions.

It was thus left to get to Berlin and other enemy capitals indirectly.

WRITING, THOUGH IN ARMY.

"A Rookie's Reaction," in the New Republic, is the contribution of Walter R. Agard, former instructor in Greek at Amherst College and during undergraduate days, editor-in-chief of the Amherst College Monthly and correspondent of several metropolitan dailies, now serving in Uncle Sam's citizen army at Camp Devens, Ayer, Mass.

A three-act musical comedy skit, "Stop the War," is meeting with much favor with his comrades in the ranks.



INTERTYPE

"The BETTER Machine"

The Intertype slogan is more than an advertising phrase.

It represents the aim of every worker in the INTERTYPE organization.

INTERTYPE CORPORATION

Executive Offices
50 Court Street, BROOKLYN, N. Y.

BUSINESS OPPORTUNITIES. | BUSINESS OPPORTUNITIES.

GREEN PRINT PAPER FOR SALE

The undersigned, as receiver for the Monitor Publishing Company of Columbus, Ohio, has on hand about 130,000 pounds of green print paper, such as was used by the Monitor for its sport editions when publication was suspended. This paper is 36½ inches wide, basis 24x24x32, and can be sold under the appraisalment for 4 cents a pound or less.

If interested address E. Howard Gilkey, Box 274, Columbus, Ohio.

\$19,000

buys small daily newspaper property which returns owner \$5,000 to \$6,000 annually for personal effort and investment. \$10,000 cash necessary. Proposition P. Y.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
325 Fifth Ave. NEW YORK

Newspaper For Sale in the Sunny South

Small daily in growing Southern resort, exclusive field, netting annually close to \$7,000. Extraordinary opportunity. Price \$20,000, half cash asked. Proposition No. 179x.

Small city daily and high class weekly in desirable Idaho locations. Nos. 7001x and 579x.

Special offer in small city daily in rich Colorado field. No. 598x.

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

MORE GERMANS ARRESTED.

Two more German writers have been arrested by the Government in New York.

Hans Stengel, who conducted the magazine Zeppelin, afterward known as Eulenspiegel, the pages of which were principally devoted to cartoons and articles ridiculing President Wilson, is one of the prisoners.

The other is Otto Julius Merkle, secretary of the German University League, who has been a prolific writer of articles favoring the cause of Germany.

ELECTION AT PHILADELPHIA WOMEN WRITERS' CLUB.

At the annual election of the Women Writers' Club of Philadelphia, the following officers were chosen:

President, Mrs. May P. Skerrett; first vice-president, Miss Agnes Repplier; second vice-president, Miss Louise Betts Edwards; treasurer, Miss Gertrude Garnell; corresponding secretary, Miss Clara Zillesen; recording secretary, Miss Emily Solis-Cohen.

CHANGE IN NEWS SERVICE AT CAMP UPTON.

At the semi-monthly meeting of the New York Circulation Managers Association on December 5, official word was received that the permit for the distribution of newspapers at Camp Upton, Yaphank, New York, has been awarded to the Long Island News Company, the permit of Sarrer & Keller having been revoked by the Government.

Sales Purchases Consolidations Appraisals of Newspaper and Magazine Properties

AUBREY HARWELL HENRY F. CANNON
Harwell & Cannon
Times Building NEW YORK

DAILY Newspaper Plant Good Will and Associated Press Franchise

For Sale in PROVIDENCE.
Second City of New England.

The daily newspaper situation in Providence is uniquely attractive. In the centre of a trading population of half a million people, Providence has but two other evening and one morning daily. A definite, reasonable price has been set on the property by the publishers, who would retire from newspaper activity. An itemized schedule of the physical assets of the property will be furnished to identified inquirers on request. The plant may be seen by appointment. For further details, address Box 952, care The Fourth Estate.

PUBLISHERS, ATTENTION—Sample copy addresses FURNISHED FREE in lots of 1,000 or less. Over 2,000,000 book and magazine buyers on our lists. State what you want 500 copies of any small magazine MAILED FREE if sent to me prepaid. Advertising or mailing service given in exchange for odd lots of interesting books or booklets in good, clean condition. Address Moores Expert Service, New Egypt, N. J.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 20,000 of them in a year for ten dollars. Send for samples and display rates. 710 Temple Court, MINNEAPOLIS

SERVICE CORNER.

628.—"Can you tell me where I can get the book entitled 'How to Develop the Personality,' which was mentioned in your columns some time ago under the 'New Books' department?"

ON NEW COMMISSION.

John S. Hamilton, a former newspaper man, has been appointed by Mayor John W. Lawson of Wilmington, Del., a member of the new Wilmington housing commission.

INCREASES CAPITAL.

The Pope Publishing Corporation, New York, has increased its capital from \$7,500 to \$15,000.

MACHINERY FOR SALE.

Two Monotype Equipments For Sale Cheap

Two Monotype Keyboards and casters with motors.

Molds and matrices for 7, 9, 10 and 12 pt. composition.

Thirty one fonts of display mats from 12 point to 30 point inclusive, and five steel cabinets holding 2,400 sort boxes—making a complete equipment for non-distribution system.

The casters are in perfect condition. Having been entirely rebuilt very recently, and embody every late improvement. The cabinet and sort boxes are new.

This monotype outfit will equip a first-class job office or a newspaper carrying a volume of advertising ranging from 100 to 150 columns per day.

Any one interested in such an equipment should communicate with the undersigned at once, for it will be sold at a very low figure.

THE
HARTFORD TIMES
HARTFORD, CONN.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at 36,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

FOR SALE

Linotype, No. 5. Good as new. Less than half price.

BARGAIN

Wire or write Box 935, care The Fourth Estate.

LINOTYPE, Model 1, Serial No. 5011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

FOR SALE—One late model Goss, two platen steam table with boiler, like new. Extension table, turtles and chases. Price reasonable. Minneapolis Freie Presse Herald, 207 Sixth St., So., Minneapolis, Minn.

FOR SALE.

Want To Buy a Morgue?

For Sale—75,000 envelopes and 175 boxes of clippings covering prominent persons, places, news events, etc. Unique and invaluable. Revised to date. For appointment to inspect write

E. H. EATON.

225 W. 39th St., New York City

TYPO

CREDIT BOOKS, REPORTS, COLLECTIONS General Offices.
278 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
184 W. Washington Street, CHICAGO

HELP WANTED.

SUBSCRIPTION MANAGER WANTED.

By trade paper in New York City. Live young man with initiative who can see opportunities to secure subscriptions and take advantage of them.

Salary to start \$25. Future salary dependent upon self. Address: Subscription Manager, Box 942, care The Fourth Estate.

Editorial Writer Wanted

High grade publication has opening for a clear and forceful writer on daily news events and general affairs. He should be thoroughly conversant with public life and men, particularly of Pennsylvania, New Jersey and Delaware, and possessor of a literary style. Preference will be given to good practical newspaper man who has had Philadelphia experience. Applications will be held in strictest confidence. To secure interview, please send samples or specimens of your matter, and full details as to personality, experience, etc. Address Editor, P. O. Box 479, Philadelphia.

Aggressive, thriving farm paper, thoroughly established, wants PROGRESSIVE YOUNG EDITOR with experience in agricultural field. Must be a live one and able to handle a live proposition. Location in attractive Northwestern city. Send full particulars to Box 940, care The Fourth Estate.

Circulation Man Wanted

There will soon be a fine opening for a good circulation man on the leading paper of one of the big cities of the central states. Place will be offered to man of ability and character. Creativity as well as executive ability necessary. Write fully (your own hand) giving your record for the last ten years. Describe yourself closely, mentioning habits and hobbies. State your age and your reasons for wishing to change. Tell what salary you would expect. Address: Box 935, care The Fourth Estate.

Canvasser

We want a man to handle country circulation of live city newspaper. Work will consist mostly of canvassing country districts, and a man with such experience would be first considered. Will pay an expense to man on the road and make good salary and commission proposition. Proposition is such as to insure permanent proposition and a decent living. Address Box 947, care The Fourth Estate.

Advertising Manager

An experienced, active, progressive not afraid to work man to take charge of the advertising department of an inland New England daily. Address with references, salary expected and other particulars, Box 950, care The Fourth Estate.

Are You an Advertising Man, and can you deliver the goods? If you can produce for a live farm weekly an attractive proposition is open to you. Tell us the whole story in your first letter. Address Box 948, care The Fourth Estate.

Wanted: ADVERTISING MANAGER by live morning paper in up-to-date city of 40,000. One who knows how to plan campaigns and write copy and is willing to assume all responsibility for this department and be measured by results. No quibbling about salary with the right man. Address Harrison Walters, care The Fourth Estate, New York City.

SITUATIONS WANTED.

Business Manager and Managing Editor.

of daily newspaper with more than 100,000 circulation invite correspondence with responsible publisher afternoon newspaper which is in need of rehabilitation and development. Both executives in present positions for terms of years. Box 946, care The Fourth Estate.

Circulation Manager

with twelve years' experience on leading daily newspapers desires to make a change. Prefer daily paper with circulation of 25,000 to 100,000 circulation. Expert in handling boys. Would consider city circulation on large daily. Gilt edge references furnished as to ability and reliability. Address Box 990, care The Fourth Estate.

Newspaper Foreman

Capable of handling any size plant wishes change from present situation. Over four years have been with the largest plant in South. Above draft. Have family. Will not connect with other than absolutely substantial people. Hard worker and fast make-up. Not a boozier or smoker. Address S. S., care The Fourth Estate.

AMUSEMENTS.

Aetolian Hall—42d st., between 6th and 6th ave.—Symphony concerts for children, Jan. 12 and Feb. 16; Dec. 8, Dec. 29.

Astor—B'way & 45th—"The Very Idea."

Belasco—W. 44th—"Polly With a Paat."

Booth—45th, west of B'way—"The Masquerader."

Bijou—W. 45th—"Odds and Ends."

Broadhurst—44th, west of B'way—"Her Regiment."

Bronx Opera House—149th E. of 3d av.—"The 18th Chair."

Carnegie Hall—7th ave. and 57th st.—Symphony concerts for young people, Dec. 15, an. 5, Feb. 2, 23, March 9.

Century—32d and Central Park W.—"Miss 1917."

Geo. M. Cohan—B'way & 43d—"The King."

Cohan & Harris—West 43d—"A Tailor-Made Man."

Comedy—41st, between Broadway and 6th av.—Washington Square Players.

Carnegie—89th and B'way—"Oh, Boy."

Cort—48th and B'way—"Art and Opportunity."

Criterion—44th & B'way—"Madame Sand."

Fitzing—West of 43d—"Business Before Pleasure."

Empire—B'way & 40th—"The Three Bears."

59th St.—Near B'way—"What's Your Husband Doing?"

44th St. Roof Theater—"Over the Top."

Gaiety—B'way, near 46th—"The Country Cousin."

Globe—B'way & 46th—"Jack o'Lantern."

Greenwich Village—4th st. and 7th av.—"Three one-act plays."

Harris—West 43d—"The Naughty Wife."

Hippodrome—9th av. & 44th—"Cheer Up."

Hudson—W. 44th—"The Pipes of Pan."

Irving Place—Irving pl and 16th—"A Doctor's Dilemma."

Knickerbocker—B'way & 38th—"Art and Opportunity."

Lycium—West 46th—"Tiger hoos."

Lyric—42d West of B'way—"Les Miserables."

Lexington—51st and Lex—"Bringing Up Father."

Liberty—W. 42d—"The Grass Widow."

Longacre—W. 48th—"Leave It to Jane."

Manhattan Opera House—West 34th—bet. 8th and 9th avs.—"Chu Chin Chow."

Marine Elliott—39th st. East of B'way—"Eyes of Youth."

Metropolitan Opera House—B'way and 40th—Grand Opera.

Morocco—45th West of B'way—"Lombardi, Ltd."

New Amsterdam—W. 42d—"The Riviera Girl."

Palace—B'way, near 47th—Vaudeville.

Park—Columbus Circle—"The Land of Joy."

Playhouse—43th East of B'way—"Le Elevation."

Plymouth—45th W. of B'way—"The Gypsy Trail."

Princess—39th near B'way—"Six Months Option."

Republic—West 42d—"Blind Youth."

Riverride—B'way & 90th—Vaudeville.

Standard—B'way and 90th—"Treasure Island."

Shubert—44th, W of B'way—"Maytime."

Winter Garden—B'way and 50th—"Doing Our Bit."

SITUATIONS WANTED.

Managing Editor

Working Managing Editor—Writer of almost any line—editorials, theaters, books, desk man of wide experience. Prefer afternoon paper with full editorial charge. Capable as well as careful. One libel suit in fifteen years. Have position but want a change to keep from going "stale." Address Pep, care The Fourth Estate.

Newspaper Man

Newspaper man wants desk job; knows the game; university graduate; thoroughly experienced in every news and editorial line; never drinks; married; can take entire editorial and news charge; healthy, active, willing. Address Box 990, care The Fourth Estate.

Newspaper Man

Newspaper man of long experience offers his services as editor, editorial writer, telegraph editor, city editor, desk man, political man, special or feature writer, or war correspondent. American by birth, British descent, Republican in politics, married, absolutely temperate, well educated, available at any time. Permanent engagement sought. Address Writer, care Fourth Estate.

CIRCULATION MANAGER. 15 years' experience; for the past eight years on the largest small town daily east of the Mississippi. Will consider change after January 1. Will take entire charge of circulation or of the outside and mail. Prefer paper with large outside field and will only consider permanent position on paper having 15,000 or more. Address Box 944, care The Fourth Estate.

Circulation and Promotion Manager with creative and executive ability backed by experience and record of success, is open for a position after Jan. 1. South-west section of country preferred. Address Box 951, care The Fourth Estate.

MANAGER

thoroughly experienced in news and business ends of small city daily. Have lately sold control of live daily. Open for business or editorial position. College education, married, not subject to draft. Hard worker, with punch and ideas. Will consider investing. Address Worker, care The Fourth Estate.

WEDDING BELLS.

Captain Anderson Dana, grandson of the late Charles A. Dana, former editor of the New York Sun, was married to Miss Catrina Weed on December 4.

James Scott, connected with the Livingstone (Mont.) office of the Associated Press, was married last week to Miss Veta Berner of Jamestown, N. D.

Winder R. Harris, for several months city editor of the Norfolk Virginian-Pilot, has gone to the Norfolk Ledger-Dispatch.

Marcus Ritger has left the Norfolk Virginian-Pilot after having been connected with the city staff of that paper for several years as marine reporter, and is now with the Baltimore Sun.

Bertram R. Brooker, formerly with the Winnipeg (Man.) Telegram, is now advertising manager of the Regina (Sask.) Leader.

First Lieutenant Francis L. Haeger, formerly manager of the Chicago Tribune credit department, was married last week to Miss Ruth Asplund, who was employed in the same department.

Miss Mabel Mason, reporter for the Chicago American in Evanston, Ill., was married last week to Henry Fisk Carleton of the aviation corps.

Miss Blanche Boughman, formerly an employee of the Smith Center (Kan.) Pioneer, has been married to Howard Eycstone.

SITUATIONS WANTED.

Circulation Manager

Resourceful, successful business getter, using original campaign methods; many years experience; methodical; economic; wishes to connect with metropolitan newspaper. Best references. Address Box 841, care The Fourth Estate.

Right effort insures

good results.

Mapping out an advertising campaign for THE FOURTH ESTATE is the right kind of effort.

Our Service Department will help you secure good results.

Circulation Manager

Circulation manager now employed desires to make change for position in city ences. Address Box 984, care the Fourth Estate.

A woman of literary experience desires position. Topics of interest to women and children or general matters. Booklets, typing, fashions, society household. Miss F. Seeger, Box 94, Mt. Vernon, N. Y.

Advertising Man

Not a world beater, simply a fellow who has made an earnest study of advertising and believes he can give sincere, honest service to advertisers. His copy has brought good results. Is not a star solicitor, but can handle and get accounts that depend on real service. Wants position as service man or agency copy writer. Experience: Advertising, business and general manager of small dailies. Age 29, unmarried, exempt from draft. References gladly given. Address Box 940, care The Fourth Estate.

Advertising Solicitor

first-class, with years of experience, is open for any good offer December 1; know how to get the business, either transient or contracts, also pages and special stunts. References, any publisher I ever worked for. Address or wire "WAR Exempt," care The Fourth Estate.

L. L. RICKETTS

for the past ten years circulation manager of the Des Moines Capital, is open for a position. He is especially well known on account of his successful handling of the Bargain Period method of securing subscriptions and for newsboy welfare work. Write him for references, salary, etc., to 3907 Forest ave., Des Moines, Ia.

Circulation Manager

Wanted—Position as circulation manager on daily paper having between 10,000 and 75,000 circulation. Anywhere in the United States. Ten years' experience in circulation work; 35 years old, married, and at present employed, but desire a change. Have record showing fine gain in circulation in department which I have had charge of for last four years. Address G 500, care The Fourth Estate.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

Larger Profits

possible on present business, and a LARGER VOLUME to get profits from.

Here's a Hired Man to do it.

A publisher's assistant or business manager—a production engineer also, with a successful record—technically and practically trained—a newspaper builder "inside" and "outside" the front door—wants to listen to the publisher of a live or dead proposition who needs a man of ability, reliability and force.

A production record unexcelled, and a man who will organize, administer and get results in every department.

A specialist in manufacture and service; knows when and where to spend, and when and where not to.

Not a novice and not attracted by a novice's salary, though willing to consider a weekly drawing account and a yearly salary based on increased profits. Employed. Gilt edge references. Address Box 929, care The Fourth Estate.

High Grade Man

with long experience as business and advertising manager, wishes to make change. Excellent record for building up and holding patronage; writes effective copy; pleasing manners and good mixer. Address Box 946, care The Fourth Estate.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland. 74-76 Church Street, TORONTO, CAN.

Over One Thousand Jobs

of building and construction work were let to contractors last year through the medium of proposal advertisements in

THE IMPROVEMENT BULLETIN

MINNEAPOLIS, MINN.

One building alone cost over \$20,000. The contractors and architects who bought the millions of dollars worth of materials and machinery used in constructing these buildings, read The Improvement Bulletin. Such firms as H. W. Johns Manville Co., Atlas Portland Cement Co., and Universal Portland Cement Co. advertise in it. Why don't you? Sample copy free.

HEMSTREET PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

MOVES INTO NEW BUILDING.

MINNEAPOLIS DAILY NEWS HAS MAGNIFICENT STRUCTURE.

The Minneapolis Daily News moved into its new building on November 20, and celebrated that event by holding a "housewarming" party, at which more than 10,000 people inspected the impressive plant.

The crowds were taken to see the mechanical end of a great daily, where stories were put in type on linotype machines, proof read, corrected and the type placed in forms and sent to the stereotyping room for making matrices.

Next the crowds followed the stories until half-cylinder plates were made from the mats and put on the press.

From the pressroom they went to the mailing room and circulation department, where they saw the last processes of getting a newspaper to the public.

The new building, situated at the southeast corner of Fourth avenue S. and Sixth street, is three stories high above the basement and built along modern fire-proof lines.

The architecture of the building is simple and of modern American business style, with the treatment suggestive of the purpose for which it is to be used.

The exterior is of light colored tapestry brick, with trimmings of dark brick and limestone.

The name of the building is inscribed on a large stone tablet above the entrance on Fourth avenue.

The building is entirely fire-proof, including steel window sash except in the walls facing the open street, and is equipped with an automatic, dry-pipe, sprinkler system, of the latest and most effective pattern.

In the mechanical section of the building the wainscoting is of glazed brick. The floors in the main lobby and main staircase are of terrazzo with a marble base, in part of the pressroom and in the toilet rooms of



THE MINNEAPOLIS DAILY NEWS' NEW BUILDING.

cement, and in the rest of the building of maple.

The mechanical rooms of the building are equipped with every modern appliance that can add to the rapid operation of the plant, including cranes, elevators and tracks for handling the huge rolls of paper, specially designed lifts, chutes and tables for the handling of the copy forms and plates, and the most effective modern devices for handling the papers as they come from the press, and delivering the bundles and sacks to the mailing platform.

The new press prints and folds 90,000 papers an hour. Eight freight cars were required to bring it to Minneapolis.

Freight and passenger elevators are conveniently located and there are two scales of the dial pattern, one expressly for weighing paper rolls, and the other for other supplies.

NO GAS; MOVES FOR A DAY.

The failure of Norfolk's gas service early on Monday night, November 26, forced the Virginian-Pilot to issue Tuesday morning's edition from the plant of the Portsmouth (Va.) Star.

When it was seen that the gas supply could not be resumed until 10 a. m., Tuesday, the equipment of the Virginian-Pilot mechanical department was carted over the river to Portsmouth, where the paper availed itself of the courtesy extended by the Star.

The A. P. wire service of the Virginian-Pilot was switched into the Star office for the night. The press work was done in the Pilot's plant.

TORONTO WORLD SHIFTS.

M. H. Mosdell, formerly of the St. Johns (N. F.) Star, where he was managing editor, is now occupying the desk of news editor on the Toronto World.

William Logan, formerly with the Toronto News is now city editor of the World.

J. Harry Smith has been transferred from the city editor's desk to that of the editor of the Sunday edition.

C. Langton Clarke, for seventeen years telegraph editor of the Toronto Mail and Empire, and more recently manager of Canadian Press, Ltd., is now the telegraph editor of the World, having succeeded Harry Bretz, who has become financial editor.

CHARGE OF PLOT TO BUY UP FRENCH NEWSPAPERS.

A Paris dispatch to the New York Herald says:

"Considerable attention is being paid to the revelations in the *Matin* of a scheme of a number of financiers and promoters to develop the field of action of the Radio News Agency, created since the war, and also to acquire influential newspapers, one of those most desired being the *Figaro*.

"In view of the notorious Bonnet Rouge case, which led to the mysterious, violent death of its anarchist editor, and the German agitations of Mercutza and Bolo Pacha and the intrigues around the *Journal*, any attempt to get control of newspapers here arouses suspicion at present.

"The purpose of the underlying scheme is not disclosed. Its premature publicity in the *Matin* has brought forth a flood of protestations of good faith from the men concerned.

"Among them are Francois Coty, a business man; Francois Carnot, of the Sadi Carnot family; George Chiris, a perfume distiller, and Henri Turot, one of the directors of the Radio agency.

"Georges Prestat, president of the *Figaro* Company, declares bluntly that a concerted attempt was made by the Coty group to acquire a controlling interest in the *Figaro* for some ulterior object, but the attempt was frustrated by the *Figaro's* board of directors."

PROPOSES FREE POSTAGE FOR MEN IN TRAINING.

Free postage not only for soldiers and seamen in foreign service, but also for those in camps in this country, is provided in an amendment to the postal laws proposed by Representative Lunn of New York.

Mr. Lunn calls attention to the law passed in October which allows free postage to soldiers and sailors assigned to duties in foreign countries.

NOMINATIONS FOR CHICAGO PRESS CLUB.

The following have been nominated on the members' ticket for officers of the Chicago Press Club:

President, Opie Read; first vice-president, Wright Patterson; second vice-president, Fred Squibb; treasurer, James Stephens; secretary, Walter Perkins; librarian, Harry Hargis.

HERBERT SMYTH ADDS TO HIS FINE RECORD.

Feeling that newspaper publishers throughout this and other countries are interested to know something of the personality of a gentleman who played a very important part in representing the Department of Justice of the United States Government in the conduct of its case against the indicted paper manufacturers, which brought about the settlement fully covered last week, *THE FOURTH ESTATE* has pleasure in showing its readers what he looks like and also giving a brief sketch of his career.

Herbert Crommelin Smyth is a well known and prominent lawyer of



HERBERT C. SMYTH.

By Courtesy of the Co-operative Press New York City, with offices at 13 Wall street. He was born in New York City, December 19, 1870, and has for a background a prominent and honorable ancestry running back to the early settlement of this country.

Mr. Smyth has met with special success in the defense of newspaper libel suits and has figured in many celebrated cases ranging over a wide field of litigation. He has represented the street railway and subway interests of New York, the gas companies and many construction enterprises. He appeared for the four members of the so-called wire rope association, who alone escaped punishment out of eighty defendants arraigned for violating the Sherman Anti-Trust law.

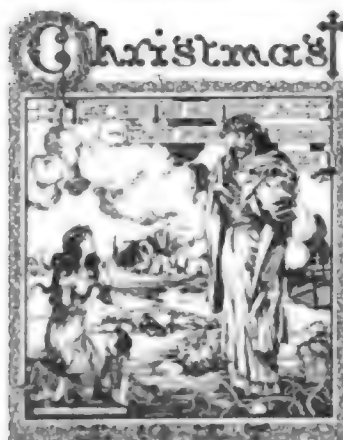
He represented the Government in the tobacco trust proceedings, his latest appearance for the Government being in connection with the news print indictment cases and their settlement.

He is a member of many societies and associations, among them being the Sons of the American Revolution. He is also a member of many prominent clubs of New York City, among which are the Lawyers, Manhattan, New York Athletic and Andiron Clubs.

Probably no man in the profession enjoys in any higher degree the confidence of the Federal Department of Justice.

Mr. Smyth and Mark Hyman were the Government prosecutors in the case.

Richard Lewis has suspended the *Home City* (Kan.) *Journal*.



OUR 1917 CHRISTMAS CARTOON

3, 4 and 5-column sizes; mats or cuts; sold to but one paper in a city.

The International Syndicate
Established 1899. BALTIMORE, MD.

PUTTING
OVERTHE BIG
CAMPAIGNS

ARTICLE XI.

CONVENTIONAL WAYS NOT IN FAVOR
WITH UP-TO-THE-MINUTE
COLGATE & CO.

By W. LIVINGSTON LARNED.

Colgate products are advertised in a most unconventional manner. They always have been.

For one thing, the members of the organization are young men with very modern ideals and ideas.

They take the stand that *there is so much advertising, only the most unique and the most convincing will be assimilated.*

Every Colgate advertisement *must be read.* There's a hook in it. You read whether you are interested or not. Even if you had been left a car-load of tooth-paste, for example, by an uncle who manufactured it, you would still find a Colgate tooth-paste design fascinating—you would go through every inspired line of it.

Suppose we give a few examples, in case you have failed to follow the spirit of the many, many diversified campaigns.

On a black square, tooth-paste is squeezed from a tube in such a manner as to adroitly form a message in telegraphic code—dots and dashes. Many boys are interested in the Morse method of communication. They study it—can read it—or are willing to look up some older person who can translate. *And there is the tooth-paste message, tempting our lad to decipher. What does it say?*

It's human nature to chaff at the bit until that little advertising story is told. Now Colgate might have taken a neat little space in a boys' publication and said in a neat little way that Colgate tooth-paste was a very superior product and boys should use it—but they didn't; and they never will.

Make people read.

Not a bad ambition, eh? Tease them into absorbing the message.

A low-down view of a drug store is shown. Little Willie is sent to make some Colgate purchases for his mother. So we see a dotted line depicting Willie's journey, step by step—where he stopped for tooth-paste, and for soap, and for toilet powder, and perfume, etc. It is quite impossible to pass the page without taking the same journey.

In one of the most extensive advertising campaigns ever planned, the Colgate Company presented its famous "perfume test" to the public. A woman, blindfolded, could make the test, various bottles of various perfumes being lined up for inspection. It was a challenge to the individual reader—a good-natured and rather instructive problem to solve.

There is substantial proof to show that *women everywhere did try the perfume test and were intensely impressed by it.*

NOT ATMOSPHERE ONLY.

Many brands of perfume are advertised. In the majority of cases, only "atmosphere" is attempted—pictures of pretty girls and wood sprites and flowers, and fairies and moonlit extravaganzas.

The Colgate way seems to be the original and "catchy" way.

There is no denying that Colgate ads are read—eagerly sought, in fact. You are pretty sure to be entertained by Colgate advertising, although be-

neath it all is the current of sane, constructive publicity.

Do you recall the series of Colgate advertisements in which words were purposely misspelled. Lost in the maze of type was one incorrect word. Could you find it?

The public refused to be balked. Of course the word could be found, but in order to solve the riddle it was necessary to read every word of the advertisement. Hundreds of thousands of answers were received. A street car card for Colgate tube products sprang into immediate favor. It was used extensively in New York's under-the-river "tube." Take the tube home with you" was the double-header thought—and the reader "got it" in a jiffy.

The public likes clever "stunts." Colgate "stunts" are not clever at the expense of good salesmanship, however. That's why they are so successful, we fancy.

You are entertained, but you are never permitted to forget the object of the advertisement.

Another very ingenious car card was captioned: "All Through Life."

Giant letters of the word occupied the entire space, with a tube of Colgate's dental cream woven in and through them.

The Colgate vacation campaigns are always out of the ordinary. One scheme is to reproduce a letter written by some Colgate admirer, together with appended snap-shots, in which the products play a not unimportant part. These ideas all permit of catchy physical make-up on the page. They are attention-getters, before a word of text is read.

COMMONPLACE IS NEVER USED.

To give a list of all the astonishingly shrewd advertisements produced by the Colgate publicity department and its capable agency would mean descriptions of the work of the passing years—it is certainly not an exaggeration to state that no commonplace scheme ever passes the strict censorship. *If it isn't good then it isn't run, that's all.*

Each ad must stand firmly on its own legs.

It must be committee-proof. Everyone must pronounce it "excellent."

Enough "fairly good" material is turned down by the Colgate Company in an advertising season to fill the magazines and newspapers over and over again. The survival of the fittest is exemplified in this camp, that's sure.

Just now, the Kamp Kit is the latest Colgate plaything.

Some products will profit by the great war.

Toilet articles may be included in this category.

The average American is a clean, up-

standing chap with a keen desire to be immaculate about his person, whether at his desk or in the trenches. It is not a national attribute to "let the whiskers go." We shave and brush our teeth and use lotions and powders and soaps for keeping the skin soft.

Indeed, Uncle Sam himself insists upon it. He has little patience, for instance, with a soldier who doesn't keep his teeth in fine condition. Bad teeth breed disease. It is now a scientific fact, past controverting.

And it transpires, therefore, that Colgate products are following the lads to the trenches or going with them. And fresh supplies are always welcome.

In order to meet this demand, the Colgate company has devised a most excellent Kamp Kit.

It contains, neatly packed, shaving cream, soaps, toilet powder, tooth paste, etc. There's not a fancy to it—the soldier receives something he actually needs. Fellows who perhaps were not as neat as they might have been are learning from their associates and from packets being sent by friends and relatives.

This Colgate Kamp Kit is advertised in newspapers everywhere—the natural mouthpiece for this message. In towns where there are camps and cantonments the space is very generous.

As neat as a pin, trig, well-mannered, snugly packed and containing real treasures for the toilet, these kits are being sent in thousand lots. The Government encourages the habit.

The going away of so many men does not mean that sales for these Colgate articles will be decreased.

More than ever will be sold. New adherents will be won to Colgate. "Jim" will hand his soap or tooth-paste or shaving cream over to "Bill," who has never tried that brand before, and "Bill" will write home to "Sis" or mother to send a box along.

Many of the newspaper advertisements have been as clever in general make-up as the bulk of Colgate advertising. The breath and life and atmosphere of the camps and the trenches and the big boats are very much in evidence.

Never was the "war appeal" more valid.

THE BALTIMORE PRESS CLUB
ELECTS WISNER

The annual meeting and election of officers of the Baltimore Press Club was held on December 1.

G. Franklin Wisner presided and W. Oscar Anderson, Jr., acted as secretary. The annual report read by Mr. Wisner showed that the club is financially and numerically in a flourishing condition.

The election of officers resulted as follows:

President, G. Franklin Wisner; vice-president, Walter R. Hough; secretary, W. Oscar Anderson, Jr.; financial secretary, James F. Hayward; treasurer, Edward H. Pfund, board of governors, George W. Worsham, Jr., Leslie Rawls, Howard S. Biscoe, G. Franklin Wisner, Walter R. Hough, W. Oscar Anderson, Jr., James F. Hayward, Edward H. Pfund, and Norman Clark.

The fifth informal dance of the season took place in the evening.

CONDUCT ESSAY CONTEST.

The city editors of the Wilmington (Del.) papers—Royden K. Jones of the News, Clement B. Hallam of the Evening Journal, A. O. H. Grier of the Every Evening and George E. Whitenack of the Sunday Star—have been appointed members of a committee of the chamber of commerce to conduct an essay contest among the public school children of that city on the subject of shopping at home.

Only ONE Machine
(The Thompson Typewriter)

Can cast everything that goes into the form—Type (5 to 48 point), Leads, Slugs and Rules (3 to 18 point).

Used by 100 Daily Newspapers
Complete Non-Distribution System
Without Type Storage.

THOMPSON
TYPE MACHINE CO.

CHICAGO NEW YORK

NASSAU QUALITY
METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
604 West 29th Street NEW YORK

Good Work
Prompt Service
Fair Prices

They tell the story of our 23 years of successful service.

And we want you to get into the habit to
"Phone the Manhattan Man for your Engraving."

MANHATTAN PHOTO
ENGRAVING CO.

251-253 William Street NEW YORK
Phone, Worth 1657-R.

Newspaper PLATE
and MATRICES

60c per page and up.

If you wish to share in the benefits of co-operation, write

The United Newspaper Plate Co
CANTON, OHIO.

At Tempting Prices!
Half-Tones, Line Cuts
and Modern Engraving
in all its branches

DEFENDAM ENGRAVING CO.
Inc.
1031 Broadway, NEW YORK.

STANLEY PROCESS
TYPE
METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y., and CHICAGO, ILL.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 82d Street, NEW YORK

The Journal and the Gossiper of Montrose, Ia., have been consolidated.

THE PITTSBURG PRESS

HAS
THE **Largest**
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

REISMAN, Peoples Gas Bldg., Chi-
cago—Placing orders for Illinois Pure
Aluminum Co., Lemont, Ill.

MESSENGAR, Candler Bldg., At-
lanta Ga.—Placing orders with some
Eastern papers for the Exelento Me-
dicine Co., Atlanta, Ga.

POWER, ALEXANDER & JEN-
KINS, Journal Bldg., Detroit—Plac-
ing orders with newspapers for Crit-
tall Casement Co. ("Crittall Steel
Casements and Windows"), Detroit.

MORSE INTERNATIONAL, 443
4th av., N. Y.—Renewing contracts
for J. C. Enos ("Enos Fruit Salts"),
E. Forigera, N. Y.

KIRTLAND-ENGEL, Lytton Bldg.,
Chicago—Placing orders with mail or-
der papers for Gates Manufacturing
Co., Chicago.

LORD & THOMAS, Mallers Bldg.,
Chicago—Placing orders with some
Western newspapers for Stone-
Thompson Manufacturing Co., auto
rims, Chicago.

GUENTHER-BRADFORD, Schil-
ler Bldg., Chicago—Sending out
orders to mail order and Western news-
papers for Mills Chemical Co., Gi-
rard, Kan.

FULLER, Studebaker Bldg., Chi-
cago—Secured account of Derma
Viva Co., cosmetics, Chicago.
Also placing orders quite generally
for the Brooks Rupture Appliance
Co., Marshall, Mich.

MUMM-ROMER, 568 E. Broad st.,
Columbus, Ohio—Sending out orders
to selected farm papers for H. W.
Buckbee Co., seeds, Rockford, Ill.

MALLORY, MITCHELL &
FAUST, Security Bldg., Chicago—
Placing advertising of Chicago As-
bestos Table Mat Co. ("Peerless Asbes-
tos Table Mat"), Chicago, appearing
in some metropolitan newspapers.

TURNER, Transportation Bldg.,
Chicago—Sending out orders to se-
lected farm papers for International

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Open Door to the workshop of the world The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Avenue Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending October 1, 1917,
showing net paid circulation

33,924

Member A.B.C. Publisher
Arthur Capper TOPEKA, KAN.

Sugar Feed Co. ("International
Special Dairy Feed"), Minneapolis,
Minn.

SEAMAN, 461 8th av., N. Y.—
Will make contracts with newspapers
for U. S. Brewers Assn., N. Y.

MORRIS, 400 Chestnut st., Phila-
delphia—Placing orders with news-
papers for Daniels Motor Car Co.
("Daniels Eight"), Reading, Pa.

FEDERAL, 6 E. 39th st., N. Y.—
Contemplating campaign after first
of year for Stern & Saalberg Co.
("Lance's Cough Drops"), N. Y.

BLISS, 21 Park Row, N. Y.—Plac-
ing orders with selected list of news-
papers for Jones & Allen Co., medi-
cal.

BLOOMINGDALE-WEILER, 1420
Chestnut st., Philadelphia—Placing 4-
inch, 10-time orders with some Pen-
sylvania newspapers for John Wana-
maker, Philadelphia, Pa.

CLOUGH, Merchants Bank Bldg.,
Indianapolis—Placing orders with
newspapers for Dyer Packing Co.
("Alice Beans"), Vincennes, Ind.

DANIELSON & SON, 96 West-
minster st., Providence, R. I.—Plac-
ing orders with a few newspapers for
United Lace & Braid Mfg. Co.
("Beaded Shoe Laces"), Auburn,
Providence, R. I.

ERICKSON, 381 4th av., N. Y.—
Reported (not verified) placing adver-
tising for Chalmers Knitting Co., Am-
sterdam, N. Y.

GREEN-LUCAS, 21 W. Fayette st.,
Baltimore, Md.—Again placing orders
with a few newspapers for E. Rosen-
feld & Co. ("Faultless" pajamas and
night shirts), Baltimore, Md.

GUNDLACH, Peoples Gas Bldg.,
Chicago—Placing orders with some
N. Y. City newspapers for American
Can Co. ("Rex" visible typewriter
and "American" adding machine),
300 B'way, N. Y.

HAINES, Bailey Bldg., Philadel-
phia—Again placing orders with some
Pennsylvania newspapers for Bailey,
Banks & Biddle Co., jewelry, 1218
Chestnut st., Philadelphia.

KOCH, University Bldg., Milwau-
kee—Again placing copy with news-
papers for holiday trade for Parker
Pen Co. ("Parker Lucky Curve"
fountain pens), 310 Mill st., Janes-
ville, Wis.

NOLLEY, Light and Lombard sts.,
Baltimore, Md.—Placing orders with
newspapers for Electrical Products
Co. ("Electric Faucets"), 6 S. Cal-
vert st., Baltimore, Md.

PRESBRY, 450 4th av., N. Y.—
Again placing special newspaper copy

BOSTON POST

CIRCULATION NOVEMBER, 1917
"NO RETURNS"

The Daily Post 497,774

The Sunday Post 345,362

KELLY-SMITH CO., Representatives
280 Fifth Avenue, NEW YORK

C. GEORGE KROGNESS, Western Rep.
Marquette Building CHICAGO

Today's Housewife

Net Paid For Every
Guaranteed  Issue

GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

for Dr. I. W. Lyon & Sons ("Lyons
Tooth Powder"), 520 W. 27th st.,
N. Y.

REDFIELD, 34 W. 33d st., N. Y.—
Renewing some newspaper con-
tracts where they have expired for
American Lead Pencil Co. ("Venus
pencil"), 220 5th av., N. Y.

THOMAS, Heard Bldg., Jackson-
ville, Fla.—Placing small orders with
newspapers for Hotel Albert, Saxon-
ville, Fla.

WILLIAMS, 108 Fulton st., N. Y.—
Again placing copy on contracts for
Tetley's Teas.

WADE, Old Colony Bldg., Chicago
—Preparing farm paper campaign on
Keystone fence for the Keystone
Steel & Wire Co., Peoria, Ill.

BARROWS & RICHARDSON,
Drexel Bldg., Philadelphia—Secured
advertising account of Huyler, N. Y.

LANFORD, P. O. Box 47, Clark-
ston, Ga.—Placing accounts—Fulton
Telegraph School, Junction City, Ga.;
Raney Medicine Co., Shuford Rem-
edies Co. and Southern Chemical Co.,
Atlanta; D. F. Jamison, Summerville,
S. C.

ECLIPSE, 5601 Aberdeen st., Chi-
cago—Sending out orders to mail or-
der papers for Clare Watch Co., Chi-
cago.

McKEE, Kahn Bldg., Indianapolis,
Ind.—Handling accounts of Premier
Motor Corp., Indianapolis; J. P.
Tractor Co., Cleveland, and Hoosier
Sub-Carburetor Co.

LAMPORT, 520 I. M. S. Bldg.,
South Bend, Ind.—Handling account
of O'Brien Varnish Co., South Bend,
and will conduct magazine campaign
in behalf of "Liquid Velvet."

Also placing the accounts of Burn-
oil Engine Co. and Banner Gas Range
Works.

CAMPBELL-EWALD, 117 W. Fort
st., Detroit, Mich.—Sending page
dealer copy to implement papers for
Advance-Rumely Co., La Porte, Ind.
Has secured account of Michigan
Bolt and Nut Works, Detroit. An ex-
tensive campaign is in prospect.

Has secured accounts of Klaxon
Company, Newark, N. J., and Ama-
zon Rubber Company, Akron, Ohio.

Also placing account of Master
Primer Company, Detroit, in national
and trade publications in behalf of
an electric primer for automobiles
and will run during the winter
months.

POTTS-TURNBULL, Graphic
Arts Bldg., Kansas City, Mo.—Plac-
ing advertising account of Peet Bros.
Mfg. Co., Kansas City, Kan., manu-

ST. PAUL DISPATCH

(Evening)

ST. PAUL PIONEER PRESS

(Morning and Sunday)

The papers that publish the best news

service and features the market affords

The prestige of these mediums is
best understood by their own circulation
figures: A carrier delivered circulation in
over 90% of English-reading St. Paul
homes, and a broad country circulation
throughout the prosperous Northwest. A
circulation gained by printing an excel-
lent news service, high grade comics, and
well-known special feature articles.

Circulation Averages for October, 1917:
Dispatch 80,584
Pioneer Press 63,265
Sunday Pioneer Press 78,751

"In ST. PAUL it's
The Dispatch and Pioneer Press."

YOU MUST USE THE

EXAMINER

TO COVER THE

GREAT SOUTHWEST

Largest Sunday Cir-
culation—more than 150,000

facturer of "Crystal White Laundry
Snaps."

WILLIAMS & CUNNYGHAM,
Mallers Bldg., Chicago—Asking for
position and placing copy in maga-
zines for the Western Clock Com-
pany ("Big Ben" clock), La Salle,
Ill.

FLETCHER, Widener Bldg., Phila-
delphia—Placing advertising for
Martin Truck & Body Company,
York, Pa.

Has also secured account of Bell
Motor Car Company, York, Pa.

BATTEN, 4th Av. Bldg., N. Y.—
Will place orders with newspapers in
near future for Lehn & Fink ("Lysol"
disinfectant and "Pebecco" tooth
paste), N. Y.

CRITCHFIELD & CO., Brooks
Bldg., Chicago—Placing orders with
Western newspapers for Chandlee &
Chandlee, patent attorneys, Washing-
ton, D. C.

KIERNAN & CO., 135 B'way, N.
Y.—Will shortly place orders with se-
lected newspapers for Adipo Co., fat
reducer, N. Y.

DIRECT—White Eagle Medicine
Co., Piqua, Ohio, is placing orders
direct in selected daily papers.

Valdona Co., tooth paste, 201 E.
Ohio st., Chicago, is placed direct in
metropolitan papers by Independent
Drug Co., which bought out the con-
cern recently.

Perry Nursery Co., Rochester, N.
Y., is sending seven-line classified
orders direct to some agricultural
publications.

Triangle Motor Corp., 2211 S.
Michigan av., Chicago, is sending out
orders direct to daily newspapers.

Jaques Manufacturing Co. ("K. C.
Baking Powder"), 16th and Canal sts.,
Chicago, is sending out orders direct
to newspapers.

LARGEST
Morning Circulation in
the Nation's Capital.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000.

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

THE WATER POWER BILLS IN SENATE.

(Continued from Second Page.)

where natural conditions were unusually favorable.

"This development has steadily decreased until finally it was brought to a complete standstill during the present year when the laws under which water power developments were being made were finally interpreted by the United States Supreme Court in April of this year which held, briefly, that no official of the Government, under the law, had authority to bind the Government by contract; and, further, that any permits issued for water power developments were revocable at any time at the pleasure of the secretary issuing such permit, and that the Government was not liable for compensation for improvements made under such permits.

"If the water powers of the country are to be developed legislation must be passed under which financing will be possible. Any effort on the part of Mr. Pinchot to perpetuate the theories which have proven a failure in the past will tend to negative the efforts which are now being made to secure fair and adequate legislation.

"We strongly urge upon all publishers the importance of advocating this legislation, not only in their editorial columns, but by addressing their representatives in Congress.

"In his letters to newspapers dated November 18, 1917, Mr. Pinchot sets forth seven requisites of water power legislation from the point of view of the conservationist and says:

"I am writing to ask your support for immediate legislation based upon them when Congress meets."

"There are now pending in the Senate of the United States Senate Bill 1419, (introduced by Mr. Shields), and favorably reported by the committee on commerce to the Senate, and Senate Bill 2399 introduced by Senator Walsh and now pending before the public lands committee of the United States Senate; also similar bills by Senator Myers and Congressman Small.

"The first of these two, the Shields

One of the many interesting features appearing daily in the

BROOKLYN DAILY TIMES

is Arthur H. Folwell's column

Nothing Serious

Mr. Folwell was formerly editor of Puck.

Brooklyn Daily Times
Times Plaza, Brooklyn, N. Y.

A Great Food Medium

Implies quality and quantity circulation. Home influence. Responsive attitude of Housewife. None surpass the

Trenton TIMES

Member of A.B.C.

24,000

2c. Circulation.

KELLY-SMITH CO.

890 5th Ave., N. Y. Lytton Bldg., Chi.

Baltimore News

Net Daily Circulation 92,088
October, 1917.

Gain over 5,696
October, 1916.

Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

Bill, authorizes the Secretary of War, under certain conditions, to grant permits for water power development in navigable streams.

"The second, introduced by Senator Walsh, authorizes the issuance of Government permits for water power development at sites on the public domain.

It is proper to take the expression of Mr. Pinchot as authoritatively stating the views of the conservationists of the country, certainly of the most extreme conservationists.

"The two bills above mentioned relating to water power development in navigable streams and on the public domain have been endorsed publicly by the leading investors standing ready to develop water power.

"If the seven points made by Mr. Pinchot as essential to proper water power legislation should be found embodied, or substantially embodied, in each of the two bills, or if the differences between the bills and Mr. Pinchot's statements are of a minor character or obviously reconcilable it will become plain that, whatever may have been the fact in the past, water power legislation need no longer be delayed because of dispute between these two sets of interests.

"The first point made by Mr. Pinchot is as follows:

"The thing to do with water power is to develop it. Whatever retards or restricts the development of public water powers on terms fair to the public is against public policy and hostile to the general welfare."

"As both bills aim to make possible the development of water power on terms fair to the public, no conflict results from the first point made by Mr. Pinchot.

"Mr. Pinchot's second point is as follows:

"Water power belongs to the people. The sites where it is produced should always be held in public hands, for only so can effective control in the general interest be secured."

"Both the Shields Bill and the Walsh Bill retain Federal control over the dam sites, which under the scheme of both bills, are to be 'held in public hands,' their use only being permitted for a limited term of years by private parties. There is no conflict between the bills and Mr. Pinchot's statement under the second heading.

"Mr. Pinchot's third point is as follows:

"Where public development is not desired, the right to use water power sites should be leased for periods long enough to permit sound, attract-

St. Louis Globe-Democrat

dominates the morning field.

Government statement six months ending September 30, 1917

138,252

The clean home-going family newspaper.
National Representatives

F. St. J. Richards, Tribune Bldg., N. Y.
Guy S. Osborn, Tribune Bldg., Chicago
J. R. Scolar, Ford Building, Detroit
R. J. Bidwell, 749 Market St., San Francisco.

PATERSON

New Jersey's Famous
Manufacturing City
PRESS

Its BIG Independent Newspaper
G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

ive and profitable investment, but never longer than fifty years. At the end of each lease all rights should return to the people who gave them."

COVERED BY THE BILLS.

"Unless Mr. Pinchot's statement means more than appears on the surface, it is an exact description of the leasing system proposed in the Walsh and Shields Bills.

"Both bills limit the term of the lease to fifty years by providing that at the end of that time the Government may retake the rights and either use them itself or grant them to other parties. This is not, however, all there is to the matter. Mr. Pinchot desires that at the end of each lease 'all rights should return to the people who gave them'; but Mr. Pinchot would not claim that at the end of the lease the situation existing at the beginning could be actually reconstructed.

"It is impossible to ignore the fact that development has taken place in the interim; that a dam has been constructed; a power house erected; power equipment installed; transmission lines set up and a power supply offered and taken by consumers including cities, industries and a vast number of individuals who have become dependent upon it.

"If the right to utilize the dam site were returned at the end of the lease without any provision being made for the power business developed, vast injustice would be done not only chiefly to the investor, but to the general public itself.

"Obviously this is a situation which is to be dealt with; and, except for dealing with it in a manner which at the same time aims to safeguard, in the highest degree, the principle of recapture, which Mr. Pinchot speaks for, there is no conflict between the Walsh and Shield Bills and the ideas expressed in the third point made by Mr. Pinchot.

"Mr. Pinchot's fourth point is as follows:

"In order to protect the consumer against extortion, rates and service should be regulated by Federal authority when state or local authorities fail to do so."

"This is exactly and specifically provided for both in the Walsh Bill and in the Shields Bill.

"Mr. Pinchot's fifth point is as follows:

"Reasonably prompt and complete development and continuous operation, subject to market conditions, should be required."

"This is exactly and specifically

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S
GREATEST
NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest. The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

WM. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK
Tribune Building, CHICAGO

provided for both in the Walsh Bill and in the Shields Bill.

"Mr. Pinchot's sixth point is as follows:

"Corporations or individuals who make money out of rights granted by the people should share their profits with the people."

"The rates for electric energy furnished by companies holding Federal permits would in all cases be subject to Federal regulations either by state commissions or by Federal authority. As such regulation never permits the investor to earn more than a fair return upon his money and compels him to reduce his rates if greater profits are being earned, both the Walsh and Shields bills and Mr. Pinchot meet the requirements suggested by Mr. Pinchot under the sixth head.

INFORMATION.

"Mr. Pinchot's seventh point is as follows:

"The public has a right to complete information about every business based on the use of public property."

"This is exactly and specifically provided for in both the Walsh and Shields bills.

"Obviously there are no irreconcilable points of difference between the Walsh and Shields bills and Mr. Pinchot's view, speaking for the conservationists, of the kind of water power legislation which should be enacted at this session of Congress.

"Under these circumstances 'arbitrary action by United States,' certainly a form of Government development, does not seem to be called for; in fact, the outlook for immediate compromise legislation along the lines outlined by the conservationists and by the Shields and Walsh bills is to be looked for.

"Even if a real controversy existed

THE TERRE HAUTE TRIBUNE

The big home evening paper of its section of Indiana.

In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

Member A.B.C.
EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY
220 Fifth Ave., NEW YORK.
Lytton Building, CHICAGO.

It is very doubtful if the suggestion of Government development would point a way out of the difficulty. The fact is that the real controversy over water power legislation which went on for many years was a controversy between those who held that the states ought to exercise authority over water power development and those who held that such authority should be exercised by the Federal Government.

"Out of this long controversy has come a compromise, which stands out in both the Walsh Bill, the Shields Bill and Mr. Pinchot's statement, namely, a compromise under which ownership shall remain in the Federal Government over the water power site now subject to Federal control, but the regulation of the business within the states shall be retained by state authorities.

"This compromise has been worked out after long controversy. No surer method of receiving the old controversy and of prolonging indefinitely the delay of legislation could be suggested than to propose Federal development of water powers.

"Water powers so developed could not in the nature of things be under state regulation. They could not be taxed; their rates could not be determined by local authority, nor the nature of their service.

"The Federal Government has no power to enter upon water power development without further authority from Congress, and it was in Congress that the controversy between the rights of the states and of the Federal Government continued so long; it was in Congress where the compromise indicated above was arrived at; and it would be in Congress, should the compromise be abandoned, where the controversy would be resumed and the delay of legislation be continued indefinitely."

MANAGES PAPER COMPANY.

Hollis G. Gleason, formerly special representative for the Inland Printer, Chicago, has been made manager of the La Salle Paper Company, Chicago. The La Salle firm has entered the jobbing field.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue

Over 200,000 Circulation

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

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Mallers Building, CHICAGO
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The DAYTON SUNDAY NEWS and SPRINGFIELD SUNDAY NEWS NEWS LEAGUE OF OHIO

(the two at .055 per line) are a great combination.

I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

IN MINNEAPOLIS.

Carroll K. Michener, night city editor of the Minneapolis Tribune, who left to become associate editor of the Minneapolis Bellman, has been succeeded by J. V. Harris, for the past year and a half assistant night city editor.

Mr. Harris went to the Tribune from Cedar Rapids, Ia., where he was sports editor of the Evening Gazette. Previously he had been connected with the Quincy (Ill.) Journal and the Galesburg (Ill.) Evening Mail as a reporter.

Ben W. Phillips, a Pacific Coast product, is the successor to F. C. Faude as head of the night copy desk on the Tribune. For several years he was a reporter on the Tacoma (Wash.) Ledger.

From the Ledger, Mr. Phillips went to the twin cities, working as a copy-reader on the St. Paul Pioneer-Press and the Minneapolis Tribune and as telegraph editor of the Minneapolis Daily News. He later read copy on the desk of the Chicago Examiner.

Roy T. Burke, former financial editor of the Tribune, who resigned that position to enter the second officers training camp, has returned to take the assistant city editorship.

Roscoe E. Wright, formerly of the Cedar Rapids (Ia.) Republican-Times, is a new addition to the local staff of the Morning Tribune.

Kenneth Taylor of the night copy desk has resigned to join the day force of the Minneapolis Associated Press.

R. E. Wilson leaves the city desk on the Cedar Rapids Gazette to join the Tribune's night copy desk.

FOREIGN LANGUAGE PRESS MEN BANQUETING.

Attorney General Gregory will be the guest of honor at the banquet of the American Association of Foreign Language Newspapers, at the Biltmore Hotel tonight.

Mayor-elect Hylan of New York has been invited to attend.

SPECIAL AGENCY CHANGE.

The Springfield (Ill.) News-Record (foreign representation)—from Stevens & King to the Charles H. Eddy Company, New York, Chicago and Boston.

SUNDAY ISSUE SUCCESSFUL.

In a recent editorial announcement, the Macon (Ga.) News reports splendid success in the Sunday morning field, which it entered the middle of November.

THE NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

THE Philadelphia Bulletin Dominates Philadelphia

The largest 2c circulation in the East. Goes daily into most of Philadelphia's 375,000 homes.

Net Average NOVEMBER 366,435 COPIES A DAY.

WILLIAM L. McLEAN, Publisher.

COUNTRY PRESS ASKED TO AID WAR SAVINGS STAMPS.

Secretary of the Treasury W. G. McAdoo has addressed the following letter to the country publishers of the United States:

"The loyal support you have given the Government in the great financial operations involved in the first and second Liberty Loans, and the ability with which you have brought these important operations before the people of the country encourage me to place before you, the country publishers of the United States, the plans which may be adopted by the Government from time to time for financing this great war in which we are engaged, and particularly the plans for the sale of war savings and thrift stamps.

"I have appointed a national war savings committee, which will bring to your attention from time to time matters relating to the sale of these war savings and thrift stamps.

"The Government is anxious to have you understand these financial operations and will send you this information with full confidence that you will make use of it in such a way as you know will be of the greatest service to the country.

"Your knowledge of local conditions and the manner of reaching your own constituency will best determine how this should be done.

"I should be glad if the country publishers would render this service practically as a unit, each one working for the country as each one thinks best, but working collectively toward the same end.

"With your support, I am confident the great financial operations of the Government, upon which our victory in this war to protect our sacred and vital rights, to restore peace to a suffering humanity and to vindicate democracy throughout the world will be carried through successfully."

TORONTO SOCIALIST JAILED.

Isaac Bainbridge, publisher of Canada Forward, Toronto, the official organ of the Socialist party in Canada, was sentenced by Justice Hodgins on November 28 to nine months in jail for circulating seditious literature. The appeal of his counsel, R. T. Harding, for a stated case was refused by the judge.

Bainbridge has one previous conviction against him for the same offense, committed since the outbreak of the war. He was let off on suspended sentence on the first occasion, and for this reason, the judge said, he could not deal leniently with him.

THE SYRACUSE POST-STANDARD

October 1st, 1917

Government Statement

Daily (Net Paid) CIRCULATION 54,470

April, 1917 Figures—A.B.C. Basis. —Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
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201 Devonshire Street, BOSTON
Kresge Building, DETROIT

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening

Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C. C. GEORGE KROGNES, Chicago
VERREE & CONKLIN, Inc., New York

WANT UNIFORM STYLE FOR LEGAL NOTICES.

Standardization of legal notices as undertaken by a committee of Minnesota publishers was explained in a recent statement by S. Y. Gordon, state expert printer.

"There always has existed in Minnesota more or less discrepancy in style and form of legal notices required to be published in newspapers, some newspapers using one style, some another, the law not being explicit in the matter," the statement said. "Such discrepancies lead to more or less controversy between publishers and officials and others having to do with such legal publications.

"The work as mapped out by the committee is to suggest and eventually establish under the law, a uniform style and system covering all legal publications in newspapers; to fix a basis of type measurement graduated for the different sizes of type in a way that there can be no question about its accuracy.

"With this object in view the committee has obtained through the courtesy of the attorney general's office a compilation of all the laws pertaining to newspaper and legal publications, laws that have never before been compiled, and aided by these laws the committee is at work on a uniform style for forms for legal publication and when completed the same will be included in a report."

DAVIES IN NEW YORK.

Colonel R. O. Davies, publisher of the Palm Beach Daily News and other Florida journals, was a visitor in New York this week, stopping at the Hotel Majestic.

DETROIT SATURDAY NIGHT

Holds a commanding position in the progressive and prosperous homes of Detroit and Michigan.

One reason why it gained 35% in circulation and advertising during 1916.

Represented by
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

THE

Boston Herald(Morning and Sunday) and the
Boston Traveler
(Evening)**Net Paid Circulation**
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

**CRAFTSMEN WITH
THE COLORS.**

David Brown, junior editor of the Council Bluffs (Ia.) Republican, has joined the aviation corps.

William J. McNally, dramatic editor of the Minneapolis Tribune, was given a first lieutenant's commission at the second officers training camp and has been detailed to Fort Crook.

The New York Globe has twenty-seven employees in the service of the United States. They are:

H. C. Tiffany, 2d field artillery; H. J. Kline, naval coast guard; W. W. Stout; National army; R. C. Wilson, 7th regiment; Theodore Schenck, National army; J. Vanila, Max Press, Rocco Morrossini and Stanley Gans, National army; John Dodd, Morris Gratz, Morris Werner, Harry Richkind, Harry Palter, Solomon Natch and Joe Juliana, Army; Kimon Nicolaidis, camouflage branch, engineers. George A. Meullen and Maurice Rosenwald, naval coast guard; Arthur J. Fitzpatrick, quartermaster's corps; Frank H. Merchant, National army; Sylvester Cody, 12th regiment; Julius W. Knittel, 108th regiment, Camp Wadsworth; Walter Meadows and Timothy Dunn, National army; Frank Russo, naval reserve; Edward Rocker, 6th infantry.

Stephen N. James, reporter on the Cincinnati Enquirer, has received his commission as second lieutenant in the Army.

The list of men in service from the Omaha (Neb.) World-Herald is headed by Roland M. Jones, who gave up his position as city editor to win a commission as first lieutenant at Fort Snelling. The other twenty-four are:

Thomas J. McMahon, depot brigade, Camp Taylor, Mt. Ayers, Mass.; Kenneth B. Cameron, assistant paymaster, R. N. C. R., naval service, Ottawa, R. Can.; Charles Cobry, Fort Omaha balloon school, Omaha; Gerald Griswold, corporal, quartermaster's department, Camp Cody, Deming, N. M.; Louis Sullivan, aviation section, Fort Logan, Colo.; J. Buell

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending September 30, 1917:

Evening Star	88,752
Evening Times	42,375
Washington Post	47,032
Herald (over)	25,000

BRIDGEPORTCONNECTICUT
(The Essen of America)
The Prosperity Center of the United States and the Industrial Center of New England.**Post & Telegram**(Evening) (Morning)
Cover This Field Absolutely.
Members of the A.B.C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO**Joliet, Ill. (The PITTSBURGH)**of the West
Surrounded by the most fertile agricultural section in the Illinois corn belt. Covered by but one daily newspaper.**The Herald-News**ALCORN-HENKEL, Representative
New York Chicago

Knisely, naval training station, Great Lakes, Ill.; T. J. La Gess, hospital corps, Fort Crook, Neb.; Earle C. Sutphen, battery C, 5th field artillery, American expeditionary forces in France.

Waldo Shillington, lieutenant, signal corps, aviation section, Omaha, waiting orders; Paul Sutensky, depot brigade, Camp Cody, Deming, N. M.; Paul A. Scott, company C, 126th machine gun battalion, Camp Cody, Deming, N. M.; Ralph Yingling, J. F. Laughlin and Sed Small, naval training station, Great Lakes, Ill.; I. Steiss, aviation section, American expeditionary forces, France; Hyman Gerstein, ambulance corps, Camp Taylor, Louisville, Ky.; F. Stageman, Fort Logan, Colo.; John Respess, corporal, battery B, 127th field artillery, Camp Cody, Deming, N. M.; Maurice P. Brogan, aviation section, Fort Omaha balloon school, Omaha; A. H. Rumpeltes, Fort Riley, Kan.; Harry Lloyd, 109th engineers, Camp Cody, Deming, N. M.; Glen Darby, naval training station, Great Lakes, Ill.; Paul Herbert, U. S. S. New York, Newport, R. I.

Soldiers of the Sunset Division, now in training at Camp Bowie, Texas, are to have their own newspaper behind the firing lines on European battlefronts provided the War Department grants them the privilege of carrying their own print shop with them.

The Reconnaissance is the name of the paper now being published weekly by the soldiers at Camp Bowie. The paper pays no salaries and all profits go into a fund for purchasing portable printing equipment that the sheet may continue behind the lines after the din of battle has died away. When the present contingent of troops leaves Camp Bowie for the port of embarkation it is the idea to take with them a Junior Reconnaissance, leaving the original publication as a monument to the enterprise of the Texas and Oklahoma troops.

In event the War Department rules that the soldiers will not be allowed to publish a paper behind the firing lines the profits that accrue from advertising while at Camp Bowie will be turned over to the Red Cross or Y. M. C. A.

The active staff of the Reconnaissance is comprised largely of experienced newspaper men, among them being Tom Arnold, formerly of the Dallas Morning News; Frank S. Tillman, former city editor of the Fort Worth Record, and Kent Watson, former night relay editor for the Associated Press at Dallas, Tex., all of

THE CIRCULATION OF THE
CHRISTMAS ISSUE
of**The BILLBOARD**is guaranteed to exceed
45,000 Copies

It will be obtainable wherever papers are sold throughout the entire English speaking world.

No advance in rates.
Last form closes Sunday, December 16**The Billboard Publishing Co.**Member A.B.C.
Broadway & 42d Monroe and Dearborn
NEW YORK CHICAGO**DALLAS EVENING
JOURNAL**Published by
A. H. Belo & Co.
Covers the afternoon field as completely as does the Dallas News in the morning.
40,655 NET PAID average during 6
months period ending Oct. 1,
1917. P. O. Report
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
728 Tribune Building, NEW YORK

whom resigned their positions to enlist in the Army.

News for the paper is furnished by contributing editors from Army units in every area of the camp.

Felix A. Leser, grandson of General Felix Angus, editor and publisher of the Baltimore American



LIEUTENANT FELIX A. LESER.

and Baltimore Star, is a first lieutenant in the coast artillery at Fort Howard, Md.

Before entering the Army, Lieutenant Leser was connected with the art department of the Baltimore American, where he specialized in black and white sketches. He enlisted as a private at the outbreak of the war.

Lieutenant Sam J. Orr, formerly court reporter on the Savannah Press, has been assigned to duty in the coast artillery near Savannah, effective on December 15. He received his commission in the first officers' training camp at Fort McPherson,

The Plain DealerFirst Newspaper of Cleveland, Sixth City
prints a far greater total
of paid advertising and
paid advertisements than
any other newspaper in
CLEVELAND

Over 175,000 Daily. Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bldg., N. Y.
JOHN GLASS, Western Advertising Representative, Peoples Gas Bldg., Chicago**THE JOURNAL**IS THE ONLY MORNING AND
SUNDAY PAPER PUBLISHED IN
DAYTON, OHIOSTORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
Peoples Gas Building, CHICAGO.

Ga., from where he was assigned instruction work at Fort Benjamin Harrison, near Indianapolis, Ind.

William Denning, a member of the news staff of the Wilmington (Del.) Morning News, has just graduated as an aviator at the Delaware Aviation School at Claymont. He was enabled to take the course while continuing his newspaper work.

Lieutenant Ivan Hunter of the royal flying corps, formerly with the St. Thomas (Ont.) Daily Journal, has been appointed instructor by the Canadian flying corps and has been assigned to duty in Texas.

Frank C. Faude, until recently news editor of the Minneapolis Tribune, has joined the forestry battalion in Winnipeg, Man.

W. T. Ward, formerly connected with the New Britain (Ct.) Record, is now a corporal in the 144th heavy field artillery, motorized, now stationed at Camp Kearney, Linda Vista, Cal. He expects to sail soon for "somewhere in France."

William W. T. Squire, former police reporter on the Hartford (Ct.) Courant and New Britain (Ct.) Herald, following a course of training at the Plattsburg camp has been commissioned a lieutenant in the regular army and assigned to active duty.

Lieutenant E. N. Lewis, formerly in newspaper work at New Britain, Ct., and as a member of the New York Tribune staff, is now stationed on Long Island in active service.

Thomas F. Jackson, circulation manager and for a number of years Plainville correspondent of the New

**The Circulation of the
NEW YORK
EVENING
MAIL**

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Britain (Ct.) Evening Herald, has been commissioned a first lieutenant in the infantry after undergoing a course of training at the Plattsburg Camp. He is at his home in New Britain awaiting orders.

John Ernst Tiedemann, former mail editor of the Associated Press in San Francisco and previously with that organization in Washington, St. Louis, Chicago and the Canal Zone, gained a second lieutenant's commission in the officers training camp at Fort Sheridan, Ill., which closed on November 27.

H. D. Slater, president and editor of the El Paso (Tex.) Herald, was commissioned captain of the infantry last week at the close of the Leon Springs Training Camp. He has been assigned to active duty.

The Chicago Tribune has ninety-six men in the Army and Navy. The news and editorial departments have fourteen men in service, the advertising department, twenty-nine.

Six Tribune men won commissions at the conclusion of the second officers training camp at Fort Sheridan. They are Wallace F. Kirk, syndicate department, and Francis L. Haeger, auditing department, first lieutenants; Carl A. Krah, auditing department, F. M. Smith, editorial, Herbert M. Stoops, art, and Frank H. Murray, auditing department, second lieutenants.

Wells Hawks, newspaper man and publicity agent, who was enrolled in the Navy as an assistant paymaster with the rank of lieutenant, has been detailed to duty at the bureau of navigation, Navy Department, Washington. Since last March he has been doing the publicity work for recruiting at the navy bureau in New York City. He will do general publicity work for the service now making his headquarters at the department.

A newspaper from the trenches is being printed "somewhere in France" by the boys of company C, 165th infantry, its editor and principal contributor being Louis Klopsch, formerly a member of the publicity staff

THE PITTSBURGH POST ONLY Democratic Paper In Pittsburg



CONE, LORENZEN & WOODMAN
Special Representatives
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W. D. BOYCE CO. 860-814 North Dearborn St., CHICAGO 805 Metropolitan Tower, NEW YORK PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS.

THE FARMING BUSINESS

High-class farm weekly, magazine form.

BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.

Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate.

HENRY M. PINDELL, Proprietor,
CHAS. H. EDDY CO., Representative.
NEW YORK BOSTON CHICAGO

of the Metro Pictures Corporation.

The paper is known as "C What Happens."

William Burke, son of Richard Burke, former editor and owner of the Oskaloosa (Ia.) Times, has received a second lieutenant's commission at the Fort Snelling officers training camp.

Lee E. Shimansky, son of O. K. Shimansky, owner of the United Press Association, Cleveland, has enlisted with the 408th motor supply train and is on his way "over there."

C. H. Yalden, formerly of the copy service department of the Hugh C. MacLean Publishing Company, Toronto, has joined the 71st battery, now stationed at the Exhibition Grounds, Toronto.

Harry Wilson, formerly assistant manager of the Chicago office of the Nelson Chesman Advertising Company, has been awarded a commission as a first lieutenant in the National army.

Cecil T. Wilkinson, formerly editor of the East Palestine (Ohio) Reveille, but now in the 4th Ohio infantry, is editing an Army paper called the Rainbow Reveille.

Two more Chicago Journal men have joined Uncle Sam's forces. They are Thomas Kennedy and W. W. Major, both from the editorial staff. Kennedy has become a member of the aviation corps, and Major has been commissioned as a second lieutenant.

H. Armand DeMasi, formerly a copy reader on the Chicago American, has been awarded a commission as captain in the ordnance corps of the National army. He was a member of the second officers training camp at Fort Sheridan.

George ("Chief") Carpenter, formerly police reporter for the Montreal (Que.) Gazette, who spent the summer enjoying "the simple life" on a farm in western Canada, has enlisted in a United States artillery unit and is now learning the most approved methods of sending Germans "West."

One of the recent Army recruits is Tracy H. Lewis, son of William E. Lewis, publisher, and nephew of Irving J. Lewis, managing editor of the New York Morning Telegraph,

The BEST Advertising BUY in CLEVELAND

The NEWS

Quality Evening Newspaper
With Quantity Circulation

The LEADER

Sunday

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Mallory Bldg., CHICAGO
801 Devonshire St., BOSTON
Kresge Building, DETROIT

U. S. F. O. and A. B. C. Report THE NEW ORLEANS ITEM

period ending October 3, 1917

Daily60,756

Sunday77,438

Average63,217

THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

who will report for duty at the San Antonio (Tex.) aviation ground on December 15 as a student officer for training in aerial gunnery.

Mr. Lewis, for a year Washington correspondent for the Morning Tele-



TRACY H. LEWIS.

graph, put in his first newspaper work on the New York Times, later joining the editorial staff of the Telegraph and continuing in that capacity until the Mexican border troubles, when he went with the troops to the Rio Grande and remained there until the excitement was over. He was subsequently detailed to do Washington work.

Edward Fuller of the advertising staff of the Chicago Examiner is attending an aviation training school. Prior to his departure, he was given a farewell banquet by his friends.

Lloyd A. Lehtas of the Chicago Tribune editorial staff has joined the aviation section.

Thirty men from the Rocky Mountain News and Denver Times are

THE

PITTSBURGH DISPATCH

is a capable and welcome
salesman in thousands of
good homes.

H. C. Rook, Real Est. Trust Bldg., Phila.
W. G. Brooke, 225 Fifth Ave., New York
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W. E. Edge, Atlantic City, N. J.
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The City of Richmond15,309qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes

In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

with the colors. Their names follow:

L. L. Hamilton, Harvey Setchel, O. W. Williams, T. Felker, F. S. Mangan, M. H. Halling, Grant Mellinay, John Barrows, Dana Burkhalter, Hicks C. Coney, J. E. Cook, Earl Davis, John F. O'Brien, William R. Wright, Vaughn Protheroe, Neal King, Jesse Riblett, William Vogt, Floyd Reese, Elmer Dye, G. Barnitz, Bayard Brooks, Benjamin Roth, Ira Ingersoll, L. Richardson, O. Whitney, R. Hughes, H. Gambrel, Floyd Wilson, George W. Hoage.

TEST OF PULP STONES.

A test of Canadian sandstones, to determine their suitability as pulpstones, has been completed by L. Heber Cole of the Canadian Department of Mines and his report has just been issued.

The conclusion drawn is that, with a little co-operation between the owners of prospective quarries and paper makers and other consumers of pulpstones, an industry in this product could soon be firmly established in Canada.

Mr. Cole states that the tests conducted, both in laboratory and on a commercial scale, show that pulpstones having thereon the legend "Made in Canada" can be placed on the Canadian and United States markets with every confidence that they will prove equal to the best imported stones.

George H. Miles has become the owner of the Rushford (Minn.) Tri-County Record.

If this territory presents a sales problem to you, the Merchandising Service Department.

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish DailyReaches the cream of purchasing power
of the Jewish element in America.CIRCULATION OVER 70,000
Despite advance in price
from one to two cents.THE DAY The National
Jewish Daily.

Member A.B.C.

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"ROMANUL"

The largest and oldest ROUMANIAN
daily newspaper in the United States
and Canada.The only real guide of 250,000 thrifty
readers and positive success to its ad-
vertisers.Full leased wire reports of United
Press Association.
634-638 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.

OBITUARY NOTES.

DAVID WILLIAM HIGGINS, veter-
an Pacific coast newspaper man
and founder of the San Francisco
Call, died in Victoria, B. C., on No-
vember 30, aged eighty-three years.Born in Halifax, Nova Scotia, Mr.
Higgins went to San Francisco in
1856 and founded the Call the same
year, selling out two years later. He
became publisher of the Victoria (B.
C.) Colonist in 1860 and remained
so until 1886. He was later editor
of the Vancouver (B. C.) World.WILLIAM H. LOOMIS, well
known illustrator, died suddenly on
November 29 at the Heineman Hospi-
tal, New York, at the age of forty-
five years. Mr. Loomis worked as
artist on many of the country's prom-
inent papers.HENRY ("DEACON") TERRY,
for more than twenty years reporter
on the New York American, died
from heart disease on November 31
in Jersey City, N. J. He was sixty-
four years old.WILLIAM FRANK, a Brooklyn
brewer, at one time employed by the
Frank Leslie publications, in New
York, died on December 1.THOMAS M. JONES, president of
the Legislative Correspondents Asso-
ciation of Pennsylvania, is dead at
Harrisburg. He had been identified
with newspaper work in Harrisburg
for more than forty years.LAFAYETTE PARKS, several
years ago connected with the New
York Evening Telegram, later prop-
rietor of the Fitchburg (Mass.)
Daily News, and more recently em-
ployed by the Associated Press in
New York, is dead in Brooklyn, N.
Y., following an operation for intes-
tinal trouble. He was forty-three
years old.MRS. ELIZABETH WHEELER,
widow of Hiram N. Wheeler, veteran
editor and owner of the Quincy (Ill.)
Journal, who died several months
ago, passed away on November 28 in
Quincy.EDWARD H. CALLISTER, for
nine years general manager of the
Salt Lake City (Utah) Herald-Re-
publican, died in Salt Lake City on
November 24 at the age of fifty-seven
years. He was with the Herald-Re-
publican until a year ago.GEORGE B. BOGERT, one of the
oldest newspaper men of Bayonne, N.
J., died on December 2, aged fifty-
five.ROBERT MATHESON, first edi-
tor of the British-American and for-THE
ST. LOUIS
WESTLICHE
POSTreaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.THE ONLY POLISH DAILY IN
NEW ENGLAND.

Kurier Bostonski

27 Beverly St., BOSTON, MASS.

reaches 600,000 Poles in New England.
They want to buy your goods.

Use Kurier Bostonski

merly editor and proprietor of the
Canadian-American, died last week
in Chicago. He was eighty-two
years old.J. W. PAIGE, inventor of the
Paige typesetting machine, died in a
Chicago infirmary on December 4,
aged seventy-six years.JAMES REILLY, managing editor
of the Wall Street Journal, New York,
passed away in a hospital in Pater-
son, N. J., on December 4, his death
being due to exposure and burns in-
curred as the result of an attack of
vertigo.WALTER HALE, author, illustra-
tor and correspondent for the Cen-
tury and Harper's magazines, died in
New York on December 4, at the age
of forty-eight years.ALBERT KOMP, pioneer paper
manufacturer of New York, died sud-
denly in New York, aged eighty-six
years. Mr. Komp retired several
years ago.JOHN F. CARROLL, publisher of
the Portland (Ore.) Evening Tele-
gram, died on December 4, aged fifty-
nine years.MRS. BARBARA SUTER, a pi-
oneer Western newspaper writer,
died last week at her home in San
Francisco at the age of ninety years.EDWARD ELSWORTH, creator
of the "Sunny Jim" advertising lim-
ericks, was killed on December 5 in
a plunge from a window of an eight-
story building in New York. He was
president of the D. & C. Cereal Com-
pany, Inc., a \$2,500,000 concern.MAURICE A. SCHWARTZ, a car-
toonist for the Chicago Daily News,
is dead of heart disease at the age
of twenty-seven years.P. E. TRULY, a pioneer West
Texas newspaper editor, died on No-
vember 20 in Ballinger, Tex.FREDERICK E. SAWARD, edi-
tor and proprietor of the Coal Trade
Journal, New York, which he found-
ed forty-eight years ago, died on De-
cember 4, aged seventy-one years. Mr.
Saward was president of the Ameri-
can Trade Press Association for one
term.NICOLE STAITS, an artist con-
nected with St. Louis newspapers, is
dead of cancer in that city, at the
age of sixty-four years.WILLIAM MACLAREN, formerly
advertising manager but more re-
cently manager of Gimbel Brothers'
Milwaukee store, died on December
6 after an illness of three weeks.

MONTREAL

is CANADA'S largest and wealthiest city
—sixth in America in population; fourth
largest French city in the world—and a
wonderfully fine market for all kinds of
advertised goods.

LA PRESSE

is Canada's largest circulating daily—
over 145,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.W.M. J. MORTON CO., Special Repr.
NEW YORK, Fifth Ave. Building.

CHICAGO, Tribune Building.

LONDON, ENG., 19 St. Julian Avenue

Southampton Row.

PARIS, 7 rue de Rocher.

TELEGRAM CODZIENNY

A National American Daily and Sun-
day printed in the Polish language reach-
ing over 150,000 readers.

A Splendid Advertising Medium.

Phone Stuyvesant 204.

90 East 10th Street, NEW YORK

NEW I.F.S. CARTOONIST.

"Jack" Callahan is the latest ac-
quisition to the comic cartoon force of
the International Feature Service.
His strip, "Over Here," is attracting

JACK CALLAHAN.

wide attention and promises to be
one of the big comic hits. Callahan
has filled every position on a news-
paper from a newsboy to artist.PUCKETTE SUCCEEDS GAVIT
ON NEW YORK POST.Charles McDonald Puckette has
been appointed managing editor of
the New York Evening Post to suc-
ceed John Palmer Gavit, who has re-
signed, effective January 1, to join
the staff of Harper & Bros. The de-
cision was made on Monday by the
board of trustees of the New York
Evening Post Company.Mr. Puckette is one of the young-
est men who have held a post of such
responsibility in the New York jour-
nalistic field, being only thirty years
old. He is a native of Tennessee and
a graduate of the University of the
South, at Sewanee, Tenn.He joined the city staff of the New
York Evening Post in 1908. In Ap-
ril, 1916, he was made city editor, af-
ter a brief engagement as acting city
editor.

Early last spring he was made as-

The only journal outside of the
United States published in the in-
terest of newspaper men.THE 30 pages Weekly
NEWSPAPER
WORLD

Annual Postal Subscription

Everywhere \$3.40.

(Established 1898)

Specimen Copy Sent Free

Address: 14 Cross Street

FINSBURY, LONDON, ENG

NARODNI List

Briacoe Motor Corp. of Jackson, Mich.,
has just placed 10,450 agate lines of Bri-
acoe advertising in the Narodni List. This
is the best proof that the Narodni List is
one of the best advertising mediums in
the foreign languages for National adver-
tisers.

Ideal Newspaper for National Advertisers

61 Park Row, NEW YORK

Phone 2889 Beckman.

THE JEWISH
MORNING JOURNAL
NEW YORK CITYcarries more advertising than any other
Jewish newspaper. Circulation in New
York City largest of all foreign language
newspapers. Member A.B.C.sistant managing editor, and Walter
B. Hayward, who returned from the
New York Times, became city edi-
tor. Mr. Puckette measured up to
his new duties in a signal fashion. On
a number of occasions he was acting
managing editor for a period of
weeks and months and proved him-
self of a calibre that fitted him for
the major post.His nine years on the staff of the
Evening Post have acquainted him
with conditions in New York City
and outside.He combines a keen sense of news
values with literary tastes.

CELEBRATION IN BROOKLYN.

The Brooklyn Press Club on No-
vember 29 celebrated the election of
four of its men to office. The suc-
cessful candidates are Edward Lazan-
sky, supreme court justice; Edward
Riegelman, borough president of
Brooklyn; Richard Webster, regis-
ter, and August Ferrand, alderman.Clinton H. Hoard and Gabriel
Bloch were in charge of the affair,
which took the form of a reception
and dance.

NEW LABOR PAPER.

The Buffalo (N. Y.) Labor Jour-
nal has just made its initial appear-
ance. It is the official organ of the
Buffalo Central Labor Council.The Only ITALIAN Daily News-
paper in New England.

Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON

consolidated with La Tribuna del
Popolo and Il Messaggero di Wor-
cester.

100,000 Italians in Boston.

300,000 Italians in Massachusetts.

1,000,000 Italians in New England.

“Concentration is the Nation’s Watchword”

You can dominate

Philadelphia

at one cost by concentrating in

The BULLETIN

the newspaper “nearly everybody reads”

Record business is being done by Philadelphia business houses, due to the fact that 58,000 business places and manufacturing plants, employing about 700,000 male and 300,000 female workers, are running to full capacity.

In Philadelphia there are approximately 375,000 separate dwellings.

Think of the vast daily needs of the third largest market in the United States.

Clothing
Shoes
Hosiery
Underwear
Millinery and Hats

Food and Drink
Soaps and Toilet Articles
Household and
Kitchen Necessities
Furniture, Rugs, etc.

Medicines
Heating and Lighting
Musical Instruments
Automobiles and Accessories

Net paid daily
average for November **366,435** Copies
a Day

NEW YORK OFFICE
Dan A. Carroll
Tribune Building

WILLIAM L. McLEAN, *Publisher*

CHICAGO OFFICE
J. E. Verree
Steger Building

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Every SATURDAY at
233 West 56th St. (near Broadway)

NEW YORK CITY

DECEMBER 15, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porters' Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship." Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894.

No. 1242

For RESULTS

Advertisers, both national and local, who have used or are now using the Plain Dealer, *know positively* that this great HOME newspaper *brings results*.

You could hardly expect anything different from a newspaper which has, over a period of more than seventy-six years, built up a following of thinking men and women,—prosperous people,—who have money to spend and an inclination to spend it on just such a product as you, perhaps, have to sell.

You will find it to your advantage to start NOW to get acquainted with the more than 175,000 people who read the *daily*, and the more than 200,000 who read the *Sunday* Cleveland Plain Dealer.

The Plain Dealer
is the greatest
HOME newspaper
in Cleveland



The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Western Advertising Representative:

JOHN GLASS

CHICAGO, Peoples Gas Building

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

SMOOT SOUNDS KEYNOTE IN POSTAL FIGHT.

ALL PUBLISHERS MUST GET TOGETHER AND AGREE ON INCREASE THEY FEEL THEY CAN STAND.

By WALDON FAWCETT.

"The publishers must get together."

This the keynote sounded this week by United States Senator Reed Smoot, who is, on behalf of the newspapers and periodicals, the leader in the fight now being made at Washington for the repeal of the provisions for an increase in second class rates of postage, embodied in the War Revenue Act passed at the last session of Congress.

I was enabled to induce Senator Smoot to talk frankly and at length on this subject for the first time since his return to Washington, because the champion of the publishing interests has just come to realize that publishers must be thoroughly aroused and at once if Congress is to be persuaded to grant any relief.

"What I would like to impress upon the publishers," said Senator Smoot, "is that in this crisis they must get together and agree upon such increase in the second class rate as they feel that they can stand without danger of the destruction of their business."

"Then there is no hope, Senator," I inquired, "that the publishing industry can be allowed to pursue the even tenor of its way on the basis of the present rate of one cent per pound?"

"No, I am afraid not," was the rejoinder. "I have talked with a great number of Senators and Representatives since my return to Washington and there seems to be an almost universal feeling that the publishers will have to stand some increase."

Persisting, I inquired: "The bill you introduced the other day, Senator—that is S. 2983—seeks, does it not, the flat repeal of the section of the War Revenue Act that operates to increase second class rates without proposing any alternative?"

"That," explained the gentleman from Utah, "is designed simply to do away with the iniquitous zone system, which I believe to be all wrong and which many of my colleagues agree with me will tend to cultivate sectionalism at the expense of national spirit."

"I believe," he continued, "that we are going to have no difficulty in mustering sufficient strength to eliminate the zone plan, but I would not be understood as holding out hope that Congress will consent to waive entirely the proposition for an increase in the second class rates. I realize that there are some publishers who feel that there should be no increase whatever, and I would be inclined to take that view myself if the country were not at war and the Government faced by the necessity of raising extraordinary revenue by every means at its command."

"With the situation as it is, I find a very strong sentiment here at the Capitol to the effect that the publishers should be willing to stand some increase. That is why I wish to urge, with all the emphasis I can place upon the advice, that the publishers of all classes get together and definitely agree upon what increase they can stand."

"My own opinion, if I were to give one at this time, would be that a flat rate of 1½ cents per pound is about right. Some of my colleagues favor a slightly higher rate, though I think that the general feeling is that under no circumstances should the rate to take effect July 1 next be higher than 1½ cents per pound."

WANTS TO HEAR FROM PUBLISHERS.

"It is because of the doubt on this point that I would like to hear from the publishers."

"I do not think that anything will be done in the matter of the adoption of a substitute flat rate in lieu of the authorized zone system until after the

holidays, but, at that, there is no time to be lost."

"In the past I well realize that it has been extremely difficult to persuade publishers of all classes to get together on a common platform, and I believe that there has been some difficulty in persuading the newspaper publishers and the magazine publishers to make common cause."

"However, during the past few weeks I have had very extensive correspondence with publishers and now that the publishing industry faces a fact and not a theory I think I see some disposition to try to agree upon an equitable rate. I sincerely hope that this spirit will prevail, because therein lies the only hope of relief from the present system."

"I am unalterably opposed to the zone system and I am likewise opposed to the plan to assess a higher rate of postage upon the advertising sections of publications than upon the reading portions, but if the publishers, now that they are face to

(Continued on Thirty-first Page.)

BAKERS NOW SOLE OWNERS.

BUY OUT ASSOCIATES IN THE TACOMA TRIBUNE—MR. WELSH STAYS.

The sole ownership of the Tacoma (Wash.) Tribune is now vested in Frank S. Baker, president and general manager, and Elbert H. Baker, president of the Cleveland Plain Dealer, his father. Charles B. Welsh continues as managing editor.

This fact became known through the issuance of \$250,000 in bonds, with the Fidelity Trust Company, of Tacoma, trustee. These bonds were issued in payment of the interests of the Messrs. Bakers' associates in the business, they thereby coming into complete control.

Elbert H. Baker of Cleveland, who was in New York this week, is very proud of his son's property. "The paper has come across in fine shape and is now a recognized force in the community," he said to THE FOURTH ESTATE.

NEWS PRINT PAPER COST CONFERENCES.

FEDERAL TRADE COMMISSION TO BEGIN ON JANUARY 7—WANTS PUBLISHERS TO GO TO WASHINGTON.

The Federal Trade Commission announces that the approaching hearings in the news print matter will be open to all interested—manufacturers, jobbers and consumers being invited to attend. As tentatively set Monday, January 7, will be the date for the first hearing, which is expected to consume from six to ten days.

As stated previously, these hearings will be open to the discussion of the general principles underlying methods for arriving at "just and reasonable" profits, depreciation, methods for computing wood pulp costs, how water power should be treated in cost accounting, etc. These subjects will be considered in connection with the schedule which is to be sent out by the commission and on which the manufacturers will furnish their costs of production.

The hearings will be before the entire commission. Commissioner William B. Colver will be in charge.

"I hope that as a result of the hearings to be conducted in January we shall be able to fix a price on news print so manifestly just and logical that it will stand without question for a long time."

This was an expression made to THE FOURTH ESTATE this week by Trade Commissioner W. B. Colver, the member of the Federal Trade Commission who is in charge of the Government's news print activities and who will conduct the exhaustive hearings on price-fixing that are to be held in Washington next month.

Commissioner Colver's optimistic utterance was called forth by questions from the Washington correspondent of THE FOURTH ESTATE as to the probable frequency of revision of any price that may be settled upon as the outcome of the Trade Commission's consideration of the case.

Under the terms of the compromise effected by the Department of Justice with the members of the News Print Manufacturers Association who were indicted in New York the price to be fixed by the Trade Commission will be subject to revision from time to time.

If such revisions are to be of frequent occurrence it is obvious that there will be a feeling of uncertainty among publishers and probably a hesitancy to enter into long-term contracts unless the price stipulations of such contracts be adjustable in sympathy with price-fixing at Washington.

It is the idea of Commissioner Colver, however, that in the light of all the information that will be adduced at the coming hearings it will be practicable to settle upon a basic price that will stand. Only some radical change of status in the industry, say readjustments of wages, etc., ought to warrant the reopening of the case.

WANTS ALL PUBLISHERS TO BE PRESENT.

Because of his desire to see a price fixed that will be equitable for both producing and consuming interests, Commissioner Colver is desirous that newspaper publishers be well represented at the forthcoming hearings.

He asks THE FOURTH ESTATE to carry his urgent invitation to be present to every publisher who has anything to say in the premises.

The Trade Commission, he it explained, is not asking publishers to "start anything" in this instance. On the contrary the initiative lies with the paper manufacturers, whose counsel, Mr. Wise, will open the discussion at the hearings, probably summoning witnesses to support his contentions, with the result that doubtless the first two or three days of the hearings will be devoted almost ex-

clusively to the presentation of the case for the news print manufacturers.

What is desired of newspaper publishers is that they shall be on hand to offer promptly any evidence that they may desire to offer in rebuttal. If the newspaper publishers are inclined to question the truth of the arguments or the accuracy of any of the figures put forward by the paper producers, obviously the time to do so is while the subject is under discussion.

The hearings are to be public and in evidence of the desire to give publishers every opportunity to present their side of the case it is intimated that the commissioner presiding at the hearings will put to witnesses any reasonable questions submitted by persons who are present.

Lively action is in order, beginning this week, on the part of the paper manufacturers in order to assemble the facts and figures which will constitute the main exhibits in behalf of the news print interests at the coming hearings. The preparation of the

(Continued on Twenty-seventh Page.)

MONTHLY REPORTS FOR CANADA.

PAPER CONTROLLER ADOPTS IDEA OF THE FEDERAL TRADE COMMISSION.

The Ottawa correspondent of THE FOURTH ESTATE learns that Controller R. A. Pringle intends to begin issuing monthly reports like those of the United States Trade Commission. The first of these it is expected will be released early next week and will contain full details of the operations of the Canadian producers during the month of November.

The Controller has not yet completed arrangements for the opening of the inquiry into the book paper situation, but indications are that it will get under way some time next week with the first session.

At Ottawa there has been no change in the general paper situation during the past week.

CHICAGO GETS THE A.N.A. The executive committee of the Association of National Advertisers has decided that the semi-annual meeting of the association will be held in Chicago at a date yet to be selected.

S. Rug has bought a half interest in the Gackle (N. D.) Republican

“Concentration is the Nation’s Watchword”

Dominate Philadelphia

You can *dominate* Philadelphia
at *one cost* by concentrating in

The BULLETIN

The newspaper “nearly everybody” reads

RECORD business is being done by Philadelphia business houses, due to the fact that 58,000 business places and manufacturing plants, employing about 700,000 male and 890,000 female workers, are running to full capacity.

In addition to the above, announcement has just been made by Walter L. Goodenough, general manager of the American International Shipbuilding Corporation, that 30,000 workmen will be employed at the new big Hog Island shipyards (adjoining the League Island Navy Yard) in Philadelphia. Workers there now are receiving a quarter million dollars in wages weekly, and when the ship-building plant is in full swing, the weekly payroll will be \$750,000, most of which will be spent in Philadelphia by these workers and their families.

Think of the vast daily needs of the third largest market in the United States.

In Philadelphia there are approximately 375,000 separate dwellings.

Net paid daily average for November

366,435 COPIES
A DAY

WILLIAM L. McLEAN, *Publisher*

NEW YORK OFFICE
Dan A. Carroll
Tribune Building

CHICAGO OFFICE
J. E. Verree
Steger Building

Advertising That Counts

In eleven months of 1917 The New York Times printed 3,410,435 agate lines more advertising under the seventeen important classifications listed below than any other New York morning newspaper.

CLASSIFICATION	TIMES Agate Lines	Second Morning Newspaper Agate Lines	Third Morning Newspaper Agate Lines	Fourth Morning Newspaper Agate Lines	Fifth Morning Newspaper Agate Lines	Sixth Morning Newspaper Agate Lines
Dry Goods & Specialty Shops	2,865,868	2,189,682	1,964,208	1,512,330	1,124,246	659,617
Real Estate & Bldg. Material	1,152,849	822,321	409,401	945,867	103,058	232,646
Financial	1,137,981	399,735	384,580	426,274	425,599	445,827
Automobiles	926,926	432,045	586,720	437,630	230,346	616,570
Publications	545,696	155,818	80,729	26,042	218,682	165,011
Resorts, Hotels & Restaurants	456,699	327,193	185,519	321,521	193,010	153,515
Men's Furnishings	322,371	234,665	169,880	52,314	243,091	58,933
Miscellaneous Display	301,658	231,674	182,030	138,362	181,650	194,501
Musical Instruments	260,768	170,443	208,419	26,109	143,532	83,579
Transportation	227,221	140,786	120,200	149,388	41,467	139,085
Schools	157,715	136,724	71,167	40,469	82,392	108,292
Foodstuffs and Confections..	141,345	65,310	92,100	21,253	61,903	20,331
Office Appliances	138,146	23,468	5,035	4,372	43,254	14,251
Boots and Shoes	113,950	64,039	76,133	21,086	19,019	18,044
Beverages	78,645	63,328	47,522	30,443	27,400	29,701
Charity and Religion	69,862	51,361	36,378	52,124	52,996	23,287
Public Service	58,773	37,446	39,514	37,841	38,750	56,457
Total Agate Lines.....	8,956,473	5,546,038	4,659,535	4,243,425	3,230,405	3,019,644
Medical Advertisements	95,002	360,822	188,508	27,590	11,173	35,439
Other Classifications	2,331,103	6,792,537	3,590,496	2,488,576	1,007,095	725,970
Complete Total AGATE LINES ...	11,382,578	12,699,397	8,438,539	6,759,591	4,248,673	3,781,053
Less Help and Situation Wanted Advertisements...	647,354	4,781,158	1,229,378	1,404,240	52,195	13,332
Total AGATE LINES Less Help and Situation Wanted.....	10,735,224	7,918,239	7,209,161	5,355,351	4,196,478	3,767,721

*The average daily and Sunday net paid sale of The New York Times
for the six months ended September 30, 1917,
was 357,225 copies*

AMERICAN STEEL CHASES.

One of the most complete factories for the manufacture of steel chases for newspaper and book work, also for steel newspaper and job galleys, is the plant of the American Steel Chase Company located at 27 Beckman street, New York, with offices at 38 Park Row, New York. This concern is especially equipped to take care of any and all orders for chases and galleys whether special or regular in size.

The company guarantees that "chases which it manufactures are made from cold drawn steel, made rigid, true and lasting with less tendency to spring on account of the special steel used; the dovetails and bars are cut and fitted by methods insuring absolute exactness so essential for perfect register work; and the corners are perfectly rigid, square and true and as unbreakable as any other portion of the chase; the same applying to the steel galleys, as the concern is equipped with special machinery to make headed steel galley using eighteen gauge special analysis steel.

THE PROVIDENCE NEWS IS TWENTY-FIVE YEARS OLD.

The Providence Evening News celebrated its twenty-fifth anniversary last week, issuing an anniversary edition on December 7. D. Russell Brown, former governor of Rhode Island, is editor and publisher of the Evening News.

The paper was founded by John L. Heaton, now in the editorial department of the New York World, in 1892.

Among the past editors of the News have been such men as Charles H. Howland, Thomas H. McElroy, Henry C. Salandri, John C. Minikins and Charles M. Inman, the predecessor of the present incumbent.

A MATTHEWS MEMORIAL.

Pupils of the late Franklin Matthews, professor in the Pulitzer School of Journalism up to the time of his death a few days ago, have undertaken to raise a fund which will be offered to the university to endow a memorial prize or scholarship. Dr.

Talcott Williams, director of the school, will take charge of the subscriptions.

AREND'S ON HASTINGS HERALD

M. H. Arends, formerly connected with the Morse International Agency and the Benjamin Kentnor Company, has been chosen editor and general manager of the Hastings (Fla.) Herald.

Mr. Arends went South several years ago and has been advertising and circulation manager of the St. Augustine (Fla.) Evening Record, of which Harry L. Brown, proprietor of the Hastings Herald, is general manager.

D. Stratford Seadeng, whom Mr. Arends succeeds, is retiring to follow other interests.

COVERING HALIFAX FROM OTTAWA.

The Halifax disaster was covered for the Ottawa (Ont.) Citizen by "Tommy" Gorman, sports editor, whose work has aroused the admiration of newspaper men in the Capital

of the Dominion. Always a tireless worker, Gorman excelled himself on this occasion.

M. Grattan O'Leary, Parliamentary representative of the Journal newspaper, Ottawa, Ont., covered the Halifax disaster for these papers, and sent over some descriptive stuff that attracted widespread attention.

C. A. Robertson has revived the Browning (Mont.) Review.

OUR 1917 CHRISTMAS CARTOON

3, 4 and 5-column sizes; mats or cut sold to but one paper in a city.

The International Syndicate
Established 1899. BALTIMORE, MD.

"Say, Pop!"—Everybody's Comic

The Most Conspicuous Change of Comic Service in the Past Three Years

C. M. Payne, whose genius made of "S'Matter Pop?" a wonderful study of humorous child life, is the creator of "SAY, POP!"—a comic, daily and Sunday, built about the inimitable characters that made him famous—"Pop", "Uncle Hi", the interesting household kiddies, the family cat, and "Ambrose", the irrepressible "Boy Next Door".



The "Say, Pop!" Happy Family

In his striking new work inspired by the spirit of liberal and expert directorial co-operation, Payne is more than ambitious. He enters upon his new arrangement in high spirits. His imagination is at flood tide, his eagerness and energy unlimited. His determination is to eclipse any success he may have had, to produce to a standard of quality and results far greater than he has ever attained.

"Say Pop!", the new title for Payne's work, will fail to recognize no attraction and appeal that has distinguished his earlier drawings. But it will represent more than an average popularity appeal. It will signalize Payne's best, newest ideas conceived with the objective of *universal appeal*. The littlest tots, the older children, all classes and ages of grown-ups—this is to be his audience.

This unique and trebly valuable newspaper feature possesses potentially every essential quality to attract, entertain and satisfy EVERY CLASS OF READER.

King Features Syndicate, Inc., has the honor of announcing an exclusive contract with Mr. Payne to serve to newspapers his future comic productions—the first releases of Sunday color pages and daily comic strips in the first week in January, 1918.

You need "SAY, POP!" as a *Daily Strip*. If you have a Sunday edition, you need "SAY, POP!" as a full *Color Page*.

Presenting Payne's New Comic daily and Sunday you will have a seven-day habit-making feature combination that will readily prove an asset of unusual value to your publication.

Reservations by wire for service are being received in large numbers. We earnestly suggest that you TELEGRAPH at once.

KING FEATURES SYNDICATE, Inc. 37 West 39th Street
NEW YORK CITY

NO BLACKLIST OF PAPERS ISSUED.

RUMORS TO THE CONTRARY AROUSE THE GOVERNMENT—THE OFFICIAL ATTITUDE EXPLAINED.

Uncle Sam will be in no haste to blacklist newspapers that are guilty of indiscretions in editorial policy in these tense times.

While taking every reasonable precaution against newspaper publications that might give aid and comfort to the enemy, the Government is not going to take snap judgment on any newspaper nor to precipitately hold any newspaper up to public condemnation because of a "first offence" under the Espionage Law or disregard of the censorship restrictions imposed via the Committee on Public Information.

This determination to go slow in reflecting upon the loyalty of any newspaper or in publicly questioning the good faith of any paper with respect to the observance of the censorship provisions was indicated at Washington this week in connection with the refutation of a rumor that the War Department is to inaugurate a newspaper "blacklist."

According to a story printed in various daily newspapers, the intelligence division of the War Department had compiled and was planning to make public a list of twenty newspapers charged with flagrant violation of the censorship rules. *Not only is it declared by officials that there is nothing whatever in this report, but they are manifesting keen curiosity as to where the statement originated.*

Prominent in these reports has been the statement that the Official Bulletin, the paper issued by the Committee on Public Information, stands high on the alleged list because it gave "military information in violation of its self-laid-down rules."

It has been ascertained that whereas this latest product of the great "rumor factory" at Washington was printed in a number of newspapers, it was not carried by any of the press associations nor was the name of the writer appended in any publication that was made.

War Department officials and members of the staff of the Committee on Public Information deny emphatically that there is to be any attempt to hold newspapers to the regulations imposed in the censorship by pillorying before the public any publications that transgress. The Information Committee is keeping careful tab upon all newspapers and calls the attention of the publisher and editor who are involved to any violation of the code of ethics under the censorship, but there is no disposition to force the issue in any case by giving to a heedless or indiscreet newspaper a bad name before the public.

The officials at Washington feel that, as matters now stand they must ignore or condone a certain number of infractions of the censorship rules of conduct. The censorship is, of course, a voluntary censorship and depends for its success upon the co-operation of the newspaper men. It is realized in official circles that under the conditions that obtain in the average daily newspaper office it is inevitable that there shall be a certain proportion of unintentional oversteppings into forbidden ground. News editors, telegraph editors and city editors cannot have constantly before their eyes the card of "Don'ts" issued by the Committee on Public Information.

It is suspected that there are some editors who willfully "forget" some of the censorship restrictions, which appear unnecessary and unreasonable to the experienced, practical, working newspaper man.

On the main responsibilities of the voluntary censorship scheme—publi-

cation of items involving troop and transport movements, etc.—the newspaper fraternity has almost to a man upheld the veil of secrecy, but there has not been that same blind obedience to some of the rules, the vital purport of which is not so apparent. But, be that as it may, there is no intention at the War Department at this time to attempt to create any public roll of dishonor for newspapers that have been out of bounds.

Not only does Uncle Sam disclaim any intention to boycott newspapers that take liberties under the voluntary censorship plan, but as yet the Government cannot bring itself to the idea of "shouting from the housetops" the dishonor of even those publications, that have, in effect, been convicted of treasonable activities such as are punishable under the "Trading with the Enemy Act."

NO DISLOYAL LIST.

For weeks past strong and insistent pressure has been brought to bear upon the Postmaster General to persuade him to make public the names of newspapers and periodicals which have been excluded from the second-class mails because of the publication of seditious and treasonable matter. As yet, however, the postal officials stand pat. This is not saying that the white light of "pitiless publicity" will not yet be turned upon the pacifist and pro-German publishers if they persist in slandering the republic and its government, but thus far the men in authority at the Post Office Department have resisted all attempts to induce them to make public the names of disloyal papers.

The identity of some of the papers that have been barred from the second-class mails has become generally known through other channels. For example in the case of certain Socialistic organs, the right of the Postmaster General to throw out of the second-class mails a sheet given to making rash statements has been questioned in the courts and through the newspaper accounts of such court action the general public has become acquainted with the predicament of the paper that has incurred official disfavor.

In a number of instances, too, the officials in the office of the Third Assistant Postmaster General have answered specific inquiries from anxious individuals by admitting that this or that designated newspaper is no longer in the mails, but *there has been no "posting" of the whole crew of delinquents.*

The reluctance of the Post Office Department to come out in the open with its list of "barred newspapers"

is due to long-established custom in the department with respect to publications whose second-class permits have been suspended or revoked.

In the past, newspapers have been barred from the second-class mails not in groups but individually and almost invariably the cause was personal to the publisher involved. Perhaps he used rather more of his advertising space than the department thought was ethical to advertise his own enterprises. Or, mayhap, his circulation was found to be padded or inflated by premiums or commissions so costly that there was not returned to the publisher fifty per cent of the announced subscription price.

GIVING "ANOTHER CHANCE."

Whatever the misstep of a publisher that caused the department to discipline him, it was realized at the postal headquarters that in nine cases out of ten he would, when thus "rapped," "clean house" and apply, probably successfully, for readmission to the second-class post. With such prospect that a disbarred publication would be restored to good standing, it was accounted undesirable to publish to the world that it was temporarily in disgrace.

Hence the unwritten law that secrecy was to be preserved with respect to all papers dropped from the second-class mails.

Interests that are urging the Postmaster General to turn on the light in the case of recent expulsions declare that circumstances alter cases and that the standards of times of peace cannot satisfactorily be clung to in time of war.

Furthermore they argue that the Post Office Department is regularly publishing the names of the firms and individuals against whom "fraud orders" are issued for misuse of the mails for swindling purposes, whereas their offences are in many instances less serious in consequences than those of the editors who have set out to undermine public faith and loyalty.

Prior to the passage of the Trading With the Enemy Act some of the postal officials were loath to publish the fact that any newspaper had been barred from the mails because it was felt that such denunciation would only serve in certain quarters as an advertisement for the condemned publication and would increase its newsstand sales or its circulation via channels other than the second-class mails.

However, this need no longer be a deterrent by reason of the fact that the Government now has authority to prevent the circulation by express, automobile or other carrier of a paper excluded from the mails that is in the case of special issues specifically debarred.

Up to date the Post Office Department will not even state the exact number of newspapers that have been banished from the second-class mails for treasonable utterances.

However, it is known that the list is a rather formidable one. Many newspapers that have not had the second-class privilege withdrawn permanently or indefinitely have had certain issues excluded from the mails because of disloyal contents.

All of the papers that have thus been in trouble with Uncle Sam on occasion are being carefully watched to ascertain whether repetitions of the pranks will warrant a blanket prohibition upon second-class circulation.

THE FRIARS FROLIC.

The successful debut of Frank Tinney as a female impersonator was one of the features of a Friars' Frolic which took place at the clubhouse in New York on December 8.

The Most Practical Method



A recent editorial in The Saturday Evening Post relative to economy, the curtailing of waste, and losses incurred through credit trade, stated: "A discrimination should be made in favor of those who pay cash."

In 1896 the nationally popular **W. Green Stamps**, founded upon the principle that cash patronage earns a discount, were introduced to American housewives.

How sound the principle is, how well the service rendered has satisfied both customer and merchant, is illustrated today in the millions of thrifty housewives who gladly "pay as they go" at thousands of progressive stores, in order to receive and enjoy the saving made possible by these discount tokens.

By liberally rewarding cash customers every merchant showing the sign "We Give **W. Green Stamps**" is discouraging extravagance and encouraging thrift in American homes. The Sperry System is the most practical method for dealer and consumer, because at a minimum cost to the former it returns a maximum benefit to the latter.

The SPERRY & HUTCHINSON Co.

2 West 43rd St., New York

BOSTON DAILY ADVERTISER

ESTABLISHED 1748

THE BOSTON DAILY ADVERTISER announces the acquisition of the *Boston Sunday American*—heretofore the Sunday edition of the *Boston Evening American*.

For more than a century the Boston Advertiser has been a week-day instructor in many New England homes, carrying salient news in accurate, dignified fashion, with distinctive criticism and comment and much real literature. It is fuller of clean news than ever before, and it is now printed every day in the year.

The *Boston Daily Advertiser* has thus acquired one of the strongest and most vigorous of Sunday newspapers in America—a paper which has an extraordinary dominance in circulation and influence throughout New England. The Sunday edition of the Advertiser will be known as the


ADVERTISER AND AMERICAN

BOSTON, MASSACHUSETTS.

THE SOCIALISTIC PRESS.

"ANTI-GERMAN," SAY N.Y. CALL
AND APPEAL TO REASON
—MASSES SUSPENDS.

Interesting developments have taken place in the attitude of leading Socialist publications since the President delivered his great war message. The New York Call, Socialist daily newspaper, whose second class mailing privilege was revoked six weeks ago by Postmaster General Burleson because of alleged hostility to the Government's war policy, has editorially accepted the declaration of aims and purposes outlined by the President in his war address.

"We have not made the slightest change in our policy," said Charles W. Ervin, editor of the Call. "Mr. Burleson and others have insistently misunderstood the Call's policy. We never have opposed the crushing of German autocracy. We never have opposed the enforcement of America's war laws. The most we have ever done was to exercise our right to demand the repeal of certain laws and to criticize Government officials."

"The editorial on the President's message is entirely in consonance with our views in the past."

The Appeal to Reason, Gerard, Kan., pioneer Socialist organ in the United States, has espoused the "war of defence" of the United States and the Allies against Prussian militarism, according to a statement on December 10 by Louis Kopelin, editor of the paper.

"President Wilson's clear and definite statement of war aims before Congress last Tuesday is mainly responsible for the 'Appeal to Reason's' espousal of the war," the statement said.

Beginning with the issue of December 22, the name of the paper will be changed to the New Appeal, "to more distinctively conform to its broader national and international policy."

In announcing its suspension, the Masses, of New York, said:

"There is no room in the United States at this time for a free magazine. The Masses has made every effort consistent with the intellectual and artistic liberty which is its being to secure from the United States Government the privilege of distribution. If we were a hard working, self supporting paper we could perhaps find means to exist without consent of the Government, but being what we are, a luxury like truth and beauty, a child of play and energetic idleness, it is financially impossible for us to survive this organized hostility."

"To those 30,000 friends who bought us and read us and believed in us every month we say farewell until a happier time. We do this with a smile, because it is well understood that our going out is only a proof and authentication of certain prophetic things we have been saying."

The Masses was barred from the mails in its August issue, and after vigorous court action the Federal court confirmed the Postmaster-General's prohibition.

On November 19 a Federal Grand Jury indicted for conspiracy under the Espionage Act six of the magazine's editors and publishers, Max Eastman, editor-in-chief; Floyd Dell, managing editor; C. Merrill Rogers, Jr., business manager; Henry J. Gluckenkamp, Arthur Young, an artist, and John Reed, a writer.

Their trials are pending.

Harry A. Moore has taken over the Sheridan Forum.

GULF COAST PRESS MEETS.

At the second annual meeting of the Gulf Coast Press Association held in Beaumont, Tex., A. R. Kriebbaum of the Beaumont Enterprise was elected president; L. M. Davis, Port Arthur Record, vice-president; C. F. Roberts, Kirbyville Banner, secretary-treasurer; T. J. Fortenberry, Kirbyville, attorney; executive committee, J. B. Powers, Silsbee Signal; G. E. Welford, Lufkin News; Gay L. Tutts, Anahuac Progress.

The address of welcome was delivered by Hon. Leon Sonfield of Beaumont. He paid a glowing tribute to the press of the county, declaring that the food conservation, Red Cross, war bonds and war Y.M.C.A. campaigns were successes because of the whole-hearted support given the nation in the present war.

S. S. Solinsky presided as toastmaster at a dinner given by the Beaumont Enterprise and Journal.

Resolutions were adopted advocating an extension of the publicity law passed by the last legislature to include the publication of the proceedings of county commissioners' courts and city councils and commissions.

The next meeting will be held at Port Arthur in April.

P. O. THORSON BUYS ANOTHER NORWEGIAN PAPER.

The Fargo (N. D.) Fram, a Norwegian weekly, has been purchased from Olshaker Brothers by P. O. Thorson, publisher and manager of the Grand Forks (N. D.) Semi-Weekly Nordmanden. The Fram was established in 1897.

The new proprietor, who is president of the Norwegian-Danish Press Association of America, insists that he will maintain political independence. In a printed statement, he told of the stormy journeys of the Norwegian publishers of the Northwest.

"After more than thirty years of efforts, it is only the Nordmanden and the Fram which have survived," he said, "and none of them can be said to have been particularly remunerative."

L. J. Siljan, editor of the Nordmanden, has been sent to Scandinavia as special correspondent for that paper. He expects to be gone about four months and will then return to his editorial post.

A.N.P.A. METHOD MAY END A TELEPHONE STRIKE.

V. S. McClatchy, publisher of the Sacramento Bee, has evolved a plan for settlement of the 'phone strike, designed to meet the main objections that labor has offered to compulsory arbitration. In effect it is a federalization of a plan in force for some years between the American Newspaper Publishers Association and the three printing trade unions employed on daily papers.

The plan assumes an earnest desire both on the part of capital and labor to end the war. It calls for a national adjustment board, equally divided between capital and labor members.

PAYNE IS PROMOTED.

George M. Payne, who has just succeeded to the post of telegraph editor of the Cincinnati Times-Star, left vacant by the death of Clyde M. Allen, has been assisting in the handling of the telegraph news on that paper for the last five years. Before that time he shared for a time the newspaper life of Denver, being connected with the Rocky Mountain News.

Mr. Payne performed various services on the New York Herald, also filling positions on the Washington Post and the Washington Times.

In addition to helping out on the telegraph, Mr. Payne has been doing the book reviews for the Times-Star.



Somewhere in America

Laying submarine cable, hundreds of miles of it, to scores of isolated lighthouses is one of the telephone tasks made necessary by the war. The Bell System has also built lines connecting some two hundred coast guard stations.

It has built complete telephone systems for fifteen National Army cantonments and fifteen National Guard camps, each a city in size, and also at many naval, officer's reserve, mobilization and embarkation camps and at army and navy stations.

It has provided an enormous increase in long distance facilities throughout the country that satisfactory service may be maintained between cantonments, training camps, guard outposts, military supply stations, war industries, the National Capital and other

centers of Government activity.

The Government facilities at the National Capital have already been increased three-fold and there has been a tremendous increase in local and toll facilities.

Fifteen thousand miles of telephone wire have been taken from other use for the exclusive service of the Government and some 20,000 miles of telegraph facilities also provided.

Meanwhile the Bell System has given generously of its man power, until over seven thousand men are in service or recruited for military duty.

Members of the Bell System, whether they have already gone to France or whether they have stayed at their posts to help mobilize the country for victory, are equally in the service of the Nation.

American Telephone & Telegraph Company

And Associated Companies

One Policy One System Universal Service



PAPER FIRM INCORPORATES AT BANGOR, ME.

The Great Eastern Paper Company of Bangor, Me., has been incorporated with Garret Schenck, president of the Great Northern Paper Company, and Charles W. Mullen, former member of the Maine public utilities commission, controlling the stock.

The authorized capital of the company is \$1,200,000, consisting of \$600,000 in bonds and \$600,000 in stock.

Three hundred thousand acres of perpetual limits timberlands in the province of Quebec, Can., are owned by this company, together with authority to control all the water and water powers on the Madeleine River watershed. It also owns water power

sites capable of an ultimate development of 27,000 horsepower.

The property has been cruised by American and Canadian experts who report the total stumpage value based on prices prevailing before the war as \$9,700,000.

KNOW ARMITAGE?

Many persons have been defrauded in the last few weeks by William R. Armitage, who without authority has solicited subscriptions for the New York Times or the Midweek Pictorial in Havana, Birmingham, New Orleans, Louisville and Cincinnati, and pocketed the money paid over to him, says the Times.

He was some time ago authorized to solicit subscriptions in the Panama Canal Zone only.

CIGARETTE ADS IN KANSAS.

COURT STOPS ENFORCEMENT OF "ANTI" LAW FOR THE KANSAS CITY POST.

The Kansas City (Mo.) Post was granted a permanent injunction on December 10 by Judge Pollock of the Federal Court restraining the state of Kansas from enforcing the Anti-Cigarette Advertising Law, which would have prevented the sale of the Kansas City Post containing cigarette advertising in the state of Kansas.

The restraining order is against Attorney-General Brewster and other officials of the state of Kansas, preventing them with interfering with the circulation of the Post or any of its agents and newsboys, under the Anti-Cigarette Advertising Law passed by the last legislature.

The restraining order was granted several months ago by Judge John C. Pollock of the Fifth Division in the District Court of the United States for the District of Kansas. Attorney Brewster then filed a motion to dismiss for want of equity, which was denied by Judge Pollock in the decision handed down December 10. He ruled that the carrying of newspapers containing cigarette advertising from the state of Missouri, where the Post is published, into the state of Kansas was interstate commerce, which is beyond the power of the state to prohibit to make criminal or punish.

One of the newsboys had been arrested for selling the Post containing a cigarette advertisement.

Edward C. Conc, the New York representative of the Kansas City Post, said to THE FOURTH ESTATE:

"This practically ends the case and is a great victory for the Kansas City Post and the cigarette and tobacco interests of the country, not only in Kansas but in its effect on the advertising of cigarettes in every city in the United States."

STAFF FULL AGAIN.

The Kansas City Post has recruited its editorial staff to full strength again after coming through a devastating attack at the hands of Uncle Sam's recruiting officers. Five additions to the force have been made to fill the places of the men who have gone to war.

The new members of the staff are Ross Murphy, formerly editor of the Dallas (Tex.) Dispatch; "Dan" Kellner from the Moberly (Mo.) Monitor; P. S. Dee from the Concordia (Kan.) Daily Blade; J. B. Fitzgerald from the Quincy (Ill.) Journal; and Walter Clare Martin, recently a feature writer for the New York Journal.

IMPORTANT STAFF SHIFTS ON PITTSBURG DISPATCH.

H. L. Giles, city editor of the Pittsburgh Dispatch, has been appointed to succeed A. Howard Carroll, Sunday editor, who is now in the 11th infantry, Camp Hancock, Augusta, Ga. Mr. Carroll is a nephew of Colonel C. A. Rook, editor and publisher of the Dispatch.

Richard Farrell is in charge of the city department in place of Mr. Giles. Raymond Coll, night editor, has been chosen news editor, succeeding Colonel Austin Beach, deceased.

P. W. Sturm has been made night editor.

IN STATE DEFENSE.

The Knoxville (Tenn.) Journal and Tribune recently issued a special edition for the benefit of the State Council of Defense.

TRADE **LINOTYPE** MARK

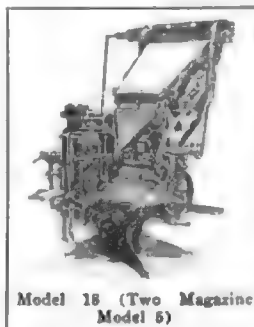
Youngstown Telegram On War-Time Basis

Installation of Eight New Linotypes Makes it One of Ohio's Most Up-to-date Newspaper Plants.

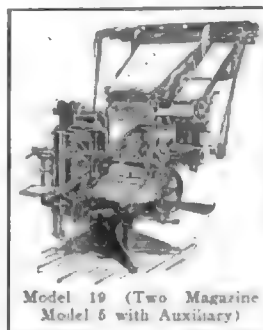
THE Youngstown Telegram is now using ten Multiple Magazine Linotypes—including a Model 9 (four magazines) and four Model 19s with auxiliary magazines for display composition.

Four Model 18

These two-magazine machines possess all the speed possibilities of the single-magazine Model 5, and will be used exclusively on the news and classified pages of the Telegram.



Model 18 (Two Magazine Model 5)



Model 19 (Two Magazine Model 5 with Auxiliary)

Four Model 19

These machines will not only supplement the battery of Model 18s for news and classified but the auxiliary magazines make it possible to set the display lines as well.

"The Linotype Line" is a sixteen page folder that describes all Linotype models. It will be sent for simply the asking.

Mergenthaler Linotype Co.
Tribune Building, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

LITIGATION OVER LINO-TABLER.

FEDERAL TRADE COMMISSION CALLS HEARING FEBRUARY FOURTH.

The first summary complaint ever issued by the Federal Trade Commission was entered on December 10 against the Chicago Lino-Tabler Company, which was ordered to appear in Washington February 4 and answer charges of having violated a voluntary agreement to cease alleged unfair trade practices. Summary issuance of the complaint constitutes a precedent for drastic action by the commission.

Some months ago a competitor of the Lino-Tabler Company, which claims an invention on a slug rule used in printing establishments, complained that the Lino-Tabler Company was making false statements regarding their own invention and derogatory statements concerning the complainants' invention.

In the course of the trade commission's investigation the Lino-Tabler Company formally agreed to cease the practices complained of, but it has developed since that time, according to a statement by the commission, that the company resumed its dissemination of misstatements, and in addition influenced users of the complainant's device to write letters to the latter's customers seeking to get such customers to discredit the complaining concern's device.

If it is proved at the hearing February 4 that the Lino-Tabler Company violated its agreement, a formal order requiring it to cease and desist will be entered, disregard of which will throw the case into the hands of a Federal Court.

William C. Hollister, president and general manager of the Chicago Lino-Tabler Company, said to THE FOURTH ESTATE:

"Charges of unfair competition, referred to in Associated Press dispatches from Washington as having been made against the Chicago Lino-Tabler Company before the Federal Trade Commission, are the result of notifications given Linotype owners that the ruling of slug forms on their upper surface, except under Lino-Tabler license, constitutes an infringement of a score or more of claims in several patents under the sole ownership of the Lino-Tabler Company.

"On November 10, before Federal Judge Carpenter in the United States District Court at Chicago, a suit against a user of the equipment alleged to infringe Lino-Tabler patents, was heard, but the court's decision has not yet been rendered.

"The claim of the manufacturers of the alleged infringing equipment is that Lino-Tabler patents are invalid for technical reasons, which attorneys representing the Lino-Tabler Company consider frivolous and nonsensical.

"Lino-Tabler equipment was invented in Chicago seven years ago by Ashton G. Stevenson, and has been in general use by trade linotypers and state printing contractors in the principal cities of North and South America ever since.

"The equipment which the Lino-Tabler Company charges infringes its patents has been on the market several months, and emanates from Fort Worth, Tex."

HOLDS LIMERICK PARTY.

The Illinois Woman's Press Association gave a limerick party last week at the College Club rooms, Chicago.

POSSIBLE READJUSTMENTS IN BUSINESS.

BASED UPON ENGLAND'S EXPERIENCES
SINCE SHE ENTERED THE WAR—
ADVERTISING ITS SAVIOR.

By F. A. WILSON-LAWRENSON,
Sales Manager, the Welch Grape Juice Company.

[At their annual meeting in New York, Mr. Wilson-Lawrenson read this paper to the nearly two hundred members of the Association of National Advertisers who were present. Leading men and women in the advertising field of the United States received it with hearty approval.]

The members of the A.N.A. decided, although all papers read at their annual conventions are strictly confidential, to establish a precedent and allow THE FOURTH ESTATE to print the paper in full so that its influential reader clientele of newspaper publishers, advertising agents and national advertisers who could not be present at the meeting, might get the benefit of Mr. Wilson-Lawrenson's valuable advice.

Rather than condense the article, THE FOURTH ESTATE will print it in full—in installments. The first part follows and it will be continued in succeeding editions until finished.—EDITOR.]

The subject of business readjustment is one which is pressing itself on the attention of American business men with increasing effect as day succeeds day. The past thirty days have seen a radical change of heart on the part of manufacturers who at first seemed possessed with the idea that their business, their factories, were so important to the great American public that the Government would not dare disturb them; they who had turned a smiling face to financial panics. Presidential years, business disturbances, etc., and had come through with unruffled countenance; they, the successful business princes of the great American republic; should they be disturbed by a row three thousand miles away?

Is this not a great republic, a government of the people, by the people, for the people? Interference with legitimate business, even by the President of the United States, would not be tolerated for a moment; we will go our ways; "Business as usual" will be the slogan; we are patriotic, of course we are, but please understand, "Business as usual."

Probably the following incident will give you a picture of what I mean.

Recently I was called into a conference by the president of a large corporation—a conference which dealt with the subject of cutting off of a large percentage of his raw product.

His general sales and advertising manager were present. I pointed out that it was absolutely necessary that the Government reduce their raw product by at least fifty per cent, in order to meet an absolute, vital and crying need in France.

The general sales manager thereon remarked: "Do you mean to say that you are sending the stuff abroad and ruining domestic markets? If that is the case, we will show Washington they cannot handle business in a democracy in that manner."

I gently, but firmly, endeavored to point out to him that the product was absolutely necessary for France, if we expected her to stand by us and see the war through and if she did not, and should Germany win, domestic business, after all, would not be worth very much.

He was absolutely unable to comprehend that the Government must, of necessity, do everything to win this war, even though in the winning of the war and in the processes of readjustment certain lines of domestic business be hurt. In the whole conference, which lasted over an hour, not a single suggestion was put forward by the general sales manager which would indicate that he was thinking in any way of the possibility of readjusting business and possibly utilizing those plants and his sales organization for the putting on the market of a product which would help win the war.

A period of several months has now passed since we entered the war to "make the world safe for democracy," and now the several non-military and non-naval departments at Washington are endeavoring to prove that democracy is safe for the world; endeavor-

ing to show the world in general and the central empires in particular that in times of governmental crises, democracy is a workable proposition.

They are endeavoring to do by moral suasion what other belligerent nations are doing by autocratic decree, and in spite of the former feeling of manufacturers and business men in general, patriotic democracy is winning, and we find a wonderful change of opinion and ideas on the subject of readjustments.

"The cry today is, 'What can I do, not to make more money but to serve!'"

Business interests realize as never before that for the period of the war, business will not be "as usual;" the business of the Government is to win the war; everything must be operated with that objective in mind, and if the business men of this country will only take a long look ahead, have the clarity of vision which the country has a right to expect from its business statesmen, we will not only win the war but will have put each individual business on such a basis that it will operate along lines of greater efficiency, which means greater productivity and which should mean a lower cost to the ultimate consumer.

AMERICANS MUST HAVE FAITH.

Probably the change of heart on the part of some of us has not come without a struggle and it may have been forced upon us by conditions in the matter of fuel, raw materials, labor and transportation.

It is hard to retain one's belief in the importance of one's product, when the railroads cannot provide rolling stock to move it; convictions as to the necessity of one's product to the life of the nation are somewhat shattered when the shortage of material cuts one's output fifty per cent; the belief that democracy cannot interfere with established business is undermined when one's employees are drafted into the army of victory, and the proud boast that the sun never

sets on a smokeless chimney stack, is brought to naught when the Fuel Administrator announces his inability to supply coal.

The above and many other instances have brought about a new conception of the situation—a change that will, if we have the courage, be Providential in showing us new ways of using space, reducing overhead, distilling labor, finding new markets, and putting soul qualities into business, that we never before experienced.

In this pressure that has come upon us the past few weeks we see the need of planning for the next few years and in looking for guidance in those plans we have nothing in American business history to give us light. Fortunately, however, we have the experience of Great Britain in the past three years, and inasmuch as the Government of the United States is finding it profitable to draw on this experience, both in the direction of the war and the operating of business, it is well we should also endeavor to profit by Great Britain's experience.

ORDER OF READJUSTMENTS.

In Great Britain, readjustments of business made necessary on account of the war, seem to have followed somewhat the following order:

- A—Labor.
- B—Raw products.
- C—Transportation.
- D—Financing.
- E—Selling and advertising.
- F—Controlled business.
- G—Labor in controlled plants.

For the purpose of following what seems to be the chronological order of happenings, we in this article and for purposes of discussion will follow the above order.

A—Labor: In the early days of the war the manhood of Great Britain flocked to the colors by the hundreds of thousands; every industry was affected; the vision of men was limited to the fact that to meet the legions of the central powers Great Britain had only an army of approximately one hundred thousand men. Therefore the great need, as it appeared to these loyal and patriotic souls, was men. From every industry, hearth and fireside red-blooded men offered themselves on the altar of the supreme sacrifice and their sacrifice was accepted.

Then began the realization that after all troops are only one of the essentials in the winning of the war, especially on the part of an unprepared nation as compared to one fully prepared; a realization that one hundred thousand soldiers had only a supply of twenty million rounds of small armed ammunition, as compared with Germany's four thousand million rounds; a realization of the tremendous needs of an army not only of ammunition, large and small, but of guns, clothing, horses, transportation, foodstuffs, etc., brings out the fact that in the question of man power, other considerations must be recognized besides that of an army of several million men.

After several months of labor wastage, steps were taken to restrict enlistments of those necessary to certain industries. Forty-five thousand skilled workers were brought back from the trenches and put to work where they would count for more than they would in Flanders. Thus Great Britain gave us our first lesson in the preparation for war. Fortunately for us we have profited by the experience and in putting through our draft law, the selective feature was included.

Bringing these men back from the trenches did not solve Great Britain's problem by any means. Her army had to be expanded by many millions and still further plans had to be made.

What next? Why speeding up of industry and the lengthening of the

working day, of course. Here is where we may profit once more, as we endeavor to make readjustments in our manufacturing life and processes.

In the matter of speeding up workers, lengthening the working day and later the employment of women, the labor unions raised their voices and brought matters to a standstill. The then present hours of labor, percentage of production and in some industries the elimination of women were conditions which had been won only after years of hard work and agitation. To surrender these rights now would be to surrender the principles held most dear; rather than surrender many unions ordered strikes, and once more chaos came upon the land.

Negotiations by the Board of Trade (now the Ministry of Munitions) led by England's "Man of the Hour," David Lloyd George, were successful in arranging a truce between the contending interests, and the labor unions agreed to the temporary modification and elimination of restrictions upon the following conditions, which were agreed to by the Government officials.

1. The rules and practices were to be changed only for the period of the war.
2. No changes were to be made which unnecessarily affected established conditions.
3. Capital was to receive no advantage from the struggle between capital and labor. For example, profits were to be limited and wages controlled by Government tribunals.

Upon these conditions labor agreed that there should be no stoppage on any products required for the satisfactory completion of the war.

This agreement changed certain conditions of labor in a fundamental manner.

1. In certain classes of plants strikes are not lawful.
2. In such plants increases in wages may be asked only to offset increased cost of living.
3. Restrictions by labor unions against the so-called "dilution of labor" by the employment of women and of unskilled labor have been laid aside for the war; also restrictions upon individual output.

EMPLOYMENT OF WOMEN.

The procedure regarding the employment of women illustrates the situation. When men went to the front, women desired and the Government wanted them to take the places of men in the factories. But union rules forbade employment of women in many kinds of work. These rules were relaxed upon the following conditions, and more than one and one-half millions of women have in consequence been put upon men's work.

1. No woman was to be employed if any man was available for the work, even at a distance.
2. Men were to be re-employed upon the work when they returned from the war.
3. The standards of pay were to be reduced—that is, the minimum wage for men would apply to women.

From the early days of the war, right through to the present time Great Britain has continually had to make readjustments in the labor situation. At the present moment sixteen-eight industries with wide ramifications may not employ men between the ages of eighteen and sixty-one.

This list will probably be extended in the near future and this is indicative of the extent to which England has gone after three years of war in her efforts to take men from the less essential industries and concentrate national effort on industries engaged in war work and other work of national importance. This list is available.

B—Raw Products: In Great Britain, as well as in America, large industries

THE GOSS COMET

Prints 4, 6 or 8-page Newspapers
from Type Forms and Roll Paper

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have been developed which while contributing to the well being and comfort of the nation are not really in the true sense of the term "essential." These industries in addition to utilizing valuable and necessary labor also used up products of which there was now a scarcity, or which were needed in industries considered by the Government as essential to the success of the war.

I will not outline the industries, because considerable difference of opinion may develop as to their essential qualities. Suffice it to say that the British Government had very definite ideas on the subject and that our own Government is not likely to ignore Great Britain's experience and example. Some industries in America are already beginning to realize that the Government has definite views regarding essentials and non-essentials.

These industries in Great Britain were either induced or ordered to re-adjust their business in such a way as to make them an asset in the empire rather than a liability and a drain. Those who were wise and patriotic had a vision of the necessities of the case and went out to meet the situation before the Government had to step in. They are today reaping the rewards of business vision.

C—Transportation: The taking over by the Government under a board of general managers the transportation facilities of the country, assured essential industries securing adequate transportation for their products. Thus industries which were inclined to be recalcitrant have been brought into line. Our Government will undoubtedly come to the place where all transportation facilities will be taken over, but in the meantime the priority board is at work and possibly some of you have already experienced the result of some of its efforts.

Whether we like it or not, we have

to face the situation that there is a shortage of transportation, which means another pin-prick to force some of us to the place where we will readjust our production to meet the war situation.

FINANCING.

D—Financing: The law in Great Britain which requires a certain percentage of net profits is to be turned over to the Government has resulted in a large measure in the abolition of profiteering. It also has resulted in larger salaries being paid to the executives of corporations and employees.

Special legislation was put on the statute books to deal with utilization and conservation of finance in relation to industry. As an example, new investments can be made abroad only under exceptional circumstances which insure national advantages and new domestic enterprises may not be financed without approval of the treasury.

It is well to realize that practically the only industries which can be financed today in Great Britain are those which are considered as essential to the successful conduct of the war.

SELLING AND ADVERTISING.

E—Selling and Advertising: Perhaps in no department of commerce has there been such advance and improvements as in selling and advertising. The restricting of employment of commercial travelers to ages below eighteen and above sixty-one in over sixty industries has resulted in more efficient methods of selling and distribution being worked out. Selling methods have been modernized and possibly for the first time in British commercial history has the value of selling by mail been appreciated.

In advertising, nothing so demonstrated the value of the efficiency of

advertising as a factor in increasing sales and decreasing selling cost as the success of the various advertising campaigns put through by the British Government.

The story of these campaigns is too well known to make it necessary to go into details here. Perhaps, however, a few instances from the experience of Great Britain's merchant prince, Gordon Selfridge, will be interesting and instructive.

Says Gordon Selfridge: "When war broke out, it was the general opinion that the end had come for business. Many merchants instantly reduced staffs and cut wages. The second or third day of the war I was waited upon by a committee of buyers who informed me that they were certain of heavy losses and that they wished to see the war through with me on a half-salary basis.

"But I wasn't sure that business was going to be bad and with thanks for their loyal and good spirit I told every one in the house that Selfridge would make no changes for the present.

"To that stand do we owe something of our present prosperity. By keeping our brightest face, spending more money for advertising and serving our patrons with greater attention we have increased our business to a volume of over \$15,000,000—a gain of \$2,500,000 dollars in one year.

Mr. Selfridge further demonstrated the value of advertising by his action shortly after the first disastrous daylight air raid of last July. Shortly after the raid, Selfridge advertising began carrying a bold notice to the effect that every person in Selfridges' during an aeroplane attack on London was insured free, without preliminary registration, to the amount of \$5,000 for death directly resulting from the raid. The big benefit of this

innovation has been to attract public attention to the massive concrete construction of the store, incidentally to attract greater throngs of shoppers. (To be continued next week.)

WATSON IN ST. THOMAS.

Frank L. Watson, late of the Calgary News-Telegram, and more recently connected with the Windsor (Ont.) Press, has been appointed advertising manager of the St. Thomas (Ont.) Times. Mr. Watson is a native of Sydney, Australia. In addition to his experience in Canada, he spent seven years in the advertising business in London, England, his work there taking him to the principal cities in the United Kingdom.

The plant of the Lyons (Neb.) Mirror has been destroyed by fire.

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An organization of merchandising men highly specialized in the solution of advertising problems.

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Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



MACKINNON HEAD OF INTERSTATERS.

CIRCULATORS ARE FORMALLY ORGANIZED WITH BIG OBJECTS IN VIEW.

Uniformity in distribution of daily newspapers in training camps; the effect of various child labor laws on circulation during war times; methods for improving unsatisfactory mail service and means for bringing about closer co-operation between circulation managers, were among the important subjects discussed at the organization meeting of the Inter-State Circulation Managers Association at the Hotel Adelphi, Philadelphia, on December 11.

Organization of the new sectional association was perfected Tuesday by adoption of a constitution and by-laws and by election of these officers:

President, A. E. MacKinnon, circulation director of the Philadelphia North American; vice-president, Fred I. Cook, circulation manager of the Scranton (Pa.) Republican; secretary-treasurer, A. R. Michener, circulation manager of the Harrisburg (Pa.) Telegraph, and the following directors: Frank A. Clark, Philadelphia Public Ledger; J. E. Starkweather, Wilmington (Del.) Morning News; J. H. Zerby, Pottsville (Pa.) Republican, and Henry C. Carpenter, Lancaster (Pa.) News-Intelligencer.

Tuesday's meeting was an enthusiastic affair and representative circulation managers from every part of the five states included were present. Many letters endorsing the association and pledging support were received from others who could not be present.

The Inter-State Circulation Managers Association will include circulation men from Pennsylvania, Delaware, Maryland, New Jersey and District of Columbia.

It is modeled along the lines of similar sectional organizations in United States and Canada. Its object is the "mutual enlightenment of its members and the advancement of the circulation departments of the newspapers with which they are connected." Eighteen charter members signed the roll.

A drive for additional members will be directed by the following committee with a view to making this the largest of the various sectional organizations: Fred I. Cook, chairman; J. H. Zerby, J. H. Scales, J. E. Starkweather, Charles T. Buck, M. E. Zepp, H. B. Reid, Charles K. Blosser, Henry C. Carpenter, J. E. Hasenack and E. S. Dobson.

CHILD LABOR LAWS.

After discussing the many problems brought about by war conditions in connection with the rigid enforcement of the state child labor laws, a committee was appointed to endeavor to find a solution. This committee includes Fred I. Cook, chairman; A. R. Michener, Frank C. Clark, James L. Farley and H. B. Reid. This committee will meet in Harrisburg, Pa., in the near future.

In discussing present unsatisfactory mail service many instances of postal inefficiency were brought to light. That the present system of paying the railroads space instead of pound rates for transportation of mails tends to impede efficient service was the general opinion of the circulation managers.

The method used by the Harrisburg (Pa.) Telegraph in bringing complaints to the attention of the Post Office Department in Washington was explained by A. R. Michener, circulation manager. The Telegraph mails with each expiration notice or let-

ter for mail subscription solicitation a circular, as described in a recent issue of THE FOURTH ESTATE. In this circular subscribers are requested to write direct to the Postmaster-General every time they miss a paper.

At the suggestion of President MacKinnon, endorsed by Mr. Dohson, it was decided to take this circular as a standard form and to urge all newspapers to adopt this method that real conditions may be brought to the attention of the Postmaster-General.

Frank A. Clark, of the committee appointed recently to arrange with War Department officials for a uniform method of newspaper distribution in the camps, reviewed the work of this committee and stated that definite regulations will be formulated in the near future.

The project to organize the Inter-State Circulation Managers Association was launched at the recent I.C.N.A. convention in Atlanta by A. E. MacKinnon of Philadelphia; A. R. Michener of Harrisburg and a number of other circulation men from that section. The first meeting was held in Philadelphia a few weeks ago to discuss tentative plans and Tuesday's successful meeting resulted.

NEXT MEETING IN FEBRUARY.

Another meeting will be held in Philadelphia the second week in February, at which time the date for the scheduled meetings will be set.

Charter members of the association include:

A. E. MacKinnon, Philadelphia North American; A. R. Michener of the Harrisburg (Pa.) Telegraph; Frank A. Clark of the Philadelphia Evening Ledger; J. E. Hasenack, Philadelphia Press and Telegraph; E. S. Dobson, Philadelphia Public Ledger; J. H. Zerby, Pottsville (Pa.) Republican; M. E. Zepp, Washington (D. C.) Times; J. H. Scales, Reading (Pa.) News, Times and Telegram; F. E. Starkweather, Wilmington (Del.) Morning News.

H. B. Reid, Lebanon (Pa.) Report; Henry C. Carpenter, Lancaster (Pa.) News-Intelligencer; Charles T. Buck, Chester (Pa.) Times; D. K. Hoch, Reading (Pa.) Eagle; Fred I. Cook, Scranton (Pa.) Republican; Charles K. Blosser, York (Pa.) Dispatch; C. J. Cyle, Wilmington (Del.) Journal; James L. Farley, Philadelphia North American, Edward Gans, of New York, honorary member.

THREE REMEDY METHODS FOR FRAUDULENT ADS.

In speaking at the final session of the Association of National Advertisers' annual meeting in New York last week, Richard H. Lee, representing the New York Tribune's campaign for "Truth in Advertising," suggested three methods for remedying the existing evils of fraudulent advertising—suggestion, publicity and criminal prosecution.

"The public has a right to believe the advertising it reads. An advertising man who says what is not true about the product he has to sell lies, and he lies to make money," said Mr. Lee in conclusion.

"The advertiser has a right to have his advertising believed. If any one of your legitimate business men were to purchase a home in a restricted neighborhood and an undesirable neighbor were to move in that neighborhood, he would cry loudly against the depreciation of his property, and if he did not, his wife would."

"Then, why, may I ask you, do you men who depend absolutely upon advertising for your sustenance accept newspaper neighbors in the form of some low, vile, loathsome and indecent medical advertisement or some lying piece of financial copy?"

GORDON CAME FROM RANKS OF NEWSPAPER MEN.

Kilbourn Gordon, who has recently been made press representative for the Estate of Henry B. Harris, received his newspaper experience on the Washington Post and the Washington Herald. For four years he was a dramatic reviewer, first on the Post and later on the Herald. He left the latter in 1913 to join the staff of the late William Harris, for whom he handled publicity for the much discussed Brieux play, "Damaged Goods."

The following season Mr. Gordon handled the publicity during the Chicago run and later on tour for the Broadhurst-Schomer play, "To-Day."



KILBOURN GORDON.

He then managed David Bispham, publicizing and managing that singer and his company on a tour that embraced the far places and the near. He deserted the "legitimate" for the movies, becoming general manager and publicity director for the Frank Powell Producing Corporation, later being associated with the William Fox Company, for which he handled the pictures playing at the Globe Theater.

Mr. Gordon is now engaged in promoting the interests of "The Pipes of Pan," current at the Hudson Theater.

SURGEONS TABOO SUSPICIOUS MEDICAL ADVERTISING.

At the annual meeting of the board of governors of the Society of American Surgeons, held in Washington on December 10, a resolution was passed providing, in substance, that the society should urge, with all possible force, upon all medical journals not doing so already, to refuse to accept advertisements of patent medicines or medicines whose names are copyrighted, unless the formula is presented with the advertisement and approved by competent authorities before accepted by the publication to which it is brought.

STRIKE IN ROME.

No newspapers were published in Rome, Italy, on November 30 except one which employs non-union labor, owing to the strike of printers who demand higher wages in view of the excessive cost of living. The publishers refused the demands until December 1, when the price of newspapers was raised to two cents.

NEW FEATURE AND AD COPY SERVICE FOR NEWSPAPERS.

Miss Katherine L. Buell, formerly of the staff of Collier's Weekly, later of Harper's Weekly, and more recently managing editor of the National Editorial Service, has opened an office at 225 Fifth avenue, New York, for newspaper features and advertising copy, in partnership with



MISS KATHERINE L. BUELL.

Captain Robert H. Wilder, nephew of the late Herbert M. Wilder, cartoonist. Miss Buell was a nurse with the American ambulance corps in France.

The firm is at present handling the foreign correspondence of Norman Hapgood and says it has made plans for a number of well known contributors during the year 1918.

Captain Wilder was recently sent abroad on an important mission by the Government.

NEWSPAPER MEN WERE FORTUNATE.

Although all the windows in the Halifax Herald office were broken by the explosion last week nobody was injured. A telegram from the Herald says:

"Dockyard and all north to Fairview and west to Exhibition Building and also north to Dartmouth wiped out. Rest of city windowless. Probably 1,000 killed. All Herald windows and north side of Dennis Building windows, also east and north windows of homes smashed and all houses in Dartmouth and Bedford similarly wrecked. We all escaped uninjured."

We Spend More Than \$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst Features Always Lead"

Write for booklet "A Half-Million Dollar Feature Service."

International Feature Service

720 Seventh Ave., New York City

The William L. Betts Company

NEWSPAPER CONTEST SPECIALISTS

Suite 406, World Bldg., NEW YORK

HELPING MAIL IN NEW YORK.

SECOND CLASS TO BE WEIGHED IN PRINTING OFFICE—NEW DELIVERY TERMINALS.

Postmaster Patten of New York has taken steps to relieve the congestion of the trucks and second class mail at the terminals in the city at once, and this improvement will start today.

To accomplish this the post office will furnish weighers and all publications will be weighed at the printing offices, where the bulk of such printing companies' tonnage is sufficient to warrant it.

Suitable space must also be provided at printing offices where the separation of mails can be made under the supervision of railway mail postal clerks, as such space for car separations is not available on the sidings where freight cars are sorted.

The freight or "blue tag" mails, which have been weighed at printing offices, will be delivered by the publishers direct to freight cars (Pennsylvania Railroad, 37th street and 11th avenue, between 7 a. m. and 4 p. m.; New York Central Railroad, 35th street and 11th avenue, between 7 a. m. and 4.30 p. m.)

This will facilitate not only the freight mail in getting it on board cars much more quickly than heretofore, but will relieve the congestion at the New York Central and Pennsylvania terminals so that the weeklies and other fast mail can be handled much more speedily.

In the event of space being secured for a freight terminal at 34th street and 11th avenue prior to December 15, 1917, all mails for dispatch by the Pennsylvania and New York Central Railroads shall be delivered to that terminal.

The employment of additional porters by the publishers will not be necessary under this plan.

The best way in which the New York publishers can co-operate with the Post Office officials is by completely routing their subscription lists and by making deliveries at the terminals as early in the day as possible.

NEWSPAPER UNEARTHS THE SLACKERS.

Numerous slackers from American military service have been uncovered by the New York Herald's exclusive publication of the list of persons who registered as enemy aliens in the state military census.

That is the latest good that has come to the attention of the Federal officials in what has been described by Theodore Roosevelt as "a great patriotic service" on the part of the Herald.

Aside from unmasking the nests of German secret agents, paid and vol-

The True News FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg., NEW YORK

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

untary, who have been posing as loyal citizens or friendly aliens, the list, as published from day to day, has revealed the names of men who are naturalized American citizens.

At the time of the state military census they described themselves as subjects of Germany, thereby hoping to avoid compulsory military service in the ranks of the American Army.

ARE "TYING CONTRACTS" LEGAL?

The Federal Trade Commission has begun an investigation into a "tying contract" which, it is alleged, the Curtis Publishing Company of Philadelphia has with the wholesale distributors of publications throughout the United States, which is believed to be in violation of Section 3 of the Clayton Act.

A provision in the contract is to the effect that any distributor who handles publications of any concern in competition with the Curtis company will not be permitted to handle those of the latter company.

Hearings were held last week in New York, at which representatives of several publishing houses competing with the Curtis magazines were questioned.

No decision has yet been announced.

The complaint against the large publishing concern is based upon its agreements with dealers throughout the country that they shall not handle rival periodicals. This arrangement, the Crowell Publishing Company and other concerns assert, is in violation of the Clayton Act.

A similar complaint was made some time ago in the Federal courts and resulted in a victory for the Curtis Publishing Company.

So far the Federal Trade Commission proceedings have been confined to the taking of testimony as to the nature of the agreements between the Curtis Publishing Company and magazine distributors.

HALLENBECK NOW WITH EDDY

M. F. Hallenbeck, recently sales manager of the Prestoplate Company, formerly with the United States Printing & Lithographing Company, has joined the New York office of the Charles H. Eddy Company, daily newspaper representative.

NEW MONTREAL DAILY.

A new English daily, the Truth, devoted to Liberal interests, has made its first appearance in Montreal.

Service Flags

FOR THE HOME, OFFICE, CHURCH, FACTORY, PRESS CLUBS, SCHOOLS AND FRATERNAL SOCIETIES.

All Sizes—Low Prices—Immediate Delivery.

S. BLAKE WILLSDEN
29 E. Madison St., CHICAGO.

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes. Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEWS NOTES OF CIRCULATORS.

A group of newspaper circulation managers held a conference in the office of A. E. McKinnon, circulation director of the Philadelphia North American, on December 5 with Major Kimball and Mr. Coffin of the Commission on Training Camp Activities.

The meeting was for the purpose of trying to devise a means of properly distributing newspapers at the various army camps. Mr. McKinnon is preparing a proposition for submission to the War Department.

In order to cultivate interest in the Capital Carrier, the junior paper of the circulation department of the Des Moines Capital, prizes are being offered to the carrier who writes the best article on given subjects, mostly along circulation lines.

The Capital Carrier is a new "junior" being published by the circulation department of the Des Moines Capital for the welfare of its carriers.

L. T. Ward, city circulator of the Capital, is editor of this house organ.

The Philadelphia North American has just closed a contest open to subscribers in which \$2,000 was offered in cash prizes. The problem was to find out how many times the name of the North American could be formed from the letters in a chart that was printed.

John ("Jack") Johnson, formerly assistant circulation manager of the New York Tribune, has been appointed circulation manager, succeeding Lawrence W. Keyes, now manager of the Philadelphia office of the Pictorial Review.

Mr. Keyes went to the Tribune from the Bridgeport (Ct.) Standard, where he managed the advertising and circulation departments. Previous to his employment in Bridgeport, he was an assistant in the circulation department of the New York Tribune. A large part of his training he received with the Springfield (Mass.) Republican, where he was employed for more than ten years.

Requests of men registered in the draft for copies of the questionnaire that is to be used as the basis for selecting men called for the second contingent of the National army have

KEEN PUBLISHERS Everywhere Are Buying Electric Bulletin Machines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corporation.
NEW LONDON, CONN.

PROSPERITY EDITIONS

J. A. McAVOY

National Exchange Bank Building
PROVIDENCE, R. I.

been answered by the Brooklyn (N. Y.) Eagle in the publication of a copy of the official Government booklet, along with valuable additional information for those affected by the draft.

The Standard Junior is being published for the carriers of the San Angelo (Tex.) Standard.

The San Francisco Chronicle has arranged to give its readers a new and complete edition of the Bible.

OHIO NEWSIES VOLUNTEER FOR CHARITY EDITOR.

Members of the Ohio Newsboys' Association, under the leadership of their newly elected president, Charles B. Wolfe, will sell the Columbus (Ohio) State Journal, just prior to Christmas, especially to raise funds with which to buy clothing and shoes for needy school children.

The date of the sale has been fixed for December 22, and the members hope to raise \$10,000, which is \$2,000 more than was realized last year.

Wolfe was chosen to head the organization last week, succeeding Edward C. Turner.

Other officers elected are: Jack Ward, vice-president; Garrett M. Cotter, secretary; Stanley G. Borthwick, sergeant-at-arms; John W. Kaufman, William H. Seddon, John G. Price, Joseph E. Frillman and Maurice Langan, trustees.

PURCHASE IN FORT WAYNE

The Fort Wayne Evening Sentinel has been purchased by the Fort Wayne News, an afternoon paper. Both papers will be issued separately for the present.

POLLARD-ALLING MFG. COMPANY

System and Machinery for ADDRESSING NEWSPAPERS and PERIODICALS to SUBSCRIBERS

From Thin Aluminum Plates.

Saves considerable money in operating costs and facilitates obtaining renewals at practically no cost for the addressing. Write for particulars.
812-816 East 33d St. NEW YORK

REVIVED BOSTON ADVERTISER.

FAMOUS OLD STANDARDS TO BE RE-ESTABLISHED BY
W. R. HEARST.

"Throughout the century and a half of its existence the Boston Advertiser has stood forth as a distinctive light and it is this high standard for discernment, accuracy and public spirit which the new ownership faces as a challenge. Daily and Sunday the old Advertiser is to be renewed in all the currents that make for vitality until it shall again be peerless in its field."

That was the pledge William R. Hearst made when his Northeastern Publishing Company, with Charles M. Palmer, president, purchased the Boston Daily and Sunday Advertiser a few days ago and when, subsequently, the Sunday Advertiser took over the Boston Sunday American on December 1.

By the transaction Mr. Hearst obtained a morning newspaper in Boston, and the Advertiser's Associated Press membership news service for it and his Sunday paper, supplementing the International News Service. He now issues the Morning Advertiser at two cents; the Evening American at one cent; and the Sunday Advertiser and American at five cents.

Mr. Hearst has set out characteristically to immediately make good on his pledge to the Advertiser.

As the active head of the Advertiser he has appointed E. A. Westfall to be publisher. For several years past Mr. Westfall has been business manager of the Boston American and prior to that he was business manager of the New York Globe.

To be associated with him is being assembled a brilliant coterie of business experts and writers.

The managing editor of the Daily Advertiser and Sunday Advertiser is James Reardon; and the editor is Lily Richards.

F. L. E. Gauss of New York has been appointed advertising director.

No announcement has been made as to a circulation manager.

Nor has it been decided who will succeed Mr. Westfall as business manager of the Boston American.

As is Mr. Hearst's method in all other cities where he has two newspapers, the Boston Advertiser and the Boston American each has a separate publisher.

With Mr. Westfall as publisher of the Advertiser, John D. Bugar continues as publisher of the American as in the past.

All efforts are being concentrated on making the Advertiser a conservative business men's and home newspaper. The Daily Advertiser has always made a special appeal to men interested in finance and business and will now offer as complete (and if possible better) information in all lines of business as is given by any daily paper in the country.

Its stock market reports will be covered by three famous writers on the Boston and New York Stock Exchanges and the Chicago Board of Trade.

Broadway Wall, with a reputation as one of the best posted journalists on Wall Street, is covering New York. W. H. Ross financial editor of the Advertiser, is covering Boston, and a general daily observation on all financial markets is being written by "Boersmanier" one of the keenest observers of the stock market.

Joseph S. Pritchard, nationally recognized as one of the grain market authorities of the world, will report on that commodity.

For years the Advertiser's shipping

news has been widely noted for its completeness. It contains detailed reports of the weather from all the important shipping centers, and all the news that is permissible to print with reference to the movements of vessels.

Various lines of business will be covered daily and the fullest reports on the woolen, allied markets, cotton and cotton manufacture, hides, leather, boots and shoes, dye stuffs, metals, insurance, waste and dry goods, will all receive most adequate attention.

A daily cartoon by the famous "Raemaeker"; "Ye Towne Gossip," by K. C. B.; a column on "Today," by one of the strongest newspaper writers; a department on art conducted by Jean Nutting Oliver; a department of music under the direction of Louis C. Elson; a department on "Health and Pure Food," by Dr. Harvey W. Wiley and articles on science by Edgar Lucien Larkin, director of Lowe Observatory, are among the new strong features of the Advertiser.

The general news of the world is furnished by the International News Service and the Associated Press.

HISTORY OF THE ADVERTISER.

Here is the interesting life record of the Advertiser, which furnishes the foundation for Mr. Hearst's newest business enterprise.

The Boston Advertiser was established as a weekly paper by Samuel Adams in 1748. It has been issued as a daily paper since 1813 and is Boston's oldest daily of continuous publication. Its history is coterminous with the history of American letters and some of New England's most famous men have contributed to its columns.

Its prestige as a power in the intellectual life of Boston dates from the year 1814, when the paper came under the ownership and wise editorial control of Nathan Hale, who directed its policy for an entire generation. He was the first printer in those parts to drive presses with steam power. He also introduced the political editorial and won a widespread reputation for breadth of views and for high ideals.

Hale trained his three sons, Charles, Edward Everett and Nathan, Jr., to assist him and at his death they took over the management, Charles acting as chief editor, with Edward Everett as a regular contributor. The paper was printed at that time in Court street, on the site of the printing shop in which Benjamin Franklin learned his trade. Later it moved to 248 Washington street. In 1904 it was located at 309-11 Washington street. Its present home is 82 Sumner street.

During the Hale regime James Russell Lowell and John G. Whittier were among the frequent contributors.

Indeed, few of the stars of the literary constellation which shone so brightly during this golden age of American letters failed to proffer their writings for first publication in the Advertiser, which Lord Bryce once called "The New England Bible."

In the early seventies the paper passed under the editorship of Delano A. Goddard, and he threw special emphasis on book reviews, musical, art and dramatic criticism, shipping news and precise English.

Other editors and writers who poured their best energies into its columns included Professor Dunbar, later of Harvard; E. F. Walters, Edward Stanwood, Henry A. Clapp, who as a dramatic critic rated alongside William Winter, and Samuel W. McCall, present governor of Massachusetts.

Mr. McCall was editor-in-chief in 1888 and for a time part owner in a group including James W. Dunphy, Charles H. Adams and William E.

Barrett. In 1914 the Advertiser was purchased of the Barrett estate by Charles Sumner Bird and it is now sold by the latter to the Hearst ownership. The more recent editorial control was exercised by Herbert P. Underwood and afterward by Guild A. Copeland.

MORE HEARST CHANGES.

Several other changes have been made in the management of the Hearst newspapers since those announced in THE FOURTH ESTATE last week.

William B. Woodhead, who recently has been in charge of the advertising of the American Weekly Magazine, has been made advertising manager of the Chicago Examiner.

A. J. Kobler, who recently left the New York Globe to join the Hearst newspapers in New York, has been appointed to succeed Mr. Woodhead.

A. R. Eley, late of the Leslie-Judge publications, has joined the Hearst forces to assist Mr. Kobler.

The International Magazine Company, New York, has chosen the following as officers:

G. L. Wilson, president; Joseph A. Moore, vice-president; Julian M. Gerard, treasurer; and W. G. Langdon, secretary.

N. Y. TIMES AGAIN AIDING 100 NEEDIEST CASES.

The New York Times followed its annual custom on December 9 in presenting a Christmas appeal for the "One Hundred Neediest Cases."

These hundred comprise a selected few from the rolls of four great charitable organizations. Every case in the hundred is a case of pressing immediacy. All of them must be relieved at once.

The Times has reason to be glad over the splendid response of its readers to the appeal of the One Hundred Neediest Cases in former years. The first list was published in 1912, and the contributions reached \$3,500. In 1913 the amount was \$7,927. It increased to \$13,041 in 1914, \$29,844 in 1915, and \$54,782 in 1916.

Every cent of the money contributed goes direct to the people who need it. No deduction is made for any expense incurred by the charitable organization investigating the case, or for any other purpose whatsoever. The contribution goes without delay and in toto to the case for which it is marked, or, if that specific need has already been met by earlier gifts, the donor's permission is asked to transfer his contribution to a similar or equally pressing case.

All the cases are, of course, presented anonymously. Where names are used for convenience, they are fictitious.

Widows for whom aid is asked are ineligible for state pensions.

The four organizations from the records of which the 100 cases have been chosen are: The Association for Improving the Condition of the Poor, the Charity Organization Society, the State Charities Aid Association, the Brooklyn Bureau of Charities.

Money may be sent to the organizations reporting the cases or direct to the New York Times.

DID NOT FILE TRANSLATION.

Max Taschenberger, editor and publisher of the Waterbury (Ct.) Beecher, has been arrested, charged with mailing copies of the paper printed in a foreign language without filing an English translation of the articles with the postmaster.

C. J. Zook has purchased the Van Meter (Ia.) Reporter.

INTERNATIONAL NEWS MAKES STAFF CHANGES.

A number of important changes and additions to both the editorial and business staffs of the International News Service have been announced.

Stanley Reynolds, Washington correspondent for the Munsey papers, will take charge of the Washington bureau at night. D. D. Edwards will remain with the bureau.

John A. Jarmuth, who has been in charge of the Seattle bureau of the I.N.S., has been transferred to Chicago, where he will look after Western business as successor to Guy Fisher.

Mr. Fisher will become manager of the Daily Racing Form at Buffalo, N. Y., on January 1.

A. W. Park, whose news service experience was gained with the Associated Press and United Press, succeeds Fred Turbyville as bureau manager at Cleveland.

Hillard Garrison, formerly night state manager of the Associated Press at Indianapolis, has succeeded Will S. Neal as Indiana state manager.

W. E. Moss, coming from the Western Newspaper Union, has become member of the travelling organization and has been assigned to an important territory. Mr. Moss has been with the United Press for six years.

A JUDGMENT SUIT.

The Lewis Publishing Company, New York, publisher of the Morning Telegraph, has filed a judgment claim against Alexander Stathopoulos for \$505.25.

C. C. Main has been selected as business manager of the Newcastle (Wyo.) News Journal, just sold to a stock company by W. C. Carleton.

Newspapers With "Advertisers' Circulation"

Read by people of standing in communities profitable to advertisers.

The Detroit Journal

Local advertisers praise it for results—readers trust it for truth.

The Toledo Blade

A great newspaper that in every way justifies its fame.

The Newark Star-Eagle

A medium of selling strength—now 50,000 strong.

PAUL BLOCK, Inc.
Managers of National Advertising
New York, Chicago, Boston, Detroit

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE XVIII.

PRICE MAINTENANCE—TALK DIRECTED TO PUBLISHERS OF NEWSPAPERS UP TO 25,000 CIRCULATION.

By EDMUND WALKER,
Times Building, New York City.

A great deal is being written regarding price maintenance, its effects on the consumer and manufacturer.

Publishers all over the country are bewailing the rising prices on their commodities.

Commissions are investigating the high cost of news print, and still the small publisher is struggling against overwhelming odds without actually doing anything to set matters right.

I am in a peculiar position in my work among publishers. Installing costing systems in small and large newspapers means that I see into the heart of every business organization—and, in fact, tell the publisher what it costs him to produce advertising—if he knew it I would not be there.

Publishers address meetings and talk among themselves, but I see the inside in cold figures and feel that perhaps these experiences will help others—if generally known.

Two weeks ago a publisher of a daily with a circulation of only 5,200 called me in to organize something of a business office. He was a good job printer, but had had no experience as a publisher excepting with this particular newspaper. Time did not allow me to make a thorough investigation, but after two hours' talk with him—he kept no books but a "blotter"—I managed to form a fairly accurate idea of his business.

My estimate was that he was running at a loss of about \$60 per week and that his job printery was paying for this loss and still making him a small profit on which he existed.

He had published this paper for three years with the same advertising rates—his was the only paper in the town. Without showing him my figures, which had been compiled from estimates and from the general conversation—I asked him to take a different view of the newspaper project and to imagine that I was the owner of the paper and had approached him with a view to obtaining a quotation for printing 5,200 copies of that paper every day. He looked at it from a job printer's viewpoint now and made his quotation accordingly.

Comparing that figure with the average circulation and advertising revenue, we found a loss of \$57.65 per week—and then he realized that he must be running at a loss. *It was merely a different way of looking at it.*

The object in explaining this is that it is not an isolated case—there are hundreds of small publishers who have no conception of what they are doing and who spend their time wondering how some commission will come out on the latest "investigation"—all this time the news print manufacturers who are properly organized are making money—and making it fast.

There is the most complete lack of organization among small publishers.

SEE FROM THE OTHER SIDE.

It is far easier to raise advertising rates and sell the commodity of advertising space at a higher figure than practically any other commodity in existence, because it is a quasi-mo-

nopoly. The only reason it may seem hard for the publisher to get more for his commodity is that the publisher is not the consumer.

Eighty to eighty-five per cent of your advertising is local. If the merchant is not going to buy your space or the space of your competitor—where will he advertise?

But such is not the case with the commodity which he sells and which you complain about being so high. If you do not wish to buy from him, you deal with the mail order houses and with out-of-town concerns—he cannot do that with advertising.

You can force your rates up to the cost of circularizing the number of your readers—that is your only competition—outside of yourself.

Another publisher of a daily in the state of Kansas having a circulation of almost 2,000 came into my office.

He was convinced that he was earning a profit of about \$75 per week. He kept no proper set of books and carried a good deal of job work. *His estimates—on which he was basing his advertising rates—omitted to calculate the following expenses—his salary, interest on his capital, depreciation, and he carried no insurance.*

After allowing for these items it was seen that he was running at a loss of about \$30 per week.

CO-OPERATION IS LACKING.

It is not generally known that among the publishers of newspapers with circulations of from 1,000 to 25,000 there exists a hopeless disregard of the cost of production when setting advertising rates.

Publishers with circulations of from 25,000 to 50,000 pay some regard to the cost of production, but usually their figures are estimates and inaccurate.

All publishers seem to ignore the fact that they are handling a quasi-monopoly.

What is a monopoly?

The dictionary states that it is an exclusive selling privilege.

It is really, however, the absolute right to fix prices, and to base prices—not on the cost of production only.

Publishers all ignore the fact that they have within their reach the most powerful monopoly in existence—all it lacks is co-operation and proper organization.

Instead of giving free readers and waiting for the "other fellow" to raise prices you should be exchanging cost sheets and seeing where production costs can be reduced—your selling price having already been fixed high on the basis of a monopoly.

If you traveled from one newspaper to another, delving into their books of account and analyzing their

business operations, you would perhaps come to the conclusion that publishers lack faith in the commodity they sell and so are afraid to ask legitimate prices—would you admit that?

It is, however, the logical conclusion you would come to in the end.

Now you have been cutting the other fellow's throat for all these years—and today you are face to face with a common difficulty.

Use this article as a means of bringing up the subject of "getting together" with your competitor.

Of course, you cannot rush rates up—even with a mutual agreement of all the newspapers in your town, but you can first find out what it costs to produce that commodity you are selling—compare your production costs with the other newspapers—then I can send you sheets, which will show you the average production costs of newspaper with about your circulation—see how you compare with them.

Then get together on an agreement and use your costing system to raise your rates—and at the same time to establish confidence with your advertisers.

These sheets are at your disposal—why not use them to your advantage?

TRADE AND CLASS PRESS.

Charles M. Beer, advertising and sales promotion manager for the Emerson-Brantingham Implement Company, Rockford, Ill., is now associated with the merchandising and sales bureau of the advertising department of Successful Farming, Des Moines, Ia.

F. M. Bailey, formerly Cleveland representative of the Modern Hospital, St. Louis, is now at the Chicago office.

Harry A. Guiremand has become advertising manager of Freight Handling and Terminal Engineering, New York.

The name of the Myron C. Clark Publishing Company, Chicago, publisher of Engineering and Contracting, has been changed to the Engineering and Contracting Publishing Company. No change has been made in the personnel of the company.

The entire stock of the J. H. Baird Publishing Company, Nashville, Tenn., has been purchased by J. H. Whaley, president and business manager; S. F. Horn, vice-president and editor, and John Chaffe, secretary and associate editor.

Morton E. Hidden, formerly engaged in the newspaper business and later in the automobile accessory business, has joined the New York staff of Farm and Fireside, Springfield, Ohio.

As the result of a suggestion of Robert C. Fay of Chicago that house organs would be glad to publish a series of food conservation advertisements, the headquarters office of the Associated Advertising Clubs, at Indianapolis, has been in co-operation with C. E. Raymond, advertising manager of the Food Administration, Washington, in the preparation of a series of such advertisements, which will soon be offered to 200 house organs.

FOR THRIFT IN COLUMBUS.

Clarence Dittmer has been given a leave from his duties in the city clerk's office at Columbus to manage the publicity for the thrift campaign there.



Ours is a "Come Back" Organization

Publishers throughout the United States have come to recognize in the Hollister organization a dependable means of obtaining new circulation among the best people in the community.

It is this ability to render a valuable circulation service time and again that has earned us the reputation of being a "come back" organization. For

We're back on the St. Louis Republic

—about to conclude another big circulation drive for this old-established journal. After our first campaign one year ago, resulting in \$100,000 worth of subscriptions, they said:

"The contest has been the means of interesting a great many young women in the Republic and they have secured thousands of new subscriptions from their friends in homes which an ordinary solicitor could not reach."

We're back on the Oakland Enquirer

—just starting our second big campaign for this newspaper. Two "come back" campaigns at the same time! Among the many other papers we have repeated on are the Los Angeles Times and San Antonio Express.

A third campaign now running on the Tulsa (Okla.) World

One word explains why the Hollister organization is called upon repeatedly—by the same papers—to build up more circulation. And that word is results!

We get results! New readers by the thousands—at a minimum cost—in double quick time.

THAT'S what YOU want!

Write or wire for a complete outline of our plan—the distinctive Hollister plan—for getting dependable HOME circulation.

C.B. HOLLISTER

General Manager
NORTH-EASTERN
CIRCULATION CO.

Care of St. Louis Republic
Care of Oakland (Cal) Enquirer, or
Care of Tulsa (Okla.) World
Home Office, Davenport, Iowa.

SOUTHERNERS FOR ZONE RATES.

S.N.P.A. DISAGREES WITH THE A.N.P.A.—WANTS NEWSPAPERS IN SEPARATE CLASS.

The executive committee of the Southern Newspaper Publishers Association, in session in Birmingham, Ala., on December 10, decided to do whatever may seem expedient to secure the repeal of that part of the War Revenue Bill effecting the postal rates of newspapers, which becomes effective July 1, 1918.

The resolution was offered by W. T. Anderson of the Macon (Ga.) Telegraph. The motion of Mr. Anderson further specified that the committee urge Congress to "reopen the subject and readjust the billion basis of equity and justice."

The executive committee took the position on the postal bill that legislation increasing the cost of mailing newspapers should have come from the Post Office Department and not have been included, as part of the general revenue bill. The committee, it was stated, will seek to have the section of the revenue bill relating to newspapers mailing cost stricken from the measure and presented as a separate bill by the Postmaster General, to stand or fall on its own merits.

The committee will seek in the proposed new bill, if it is able to bring the matter to this point, to have included in it zone rates, rather than "blanket" rates for mailing second class matter. The S.N.P.A. members maintain it is unfair to charge one cent per pound for mailing matter three hundred miles and charge the same rate on the same size package for mailing it fifty miles. The committee believes the zone system will find favor with newspaper publishers throughout the country and they will wage their fight on that basis.

The committee declared it had no objection to paying the increased cost; that, if necessary, it felt sure every newspaper in the country would be willing to give up all profits to the Government for the period of war. But, members of the body declared, they do object to the precedent set in making the increased cost of mailing newspapers a part of the revenue bill, and it is to nullify this precedent that the committee will stage its campaign.

THE POSTAL REPORT.

The committee also adopted and commended the report submitted by Major E. B. Stahlman of the Nashville Banner, chairman, and L. J. Wortham of the Fort Worth (Tex.) Star-Telegram, the legislative committee, as a just and proper basis of adjustment.

The report of the legislative committee follows:

"Your committee, appointed at the annual meeting of the Southern Newspaper Publishers Association, held at Asheville, N. C., July 10, 1917, to represent the daily newspapers of the South in matters affecting them before Congress, discharged its duty to the best of its ability.

"The Lower House of Congress had, on May 22, prior to the appointment of your committee, passed a bill embodying a zone system of rates on second-class mail matter, which was deemed by all of the newspapers of the country as discriminatory and oppressive.

"The rates to take effect from and after March 1, 1918, were fixed:

"1st zone, 50 miles, 1½¢ per lb.
"2nd and 3rd zones, 150 to 300 miles, 2¢ per lb.
"4th and 5th zones, 600 to 1,000 miles, 3¢ per lb.
"6th zone, 1,400 miles, 4¢ per lb.
"7th zone, 1,800 miles, 5¢ per lb.
"8th zone, all above 1,800 miles, 6¢ per lb.

"Showing, as will be observed, no in-

crease beyond the eight zone of 1,800 miles, although the distance from Eastern cities, where ninety per cent of the magazines, trade papers and other like publications were produced, to San Francisco, aggregated a distance of more than 3,000 miles.

"The House Bill also provided for an increase of ten per cent on all imports hitherto taxed, which would have added at least \$5 per ton on the cost of white print paper, imported from Canada, and warrant a like increase in a like sum on paper manufactured in the United States.

"On April 26, following the passage of this bill by the House, the American Newspaper Publishers Association, at one of the largest annual meetings ever held, by a unanimous vote, declared in favor of the zone system upon a basis that would meet the cost paid by the Government for the transportation of second class matter, and by that act gave indications of clearly defined opposition to the bill passed by the House.

A committee was appointed to go to Washington to look after the matter in the manner indicated by the action taken.

A great body of American newspaper publishers, in the expression of their wishes rejecting postal rates, wanted to be entirely fair to the Government.

"They wanted to do what fairness and equity demanded of them, and if, as they believed, an advance in rates on second-class mail matter should be found necessary, they were ready to support the advance, but they urged that the advance be made under the zone system and in a form and on a basis that would, in an equitable way, meet the situation.

"They believed that the postage of one cent per pound being paid was sufficient to meet the cost of the Government of carrying newspapers within a 300-mile zone. They believed that the deficit in the Post Office Department was due largely to inadequate rates of postage on second-class matter, carried for distances embraced in the fourth to the eighth zones, and that the rate covering these zones should be advanced to meet the cost incurred by the Government in rendering the service.

CRITICISM FOR A.N.P.A.

"The association knew that the flat rate plan had utterly failed to meet the expenses of the department.

"It also knew that a plan under which the Government was receiving only \$1 per 100 pounds, for carrying second-class matter two and three thousand miles, and for the transportation of which the Government was paying the railroads from five to seven dollars per hundred pounds, was utterly unsuited to meet the existing situation. The association, therefore, favored its abandonment and the adoption of the zone system whereby a reasonable and equitable adjustment could be made and the department relieved of at least a portion of its annual deficit.

"Never for a moment did any portion of the large membership of the American Newspaper Publishers Association assume that its committee would enter into any arrangement or understanding with the publishers of magazines, periodicals, and trade papers whereby the association should be made to stand before Congress and the people of the United States in favor of the continuance of a system that was annually causing a deficit of fifty million or more to the department.

"It never occurred to the newspaper publishers, that members of its committee would even by silence acquiesce in a demand or suggestion from the publishers of magazines, periodicals, and trade papers, for a continuance of the ruinous 'flat rate' plan.

"The association felt that an advance would have to come to meet the large deficiency and that it should and could only be met in an equitable way through the adoption of the zone plan, and the establishment of rates under it in keeping with the cost of transportation paid by the Government.

"The newspaper publishers' committee fully understood this and yet yielding to the demands of the magazine, trade paper and periodical publishers, this committee, by its silence, permitted the Senate committee to assume that the American Newspaper Publishers Association was willing to assent to the continuance of a system which it had unanimously condemned.

"Members of the newspaper publishers' committee, who appeared before the Senate Finance Committee, realizing that they had not represented the expressed wish of the association, frankly admitted

the fact, and advised other members of the association who were in Washington at the time, to proceed with their desire to secure the adoption of the zone system, in favor of which the American Newspaper Publishers' Association had so emphatically declared.

"The Southern Daily Newspaper Publishers Association at its annual meeting at Asheville, July 10, following, realized the situation in all of its fullness and therefore gave utterance in strongest terms in favor of the zone system and appointed a committee to represent its members in Washington.

"Your committee found itself greatly handicapped in its work by the previous action of the committee representing the American Newspaper Publishers Association, and also the fact that the Senate finance committee had closed its hearings before your committee was appointed and had definitely agreed upon the provision of the bill relating to this subject, and which, as will be recalled, established a flat rate of 1½ cents per pound on second-class matter for all distances, and finding that insufficient to raise more than \$8,000,000 per annum (a mere bagatelle as compared with the alleged deficit of sixty or seventy million) added a war tax of 5 per cent per annum to raise seven million, five hundred thousand dollars additional.

"It should be understood that it was not an easy matter for your committee to overcome the obstacles with which it was confronted, and that it is generally difficult to successfully combat the report of a strong committee of such able men as that constituting the Senate committee on finances, and yet your committee entered upon its task with confidence strengthened by a consciousness of standing for the right.

THE MCKELLAR PLAN.

"The substitute or amendment offered by the Senator K. D. McKellar, of Tennessee, on June 23 opened, as your committee felt, a road pointing to relief. This amendment left the rate at one cent per pound for the three zones of 300 miles, fixing two cents for the fourth zone, eight cents for the fifth, four cents for the sixth, five cents for the seventh and six cents for all distances beyond 1,800 miles.

"Your committee in a brief of some length and based on information obtained from the Post Office Department, gave the following as the cost of transportation within a zone of 300 miles:

Zones.	Miles.	Paid R. R. by Government.
1st Zone	50 Miles	17 1-2¢ per 100 lbs.
2nd Zone	150 Miles	40 1-4¢ per 100 lbs.
3rd Zone	300 Miles	78 1-2¢ per 100 lbs.

"Making the average cost for the first two zones nineteen cents per 100 lbs. and for the third zone forty-eight and one-half cents.

"There were some attempts made to criticize these figures, but they were too well grounded in facts and figures obtained from the department to admit of an effective attack. These figures left a margin of 51 5/8 cents to meet any reasonable overhead charges the department might incur over and above the actual cost paid to the railroads for transportation.

"The facts presented in this brief, your committee is persuaded, had a splendid effect and resulted in satisfying a majority of the Senate that the daily newspapers of the country were at the present rate of one cent per lb. fully meeting the cost incurred by the department within the 300-mile zone.

"The Senate, in committee of the whole, adopted Senator McKellar's amendment by a vote of forty to thirty-six.

"After this vote was taken telegrams and letters by the hundred, some of them more than a thousand words in length, came to nearly all of the Senators from publishers of magazine and trade papers protesting against the McKellar amendment, and within three days Washington swarmed with publishers and their agents and attorneys, all working with might and main, as many perhaps never labored before, to defeat the amendment when the bill should be taken up in regular session of the Senate, and when thus taken up the week following these publishers succeeded in changing the views of enough Senators to defeat the amendment by a vote of forty to thirty-four.

"The most plausible argument against the adoption of the amendment was that matters relating to rates of postage had no business in a war tax bill, and

that such a complicated matter ought to be handled by the regular standing committees on post offices and post roads of the Senate and House. Upon this theory the entire matter was stricken from the bill and the bill sent to the committee of conference in that form with the five per cent war tax on earnings having also been previously stricken out.

"When the bill was taken up by the conferees' committee your committee found that under the custom of having the conferees from each body composed of members according to their seniority on the respective standing committees, there was not a member on it from either the Senate or the House who had favored the McKellar amendment, the Senate conferees having all voted against the amendment, while the House conferees had all solidly supported the Kitchen bill as passed by the House. The McKellar amendment, therefore, had not a single friend at court, but it is only fair to say that if the Senate had adhered to the McKellar amendment, the Senate conferees would undoubtedly have stood by it.

"The House conferees, under the leadership of Representative Kitchen, fought hard for the provisions of the House bill, but failing to carry it through in that shape, by some strange freak or mixup, which members of your committee have not been able to fathom, the committee revamped the House section of the bill and embodied in it both the flat rate and zone system, by adding an advanced rate on that portion of each publication which consisted of advertising, in excess of five per cent of each issue of publication.

"With, doubtless, the best intentions, an abortion was thus produced which insofar as it applies to daily newspapers, especially those which publish from two to four daily editions with varying amounts of advertising in each, the bill thus framed is not only impracticable but will prove enormously expensive to all the newspapers, and the Post Office Department as well as to keep and make daily records and reports, which, of course, is not true of magazines, etc., that print not more than one issue weekly or monthly, each edition carrying its full amount of advertising.

UNJUST RATES FIXED.

"The postage fixed by the bill agreed to in conference provides that taking effect July 1, 1918, there shall be a flat rate for all distances of one and one-quarter cents per lb. and from July 1, 1919, of one and one-half cents per lb., and that in addition there shall be a higher rate charged on the weight of all space occupied by advertising in excess of five per cent of the total weight of each publication.

"Based upon the assumption that reading and advertising matter will be about equally divided, the cost of postage to the newspapers for 100 pounds will be as follows:

	1st and 2nd Zones.	3rd Zone.	4th Zone.
July 1, 1918	125	187½	162½
July 1, 1919	150	175	225
July 1, 1920	162½	200	275
July 1, 1921 and thereafter	175	225	295

"If members will compare the above figures with the actual cost of transportation paid by the Government as herein before shown they will readily appreciate the injustice done them, and by applying these figures to what they are now paying on their subscriptions by mail at one cent per lb. they will see what will be annually added to their expense accounts.

"The work of the committee of conference was held behind closed doors, everything was kept secret so as to prevent any of the large number of people present in Washington and interested in many sections of the bill from harassing the committee or its members and thus interfere with or delay final action and prevent quick adjournment by Congress.

"The fact that it was a bill involving nearly three billion of revenue covering a tax on almost all kinds of business and everything conceivable and yet have a joint committee from both Houses composed of six Democrats and four Republicans unanimously agree upon a report for its passage is almost unprecedented in legislation, and it is, therefore, no wonder that the bill as passed lacked a great deal of being perfect or satisfactory to either the Senate or the House or even to members of the committee which reported it for passage.

"As a matter of fact Senator Simmons of North Carolina, one of the ablest and

fairest members of the Senate and who, as chairman, reported the result of the conference to the Senate, frankly stated that the bill lacked much of being perfect.

"Senator Simmons in his statement to the Senate said:

"The committee found it exceedingly difficult to devise any scheme for taxing publications that was satisfactory to individual members of the committee or to the committee as a whole, or that was satisfactory to the publishers of the country as a whole.

"When we had devised a scheme that seemed to us satisfactory and which was satisfactory to one class of publishers, we found that it was radically unsatisfactory to another class. When we changed it and finally fell upon another scheme that seemed satisfactory to the dissenting crowd we found that the new scheme was equally unsatisfactory to still another class of publishers. When we finally brought the bill to the Senate I felt constrained, in presenting the matter, to say what I believed then and what I believe now, that the Senate committee proposition was a makeshift, which was not altogether satisfactory to anybody, either on the committee or off the committee. The Senate struck out what the committee had written into the bill and agreed to the amendment of the Senator from Tennessee (Mr. McKellar) as a committee of the whole; but when the bill got into the Senate, the Senate changed its mind about that matter, and the amendment was stricken out. It suffered about the same fate as several schemes of the finance committee.

"I do not believe that we ought to tax these facilities for the purpose of defraying the expenses of the war. That has been my view all the time. Entertaining that opinion about it, I felt that the adjustment of postal rates was not a matter for the finance committee, but was a matter for the post office committee. I was glad, therefore, when in conference we were able to write into the compromise a provision now under discussion—the provision that the tax now imposed should not take effect until July, 1918. I trust, Mr. President, that before the time arrives the post office committee will work this matter out in a more satisfactory way than your committee or the conferees have been able to work it out."

"The feeling expressed by Senator Simmons represented the sentiment of the members of both houses of Congress, and your committee believes (although neither of its members have any desire to further represent the association in the matter) that adequate legislation satisfactory to the daily newspapers can be enacted prior to July 1, 1918, if the matter is taken up and properly presented to Congress when it meets in December. The chairman of your committee, before he left Washington, conferred with leading members, including the chairman of the post office, and post roads committee of both the Senate and the House, and found a ready response to the suggestion that steps to meet the situation should be taken immediately upon the assembling of Congress to pass a bill that would in an equitable way deal justly with the newspapers and the department."

The executive committee went into session Monday at ten a. m., in the conference room of the Birmingham News Building. The session ended at half past five o'clock p. m.

NEWSPAPERS IN A SEPARATE CLASS.

In his report Secretary Walter C. Johnson of the Chattanooga News said:

"There is no doubt but that the leading men of both the Senate and House of Representatives now understand the postage matter better than ever before, and as a result the daily newspapers of the country will find that, after all, the late defeat will prove a blessing.

"The newspapers were badly treated by the bill passed at the last session of Congress and Congress realizes it. According to the opinion of many, Congress is also persuaded that there should be a severance be-

tween the newspapers and the magazines, that they don't belong in the same class. The Southern Newspaper Publishers' Association can gain this end if the matter is handled in any sort of an intelligent fashion.

"The suggestion has been made that the Southern Newspaper Publishers Association, through a special committee, seek the passage of an act that shall embody in the act what a daily newspaper is and what it represents in its relation to the country, and put the daily newspapers under this act into a class by themselves, fixing a postal rate on the zone plan, limiting the rate to one cent per pound for the first 300 miles, increasing the rate beyond that in keeping with the increased cost paid by the Government to railroads for transportation."

APPROVES AGENTS' CODE.

The code of ethics and standards of practices as between newspapers and agents, proposed by the Southern Advertising Agents Association at the annual convention of the publishers' association at Asheville, N. C., last summer was commended by the executive committee.

As presented in Asheville by Edwin F. Johnson of Atlanta, on behalf of the Southern Advertising Agents Association and the American Association of Advertising Agents, the "Standards of Practice" for advertising agents and newspapers follow:

"Realizing the increased responsibility of the general advertising agent due to the enlarged scope and requirements of modern agency service, every agent should use his best efforts to raise the general Standards of Practice, and should pledge himself:

"1. To first recognize the fact that advertising to be efficient, must deserve the full confidence and respect of the public, and, therefore, to decline to give service to any advertiser whose publicity would bring discredit on the profession.

"2. To recognize that it is bad practice to unwarrantably disturb the relations between a client and an agent who is faithfully serving him and with whose work the client expresses satisfaction.

"3. To avoid unfair competition, resolve to carry into practice the equitable basis of 'one-price-to-all' and determine that the minimum charge for service be the full commission allowed to recognized agencies, and that no rebates, discounts, or variations of any kind be made, except those regularly allowed for cash payment, and such special discounts as may be generally announced and available to all.

"4. To conserve advertising expenditures by making investigation in advance of all conditions surrounding a contemplated campaign, by counselling delay where preliminary work must first be accomplished, and by using every effort to establish the right relations and co-operation between the advertising and selling forces.

"5. To avoid, in the preparation of copy, exaggerated statements and to discountenance any willful misrepresentation of either merchandise or value.

"6. To construe offers of rebates or concessions from printed rate cards, or the free publication of press notices as evidence that an inflated price is asked for advertising space and to rate mediums offering such concessions accordingly.

"7. To require exact information as to the volume of circulation of any medium used and specific detail as to the distribution of his circulation, both territorially and as to class of readers. In figuring the value of a medium to regard information as to the methods of obtaining this circulation and the care in auditing this circulation as an essential consideration in estimating its worth.

"8. Never to issue agency house organs soliciting or containing paid advertising from publishers or owners of space.

"9. To co-operate heartily with every division of advertising in the earnest effort to establish mutual confidence and equal opportunity among all concerned."

Several other matters of particular

interest to Southern newspaper publishers were discussed at the meeting. The cost of print paper created no little comment.

The sessions of the committee were executive. The body was entertained at luncheon at the Tutwiler Hotel by Victor H. Hanson, publisher of the Birmingham News, a member of the committee.

Among those in attendance were: F. G. Bell, Savannah (Ga.) Morning News, president of the Southern Newspaper Publishers Association; W. C. Johnson, Chattanooga (Tenn.) News, secretary-treasurer of the association; Major E. B. Stahlman, Nashville (Tenn.) Banner, chairman legislative committee; Colonel L. J. Wortham, Fort Worth (Tex.) Star-Telegram, member legislative committee; F. W. Withers, Columbia (S. C.) State; Marcellus Foster, Houston (Tex.) Chronicle; W. T. Anderson, Macon (Ga.) Telegraph; Curtis B. Johnson, Knoxville (Tenn.) Sentinel and Charlotte (N. C.) Observer; Frank P. Glass and Victor H. Hanson, Birmingham News.

NO COMMENT BY A.N.P.A.

Don C. Seitz of the New York World, chairman of the postal committee of the American Newspaper Publishers Association, declined to make any comment on the report of the Southern Newspaper Publishers Association legislative committee criticizing the work of the A.N.P.A. in the matter of second class endeavors.

Nor would L. B. Palmer, manager of the A.N.P.A., say anything, referring the matter to Mr. Seitz.

HAESSENSTEIN & VOGLER MAKE A STATEMENT.

Concerning the charge made the other day in Premier Clemenceau's Paris paper L'Homme Libre, in an article signed "Lysis," that the advertising in certain Paris newspapers was controlled from Berlin by an advertising agency here which represented the Berlin advertising firm of Haessenstein & Vogler, the following denial has been issued:

"The Societe Europeenne de Publicite was founded in 1913 to continue the business of Mery Brothers, John Jones & Co. and the Communay advertising agencies. It has never attempted to monopolize advertising or publicity in the newspapers and its contracts made in 1915 bound itself not to attempt to influence through its advertising the policy of newspapers with which it did business."

In September of this year the Societe Europeenne de Publicite announced it had sent a special representative to arrange in the United States an understanding between American advertisers and French newspapers.

RULINGS OF CABLE CENSOR.

The chief cable censor has issued the following directions to become effective 12.01 a. m., December 17:

"1. Parties who have obtained a license from the War Trade Board to communicate with any one on the enemy trading list will, in cablegrams to such a correspondent, place 'etl,' followed by the number of their license as the last words of the message; except that these words may be followed by a testword in a message from a privileged banking institution.

"2. The observation of the same rules will be required on incoming messages from parties on the enemy trading list.

"3. Cable communications to and from parties on the enemy trading list, although licensed, will be suppressed if they do not conform to the above regulations."

GRIDIRONERS' NIGHT.

President Wilson, Vice-President Marshall, Cabinet officers, foreign diplomats and many other distinguished guests gathered on December 8 at the annual dinner of the Gridiron Club in Washington, D. C. Patriotism was the keynote, with Americanism and democracy emphasized in the several speeches and skits.

New Government agencies created since the war, such as the Committee on Public Information, the Food Administrations, the Shipping Board, the War Industries Board, and the War Trade Board, furnished the topics for much of the fun, and the meeting of the "High Commissioners of France, Great Britain, and Japan" with an American representative was made the occasion for a good-natured run on the now famous Fourth of July message concerning a submarine attack on American transports.

"Somewhere in France" with the expeditionary forces was not overlooked, and a novel feature of the banquet hall arrangements was a series of trenches, miniature duplicates of those in the fields of France, through which the guests passed to the tables.

While the diners were disposing of a wheatless and meatless menu approved by Food Administrator Hoover, policemen made their appearance and "searched" for liquor "imported" into the District of Columbia in violation of the Sheppard prohibition law and the many bottles "found" resulted in some amusing explanations.

As a means of presenting to the assembled company several of the large number of prominent men present, a unique device was used. A miniature airplane buzzed overhead, the length of the hall, and after it disappeared behind the curtain two members dressed as American aviators came out. They declared that they expected "camouflage" was being used to hide some of the guests, who then were introduced. Food Administrator Hoover being discovered as the "man who has the whole world eating out of his hand."

Another novel feature was a sale of war savings stamps conducted by Frank A. Vanderlip of New York, chairman of the War Savings Committee of the Treasury Department, and Henry Ford of Detroit, a member of the committee. A big sum was realized.

The dinner was brought to a close with a spectacular pageant preceding President Wilson's address.

HOST TO JAPANESE.

Baron Tanetaro Megata and other members of the special finance mission of Japan to the United States were entertained at luncheon by the New York Evening Post Wednesday, at the Bankers' Club.

Alexander D. Noyes, financial editor of the Evening Post, was toastmaster. He recalled the time, years ago, when Japan's financial ability was underestimated and when, a large loan being asked for, some viewed the proposal askance, but since the rise of the Island Empire to power, the bonds, he said, have proven one of the best investments anywhere. Roll Ogden, editor of the Evening Post, extended greeting to the visitors. Baron Megata, expressing appreciation of the entertainment, discussed the existing international financial situation. Aimari Sato, Japanese Ambassador, was among the guests.

JOINS CREEL'S STAFF.

Miss Mildred Morris, formerly dramatic critic and movie editor of the Denver (Colo.) News, has gone to Taylor, assistant to George Creel, chairman of the Committee on Public Information.

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1904. Issued every Saturday by THE FOURTH ESTATE Publishing Company, Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 222 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$1.00; to other countries in Postal Union, \$1.04. Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices. Single copies, TEN CENTS (except Special Editions, 25 cents). Back Numbers—Less than 3 months old, 15 cents; more than 3 months old, \$1 each.

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ERNEST F. BIRMINGHAM, Publisher

No. 1242. FOR THE WEEK ENDING DECEMBER 15, 1917.

RIGHTS OF EMPLOYERS AND EMPLOYEES.

Newspaper employers, as well as those directly interested in the case in question, benefit by the decision of the United States Supreme Court holding that employers may legally operate their plants as "open shops" and prevent conspiracies to bring their non-union employees into labor organizations despite the fact that the court reaffirmed at the same time the right of workmen to organize for lawful purposes.

The opinions were rendered in the cases of the Hitchman Coal and Coke Company and the Eagle Glass Manufacturing Company of West Virginia, the court deciding that both were entitled to operate their plants as "open shops," and upholding injunctions issued by Judge A. G. Dayton restraining union officials from attempting to organize their employees.

In the Hitchman case, the majority of the court held that the officials of the Miners' Union "deliberately and advisedly selected that method of enlarging the union membership which would inflict injury" upon the company and its loyal employees, and declared that the "conduct in so doing was unlawful and malicious."

The court also held that "it is erroneous to assume that all measures which may be resorted to in the effort to unionize a mine are lawful if they are peaceable—that is, if they stop short of physical violence or coercion through fear of it." It added that "the purpose of the defendants to bring about a strike at the mine in order to compel plaintiff through fear of financial loss to the unionization of the mine as the lesser evil was an unlawful purpose."

The Supreme Court holds, the majority opinion sets forth, that the plaintiff was acting within its legal rights in employing its men upon the terms that they should not be members of the United Mine Workers; that, having established this working agreement between it and its employees with the free assent of the latter, the plaintiff is entitled to be protected in the enjoyment of the resulting status as in any other legal right; that the fact that the employment was terminable by either party at any time made no difference, since the right of the employees to strike or to leave the work gave no right to defendants to instigate a strike; that plaintiff was and is entitled to the

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; space measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$350; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 35 lines in depth of column) double price.

good-will of its employees, precisely as a merchant is entitled to the good-will of his customers, although they are under no obligation to deal with him; that the value of the relation lies in the reasonable probability that, by properly treating its employees and paying them fair wages and avoiding reasonable grounds of complaint, plaintiff will be able to retain them in its employ and to fill vacancies occurring from time to time by the employment of other men on the same terms, and that defendants could not be permitted to interfere with these rights without some just cause or excuse.

By way of some justification or excuse, defendants set up the right of workmen to form unions and enlarge their membership by inviting other workmen to join.

The opinion of the court freely conceded this right, provided the objects of the union be proper and legitimate, which is assumed to be true in a general sense with respect to the United Mine Workers of America.

But the court holds that it is erroneous to assume that this right is so absolute that it may be exercised under any circumstances and without any qualification; that in truth, like other rights that exist in civilized society, it must always be exercised with reasonable regard for the conflicting rights of others, according to the fundamental maxim, "So use your own property as not to injure the rights of another."

Hence, assuming that the defendants were exercising the right to invite men to join their union, nevertheless, since they had notice that plaintiff's mine was run non-union, that none of the men had a right to remain at work there after joining the union, and that the observance of this agreement was of much importance and value both to plaintiff and to its men who had voluntarily made the agreement and desired to continue working under it, the defendants were under a duty to exercise care to refrain from unnecessarily injuring plaintiff, yet they deliberately and advisedly selected that method of enlarging the union membership which would inflict injury upon plaintiff and its loyal employees, by persuading men after man to join the union, and, having done so, to remain at work, keeping the employer in ignorance of their number and identity, until so many should have joined that by stopping work in a body they could coerce the employer and the remaining min-

ers to organize the mines, and that the conduct of the defendants in so doing was unlawful and malicious.

ELECTRIC SIGN ADVERTISERS IGNORE THE LAW.

Electric sign advertising compromises which have been suggested have not met with a hearty spirit of co-operation by the sign companies and advertisers. Many theaters and business houses had endeavored to avoid the consequences.

As a result the United States Fuel Administration has under consideration a definite plan for "lightless nights" throughout the country, somewhat similar to "wheatless" and "meatless" days.

It is now proposed to darken all outdoor lighting, other than street lights and special municipal lights needed for police purposes, on certain nights of each week. On other nights, according to the plan, signs would be permitted to burn.

The plan under discussion provides for radical changes in the order put out on November 9 last, which restricted illuminated signs to certain hours, making such exceptions of merchants' and theater signs as seemed reasonable. In actual application, it now appears, this order is impracticable.

The evidence of all eyes is that the streets of cities are virtually as light as before these special signs were darkened. State Federal Fuel Administrations in New York, Illinois, and other states have reported in detail on the impossibility of getting results from the old order.

Certain big advertising signs along New York City's Broadway have made no attempt to comply with the Fuel Administration's regulations to light up only between 7.45 and 11 p. m.

Electric sign advertising compromises which have been suggested have many signs can be seen lighted up in all their myriad candle-power any night before 6.30 o'clock.

Why permit such flagrant violations?

WATER POWER "IMPERATIVELY NECESSARY."

There are unmistakable signs of activity with respect to the water power release legislation in which the members of the American Newspaper Publishers Association and newspaper executives in general are so deeply interested because development of our wasting water power should promote and cheapen production in the pulp and paper industry.

The best of these signs is probably the statement of President Wilson, in his opening address to Congress, which follows:

"It is imperatively necessary that the consideration of the full use of the water power of the country and also the consideration of the systematic and yet economical development of such of the natural resources of the country as are still under the control of the Federal Government should be resumed and affirmatively and constructively dealt with at the earliest possible moment. The pressing need of such legislation is daily becoming more obvious."

The illness of Senator Walsh, author of Senate Bill 2399, the proposal that has the endorsement of the publishers, may delay slightly the launching of the drive to have this bill enacted into law, but the understanding of all the members of the committee on public lands and influential members of Congress in general is that this bill is to be taken up early in the session and pushed for a decision.

A canvass of the situation at the

Capitol at the end of the week unearthed little opposition to the measures upon which hinge the economical manufacture in future of America's supplies of news print paper. On the contrary, the present shortage of coal throughout the country and the nation-wide agitation, in consequence for the utilization to the utmost of our resources for the development of electricity from water power have played into the hands of the publishers.

As luck would have it, too, another tremendous influence is moving public opinion to support the publishers in their demand that our neglected water power be put to work. This latter is nothing less than the acute railroad transportation situation and the shortage of cars that is largely responsible for the crisis that has been precipitated. It is figured that on railroads that may be electrified by harnessing the waters along the lines at least one-tenth of the freight cars will be released.

Finally, one other powerful incentive is found in the industrial fuel situation. Electrification of the railroads that are within reach of the new hydro-electric projects would, of course, take these roads out of the market for coal for their locomotives.

More to the point with paper mills relying upon water power—that is to say upon low-price hydro-electric power—there would be no danger of contingencies such as have been faced this winter and last when certain mills, in the United States and also in Canada, have been threatened with enforced suspension of operations due to inability to obtain adequate supplies of fuel.

MR. WEISS OF DULUTH.

In the rush of going to press with its edition of December 1, THE FOURTH ESTATE printed a "last-minute" telegraphic message from A. C. Weiss, publisher of the Duluth (Minn.) Herald (giving his views on the news print paper three-cent price settlement) which erroneously said that Mr. Weiss was publisher of the Duluth News-Tribune.

Mr. Weiss is so well known in the newspaper publishing field that attention has been called to the error from widely different sources—and THE FOURTH ESTATE feels that it should be pointed out to all its readers.

Incidentally, many publishers characterized Mr. Weiss' opinion on the paper settlement as one of the best that has appeared in THE FOURTH ESTATE within the last three weeks and they have stated that it represents their opinion exactly.

Mr. Weiss is a keen student of every phase of newspaper making and the wonderful thing he has done in building up the Duluth Herald during his twenty-six years of ownership entitles his opinions to great weight.

NOTE AND COMMENT.

"I believe that self-governing peoples fight better when they have full knowledge of the actual situation." This statement was made by Premier Clemenceau of France in reply to the American Publicity League's representations that much greater knowledge of war conditions was needed in America, and that the league had been formed to increase the amount of accurate information sent to the United States.

"The public has an inherent right to believe what it reads in advertisements."—Richard H. Lee.

Motion picture publications in Japan are in dire straits, according to M. Tokiwa Yuasa, publisher of the Film Record, Tokio.

Some of these, previously success-

ful, have been forced to discontinue and others are on the verge of closing shop.

The Kinema Record, the oldest in Japan, has been compelled to discontinue.

Women will hereafter be employed throughout England in the paper making industry to take the place of enlisted men. Civic regulations and factory acts have been amended to permit this.

By reducing the number of printed papers and decreasing the bulk of annual reports, and preventing the duplication of printing statistics, etc., the New South Wales government has saved close on \$100,000 a year.

PURELY PERSONAL.

F. L. Wurzburg, whose appointment as assistant publisher of the New York American was announced in THE FOURTH ESTATE last week, came to New York nineteen years ago from Grand Rapids, Mich., and was associated for a long time with the Dry Goods Economist. Later he was with Conde Nast as advertising manager of the Style Books, and a few years ago he was for a short time with the New York Times as promotion manager.

Mr. Wurzburg now enters on his news duties with the New York American after two and a half years' service in the Hearst organization, during which period he was business manager of the Cosmopolitan Magazine.

Victor H. Murdock, editor of the Wichita (Kan.) Eagle, recently appointed to the Federal Trade Commission, is in charge of the investigation into the alleged violations of the rules laid under the provisions of the Food Control Bill.

Arthur Hinckley, advertising manager of the Atlanta Georgian and American, has been a visitor in New York.

Henry J. Allen, editor of the Wichita (Kan.) Gazette, who recently returned from a Red Cross mission in Europe, is in New York with the group of men touring the country explaining the aims of the American Red Cross.

Luther D. Fernald, advertising manager of Leslie's and Judge, is back at work in New York after a severe attack of pneumonia.

John F. Miller, formerly on the staff of the Buffalo Times, has entered the motion picture field of Rochester, N. Y., having leased the Baker Theater.

O. B. Towne, formerly city editor of the Council Bluffs (Ia.) Nonpareil, has been appointed one of the five directors who will supervise the work done by Raymond Fosdick's War Department commission on training camp activities.

Dietrick Lamade, president and general manager of the Williamsport (Pa.) Grit Publishing Company, told of the origin and development of Grit at the meeting of the Williamsport Rotary Club on December 3.

J. C. McNealus, well known Dallas newspaper man and member of the Texas state senate, is a member of a special legislative committee now investigating the Texas penitentiary system.

Editor De Carlo of I Cittadino, a Chicago Italian newspaper, has been extremely active lately in collecting funds for the Italian ambulance fund.

George E. Whitenack, city editor of the Wilmington (Del.) Sunday Star, has been placed in charge of the publicity campaigns of the Knights of Columbus \$100,000 drive,



F. L. WURZBURG,

NEW ASSISTANT PUBLISHER OF THE NEW YORK AMERICAN.

which is now on, and the next annual Wilmington Automobile Show, which will be held the week of January 21.

Walter Eckersall, football writer for the Chicago Tribune, who has been seriously ill from pneumonia in a Chicago hospital, is reported greatly improved and now out of danger.

Thomas Daley, of the Scranton (Pa.) Republican advertising department, spent his vacation as the guest of relatives at Boston.

A. H. Messing, publisher of the tenant in the National army, was married recently to Miss Ruth E. Asplund, also formerly a Tribune em-Chicago Examiner, was in New York this week.

James W. McGuire, publisher of the Long Beach (N. Y.) Press, is an applicant for the position of postmaster at Long Beach.

WEDDING BELLS.

Frank A. O'Connell, editor of the Baltimore & Ohio Railroad Employees' Magazine, has been married to Miss Mary K. Lanahan.

John Clyde Oswald, publisher of the American Printer, was married to Miss Virginia Bell on December 3.

William Gunn Shepherd, writer, lecturer and United Press war corres-

pondent, was married in Cleveland on December 12 to Miss Elizabeth Stribinger. Mr. and Mrs. Shepherd started after the ceremony for the East and will live in New York after March 15. Mr. Shepherd has just returned from Russia, where he was sent as correspondent, and since his return has been lecturing in the Northwest on conditions in that country. Mrs. Shepherd has been a director at Red Cross headquarters and active in war relief work.

Francis L. Haeger, formerly manager of the credit department of the Chicago Tribune, but now first lieutenant.

Thomas H. Cannon, veteran Gary (Ind.) newspaper man, has remarried his former wife.

Francis H. Whitaker of the Jackson (Mich.) Patriot, has been married to Miss Christine Oliver.

Miss Bessie R. Rowland, former New Orleans newspaper woman and now press representative of National League for Woman's Service of New York, was married recently to Lieutenant Marquis James, who is now stationed at Plattsburg, N. Y.

The Olivet (S. D.) Leader has been moved to Kaylor.

W. A. Gullord is the editor of the Polson (Mont) Chief, a new weekly.

STAFF CHANGES.

L. F. Van Orsdale, formerly with the Cincinnati Enquirer, has taken charge of the publicity bureau of the Cincinnati Chamber of Commerce.

James B. True, Jr., formerly in charge of the Eastern merchandising service department of the Chicago Tribune, will become a member of the sales staff of the New York office, succeeding J. Evans Hessey, who has resigned to join the British aviation service.

L. A. Webster, formerly advertising manager of the Omaha World-Herald and previously with the Chicago office of O'Mara & Ormsbee, special representatives, has joined the advertising department of the Milwaukee Journal.

William Gannon, M. J. McHale and William Quinn have joined the editorial staff of the Erie (Pa.) Herald.

G. O. Wheeler of Moose Jaw, Sask., has taken the position of city editor on the Nelson (B. C.) Daily News, succeeding A. C. Yokom.

Frank A. Woolson has left the Newark (Ohio) Advocate to become assistant city editor of the Canton (Ohio) Repository.

M. F. Drukenbrod, for eight years on the news staff of the Fort Wayne (Ind.) Gazette, is one of the latest additions to the reporting staff of the Toledo (Ohio) Blade, succeeding C. A. Crosser, who resigned to enlist in the forestry division of the Canadian Army for service in France.

Moses Strauss is acting managing editor of the Cincinnati Times-Star during the absence of Joseph Garretson, who is spending the winter in Florida.

Sylvan Sheets has become the editor of the Clearbrook (Minn.) Journal.

R. C. Gordon, publisher and manager of the Waynesboro (Pa.) Record, is at present handling the editorial end of that paper, in place of Charles W. Cremer, for fifteen years the editor.

G. C. Davison, formerly editor of the Western Coal Journal, Kansas City, has become editor of the Oil & Gas News of the same city.

E. C. N. Brown, for ten years business and advertising manager of the Kansas City Packer, has resigned to become manager of the Long Bell Land Corporation. He is succeeded by W. H. Loomis, Jr.

H. T. Knappe has succeeded O. E. Chandler as manager of the Austin (Tex.) Posten, the former still retaining his interest in the paper.

W. Douglas Meng, for the last four years on the editorial staff of the Kansas City Star, has been appointed assistant sergeant-at-arms in the Senate.

John Williams has been appointed assistant general manager of the Wilkes-Barre (Pa.) Times-Leader. The general manager, Major Ernest G. Smith, is now at Camp Dix, Wrightstown, N. J.

James E. Pollard, former night copy editor of the Associated Press at Columbus, has succeeded David M. Auch as Associated Press correspondent at Camp Sherman, Chillicothe, Ohio. Mr. Auch has enlisted in the Army.

BOYS CLUB IS GROWING.

The Boys Club of New York, which includes the Newsboys Club, will within a month number over 5,000, according to E. N. Potter, treasurer of the organization.

By enlistment and draft, the club has sent over seventy of its young men to the front and training camps.

AD FOLKS' NEWS.

Merle Sidener, chairman of the national vigilance committee of the Associated Advertising Clubs, recently addressed the Poor Richard Club of Philadelphia, preliminary to a movement in that city for the establishment of a better business bureau, such as are now in operation in thirteen other cities.

Rowe Stewart, president of the Philadelphia club, has for some time been planning a campaign to put truth-in-advertising work on a paid basis in that city.

William C. D'Arcy, president of the Associated Advertising Clubs, has addressed the presidents of advertising clubs in a number of larger cities, urging the importance of establishing sales managers' conferences, built after the fashion of such organizations now being operated in Cleveland and New York.

It has been suggested that such conferences are especially important in that they promote the use of advertising. Predominating in each such conference are sales managers of companies which advertise extensively, and those representing firms which do not employ the force of advertising as they might, it has been suggested, will obtain, through conference meetings, an impression of what a fuller use of the power of advertising might do for them.

President D'Arcy's letter urges that the clubs get in touch with George Walt Fleming, of the Kaynee Company, Cleveland, who is in charge of the organization of conferences.

The Women's Advertising Association of Chicago is one of the newest advertising organizations to be formed.

William Jennings Bryan was a speaker at the first meeting of the as-

dent, Mrs. Willard E. Carpenter, associate publisher of the Lincoln (Ill.) Courier-Herald; second vice-president, Irene S. Sims, Marshall Field & Co.; recording secretary, Julia Duce, Tibbets & Garland; corresponding secretary, Elizabeth Sears, American Film Company, treasurer, Dorothy Nagle, Montgomery Ward & Co.

Board of directors—Mrs. M. E. Jones, advertising manager Hump Hair Pin Company; Mrs. Mary De Lany, associate publisher of the Women's Press; Isabel Arkenberg, Arkenberg Special Agency; Mrs. Eliza G. Kleinsorge, Continental and Commercial National Bank; Mrs. Leona A. Krag, Armour & Co., and Miss Rose Faber, the Fashion Art Magazine.

Arthur Brisbane, publisher of the Washington Times, and James Schermerhorn, owner and editor of the Detroit Times, were the principal speakers at a recent banquet of the Baltimore Advertising Club.

The Council of National Defense has asked the national vigilance committee of the Associated Advertising Clubs of the World to co-operate in stamping out undesirable local "medical" advertising, especially that which has to do with the treatment of venereal diseases.

The committee will co-operate nationally and will operate locally through better business bureaus and vigilance committees.

The Cleveland Advertising Club held a smoker on December 5.

"Tay Pay" O'Connor, the famous Irishman, addressed a meeting of the Cleveland organization on December 10.

"Advertising is the school of efficient buying," declared Miss M. J. Lambkin in an address on "The scope and function of advertising" at the monthly evening meeting of the Kansas City (Mo.) Woman's Advertising Club on November 28. "It has developed into an educating force, which teaches the people what, where and how to buy."

J. H. Craig, president of the Advertisers' Protective Bureau, of Kansas City, told of the bureau's fight against untruthful advertising.

Masked so that his fellow members could not identify him, a member of the Columbus Advertising Club at last week's luncheon meeting, criticized the construction of advertising carried in Columbus papers.

Criticism by the "unknown" was of a constructive character, and he took particular pains to commend such advertising as merited it.

The idea was that of Charles S. Anderson, the club president.

W. W. Cooley, Western advertising representative of the Burroughs Adding Machine Company, delivered an address at a meeting of the Butte (Mont.) Advertising Club in conjunction with other Butte organizations, on November 29.

B. S. Phillips, formerly general manager of the New Rockford (N. D.) State Center, is reported to be in Minot, N. D., negotiating the establishment of a new daily there.

The Chicago Advertising Association has volunteered its services to the state council of defense.

E. H. Philippi, sales manager of the Rothacker Film Manufacturing Company, has been appointed a director of the Advertising Association of Chicago. Mr. Philippi is chairman of the moving picture committee.

John A. Simpson has been appointed a director of the club to fill

the vacancy left by Arnold Joerns, who is in Washington taking charge of the publicity for the aviation section of the signal corps.

Charles H. Stoddard has resigned from the board of directors of the club.

Oscar Rosier, formerly advertising manager of the Hub and Hillman's, Chicago, has joined the May Company, Cleveland, Ohio.

Walter Jay Stephens has resigned from the advertising department of the Addressograph Company to take charge of advertising for the James H. Rhodes Company, manufacturer of industrial chemicals, Chicago, Ill.

Thomas F. Millard, editor and publisher of Millard's Review, Shanghai, China, spoke at the December 11 luncheon of the export division of the New York Ad Club on "The relation of publicity to American trade in China."

Charles W. Whitehair, one of the "big three" of the Y.M.C.A., talked before the Advertising Club at the luncheon on December 13. He told of what our fighters in France are doing.

The second night meeting of the club, on Wednesday, December 19, will be addressed by John Lee Mahin. The subject to be discussed is "Advertising when it is hard to get the goods to fill the orders."

On account of the illness of Al Chamberlain, chairman of the entertainment committee, the New Year's Eve announcement has been postponed another week.

At the suggestion of Police Commissioner Woods, the New York club has sent out a letter to a list of twenty-five Army officers extending to these men a cordial invitation to make the Advertising Club their home while they are in New York.

J. K. Fraser, vice-president of the Blackman-Rosa Company, will relate specific stories of different campaigns covering the "Distribution of the product, dealer work, and the selection of the media," at the meeting of the New York League of Advertising Women on December 18.

The second half of the evening will be devoted to "Merchandising and its relation to advertising," and Roy F. Soule, editor of the Iron Age, will speak on merchandising in the larger sense, its various angles and interpretations.

Mrs. Anne E. Tomlinson of the European department of the Dry Goods Economist will describe merchandise as a living thing.

Eric R. Singer, formerly secretary and in charge of sales for the Caray Printing Company, Inc., New York, has been made sales manager of the Sigmund Ullman Ink Company, New York.

Charles E. Bailey, formerly with the Hal Motor Company, has been made advertising and assistant sales manager of the Templar Motors Corporation, Cleveland.

W. S. Thompson, formerly sales manager of the Skinner Irrigation Company, is now advertising manager of the Fyr-Fyter Company, Dayton, Ohio.

H. G. Carrly will resign from the advertising department of Armour & Company, Chicago, on December 15.

L. F. Hamilton has resigned as manager of the advertising department of the National Tube Company, Pittsburg, and is directing the sales promotion of the Walworth Manufacturing Company, Boston, which bought the Keewawee (Ill.)

works of the National Tube Company.

W. L. Schaeffer, who has been Mr. Hamilton's assistant for seven years, has succeeded him at his old post.

Walter A. Reed has become branch manager with the B. F. Goodrich Company at Buffalo, N. Y., succeeding A. V. O'Connor, who resigned his position to enlist in the naval reserve and is now at the Camp Farragut training station.

Mr. Reed has had several years' experience as an advertising man in the Middle West.

E. S. Colling, formerly assistant sales manager of the Pyrene Manufacturing Company, New York, has joined the staff of the automobile sales division of the Vacuum Oil Company, New York.

Cornelius H. Norwood, formerly with the Doremus & Morse Advertising Agency, New York, is now advertising manager of Hartman Brothers, Inc., New York.

Clarence W. Wagener, formerly connected with the advertising department of the Allen Motor Company, Ohio, has been made assistant advertising manager of that company.

Walter Jay Stephens has resigned from the advertising department of the Addressograph Company to become advertising manager of the James H. Rhodes Company, Chicago.

Edward L. Greene, secretary of the better business bureau of the Chicago Advertising Association, has resigned to take up the same line of work elsewhere.

During Mr. Greene's occupancy of the post, considerable activity has been manifested against fraudulent advertising.

NEWS OF THE AD AGENCIES.

The Corman Cheltenham Company, Inc., New York, has been moved from 11 East 36th street to 19 West 44th street.

The M. P. Gould Company, New York, has moved from 120 West 32d street to 60 West 35th street.

The Dillard Jacobs Agency, Atlanta, Ga., has been recognized by the American Newspaper Publishers Association.

The Doremus & Morse and the Russell Law Advertising Agencies of New York have consolidated under the firm name of Russell Law. Business will be conducted at 31 Nassau street, New York.

The personnel of the two agencies will remain to a large extent unchanged.

This agency will now handle a great deal of financial advertising, including accounts of municipal bonds, public utilities, stock exchange houses, banks and trust companies, among these being A. B. Leach & Co., A. E. Ames & Co., Harris Forbes & Co., Bonbright & Co., A. A. Hausman & Co. and William R. Compton & Co.

A. B. Carson, formerly head of the English department at the Fort Atkinson (Wis.) High School, has joined the copy staff of the McJunkin Advertising Company, Chicago.

The Walter L. Houghton Advertising Agency, Inc., has been consolidated with the Redfield Advertising Agency and the business will be conducted under the Redfield name at 34 West 33d street, New York. C. S.



HELEN E. CARTER.

sociation. He was introduced by Mrs. Willard E. Carpenter of the Lincoln (Ill.) Courier-Herald.

"It is a pleasure to note that general advertisers are after the man who is untruthful in his copy," said Mr. Bryan. "These prosecutions will grow as woman enters the field. We men concede that conscience is developed to a higher state in woman than in man and as women enter business life conditions will improve."

The following officers were elected: President, Helen Carter, Moreland Advertising Agency; first vice-presi-

Redfield is president and treasurer; Taylor L. Redfield is first vice president and Walter L. Houghton is second vice president.

A federal charter has been granted to the Canadian Advertising Service Ltd., with a capital stock of \$100,000, and headquarters in Montreal to take over the business now conducted as a going concern under the Canadian Advertising Service, and to carry on a general advertising and publicity business.

S. J. Harbaugh, formerly with Chappellor Advertising Company, St. Louis, has joined the sales department of the St. Louis office of the H. W. Kestor & Sons Advertising Company.

Paul Holmby, formerly on the copy staff of the Double Bennett Company, Chicago, has joined the William H. Rankin Company, Chicago, succeeding L. H. Marriessy, who is now in training for the merchant airline.

A. B. Carson of the McJunkin Advertising Agency, Chicago, recently delivered an address on "The dream beat of romance" to the teachers and students of the Lane Technical Evening School in Chicago.

Bradley Welch has joined the staff of the Manternach Company, Hartford, Ct.

M. P. Gould of the M. P. Gould Advertising Agency will be a speaker at the meeting of the New York Representatives' Club at the Hotel McAlpin at 12.30 on December 17. The subject will be "How the national magazine can be localized for the retail merchant."

I. J. Henslein is now head of the production department of the Herbert M. Morris Agency, Philadelphia, succeeding George W. Speyer, who is now with the J. Walter Thompson Company, Chicago.

Gilbert Kenney, formerly vice president of Paul Black, Inc., New York, has joined the J. Walter Thompson Company, New York, as vice president and director.

L. E. Miller, formerly with Sterling Motor Truck Company, Milwaukee, is now with the Homer McKee Company, Inc., Indianapolis.

Ewing & Miles, Inc., New York, which made an assignment several months ago for the benefit of creditors, it is said, will make a payment of ten per cent in two months. It is not known at present whether any further payments will be made.

Charles N. Ascheim, formerly with Nichols-Finn Advertising Company, is now with Burnett, Kuhn & Co., Chicago.

The W. H. Rankin Advertising Company, Chicago, is preparing to issue soon a co-operative advertising service for motor trucks and automobiles. The plan is the same as that previously originated by the Rankin Agency and supplied to newspapers.

Miss Mabel Girding, formerly with Van Hoesen & Collins, has joined the copy staff of the McJunkin Advertising Company, Chicago.

J. J. Veth, formerly auditor of Hanff-Metzger, Inc., New York, has resigned to become office manager of the Wales Advertising Company, New York.

During Mr. Veth's twelve years' service with large agency organizations he has handled the accounting end of many of the best known na-

tional campaigns, and has devised and executed many systems for placing, checking and other features of agency service to clients.

C. A. Allen, Mr. Veth's predecessor, is now with Barrow, Wade & Guthrie, public accountants.

The McConnell & Fergusson Advertising Agency of London, Ont., has opened a branch office in Montreal, Que., with L. Benson, formerly of the Lionel Benson Advertising Service, in charge.

INTRODUCING AD FOLKS.

Mrs. F. H. Rose, who has joined the copy staff of the McJunkin Advertising Agency, Chicago, has been engaged in public utilities advertising for the past five years. She



MRS. F. H. ROSE.

was at one time a writer of special newspaper articles in and around Washington.

While in charge of the advertising of the Mobile Gas Company, with which she was last connected, Mrs. Rose attracted attention with a series of rhymed advertisements for street car cards. She also originated a geyser display for gas water heaters which was widely copied throughout the country and was pictured extensively in trade papers.

Mrs. Rose has also directed the advertising of the Gulf Gas Company, a subsidiary of the El Paso interests operating in El Paso, Gulfport and Pass Christian.

She is a member of the recently organized Chicago Women's Advertising Association.

Ralph W. Knox, who has just taken up his duties as advertising manager of the Columbia Graphophone Company, New York, succeeding Edward M. Baker, left the small New England town where he was born to strike out for St. Louis, where he became connected with the Fairbanks Company, maker of gas engines. He started there as office boy and advanced himself to an executive position in the sales department.

Next Mr. Knox went to the sales department of the Loose-Wiles Biscuit Company, at Boston. In two years he was transferred to the central office in Kansas City, directing the sales promotion of more than 800 products.

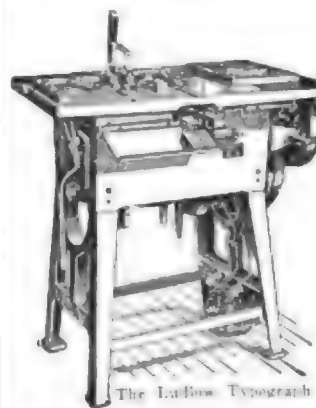
Before joining the Columbia Graphophone Company, Mr. Knox was assistant general advertising manager of the American Chicle Company.

Norman B. Hickox, recently appointed sales and advertising manager of the National X-Ray Reflector

Any Length of Line in Any Size of Face *without* Change of Mold

THAT'S the crux of Ludlow simplicity; the machine that sets all display composition up to 48-point.

Users of movable type-caster type, with its complications of machine adjustment, tons of storage, and skilled labor to run it, will appreciate the simple construction, the ease of operation, and speed of the Ludlow.



The Ludlow Typograph

And the cost of the finished product ready for press, foundry or stereotype, is the lowest by a wide margin of any system of Non-Distribution.

A postal card brings continuing descriptive literature.

Selling Agents

**MERGENTHALER
LINO TYPE CO.**

Tribune Building, NEW YORK
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

Company, Chicago, is thoroughly acquainted with the electrical field, hav-



NORMAN B. HICKOX.

ing been connected with the sign business and the central station end before joining the company with which he is now associated.

He is statesman-at-large for the Jovian League and a member of the Chicago branch. He also belongs to the National Electric Light Association and the Illuminating Engineering Society.

Mr. Hickox has been advertising

manager of the National X-Ray Reflector Company.

Courtland N. Smith, who recently allied himself with the Joseph Richards Company, Inc., New York, entered the advertising business shortly after his graduation from college, in the employ of the company with which he is now connected, then known as J. A. Richards & Staff, Inc.

In a few months he left that firm to go with the Street Railways Advertising Company, New York, with which he was for the period of 1909-1914, for the last three years being manager of the local service department. In 1914 Mr. Smith became associated with the Blackman-Ross Company, New York.

From the Blackman-Ross Company, Mr. Smith went to the Frank Seaman Agency, New York, as account manager for the Liggett & Myers Tobacco Company products (Fatima Cigarettes, etc.)

Mr. Smith has been doing work for the American Red Cross Christmas membership drive at the national headquarters in Washington.

WOULD BRIBE RATHOM.

John R. Rathom in a series of addresses in Chicago last week explained the modus operandi by which the Providence Journal was able to uncover so much German duplicity.

A bribe of \$4,000,000 was offered a Journal reporter, Mr. Rathom said, with the assurance that there was "plenty more where the four million came from."

A RED CROSS EDITION.

The Belleville (Kan.) Telescope recently issued an ambitious Red Cross Special Edition for the benefit of the Red Cross organization of Republic County.

BUSINESS OPPORTUNITIES.

BUSINESS OPPORTUNITIES.

FOR SALE.

FOR SALE.

CINCINNATI ENQUIRER APPRAISED

Under authorization of the Supreme Court of the District of Columbia we have just completed an appraisal of one of America's greatest newspapers, THE CINCINNATI ENQUIRER, for the American Security & Trust Company of Washington, D. C., Executor of the Estate of the late John R. McLean. In this connection Mr. Alfred B. Leet, Trust Officer, says:

*"I Think the Service Rendered By You Has
Been Admirable and Your Recommendations Excellent."*

We hear many questions asked and much contention concerning the proper formula for arriving at newspaper values. A great majority of the opinions expressed are of no value. There is no blanket formula. It is not an exact science. Each proposition must stand on its own base. Many years of intimate experience with all phases of the subject, gathered from many different properties, is necessary to intelligent conclusions. We also make recommendations in each case for improving important conditions.

HARWELL & CANNON

SALES CONSOLIDATIONS APPRAISEMENTS
Newspaper and Magazine Properties
Times Building NEW YORK

GREEN PRINT PAPER FOR SALE

The undersigned, as receiver for the Monitor Publishing Company of Columbus, Ohio, has on hand about 120,000 pounds of green print paper, such as was used by the Monitor for its sport editions when publication was suspended. This paper is 36½ inches wide, basis 24x24x32, and can be sold under the appraisal for 4 cents a pound or less. If interested address E. Howard Gilkey, Box 374, Columbus, Ohio.

\$3,000

cash available for first payment on country weekly and job office. Far West locations preferred. Proposition Q. B.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

DINNER GIVEN TO RIGNEY.

Thomas Rigney, superintendent of the delivery department of the New York American, was the guest at a dinner and entertainment on December 10 in celebration of the twentieth anniversary of his connection with the American.

He had 300 hosts, most of them employees of the mail and delivery departments of the New York American and Evening Journal.

Edward McCaffrey was toastmaster for the occasion, at which Mr. Rigney was presented with a gold watch.

Newspaper For Sale in the Sunny South

Small daily in growing Southern resort, exclusive field, netting annually close to \$7,000. Extraordinary opportunity. Price \$20,000, half cash asked. Proposition No. 179x.

Small city daily and high class weekly in desirable Idaho locations. Nos. 7001x and 579x.

Special offer in small city daily in rich Colorado field. No. 598x.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

PUBLISHERS, ATTENTION—Sample copy addresses FURNISHED FREE in lots of 1,000 or less. Over 2,000,000 book and magazine buyers on our lists. State what you want. 500 copies of any small magazine MAILED FREE if sent to me prepaid. Advertising or mailing service given in exchange for odd lots of interesting books or booklets in good, clean condition. Address: Moores Expert Service, New Egypt, N. J.

N. Y. TIMES HAS A FIRE.

There was a slight fire in the plant of the New York Times Wednesday night.

NEW TYPE CABINETS FOR SALE

Nine new 25-case all-steel type cabinets, 60 inches high, olive green enameled, unusually deep type compartments cannot break type or case; all wired. The best cabinet ever made by the Keystone Type Foundry. Specially made for the new plant of the Detroit News but which proved in excess of our requirements. Price when ordered \$92 each. If ordered now would cost 33½% more. Will sell f.o.b. Detroit for \$75 each.

THE DETROIT NEWS

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight Line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. \$2,54, \$6, \$8, \$10 and \$2 page papers at \$6,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE, Model 1, Serial No. 8011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 or 32 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

FOR SALE—One late model Goss, two platen steam table with boiler, like new. Extension table, turtles and chases. Price reasonable. Minneapolis, Eric Press Herald, 207 Sixth St., So., Minneapolis, Minn.

DIVIDENDS

INTERNATIONAL PAPER COMPANY New York, November 28, 1917.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this Company, payable January 15, 1918, to preferred stockholders of record at the close of business January 4, 1918.

OWEN SHEPHERD, Treasurer.

TEXAS' AGED EDITORS ARE TO HAVE HOME.

The Texas Editorial Association, composed of editors who have been engaged continuously in the newspaper world for thirty years or more, gathered in Palacios on December 3, 4 and 5. The members were handsomely entertained by the citizens of Palacios.

W. A. Bowen was elected president, L. Blalock vice-president, Hamp Cook recording secretary and Austin Callan corresponding secretary.

A committee was appointed to raise money to purchase a home for aged editors.

INDICTMENTS ARE BROUGHT AGAINST GERMAN PAPERS.

Two additional indictments on charges of treason and violating the Espionage Act were returned by the Federal Grand Jury in Philadelphia on December 8 against the editors and officers of the Philadelphia Tagblatt and the Sontagsblatt, German language newspapers.

With the exception of the charge of obstructing recruiting and enlistment for the National army, the new indictments are similar to those returned by the September grand jury.

All the defendants are at liberty on bail. No date has been set for their trial.

A. N. McKay, general manager of the Salt Lake Tribune, is visiting in New York.

DRY MATS IN CHATTANOOGA.

Another convert in the use of dry mats is the Chattanooga (Tenn.) News. Dry mats have been used exclusively by this paper for more than two weeks and with satisfactory results, considering the fact that the same matrix rolling machine used on wet mats is being used for the dry mats.

The process has not been in use for a sufficient length of time to estimate the savings in labor and material. The paper, however, has been enabled to cut out the use of the steam tables, the time saved especially on mail editions and on the last forms on other editions is enabling the paper to go to press from ten to fifteen minutes earlier than otherwise. The publishers have also reduced the size of their rolls one-half inch, thereby effecting a saving of one sixty-seventh of the cost of white paper.

EARL WANTS NEW TRIAL.

Plans for seeking a new trial are under way by attorneys for Edwin T. Earl, proprietor of the Los Angeles Express and Tribune, who lost his suit against the Record Publishing Company when a jury, by a vote of nine to three, gave judgment for the defendant after deliberating more than eight hours.

It was stated by attorneys for Mr. Earl that a new trial will be asked for and if this is not obtained, the case will be appealed.

While the jury held that Mr. Earl had not been libeled when the Record called him a political "boas," the jurors expressed disapproval of the strong language used in the editorial on which the suit was based.

ALL FOREIGN MAIL CENSORED.

Postmaster General Burleson on December 13 made formal announcement that a censorship of all mail entering or leaving the United States is being conducted at New York as well as the Canal Zone, Porto Rico and larger seaports of this country.

The announcement reads: "Censorship of international mail has been inaugurated pursuant to section 3 of the Trading with the Enemy Act and sections 14, 15 and 16 of the executive order of October 12, 1917."

THE FREEPORT BULLETIN CHANGES HANDS.

The Freeport (Ill.) Bulletin, published by Poffenberger & Stiver, will after today be under the ownership of the Freeport Bulletin Publishing Company.

The new manager will be John G. Cary, for a number of years connected with the Lee Syndicate at Evening Newspapers, for two years manager of the Davenport (Ia.) Democrat, and for a year and a half one of the auditors for the A.B.C.

ADS, NOT LEGAL NOTICES.

In an opinion given on December 4 to Commissioner of Banking Daniel F. Lefean by Deputy Attorney Joseph L. Kun, it is held that summaries of statements required to be made by banks under call of the commissioner need not be made in legal newspapers.

They are held not to be legal notices, but advertisements.

HELP WANTED.

SUBSCRIPTION
MANAGER
WANTED.

By trade paper in New York City. Live young man with initiative who can see opportunities to secure subscriptions and take advantage of them.

Salary to start \$25. Future salary dependent upon self. Address Subscription Manager, Box 942, care The Fourth Estate.

EDITORIAL WRITER WANTED.

High grade publication has opening for a clear and forceful writer on daily news events and general affairs. He should be thoroughly conversant with public life and men, particularly of Pennsylvania, New Jersey and Delaware, and possessor of a literary style. Preference will be given to good practical newspaper man who has had Philadelphia experience. Applications will be held in strictest confidence. To secure interview, please send samples or specimens of your matter, and full details as to personality, experience, etc. Address Editor, P. O. Box 479, Philadelphia.

Aggressive, thriving farm paper, thoroughly established, wants PROGRESSIVE YOUNG EDITOR with experience in agricultural field. Must be a live one and able to handle a live proposition. Location in attractive Northwestern city. Send full particulars to Box 940, care The Fourth Estate.

Advertising Manager

An experienced, active, progressive, not-afraid-to-work man to take charge of the advertising department of an inland New England daily. Address with references, salary expected and other particulars, Box 950, care The Fourth Estate.

Are You an Advertising Man, and can you deliver the goods? If you can produce for a live farm weekly an attractive proposition is open to you. Tell us the whole story in your first letter. Address Box 948, care The Fourth Estate.

Wanted: ADVERTISING MANAGER by live morning paper in up-to-date city of 60,000. One who knows how to plan campaigns and write copy and who is willing to assume all responsibility for this department and be measured by results. No quibbling about salary with the right man. Address Harrison L. Walters, care The Fourth Estate, New York City.

SERVICE CORNER.

627.—"Can you tell me something about the Butterfield Syndicate?"

628.—"We should like to get a list of newspaper syndicates."

629.—"Will you kindly give us the address of the publisher of syndicate pages like the inclosed, put out by J. Keeley, and advise us whether or not they are used in New York and Philadelphia?"

630.—"I should like to know in what issue of your paper appeared an article on China written by J. B. Powell."

631.—"Attached hereto is a photograph of a very satisfactory all-metal newspaper file we bought a couple of years ago. We have lost track of the manufacturer and the retailer from whom we bought it. We look to you to help us find the maker."

632.—"I have been interested in reading the articles in your publication by Edmund Walker in regard to accounting and costs. If they are to be published in book form, please advise me of the cost."

633.—"We are under the impression that you are publishing a complete list of advertising agencies throughout the United States and foreign countries. If so, kindly let us know the price per volume."

SITUATIONS WANTED.

Newspaper Man

Newspaper man of long experience offers his services as editor, editorial writer, telegraph editor, city editor, desk man, political man, special or feature writer, or war correspondent. American by birth, British descent, Republican in politics, married, absolutely temperate, well educated, available at any time. Permanent engagement sought. Address Writer, care Fourth Estate.

ADVERTISING WOMAN of proven ability, now advertising manager on Southwestern daily desires change to position offering opportunity for advancement; prefers location in city of 50,000 upwards in South or West; has demonstrated efficiency to develop and handle local and foreign advertising; solicitor and copy writer not afraid of work. Must have opportunity to make income \$1,800 to \$2,500 a year. Full particulars with references by addressing Miss M., care The Fourth Estate.

YOUNG LADY

experienced in advertising business wishes position with agency. Ten years' experience with one of New York's leading dailies. Understands copy makeup, entering orders, etc. Address Box 944, care The Fourth Estate.

Wanted—Position as news editor or managing editor with daily in city of from 15,000 to 30,000. Seven years' experience in news game on small city daily, three on desk. Aggressive and not afraid to dig in. Will start at \$30 a week, as salary is not only object. Out of draft. Can furnish best of references and leave on ten days' notice. Address G. N., care The Fourth Estate.

CHANGE IN COHOES.

Lieutenant Everhardt Armstrong has resigned from the Cohoes (N. Y.) Dispatch and with Mrs. Armstrong, left this week on a journey of three thousand miles, for American Lake, Wash., on the Pacific Coast.

Lieutenant Richard A. Douglas retains his interest in the paper, however, and will soon return to America from France, where he is studying in an artillery school in Paris, to train army recruits here.

John H. Griffin has assumed the position of general manager and Frank W. Wood that of managing editor of the paper.

Lieutenant Armstrong will assist in the training of recruits at a big drafted men's camp at American Lake. He has disposed of his interest in the Dispatch to the Counties Publishing Corporation, publisher of the paper.

CHICAGO REPRESENTATIVES
PLAN PROMOTION WORK.

The Newspaper Representatives Association of Chicago, representing over 1,000 of the leading daily newspapers of the United States and Canada, held its annual meeting on December 10.

The association voted to spend several thousand dollars during the coming year for extensive promotion work in the interest of daily newspaper advertising generally. The organization will have a paid secretary.

Officers were elected as follows: President, John Galas; vice-president, Guy S. Osborn; secretary, C. W. Wallis; treasurer, Elmer Wilson; directors, J. E. Verree (chairman), R. E. Ward, A. W. Allen.

LITHUANIAN PAPER RAIDED.

Federal agents have raided the office of the Philadelphia Kova, a weekly Lithuanian newspaper, said to be the organ of the Lithuanian Socialist Federation of America, and have seized a large quantity of literature.

PAPER MEN DINE.

The superintendents of the International Paper Company held a dinner in the Hotel McAlpin, New York, Thursday evening.

SITUATIONS WANTED.

Circulation Manager

Resourceful, successful business getter, using original campaign methods; many years' experience; methodical; economic; wishes to connect with metropolitan newspaper. Best references. Address Box 941, care The Fourth Estate.

Right effort insures
good results.

Mapping out an advertising campaign for THE FOURTH ESTATE is the right kind of effort.

Our Service Department will help you secure good results.

Business Manager and Managing
Editor.

of daily newspaper with more than 100,000 circulation invite correspondence with responsible publisher afternoon newspaper which is in need of rehabilitation and development. Both executives in present positions for terms of years. Box 945, care The Fourth Estate.

L. L. RICKETTS

for the past ten years circulation manager of the Des Moines Capital, is open for a position. He is especially well known on account of his successful handling of the Bargain Period method of securing subscriptions and for newsboy welfare work. Write him for references, salary, etc., to 8907 Forest ave., Des Moines, Ia.

Circulation Manager

Wanted—Position as circulation manager on daily paper having between 10,000 and 75,000 circulation. Anywhere in the United States. Ten years' experience in circulation work; 35 years old, married, and at present employed, but desire a change. Have record showing fine gain in circulation in department which I have had charge of for last four years. Address G 500, care The Fourth Estate.

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is \$0.000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTIONS
General Offices,
378 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS
DAILY NEWS REPORTS.

YARD'S NEWS BUREAU
184 W. Washington Street, CHICAGO

DINNER TO CONTRIBUTORS.

As a feature of the thirtieth anniversary celebration of the Daily Jewish Courier of Chicago, a complimentary dinner was given at a leading club to all the editorial contributors to the birthday edition of forty-eight pages.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or
How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

Advertising Man

Not a world beater, simply a fellow who has made an earnest study of advertising and believes he can give sincere, honest service to advertisers. His copy has brought good results. Is not a star solicitor, but can handle and get accounts that depend on real service. Wants position as service man or agency copy writer. Experience: Advertising, business and general manager of small dailies. Age 29, unmarried, exempt from draft. References gladly given. Address Box 940, care The Fourth Estate.

Circulation and Promotion Manager with creative and executive ability backed by experience and record of success, is open for a position after Jan. 1. South-west section of country preferred. Address Box 951, care The Fourth Estate.

MANAGER

thoroughly experienced in news and business ends of small city daily. Have lately sold control of live daily. Open for business or editorial position. College education, married, not subject to draft. Hard worker, with punch and ideas. Will consider investing. Address Worker, care The Fourth Estate.

CIRCULATION MANAGER, 15 years' experience; for the past eight years on the largest small town daily east of the Mississippi. Will consider change after January 1. Will take entire charge of circulation or of the outside and mail. Prefer paper with large outside field and will only consider permanent position on paper having 15,000 or more. Address Box 944, care The Fourth Estate.

High Grade Man

with long experience as business and advertising manager, wishes to make change. Excellent record for building up and holding patronage; writes effective copy; pleasing manners and good mixer. Address Box 946, care The Fourth Estate.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING
AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN

HEMSTREET
PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

THE APPRAISALS OF NEWSPAPERS.

THE WAR LEGISLATION MAY MAKE THEM NECESSARY—ONE IN CINCINNATI.

The question of appraisals of newspaper properties, it is believed, will become increasingly important now because of the new United States taxation and revenue laws. It has been intimated that the United States Government may call in expert appraisers to be certain that the operation of these laws may be properly applied.

One of the big newspapers to recognize this state of affairs is the Cincinnati Enquirer, an appraisal of which has just been completed by Aubrey Harwell of Harwell & Cannon, New York, showing a total valuation of \$3,000,000. Mr. Harwell's



AUBREY HARWELL.

complete report covering his judgment as to valuations together with certain suggestions have been accepted and filed with the Supreme Court and in this way has become public information.

Mr. Harwell undertook the appraisal of the Cincinnati Enquirer for the American Security & Trust Company, of Washington, D. C., the executor of the estate of the late John R. McLean under the authorization of the Supreme Court of the District of Columbia. He says that his work was facilitated by the cordial and intelligent help of Edward Flicker, general manager of the Cincinnati Enquirer, whose connection with that publication covers a period of twenty-eight years and who is and has been for most of this period its general manager.

Mr. Harwell calls attention in his report to some valuable and important additions made during the past year by Mr. Flicker and which appear with very much credit in the profit and loss account.

The firm of Harwell & Cannon, of which Mr. Harwell is the senior partner, is very well and favorably known in the publishing world through the consolidations, sales, and appraisals of newspaper and magazine properties and the appraisal of the Cincinnati Enquirer adds another to its already long list of successful accomplishments.

THE FOURTH ESTATE hopes and expects to print in the not very distant future a carefully prepared article by Mr. Harwell on the question of physical, tangible and good will valuations



L. B. JONES.

NEW PRESIDENT OF THE ASSOCIATION OF NATIONAL ADVERTISERS AND ADVERTISING DIRECTOR OF THE EASTMAN KODAK COMPANY.

of newspapers, which, due to his experience in this field, should be of much value to newspaper publishers.

END OF THE NEWS PRINT MANUFACTURERS' ASSN.

In accordance with the Federal Court order of November 26, members of the News Print Manufacturers' Association met in New York on December 12 and formally dissolved their organization.

The United States Court ruled that the association was a combination in restraint of trade, and after long investigation decreed the dissolution. The directors acted unanimously in voting to dissolve.

Henry A. Wise was appointed as counsel to advise members regarding future action. Whether any new form of organization will be made, it was stated, had not been determined, but whatever is done will be in strict compliance with the Federal order.

Mr. Wise will work in co-operation with a committee, consisting of J. A. B. Coles, John A. Davis, William McMillan, William Hoffstran, and J. A. Bothwell. They will submit the plan for the new organization for the approval of the Attorney General of the United States.

Thirty-five members were present. They were at dinner at the Waldorf-

Astoria and went to the Century Theater in the evening.

This action followed the transactions of November 26, when an agreement was reached with the Department of Justice and the paper manufacturers by which the Government fixed a price for news print until three months after the close of the war, on the condition that the association should dissolve.

BASEBALL WRITERS PUT OFF ANNUAL MEETING.

The annual meeting of the Baseball Writers Association, which was to have taken place in New York this week, has been postponed temporarily, owing to the death of Secretary William G. Weart.

The directors may meet during the joint session of the major leagues.

LINOTYPE SPEED.

"Twelve thousand two hundred twenty ems an hour" is the title of the latest booklet issued by the Mergenthaler Linotype Company, New York, "continuing the story of the remarkable 'strings' being secured from Multiple-Magazine Linotypes by operators on the Chicago Tribune."

The Mergenthaler Linotype Company will furnish a copy of the booklet free to anyone requesting it.

HUMBERT RESIGNS FROM PARIS JOURNAL.

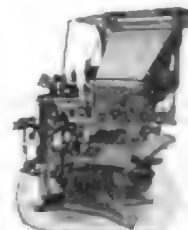
Senator Charles Humbert announced in the December 9 issue of the Paris Journal that he is leaving that newspaper, the direction of which returns to Henri Letellier, the original owner.

Senator Humbert says in his article:

"If I have been deceived twice it has been under conditions which would have deceived the most vigilant patriotism. My conscience is without reproach, but I have maintained too often that in war time a chief's error is without excuse. Every page and every line of this paper for more than two years testify that I have been a good servant of my country."

Senator Humbert's resignation from the newspaper direction thus comes just before the Senate vote on the suspension of his immunity, so as to allow the State to charge him with complicity in relations with the enemy, through his alleged dealings with Pierre Lenoir and William Desouches regarding German money by way of Switzerland, and with Bolo Pasha for similar funds by way of the United States.

Czeslaw Lukaszewicz, an Austro-Polish, said to be the editor of the Baltimore Advance, a monthly, was arrested by Marshall McCarthy on December 10 and has been interned.



INTERTYPE

"The BETTER Machine"

—the simplified machine, easy to operate, inexpensive to maintain, always dependable

INTERTYPE CORPORATION

80 Court Street, BROOKLYN, N. Y.
Old Colony Building, CHICAGO
539 Carondelet St. NEW ORLEANS
86 Third Street, SAN FRANCISCO

TRADE MEN MEET CONTROLLERS.

IMPORTANT CONFERENCE IS HELD IN WASHINGTON TO HEAR ISSUES.

A special war conference in Washington on December 13, which required the presence of a number of Cabinet members and other leading officials, operated to "shoot to pieces" the pre-arranged program of the editorial conference of the business papers at the New Willard.

Although the program prepared for the trade paper men had to be re-arranged, almost all of the sixteen scheduled speakers appeared at one time or another or sent substitutes.

Delayed railroad trains caused many of the editors and publishers to be late in arriving, but in the end there assembled considerably more than 100 conferees, with New York especially well represented.

This meeting developed into a much closer approach to a conference worthy of that name than was the initial effort in the same direction made some time ago. That is to say the representatives of the business press availed themselves much more freely than before of the privilege to ask questions of each of the officials who appeared as spokesmen of the several executive branches of the Government.

Particularly did the gathering take on the guise of a round-table meeting when United States Fuel Administrator Harry A. Garfield was bombarded with questions relative to coal supply for the industries.

C. B. Requa of the Food Administration, who appeared as a proxy for Director Hoover, was also plying with questions as to the future of the Government's food control program, a quiz that brought from him the admission that he believed the food administration must extend its scope from control of profits to control of prices on the various commodities.

Yet another speaker who drew fire of many questioners was Frederic A. Delano of the Federal Reserve Board, who cleared up for his interrogators many details of the plan for marketing the new war savings stamps. Keen curiosity was likewise manifested by the trade press representatives with respect to the new excess profits tax and relative to the numerous fake stories now in circulation about the American Red Cross. Eliot Wadsworth disposed of the latter in "straight from the shoulder" fashion.

THOSE PRESENT.

Among the leading business paper executives in attendance were:

H. G. Blodgett of Hardware Age; A. E. Clifford of Electrical World; Charles S. Baur of Iron Age; Charles H. Thompson, president William R. Gregory Company; James H. Mc-

Graw, Jr., Electrical Merchandising; Grosvenor K. Glenn, Illustrated Milliner; J. Malcolm Muir and H. C. Parnallee of Metallurgical and Chemical Engineering; Harry Chapin Plummer of Music Trades;

Edward H. Darville, Hardware Age; Henry W. Blake, Electric Railway Journal; Sidney J. Rockwell of Playthings; Charles Whiting Baker of Engineering News-Record; L. M. Fanning of Oil Trade Journal; A. J. Baldwin of McGraw-Hill Company; Stanley P. McMinn of Motor World; Joseph Husson of Commercial Vehicle; S. Baker Williams of Electrical World; Fred R. Low, editor of Power; William H. Ukers, Tea and Coffee Trade Journal; J. H. Bragdon, Textile World Journal;

C. H. Everly, Office Appliances; Charles B. Shanks and A. B. Swetland of Class Journal Company; C. B. Peck of Railway Age Gazette; James H. Stone of Shoe Retailer; Fred H. Colvin of American Machinist; and A. I. Findley, editor Iron Age.

D. Becroft was presiding officer of the conference and helped to keep the questions going.

EARLY STARTS CAMP PAGE.

Walter R. Early, for the past year Southern commissioner of the Chicago Herald Bureau, is now with the editorial department of the Jacksonville (Fla.) Metropolis, where he has created a new circulation feature.

Camp Joseph E. Johnston, training camp for the Quartermasters Department of the United States Army, located about twelve miles from Jacksonville, offered the opportunity. Mr. Early started a page devoted to the activities there, beginning with the construction, following the work, right up to the point to where matters were turned over to Lieutenant Colonel F. L. Munson, commanding officer. Now that the camp is under military supervision, the Camp News page of the Florida Metropolis is much sought for by the men in training.

The main feature about this "camp page" is the fact that the officers and enlisted men at the camp subscribe to the paper and have it sent to their homes all over the country, many going as far as the Pacific Coast.

Frank P. Beddows, circulation manager of the paper, saw where he could materially add to his business and put a carrier system in the camp and after two weeks has a daily delivery of fully a thousand new subscribers, not counting those sent out by mail.

CASE GOES TO WASHINGTON.

Special Deputy Commissioner Henry Jay Case of the New York police department, who is a former newspaper man, has handed his resignation to Commissioner Woods to go to Washington, where he will be assistant to Francis P. Garvin, head of the division of prosecution and investigation of the alien enemy property bureau.

Mr. Case was appointed secretary to Commissioner Woods shortly after the latter went into office. On October 18 of this year he was made special deputy commissioner at a salary of \$6,000 a year. He was to hold this position for the duration of the war and was to help the department co-operate with the Government.

WILL HANDLE CANADIAN PUBLIC INFORMATION.

M. E. Nichols of Montreal, for several years editor of the Winnipeg (Man.) Telegram and more recently publisher of the Montreal Daily News and Daily Mail, has been appointed director of public information in Ottawa, his function being to give out for publication reports on the war situation as they reach the Government from overseas.

NEWSPAPERS HELP HALIFAX.

PAPERS IN THIS COUNTRY AND IN CANADA AID THE STRICKEN CITY.

Wherever there has been suffering and need of help, the newspapers have always rushed to bring aid. The terrible Halifax disaster has proven no exception to this rule.

Various newspapers of Canada and the United States are raising funds to help give food and shelter to the victims of the catastrophe. Here are some instances:

Proceeds of two big theatrical performances—one in New York, the other in Boston—will help swell the New York Evening Journal's fund.

As usual theatrical managers responded promptly and bid heartily to the Evening Journal's appeal.

The performances are "Chu Chin Chow" at the Manhattan Opera House, New York, on the evening of December 17. The entire proceeds of the evening will be turned over to the Evening Journal's Halifax fund. The spectacle is one of the largest ever produced in this city, and has been drawing crowded houses, but Morris Gest, its producer, responded at once to the urgency of the case, and placed the entire house and cast at the disposal of the Evening Journal.

A fund for the relief of the sufferers was started by the New York Evening Post as soon as the magnitude of the disaster became apparent. The announcement that it would receive and forward contributions brought instant response. Within three days the fund had passed the \$1,000 mark, and is still climbing rapidly. Appreciation was expressed in a telegram from Sir Robert L. Borden, Premier of Canada.

As soon as the extent of the damage became evident, J. S. Crate, managing editor of the Journal newspapers of Ottawa, Ont., made the appeal, "Help Halifax." During the first thirty-six hours the fund was open, over \$1,700 was secured, the money being sent directly to the office and also contributed at collections taken up in a theater by members of the Journal staff. This fund was entirely independent of the action of the civic authorities.

SUES FOR PROGRAM AD MONEY

George F. Sweeney, advertising and subscription solicitor, who has been indicted in connection with the financial affairs of the Army and Navy Field Comfort Committee Bazar, has filed suit against Edward S. Moore to recover a balance of \$3,529 alleged to be due to him.

Sweeney alleges that he was to receive fifty per cent of all money collected from donations and advertising for the bazar held from October 27 to November 3 last, and that the total receipts were \$47,560. He alleges that he has received only \$20,260, and that the defendant, as treasurer of the committee, holds \$3,529 still due him, but refuses to pay it. He asks an injunction restraining Moore from making any other disposition of the money.

AID FOR HALIFAX.

Five thousand dollars for immediate relief in Halifax was cabled to the Herald of New York on December 8. The money, it was stated, was forwarded on behalf of the magazine's readers throughout the country.

J. M. HUBER

Manufacturer of

Black and Colored

News Inks

Main Office: 65-67 W. Houston Street
NEW YORK CITY

Color, Varnish & Ink Factories
BROOKLYN, N. Y.
Carbon Black Works, DOLA, W. VA.

SERVICE BRANCHES
Boston, Baltimore, Chicago, Omaha, Cincinnati, Los Angeles, St. Louis, Philadelphia, San Francisco

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSITYPE

Manufactured by the
Nassau Smelting & Refining Works
404 West 28th Street NEW YORK

We want you to get into the habit of

Phone the
Manhattan Man
for Your Engraving

GOOD WORK
PROMPT SERVICE
FAIR PRICES

Tell the story of
23 Years of Successful Service.

MANHATTAN PHOTO
ENGRAVING CO.

251-253 William Street NEW YORK
Phone, Worth 1657-8.

Newspaper PLATE and MATRICES

60c per page and up.

If you wish to share in the benefits of co-operation, write

The United Newspaper Plate Co
CANTON, OHIO.

At Tempting Prices
Half-Tones, Line Cuts
and Modern Engraving
in all its branches

DEFENDAM ENGRAVING CO.
Inc.
1921 Broadway, NEW YORK.

STANLEY PROCESS
quality not down to price
up made to a TYPE METAL

SYRACUSE SMELTING WORKS
BROOKLYN, N. Y., and CHICAGO, ILL.

For Particular Printing come to the

ALLIANCE PRESS

110-114 West 52d Street, NEW YORK

C. C. Mills & Sons have sold the Boulder (Mont.) Monitor to A. H. Eiselein.

Guaranteed Unbreakable

HERCULES
STEEL
CHASES
and
GALLEYS



Send for Quotations

Manufactured by
American STEEL CHASE
COMPANY, INC.
38 Park Row, New York, N. Y.

THE PITTSBURG PRESS

HAS THE **Largest**
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

CROSBY-CHICAGO, 206 S. Michigan av., Chicago—Reported placing advertising of "Red Gum Lumber" in magazines and trade papers for Gum Manufacturers Association, 1339 Bank of Commerce & Trust Co. Bldg., Memphis, Tenn.

CHURCHILL-HALL, 50 Union Sq., N. Y.—Reported placing advertising for F. R. Arnolds & Co., 7 W. 22d st., N. Y., importers of toilet specialties, in magazines.

Secured account of Dorin's toilet preparations represented by F. R. Arnold & Co., N. Y.

PICARD & CO., 50 E. 42d st., N. Y.—Reported will place account for David Carneiro & Co., 50 E. 42d st., N. Y., in newspapers to advertise "Matte Royal," a Brazilian Tea.

HOYT'S, 450 Leader-News Bldg., Cleveland—Reported handling account of Billings-Chapin Co., Cleveland, manufacturer of "U.S.N. Marine" paints and varnishes.

AMSTERDAM, 35 Congress st., Boston, Mass.—Placing 6-time orders with newspapers generally for Thomas Lawson, Boston.

AMSTERDAM, 1180 B'way, N. Y.—Again placing 42-line, 36-time orders with newspapers generally for Atlantic Coast Line, 71 Broadway, N. Y.

AYER, 300 Chestnut st., Philadelphia—Again placing copy with newspapers for Sprague Publishing Co. ("American Boy Magazine"), American Bldg., Detroit.

Also placing advertising of Schuylkill Silk Mills ("Vanity Fair Pettibockers"), Reading, Pa., and 198 Madison av., N. Y.

OSTENRIEDER, Federal Life Bldg., Chicago—Placing advertising of Liberty Axle for Wagner Axle Co., Anderson, Ind., and H-M Radiator Cover for Ford cars, manufac-

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Open Door
to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Avenue Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

Topeka Daily Capital

GOVERNMENT REPORT
for six months ending October 1, 1917,
showing net paid circulation

33,924

Member A.B.C.

Arthur Capper PUBLISHER
TOPEKA, KAN.

tured by H-M Manufacturing Co., Indianapolis.

BLACKMAN-ROSS, 95 Madison av., N. Y.—Placing orders in pictorial sections of newspapers for Wilson Fastener Co. ("Wilson" fashion fastener), 111 E. St. Clair av., Cleveland.

Secured account of the National City Co., New York.

COWEN, 50 Union sq., N. Y.—Reported to be making renewal contracts with newspapers for Lorillard Tobacco Co., Jersey City, N. J.

SHERMAN & BRYAN, 79 5th av., N. Y.—Placing 84-line, 1-time orders with newspapers generally for S. Sternau & Co., Inc. ("Sternau" kitchenette).

THOMPSON, 242 Madison av., N. Y.—Reported to be renewing some of newspaper contracts for Andrew Jergens Co., soaps, Cincinnati.

D'ARCY, International Life Bldg., St. Louis, Mo.—Placing special copy with newspapers generally for Coca Cola Co., Atlanta.

DYER, 42 B'way, N. Y.—Placing orders with newspapers for United Fruit Co., 17 Battery Place, N. Y.

FISHER-SMITH, 122 E. 25th st., N. Y.—Placing orders with newspapers in cities where they secure agents for Bell Talking Machine Co. ("Schubert Phonograph"), 44 W. 37th st., N. Y.

FRANK, 26 Beaver st., N. Y.—Placing orders with newspapers in N. Y. City and vicinity for Hygrade Wine Co., 35 9th av., N. Y.

GREEN, Free Press Bldg., Detroit—Again placing copy with newspapers for Nash Motors Co., Kenosha, Wis.

GREVE, Oppenheim Bldg., St. Paul, Minn.—Again placing orders with newspapers for Guiterman Bros. ("Summitt Town & Country Coats"), St. Paul, Minn.

BATTEN, 4th Av. Bldg., N. Y.—Placing advertising in New York State newspapers for Bayer & Co. ("Bayer's Aspirin Tablets"), 117 Hudson st., N. Y.

HOWARD, 432 4th av., N. Y.—Again placing holiday copy with newspapers for L. E. Waterman Co. ("Waterman" Ideal Fountain Pens), 191 Broadway, N. Y.

Also placing orders with some N. Y. City newspapers for S. Fernandez & Co., ("Admiration" cigars), Tampa, Fla., and N. Y. City.

LORD & THOMAS, Mellers Bldg., Chicago—Again making 5,000-line contracts with some Southern newspa-

BOSTON POST

CIRCULATION NOVEMBER, 1917
"NO RETURNS"

The Daily Post 497,774

The Sunday Post 345,362

KELLY-SMITH CO., Representatives
220 Fifth Avenue, NEW YORK
C. GEORGE KROGNES, Western Rep.
Marquette Building CHICAGO

Today's Housewife

Net Paid Guaranteed For Every Issue



GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

pers for Bauer & Black, corn plasters, etc., 45 W. 25th st., Chicago.

Sending out orders to daily papers for Douglas & Co., salad corn oil, Cedar Rapids, Ia.

LYDDON & HANFORD, Cutler Bldg., Rochester, N. Y., and 200 5th av., N. Y.—Renewing contracts with newspapers for C. S. Clark, medical, 205 Pearl st., Rochester, N. Y.

ST. CLAIR, Witherspoon Bldg., Philadelphia—Reported to be placing orders with newspapers in cities where they open branch stores for Philip Malickson & Co. ("Malco" tires), 1433 Vine st., Philadelphia.

SEAMAN, 461 8th av., N. Y.—Placing orders with newspapers in 35 selected states at present for Simmons Hardware Co. ("Keen Kutter"), hardware, St. Louis.

CRITCHFIELD & Co., Brooks Bldg., Chicago—Sending out orders to agricultural publications for the La Crosse Tractor Co., La Crosse, Wis.

Sending out orders to farm papers for Folding Sawing Machine Co., Chicago.

FOLEY, Bulletin Bldg., Philadelphia—Placing advertising of H. G. McFadden & Co., N. Y., manufacturers of Emeralite Electric fixtures.

THATCHER & YOUNG, Caxton Bldg. Chicago—Placing orders with some farm publications for American Mutual Seed Co., 1929 W. 43d st., Chicago.

CRAMER-KRASSELT, C.K. Bldg., Milwaukee—Sending out orders to agricultural publications for Jacob Decker & Son, hog feed, Mason City, Ia.

FINNEY, Oreau-Leslie Bldg., Kansas City, Mo.—Sending out orders to mail order and class publications for Dr. Southington Remedy Co., Kansas City, Mo., and E. J. Reefer Poultry Remedies, Kansas City, Mo.

BLISS, 15 Park Row, N.Y.—Placing orders with a selected list of newspapers for Jones & Allen Co., medical advertising.

KOCH, University Bldg., Milwaukee—Placing holiday copy with newspapers for Parker Pen Co. ("Parker Lucky Curve" fountain pens), Janesville, Wis.

DIRECT—E. L. Drewry, Ltd., Winnipeg, Can., is the maker of a new non-alcoholic beverage called "Tiz-Hot," advertised in Canada and made from fruits and herbs intended for use at meal-time, and in the winter.

United Cereal Mills ("Fruited

ST. PAUL DISPATCH

(Evening)

ST. PAUL PIONEER PRESS
(Morning and Sunday)

The papers that are the result of producing advertising mediums of St. Paul.

The prestige of these mediums is best understood by their own circulation figures: A carrier delivered circulation is over 90% of English-reading St. Paul homes, and a broad country circulation throughout the prosperous Northwest. A circulation gained by printing an excellent news service, high grade comics, and well-known special feature articles.

Circulation Averages for October, 1917:
Dispatch 80,584
Pioneer Press 63,265
Sunday Pioneer Press 78,761

A.B.C. report and booklet giving circulation by towns furnished upon request.

YOU MUST USE THE **LOS ANGELES**

EXAMINER

TO COVER THE

GREAT SOUTHWEST

Largest Sunday Circulation—more than **150,000**

Oats"), Quincy, Ill., is placing orders direct with some Illinois papers introducing a new breakfast food.

Charles A. Wood & Co., 110 S. Dearborn st., Chicago, is sending out orders direct to selected daily papers for financial advertising, accompanying same with check.

NO PAPER FOR THE ENEMY

Newspapers in South America owned or controlled by the German Government, and used there in the interest of German propaganda, will not hereafter be printed on paper obtained in the United States. This is shown by a decision of the bureau of exports.

The Merchants' Association of New York wrote to the War Trade Board about a pending application for permission to export news print paper to Venezuela.

Here is the reply of Director Richards of the bureau of exports:

"The unfriendly attitude of the Government of Venezuela toward this nation and our allies, as shown by the recent suppression of all newspapers printed in that country except those pro-German papers now engaged in a campaign to discredit and damage our commercial interests, prompts us to refuse licenses to export paper to Venezuela."

"We appreciate fully the desire of your very useful association to promote and foster the export trade of our country, and while the policy of this board is to be fair to all exporters, yet we cannot permit news print paper to go to an unfriendly nation to be used for the purpose of vilification and to damage our commercial interests in Venezuela or the other South American countries."

Earl C. Bundy has purchased one-half interest in the Madrid (La) Register-News from J. G. Lucas.

LARGEST Morning Circulation in the Nation's Capital. THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.
New York Chicago Boston Detroit

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000.

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives

John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

PRINT PAPER COST CONFERENCES.

(Continued from Second Page)

forms or schedules designed to bring forth uniform information covering cost of production at all mills has been in itself a considerable task.

CONFERENCES IN NEW YORK.

On Wednesday Dr. E. O. Merchant, the Trade Commission's news print expert, and Mr. Hoover, the commission's accountant, conferred in New York with the cost accountants from the various mills, the schedule or reporting form being the principal topic of discussion. The news print accountants expressed themselves as well satisfied in the main with the form devised by the Trade Commission, but suggested several minor changes which Mr. Hoover hurried back to Washington to make. The result of the slight delay involved in this revision will be that the first blanks to be sent out to the paper manufacturers will be mimeographed instead of printed. Later printed forms will be available.

While Accountant Hoover went back to Washington to put the revised cost schedule on the press, ere departing for the M. & O. mill, Dr. Merchant remained in New York for another day of conferences with the representatives of the paper producers.

At the first session he had explained in detail the cost schedule or form which he had prepared in collaboration with Commissioner Colver, in charge of the commission of carrying out the Federal Court decree.

At the supplementary session he took up with the representatives of the news print industries various questions of fact on which they have been asked to submit information to the commission at the January hearings in addition to the cost figures which will constitute the main burden of the evidence and will be chiefly instrumental in determining what price will be fixed to go into effect on April 1.

DON'T CROWD THE MILLS.

The American Newspaper Publishers Association committee on paper gives this advice to publishers:

"In view of the settlement reached on November 20 between the Department of Justice and the print paper manufacturers, and the binding nature thereof, the paper committee urges all publishers to refrain from crowding their mill in this direction.

They are now bound by law to fulfil the terms of this agreement and will do so without persuasion on the part of the publishers. In any case the adjustment is not effective until the invoices for January paper arrive. Publishers should at least give the mills the benefit of the doubt and wait until they receive their invoices for January shipments before claim-

A Great Food Medium

Implies quality and quantity circulation. Home influence. Responsive attitude of Housewife. None surpasses the

Trenton TIMES

Member of A.B.C.

24,000

2c. Circulation.

KELLY-SMITH CO.

880 5th Ave., N. Y. Lytton Bldg., Chi.

Baltimore News

Net Daily Circulation 95,719

Gain over November, 1916 9,802

Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

ing any benefits under the agreements reached.

"There is an apparent effort on the part of all concerned to co-operate and bring about and maintain better conditions. We hope the publishers will do their share of this by at least giving the mills time to carry out the promises and agreements they have made without undue pressure.

LESS CAR SHORTAGE.

"The car shortage in Canada for the supply of news print to this market has been materially improved. George F. Steele, general manager of

U. S. IMPORTS AND EXPORTS FOR 1917 OF NEWS PRINT.

The following figures show that imports from Canada are being maintained at the normal production level of the year.

The exports, however, have increased abnormally over past records and amount to three times what they were for the same month last year. The total for the year to the end of ten months, is 10,000 tons in excess of last year.

The A. N. P. A. paper committee advises that "very strong representations should be made by publishers, their Congressmen and Senators, to have these exports substantially reduced."

	IMPORTS.			
	1914	1915	1916	1917
January	23,709	24,156	35,936	41,028
February	21,598	22,943	35,838	33,487
March	26,612	25,859	41,962	47,229
April	24,525	26,854	38,032	42,571
May	27,739	28,156	43,727	48,050
June	25,810	34,880	41,402	47,140
July	24,580	31,331	40,126	47,328
August	25,004	31,245	36,475	50,101
September	28,535	31,047	36,860	45,638
October	28,229	34,618	38,561	47,666
Total for 10 months	261,461	296,182	388,469	450,231
November	26,998	36,182	38,766	
December	28,112	36,042	36,468	
Total for year	316,661	368,407	463,683	

These imports are practically all from Canada.

	EXPORTS.			
	1914	1915	1916	1917
January	2,294	5,104	4,565	5,143
February	3,409	3,239	6,156	4,601
March	3,490	4,118	5,264	4,008
April	6,834	4,202	4,843	4,486
May	3,042	2,199	6,071	5,844
June	6,015	6,795	7,800	5,993
July	4,510	3,467	7,458	6,757
August	5,794	4,182	10,394	5,877
September	9,918	7,377	8,714	12,408
October	9,272	5,305	4,940	18,648
Total for 10 months	54,641	45,990	63,707	73,563
November	5,278	5,243	5,617	
December	4,998	5,831	5,899	
Total for year	64,911	56,064	75,199	

St. Louis Globe-Democrat

dominates the morning field.

Government statement six months ending September 30, 1917

138,252

The clean home-going family newspaper.
National Representatives
F. St. J. Richards, Tribune Bldg., N. Y.
Guy S. Osborn, Tribune Bldg., Chicago
J. R. Scolaro, Ford Building, Detroit
R. J. Bidwell, 742 Market St., San Francisco

PATERSON New Jersey's Famous Manufacturing City PRESS

In BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

the Canadian Export Company, whose mills were the chief sufferers, reports that the situation is very much easier and apparently well relieved."

TEXAS MANAGING EDITORS HEADED BY GOVERNOR.

Governor W. P. Hobby was again elected president of the Texas Managing Editors Association at its annual meeting in Beaumont last week.

Thomas Gooch, managing editor of the Dallas Times-Herald, was elected vice-president and Joseph Emerson Smith, managing editor of the San

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREB & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest.

The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

WM. J. MORTON CO., Eastern Reps.
Fifth Av. Bldg., NEW YORK
Tribune Building, CHICAGO

Antonio Express, was re-elected secretary.

The editors met at the country home of Harry Weiss. They will make Beaumont their permanent meeting place. Sixteen editors from Oklahoma, Texas and Louisiana were present.

In appreciation of his past services as president of the organization the members presented Governor Hobby with a handsomely engraved gold watch. C. B. Gillespie of the Houston Chronicle making the presentation speech. Senator R. M. Johnston made a brief speech eulogizing Governor Hobby.

D. P. Toomey of the Dallas News introduced a resolution requesting the Associated Press to use its best efforts to have the censorship of war news from Europe relayed to the extent that all news of importance which would be of no military value to the enemy be given out for publication without delay. "It is our belief," the resolution says, "that the present censorship is so restrictive that it is concealing news that the citizens of the United States should have and which is necessary they should have to arouse the fighting spirit of the American people to the proper support of the government." The resolution was adopted.

Among those present were: Harry T. Warner, Houston Post; George Waverly Briggs, Galveston News; Charles B. Gillespie, Houston Chronicle; Edmund Travis, Austin Statesman; Paul Perkins, Galveston Tribune; C. E. Marsh, Waco News; J. P. Toomey, Dallas News; Tom Finty, Dallas Evening Journal; Tom Gooch, Dallas Times-Herald; Walter M. Harrison, Oklahoma City Oklahoman; Alfred Jones, Beaumont Enterprise; Colonel Stuary, U. I. McCall and J. P. Glass, Associated Press; James M. Thomson, publisher New Orleans Item.

DUTIES OF MR. LOEB DIVIDED.

Following the recent death of Adolph W. Loeb, general manager of the Columbus (Ohio) State Journal, the office of general manager has been done away with and the duties performed by Mr. Loeb have been divided, the responsibility being placed on William H. Rible, for many years business manager, and Joseph R. Hague, for the past five years advertising manager.

E. F. Stuewe of Milwaukee has become editor of the Owatonna (Minn.) Journal.

BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY
220 Fifth Ave., NEW YORK
Lyttan Building, CHICAGO.

MAGAZINE NOTES

Edward F. Healy, associated with the Review of Reviews, New York, for many years and recently Western manager, has been appointed advertising manager, succeeding R. G. Cholmeley-Jones, who will go to France as captain in the Adjutant-General's department under Major Willard Straight, who has charge of carrying out the provisions of the War Insurance Act.

Robert W. Richardson of the Chicago office becomes Western manager.

Charles H. Pugh, business manager of the Worcester (Mass.) Gazette, has been appointed to the staff of the Curtis Publishing Company, Philadelphia, publisher of the Saturday Evening Post and the Ladies' Home Journal, and will be associated with the New England office.

He will have offices in the Merchants Bank Building, 30 State street, Boston.

Charles R. Condon, formerly associate editor of Photography, has been appointed manager of the film advertising department of the Photoplay Magazine.

Miss Elizabeth Jordan, formerly editor of Harper's Bazar, and for the past five years literary advisor to Harner & Brothers, New York, has resigned from that firm. On January 2, Miss Jordan will become editorial director of the Goldwyn Pictures Corporation of New York.

M. J. Lott, a special agency man formerly connected with the Literary Digest, has joined the Chicago office of the Leslie-Judge Company, New York.

George H. Hyzen, for several years president of the Crowell Publishing Company, New York, has been elected chairman of the board of directors.

George D. Buckley has been chosen president and general manager.

I. S. Seymour has resigned as vice-president and treasurer, but will continue as a director and member of the executive committee.

Lee W. Maxwell is now first vice-

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue

Over 200,000 Circulation

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
201 Devonshire Street, BOSTON
Kresge Building, DETROIT

The DAYTON SUNDAY NEWS and SPRINGFIELD SUNDAY NEWS

NEWS LEAGUE OF OHIO
(the two at .055 per line) are a great combination.

J. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

president and secretary; Thomas H. Beck, second vice-president; and A. E. Winger, treasurer and controller, etc.

Cecil W. Wilson has been appointed to the New York office advertising staff of the Red Book, Chicago.

Lawrence W. Keyes, for nine months manager of the circulation department of the New York Tribune, has resigned to become manager of the Philadelphia office of the Pictorial Review Magazine, New York.

A NEW PAPER MAKERS' BODY

Rumors to the effect that a new News Print Manufacturers Association will be organized are persistent in New York. This association may take the lines of a statistical bureau or some association that will be satisfactory to the Federal Trade Commission.

On this point, the paper committee of the A. N. P. A. says:

"With the Federal Trade Commission now collecting all the statistics of the industry for both consumers and producers in this country and the fact that the print paper producers in this country do not look for export business (since the market in the United States is forty per cent greater than the production) we cannot see what useful purposes such an association could serve.

"The only function it would be needed for is now carried out by the Federal Trade Commission, and the information supplied in very useful form."

BOYS PUBLISH PAPER.

The first issue of the Boys' Newspaper came out on November 24. It has eight pages and is written by boys and for boys.

It is published in Chicago by the Boys' Brotherhood Republic, and its motto is "So long as there are boys in trouble, we, too, are in trouble."

I. Haskell is the managing editor, Joseph Zimmer city editor, Maurice Halevy circulation manager, Herman Wilkins advertising manager and Harry Malkin sports editor.

CELEBRATES BIRTHDAY.

The Bohemian Daily Scornost, a Bohemian publication of Chicago, celebrated its forty-second anniversary on December 9. The celebration went hand in hand with the removal of the paper into its new home on Crawford avenue.

The NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

THE Philadelphia BULLETIN Dominates Philadelphia

The largest 2c circulation in the East. Goes daily into most of Philadelphia's 375,000 homes.

Net Average 366,435 COPIES NOVEMBER A DAY.

WILLIAM L. McLEAN, Publisher.

WITH BURLINGTON HAWK-EYE AGAIN AFTER EIGHT YEARS.

Tracy Garrett, who has just been made managing editor of the Burlington (Ia.) Hawk-Eye, began his newspaper work in Burlington seventeen years ago.

After two years on the Hawk-Eye, Mr. Garrett managed the Creston (Ia.) Gazette for a year. Then, after working on the Keokuk (Ia.) Gate-City and the Council Bluffs (Ia.)



TRACY GARRETT.

Nonpareil, he went to the Register and Leader of Des Moines in 1904 as sports editor and the night desk. He later worked on the night desk. He became city editor of the Register and Leader in 1907.

Mr. Garrett took charge of the news rooms at the consolidation of the Register and Leader and Evening Tribune and remained in that capacity until, his health breaking, he went to New Mexico in 1909.

For eight years Mr. Garrett has "punched" cattle, hunted and worked in the coal mines, resigning his position as assistant general superintendent

THE SYRACUSE POST-STANDARD

October 1st, 1917
Government Statement

Daily (Net Paid) CIRCULATION 54,470

April, 1917 Figures—A.B.C. Basis. —Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
301 Devonshire Street, BOSTON
Kresge Building, DETROIT

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening

Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.

C. GEORGE KROGNES, Chicago

VERREE & CONKLIN, Inc., New York

ent of the Victor-American Fuel Company and agent of the company's New Mexico properties to return to newspaper work on the Hawk-Eye.

CHANGES IN JOPLIN, MO.

L. M. Davis, formerly of the St. Louis Sporting News, is the new editor of the Joplin (Mo.) News Herald, succeeding John F. Williams, who is now a first lieutenant at Camp Doniphan.

Mal McGilvery of Kansas City is filling the position of Harvey Evans, now with the American ambulance corps in France.

Stephen Smith and Mrs. Lyla H. Kinney are covering the work of J. Gentry Daggy, formerly sports editor, who is a sergeant at Camp Funston.

W. T. Smiley, formerly with the Kansas City Star and the Iola (Kan.) Register, is now telegraph editor of the News Herald.

L. J. Marre, who has been engaged in promotion work with various publications in Oklahoma, Arkansas, Alabama and Missouri, is at present service man for the advertising department of the paper.

VETERAN JOURNALISTS GET TOGETHER IN BOSTON.

No dignity or formality was in evidence at the tenth annual gathering of the Veteran Boston Journalists' Association, which took place a few days ago.

Governor McCall of Massachusetts, the retiring president, named Samuel L. Powers as president for the coming year, with Charles E. Pierce as treasurer and Walter Hutchings as secretary.

A Short Story:

DETROIT SATURDAY NIGHT

—gained 35% in Advertising and Circulation in 1916

NOW IN ITS ELEVENTH YEAR

Represented by G. Logan Payne Co. New York. Chicago. Boston. Detroit.

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

**CRAFTSMEN WITH
THE COLORS.**

In the splendid young men of the American Army the country has evidence of the sound physical and moral courage that has always been the chief characteristic of Americans. All over this broad land men, a big proportion from the newspaper and advertising ranks, have joined the colors at great personal sacrifice and are eager in their ideals of lofty patriotism to rush to the front. In many a home there is deep sadness, but at the same time there is sound patriotism and the heartiest support of the President and his exalted ideals of Democracy.

Captain Royal Edward Trumbull Riggs is among those who have just returned from Plattsburg, with the rank of captain of infantry and has been assigned to Camp Upton, N. Y. He is the son of Edward G. Riggs, for nearly thirty years the chief political writer of the New York Sun. Captain Riggs, until his marriage, lived at the Riggs' old home in Brooklyn. He graduated from Public School Number 15, Brooklyn, and from the Brooklyn Latin School and is a graduate of Williams College, class of 1902, where he won the distinction cum laude.

While at Williams Captain Riggs was the college correspondent of the Sun and is now a member of the Sun Alumni Association.

Captain Riggs graduated from the New York Law School in 1904, winning the prize essay contest. He formed a connection with law firm of Boardman, Platt & Soley and later Mayor McEllan appointed him an assistant corporation counsel. Later he joined the law firm of Gannon, Seibert & Riggs. He is a member of the Lawyers', Williams, Manhattan and University Clubs.

Captain Riggs comes of old fighting stock. He is a direct descendant of Governor Trumbull, "Brother Jonathan," of Connecticut, and of Major Gridley of artillery at Bunker Hill. In every step of his young life he has won distinction and Father Riggs

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending September 30, 1917:

Evening Star 88,752
Evening Times 42,375
Washington Post 47,032
Herald (over) 25,000

BRIDGEPORT

CONNECTICUT
(The Eden of America)

The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram
(Evening) (Morning)

Cover This Field Absolutely.

Members of the A.B.C.

JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

vouches for his being "a splendid son and citizen and that he will make a splendid soldier."

"Jack" Koons of the Cincinnati Commercial Tribune and the Enquirer, who enlisted in the old 1st Ohio infantry now stationed at Camp Sheridan, Montgomery, Ala., is in charge of the publicity bureau of the camp—the 37th Division. He is assisted by "Tex" Irwin of the Commercial Tribune and Harry Blaney of the Enquirer, who have enlisted.

A service flag with forty-nine stars has been unfurled from the building of the Philadelphia Press and Evening Telegraph.

Willard Ball of Martins Ferry, Ohio, won a first lieutenant in the artillery division of the second officers training camp at Fort Ben Harrison. He is a former newspaper man.

S. Gordon Hyde, formerly advertising manager of Chicago Advertising, the organ of the Advertising Association of Chicago, is now in Company G, 131st infantry, Camp Logan, Houston, Tex. He has just taken an examination for the aviation section of the signal corps.

The service flag of the Chicago Advertising Association has now twenty-eight stars.

Stanley Ikard, Western manager of Associated Advertising, has joined the Navy.

Hugo Swan, former secretary of the Beter Advertising Bureau, Minneapolis, is now a lieutenant in the machine gun corps.

Russell R. Rainsburg, assistant manager of the engraving department of the Des Moines Register and Tribune, has entered the aviation service and will be sent to Fort Sam Houston, Tex. He is the son of A. P. Rainsburg, head of the Register and Tribune job department.

Harry D. Karns, for several years connected with the advertising department of the Toledo (Ohio) Blade, has just enlisted in the aero construction division of the National army. He has been assigned to Fort Sam Houston, Tex.

Norman B. Taylor, assistant advertising manager of the San Angelo (Tex.) Standard, is now a captain in company M, 144th infantry, at Camp Bowie, Tex.

M. Werns, an employee of the Standard, has become a first lieutenant in the same company.

The Indianapolis News has furnished about thirty men for the Army.

Captain Andrew J. MacElroy, editor of the Rockville (N. Y.) Owl, who had two ribs broken as the result of falling into an excavation at

THE CIRCULATION OF THE
CHRISTMAS ISSUE

The BILLBOARD

is guaranteed to exceed

45,000 Copies

It will be obtainable wherever papers are sold throughout the entire English speaking world.

No advance in rates.

Last form closes Sunday, December 16

The Billboard Publishing Co.

Member A.B.C.

Broadway & 4th Monroe and Dearborn
NEW YORK CHICAGO

**DALLAS EVENING
JOURNAL** Published by
A. H. Belo & Co.

Covers the afternoon field as completely as does the Dallas News in the morning
40,655 NET PAID average during 6 months period ending Oct. 1, 1917. P. O. Report.

LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
788 Tribune Building, NEW YORK

Camp Wadsworth, has recovered sufficiently to report for duty at the aviation field at Mineola, N. Y.

Roy A. Buckingham, editor of the Salina (Kan.) Journal, has been admitted into the aviation corps and is awaiting his call.

John A. Owens, city editor of the Taunton (Mass.) Daily Globe, has taken up his duties as secretary at the Knights of Columbus division at Camp Devens.

A new regimental newspaper, the Howitzer, of the 306th field artillery, has just made its appearance at Camp Upton, N. Y. It is a four-page publication, four columns wide, reporting the activities and singing the praises of the men of the big gun regiment. The headlines are artillery terms. "A Barrage Fire of Dollars" is the title of an article reporting \$144,950 as the organization's subscription to the Liberty Loan. The notes of the different batteries are grouped under the heading "Shell Fire."

The editor-in-chief is Sergeant-Major Samuel Adler, and the managing editor is Private Monroe E. Davis, with Lieutenant Thomas as administrative editor. The news correspondents are: Battery A, Corporal J. P. Routh; Battery B, Private Harry Lozier; Battery C, Private Nelson L. Wardell; Battery D, Private M. E. Davis; Battery E, Private Fred W. Harvey; Battery F, Corporal Leroy C. Willis.

The recently organized Army Scribes' Club at Camp Zachary Taylor gathered at a dinner last Tuesday evening. The club is composed of newspaper correspondents accredited to the 84th National army division.

The organization was effected to bring the newspaper men at the camp together as often as possible for social purposes and other matters for the general interest of the press.

Dinners will be held at the same hour each Tuesday evening and other meetings will be called at the press headquarters and the newspaper division in camp.

Earl Adams Clark is chairman of the society.

H. Armand de Masi, well known in New York and in Western newspaper circles, has been commissioned a captain of ordnance at the coast artillery training camp, Fortress Monroe, Va. Incidentally, Captain de Masi and Miss Bernice Zychlinski were recently married in Chicago. When

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 175,000 Daily. Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, People Gas Bg., Chicago

THE JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN
DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
Peoples Gas Building, CHICAGO.

Captain de Masi went into the army he was assistant Sunday editor of the Chicago Examiner.

With the call to the colors of those that are still left of the first National army draft, the Fargo (N. D.) Daily Courier-News adds four more stars to its service flag, making a total of fifteen men from that publication in military service.

Grantland Rice, sports editor of the New York Tribune, has enlisted in the 115th field artillery at Camp Sevier, Greenville, S. C., and has been made a sergeant of battery F, a unit from Tennessee. Mr. Rice's native state.

**PORTO RICAN EDITOR IS
FOUND GUILTY.**

Vincente Balbas, editor of the San Juan (P. R.) Revista de las Antillas, was found guilty on December 12 by a jury in the United States District Court on four out of five charges, made under the act concerning espionage and trading with the enemy, for articles which appeared in his newspaper.

An edition of this newspaper was excluded from the mails last month because of an article which the Porto Rican postmaster held was an attempt to convince Porto Ricans that they had no interest in the war and that their call to the colors was illegal.

MAILED OBSCENE MATTER.

Sam Clark and C. H. Creckland, publishers of Jim Jam Jems, pleaded guilty in the Federal Court at Birmingham, N. D., to sending obscene matter through the mails and were fined \$2,500 and \$1,000 respectively.

**The Circulation of the
NEW YORK
EVENING
MAIL**

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

Schenectady POPULATION 100,000
EVENING UNION Star
EXCEPT SUNDAY
AUDITED CIRCULATION 20,643

Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.

LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

DEATH ENDS J. F. CARROLL'S USEFUL CAREER.

Before the folks of Oregon met him, John Francis Carroll, publisher of the Portland (Ore.) Evening Telegram, (whose death was noted briefly in THE FOURTH ESTATE last week) had led a most active life. Born June 15, 1858, in St. Clair, Pa., he worked as a breaker boy in the coal mines near his native town. His mother died when he was a lad, and he and his only brother, the late Bishop Carroll, were reared by an aunt. Both parents of the children were natives of Ireland.

John F. Carroll's first newspaper work was as a reporter on the Pottsville (Pa.) Evening Chronicle. He reported for his paper nearly all of the famous "Molly McGuire" cases; seventeen of these men were hanged, and the young Chronicle representative witnessed nearly all of these executions. He never talked about them in after years.

His early newspaper work was done in order to make money to attend medical college. He had been a student at the Pennsylvania Normal School, but teaching was not to his liking. Entering the medical department of the Western Reserve University at Cleveland, he studied there for some time, but was compelled to quit because his eyes failed him. He never again took up the study of medicine, which he had decided to take as a preliminary course to the study of surgery.

Before going to Cleveland, John F. Carroll worked on the Missouri Republican, at St. Louis; he was city editor of the Omaha Bee in 1880-1.

THE PITTSBURGH POST ONLY Democratic Paper In Pittsburg



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

W. D. BOYCE CO.
500-514 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK
PUBLISHER

THE INDIANA
DAILY TIMES
INDIANAPOLIS.
THE FARMING BUSINESS
High-class farm weekly, magazine form.
BOYCE'S WEEKLIES
The Saturday Blade, Chicago Ledger.
THE LONE SCOUT
"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL
Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL TRANSCRIPT.
Combination Advertising Rate.
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representative.
NEW YORK BOSTON CHICAGO

when Edward Rosewater was struggling to make this paper live.

Along about this time the former breaker-boy worked on a newspaper in St. Joseph, Mo., the same daily on which Eugene Field was employed. The poet and the master of forceful prose became fast friends, and their friendship continued until Field's death.

During the Missouri Valley period of Mr. Carroll's life he decided to give his eyes a real rest. He went down to Texas, secured a job riding the range, and when the spring drive north came he helped take a herd to the Wyoming range. On this drive he earned the cowboy nickname of "Dogie John." He continued on the cattle range for three years, 1882-3-4, and then went East and secured a position on the Cleveland Leader. He was soon made city editor of the paper.

While in Omaha Mr. Carroll roomed with a lawyer named A. C. Campbell, now a resident of Casper, Wyo. Campbell moved to Cheyenne and began writing to his former roommate about the chances the West offered. The attorney formed a partnership in the Wyoming capital with John F. Baird, who was a large shareholder in the Cheyenne Leader, the territory's oldest newspaper. The paper was floundering along, and Baird decided that an Eastern man was needed to ginger up the publication.

Campbell induced the Cleveland city editor to become the editor of the Cheyenne Leader. J. A. Breckons went in as business manager. The city editor's name was William C. Carroll—no kin to the editor. The Carrolls did all the writing that was done for the Leader in those pioneer days. Later the city editor quit the paper and became justice of the peace.

Before Judge Carroll, some time later, was brought Editor Carroll, charged with criminal libel.

In Denver he was at one time in charge of the Denver Post and he gave the negro poet, Paul Laurence Dunbar, his first real start. Later he took charge of the Times and still later became statistician for the Colorado Fuel & Iron Company. Then he decided to go to the Pacific Coast as editor of the Oregon Daily Journal of Portland.

After months of pain that brought forth no word of complaint, the end came peacefully at the family residence in Portland on December 3.

Mr. Carroll was an optimist. His

The BEST Advertising BUY in
CLEVELAND

The NEWS
Quality Evening Newspaper
With Quantity Circulation
The LEADER
Sunday
Represented by PAUL BLOCK, Inc.,
550 Fifth Ave., NEW YORK
Muller Bldg., CHICAGO
501 Devonshire St., BOSTON
Kresge Building, DETROIT

U. S. P. O. and A. B. C. Report
THE NEW ORLEANS
ITEM
period ending October 1, 1917
Daily 80,756
Sunday 77,438
Average 63,217
THE JOHN BUDD COMPANY
NEW YORK CHICAGO ST. LOUIS

was the optimism that comes from Irish parentage.

OTHER OBITUARY NOTES.
W. J. McVICAR, formerly reporter on the Nelson (B. C.) Daily News, has been killed in action "somewhere in France."

EDGAR J. SNELL, who went to Washington three weeks ago as advertising manager of the Washington Herald, died there on December 7, at the age of thirty-nine years.

Mr. Snell had been connected with Chicago and New York papers, the Birmingham (Ala.) Ledger and for a number of years with the Minneapolis News. He was thirty-nine years old.

J. H. FITZGIBBONS, editor of the Milwaukee Equity Pilot, official publication of the Wisconsin State Union of the American Society of Equity, is dead.

FLOYD L. SUNDERLIN, editor and proprietor of the Delmar (Ia.) Journal, and at one time owner of the Maquoketa Journal, passed away on December 1. He was sixty years old.

ROBERT B. BARR, owner of the Fort Scott (Kan.) Tribune and a member of the state senate, died of heart trouble on December 4.

WILLIAM MASON SAXBURY, editor and owner of the Queen City (Mo.) Leader-Transcript, is dead, at the age of forty-one years.

MRS. LENA C. MADDEN, widow of John H. Madden, publisher of the Mound City (Kan.) Linn County Republic until a few years ago, is dead in Mound City.

JESSE C. HILL, for twenty years secretary of the Waco (Tex.) Typographical Union, died in Waco on December 4.

E. V. HERMANGE, last survivor of the first owners of the Baltimore Evening News, died in Baltimore on December 2, aged eighty years.

J. E. BLOUNDELLE-BURTON, novelist and naval and special correspondent for the London Standard, died in London on December 11.

HENRY P. DAVIDSON, in his earlier days a newspaper man and writer of historical pamphlets, died recently at the county farm near Peoria, Ill.

WILLIAM G. WEART, secretary and treasurer of the Baseball Writers Association of America, died in

THE PITTSBURGH DISPATCH

is a capable and welcome
salesman in thousands of
good homes.

H. C. Rook, Real Est. Trust Bldg., Phila.
W. G. Brooks, 235 Fifth Ave., New York
Ford Parsons Co., Michigan Ave., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters
THE TIMES-DISPATCH
RICHMOND.

is delivered 12,000 of the city's
daily into best homes
In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

Philadelphia on December 7, aged
forty-five years.

Mr. Weart began to write sports for the Philadelphia Morning Times in 1896, and a few years later became sport editor and baseball critic of the Philadelphia Press. Ten years ago he became a member of the staff of the Philadelphia Evening Telegraph, with which he was connected at the time of his death.

EZRA W. ("BILLY") GODDARD, editor of the Jolly Elk, official organ of the B.P.O.E. of Minnesota, died suddenly at his home in Minneapolis last week.

ROBERT M. JONES, president of the Jeanette (Pa.) News, died on December 5 at the age of sixty-one years.

MRS. HANNAH LITTLE, mother of Mrs. Sarah Montgomery of the Wilmington (Del.) Every Evening, died a few days ago in Wilmington, aged eighty-three years.

FREDERICK BLAKE, formerly advertising man for the Gayety and Folly Theaters in Brooklyn, N. Y., died this week in Pittsburgh from Bright's disease. Mr. Blake was born in Brooklyn sixty-six years ago and had been in the employ of the Hyde & Behman Theaters for twenty-five years.

FRED I. BOSTWICK, well known in Columbus newspaper circles, died in Columbus on December 9 of hardening of the arteries. He was sixty-four years old.

MRS. MARIE R. BAUDUY, society editor of the St. Louis Globe-Democrat, died on December 2 at Hot Springs, Ark. Mrs. Bauduy was forty-seven years old and had been society editor of the Globe-Democrat for twenty years, having succeeded her mother, Mrs. R. K. Walter, who was society editor nearly for thirty years.

WILLIAM KEEFER, formerly a well known newspaper man in Omaha and Lincoln, died suddenly last week at Pekin, Ill.

GEORGE WILLIS BOTSFORD, an editor of the Political Science Quarterly and professor of ancient history at Columbia University, New York, died in his office of acute indigestion on December 13, in his fifty-sixth year.

Reverend J. C. Pengelly has become editor of the Anamoose (N. D.) Progress.

NEW YORK

America's Greatest Jewish Community

THE DAY

America's Foremost Jewish Daily

Reaches the cream of purchasing power of the Jewish element in America.
CIRCULATION OVER 70,000
Despite advance in price from one to two cents.

THE DAY The National Jewish Daily.

Member A.B.C.

Main Publication Office:
183 East Broadway, NEW YORK

"ROMANUL"

The largest and oldest ROUMANIAN daily newspaper in the United States and Canada.

The only real guide of 250,000 thrifty readers and positive success to its advertisers.

Full leased wire reports of United Press Association.
634-688 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.

MORE NEWS PRINT CONFERENCES.

(Continued from Second Page.)

face with the same system, prefer a flat rate it is imperative that they formulate a compromise that contemplates a modest increase in the existing rate—whatever increase they feel that they can adjust themselves to.

"It does not seem to me that it will be necessary for publishers to come to Washington for any further hearings on this subject. The whole question was threshed out pretty thoroughly in the hearing before the finance committee of the Senate, and I think now that what is needed is a tacit understanding on the part of the publishers as to what increase in the second class rate will be acceptable in view of the unusual conditions which make some increase necessary."

Senator Smoot explained that if he can get the publishers to agree to accept a definite increase in the flat rate it is his intention to move first to induce the House of Representatives to take the initiative in amending the War Revenue Act.

Inasmuch as it is a revenue legislation that is involved it is ethical that the initiative be taken in the House.

Therefore Senator Smoot will endeavor to persuade the ways and means committee of the House to report with its endorsement amendments embodying whatever compromise arrangement is finally perfected by the publishers in conference.

Should the House leaders decline to act, the Senator from Utah will have

If this territory presents a sales problem to you, the

Merchandising Service Department

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

THE ST. LOUIS WESTLICHE POST

reaches the GERMAN reading and speaking population of St. Louis as no other medium can.

THE ONLY POLISH DAILY IN NEW ENGLAND.

Kurier Bostonski

27 Beverly St., BOSTON, MASS.
reaches 600,000 Poles in New England.
They want to buy your goods.

Use Kurier Bostonski

the matter taken up in the Senate, where sentiment in favor of a square deal for the publishers is stronger, seemingly, than in the House.

Speaking of the contrast in the status at the two ends of the Capitol, it may be mentioned that whereas the new session was not a week old ere Senator Smoot had introduced in the Senate a bill designed to knock out the postal increase scheduled for July 1, no corresponding measures for relief have yet made appearance in the House.

After hearing the optimistic views of Senator Smoot, I talked on the same subject with Judge Moon, chairman of the House of Representatives committee on post offices and post roads and notoriously an advocate of the proposition to make the publishing industry "pay its way"—payment being on the full basis of cost estimated by the Post Office Department, which means, of course, a rate of eight or nine cents in certain zones.

Judge Moon gave little encouragement of any action by his committee or by the House. He did not assume to speak for any person but himself, but in his judgment there is little chance that the rates as adopted in the War Revenue Act will be "disturbed." He had heard of no bills to be introduced in the House for a revision of the late increase in second class rates. Nor are any hearings to be conducted by his committee on the subject, although it may be remarked in passing that the committee will next week inaugurate hearings on the subject of salary increases for postal employees.

That the post office committee of the House has scant sympathy with any effort to gain relief for publishers from the sharp increases that have been scheduled is further attested by the fact that the committee has at this unprecedentedly early stage of the session reported the annual Post Office Appropriation Bill—that is the bill making appropriations for the fiscal year ending June 30, 1919—and has not in that bill so much as made mention of the possibility of the reopening of the subject of the second class mail increase.

The post office committee recommends increases of about half a million dollars or about one-eighth of the increase the Post Office Department officials desired. The increases in the estimates of the department are declared to be due in part to "war conditions" and in part to the "usual growth of the service."

There is no mention of the expense that will be involved in administering

MONTREAL

is CANADA'S largest and wealthiest city—sixth in America in population; fourth largest French city in the world—and a wonderfully fine market for all kinds of advertised goods.

LA PRESSE

is Canada's largest circulating daily—over 145,000 and still growing—and it thoroughly covers Montreal's population, which is over 700,000, and of which 70 per cent is French Canadian element. Get particulars.

J. M. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, ENG., 15 St. James Avenue
Southampton Row.
PARIS, 7 rue de Rocher.



A National American Daily and Sunday printed in the Polish language reaching over 150,000 readers.

A Splendid Advertising Medium.
Phone Stuyvesant 2044.
90 East 10th Street, NEW YORK

the complicated zone system if applied to second class mail.

NEW HAMPSHIRE HAS "BLUE SKY" LAW.

EDITOR THE FOURTH ESTATE.

Sir: On November 24, you published a list of states having "Blue Sky" Laws; also a list of states without "Blue Sky" legislation.

In error New Hampshire was included in the latter list. This state has a "Blue Sky" Law, which has been in operation since September 1, 1917.

We would appreciate it very much if you would make a correction through your paper of the above mentioned error.
HAROLD CHENEY,
Division of Investment Securities, State of New Hampshire.

[NOTE—The printing of the state of New Hampshire in the non-"Blue Sky" Law list was due to the fact that the authorities did not answer inquiries sent to it at the time the list was compiled. Every effort was made by THE FOURTH ESTATE to make sure the list was correct, but two inquiries sent to the secretary of state of New Hampshire still remain unanswered—EDITOR.]

A.P. MEN MEET IN NEW YORK.

The quarterly meeting of the board of directors of the Associated Press was held in New York on December 12 and 13. Those in attendance were:

Clark Howell, Atlanta Constitution; C. H. Clark, Hartford Courant; J. F. Dunn, Syracuse Post-Standard; A. P. Moore, Pittsburg Leader; J. I. Sturtevant, Wausau (Wis.) Record-Herald; Ralph Booth, Grand Rapids Press; W. H. Cowles, Spokane Spokesman-Review; D. E. Town, Chicago Post.

O. G. Villard, New York Evening Post; Adolph Ochs, New York Times; Charles A. Rook, Pittsburg Dispatch; E. H. Baker, Cleveland Plain-Dealer; Frank Noyes, Washington Star; A. D. Weiss, Duluth Herald; John R. Rathom, Providence Journal; C. H. Hastings, Lynn Item; O. H. P. Shelley, Harve (Mont.) Promoter.

Included in the business transacted, was the election of the following new members:

Joliet (Ill.) Herald-News, Russellville (Ky.) Logan Daily Leader, Red Wing (Minn.) Eagle, Danville (Va.) Bee, Madison (Wis.) Capital Times, Santiago (Cuba) Diario de

The only journal outside of the United States published in the interest of newspaper men.

THE 30 pages Weekly NEWSPAPER WORLD

Annual Postal Subscription
Everywhere \$3.40.
(Established 1898)

Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG.

NARODNI List

Briscoe Motor Corp. of Jackson, Mich., has just placed 19,550 agate lines of Briscoe advertising in the Narodni List. This is the best proof that the Narodni List is one of the best advertising mediums in the foreign languages for National advertisers.

Ideal Newspaper for National Advertisers
61 Park Row, NEW YORK
Phone 3939 Beekman.

THE JEWISH MORNING JOURNAL NEW YORK CITY

carries more advertising than any other Jewish newspaper. Circulation in New York City largest of all foreign language newspapers. Member A.B.C.

Cuba, Fort Morgan (Colo.) Times.

The Eastern division advisory board held a special meeting in New York on Tuesday.

Adolph S. Ochs, publisher of the New York Times, had as his guests Wednesday night, at the annual banquet of the Southern Society, the directors of the Associated Press who were in New York attending the meeting.

A.N.P.A. ELECTIONS.

The Stockton (Cal.) Record has been elected into active membership in the A.N.P.A.

The Daily Press and the Times-Herald of Newport News, Va., have been elected to active membership in the association.

The Middletown (N. Y.) Daily Argus has been elected to associate membership.

DETROITERS WERE HOSTS.

Last Saturday evening the newly formed Detroit Journal Club was the host to forty-seven members of the Toledo Blade staff, who made the trip to Detroit in a special car. The Journal men issued a "Junior Journal" as a souvenir of the occasion.

A DISSOLUTION.

The Sullivan (Ind.) Democrat Publishing Company has filed a final certificate of dissolution.

The Only ITALIAN Daily Newspaper in New England.

Published Daily and Sunday.

La Notizia—The News

32-34 Battery St. BOSTON

consolidated with La Tribuna del Popolo and Il Messaggero di Worcester.

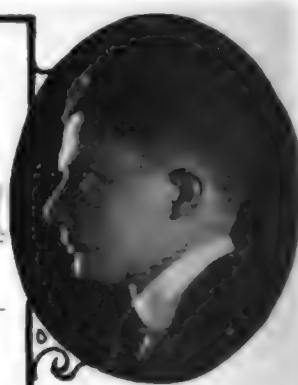
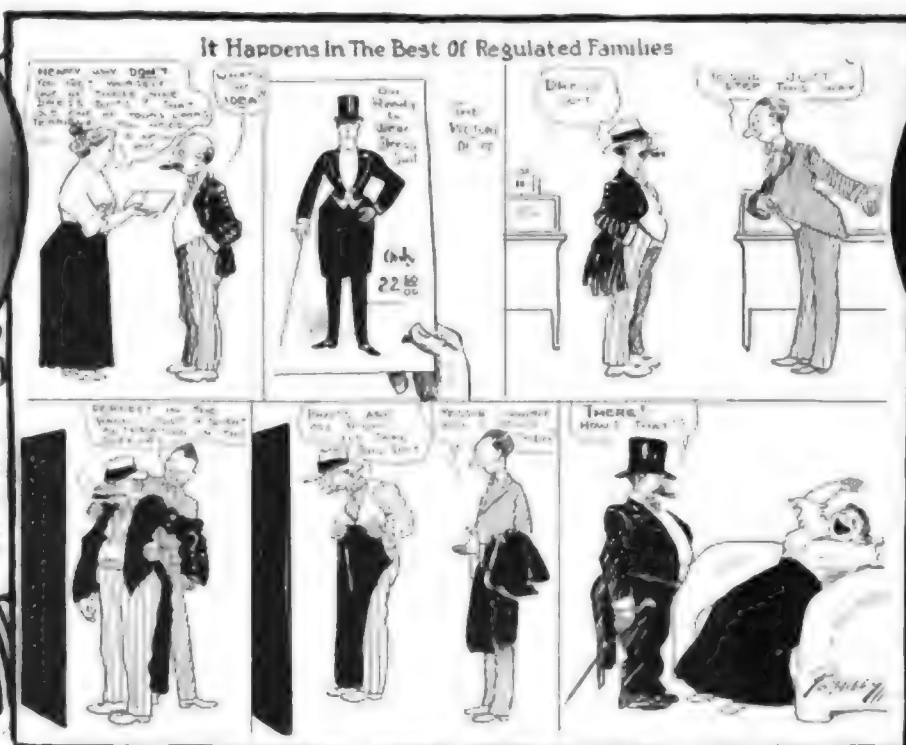
100,000 Italians in Boston.

300,000 Italians in Massachusetts.

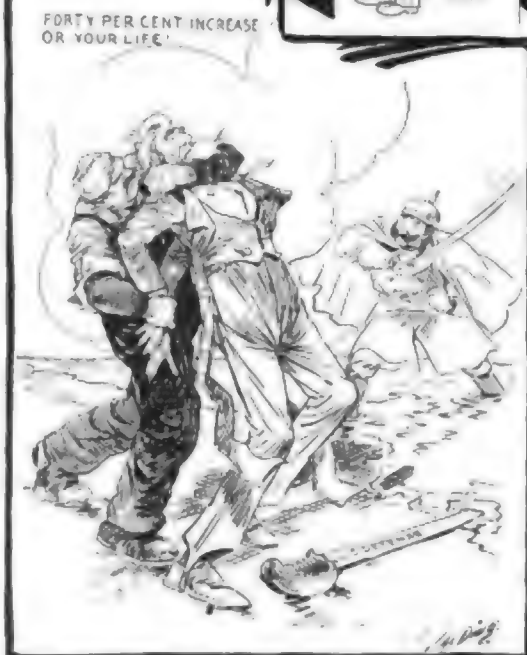
1,000,000 Italians in New England.

**"DING"**

J. N. Darling's ("Ding's") powerful cartoons are creating a national sensation. Many are being reproduced in The Outlook and Literary Digest as the best of the week. A front page service for your readers furnished seven days a week in mat form.

**HILL**

W. E. Hill's drawings of people you recognize because they're real people doing everyday things. Little incidents picked out and set before us with a touch that only Hill can give. The Hill page of drawings is furnished weekly in mat form seven or eight columns.

**BRIGGS**

Briggs' famous cartoons always bring a smile. They're human—incidents from every one's experience—they "get-over" everywhere. Briggs' service is furnished in mat form seven days a week. Give your readers a chance to smile with Briggs.



A Trio that should be in Your Paper

The work of these men is known from coast to coast. Each has a host of imitators—none like the original in point of attracting and holding a reader following.

Get them for your paper. A mat or proof service of each. Placed strictly on merit, you can stop whenever unsatisfactory.

For prices or detailed information write or wire
NEW YORK TRIBUNE SYNDICATE

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Every SATURDAY at
222 West 89th St. (near Broadway)

NEW YORK CITY

DECEMBER 22, 1917

THE FOURTH ESTATE



"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porters' Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship," Lecture 1.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894.

No. 1243

Why Chicago Is a Quick Market

Nearly every form of selling effort finds Chicago a responsive market; a market where results are quick and sure.

So sure, so dependable is this Chicago market that advertising managers often wonder why. Surely Chicago people are not so different from those living elsewhere, they reason.

The "reason why" in this instance is that Chicago has The Daily News.

It sells more papers in Chicago and suburbs than any other newspaper, daily or Sunday, 94% of its immense circulation being in its local territory.

When very nearly every worth-while family in a city the size of Chicago reads one certain newspaper, the sales and advertising managers of big concerns have a straight, sure path to a quick market.

Naturally, therefore, The Daily News during the six working, buying days prints more advertising than any other Chicago newspaper.

The Chicago Daily News

"It Covers Chicago"

DEALERS PLAN TO FORCE HIGHER PRICES.

THREATEN TO SELL PAPERS AT TWO CENTS DAILY AND SIX CENTS SUNDAY IN SPITE OF THE PUBLISHERS.

Whether one-cent newspaper publishers allow it or not, their papers may be sold daily at two cents a copy and Sunday at six cents by newsdealers as the result of a national movement that probably will be brought to a climax today.

Though national in scope, the movement has its center in New York. At meetings held Tuesday and Thursday nights of this week the newsdealers' associations of Greater New York City appointed a committee to meet the business and circulation managers of the newspapers and suggest that they raise the wholesale price of papers to four and a half cents a copy on Sunday and \$1.20 per hundred on week days, and allow the dealers to sell the papers at two cents daily and six cents Sunday.

If the publishers refuse to raise the wholesale price, the newsdealers will take matters into their own hands and raise to the two and six cent price anyway.

President Pickering of the National Newsdealers Association is in New York directing the efforts of the newsdealers to force higher selling prices, and in all other cities having one-cent papers the same steps will be taken by the members of the National Newsdealers Association.

The newsdealers say they are justified in their demands by increased wages they have to meet and other expenses incident to their doing business.

A representative newsdealer said to THE FOURTH ESTATE:

"Because certain publishers in New York, Boston, Detroit, Rochester and other cities decline to raise their prices for personal reasons, and therefore are holding back others who want to increase, is no reason why we must go along losing money in our own business of handling their papers.

"We simply can't do it. We want to be fair to the publishers and we are asking them to increase their wholesale prices to us, and allow us a little more margin to meet our enormous expenses.

"Rents for our stands, wages and cost of living have gone up and we are now unable to meet them unless we increase our income from what we sell.

"It is a case of *must*, with us.

"In Philadelphia, Chicago, Buffalo, Cleveland, St. Louis and the hundreds of other cities where newspapers have gone to two cents the results have proven completely satisfactory.

"Costly waste circulation has been eliminated and the reading clientele of every paper is now on a firm foundation. Advertisers are well satisfied.

"The higher prices have bettered financial conditions of the newspapers by allowing the publishers an income from their paper sales that has helped greatly in meeting the increased costs of production.

"I have canvassed the whole newspaper field and in no city where prices have been raised is there anything but satisfaction among the publishers and newsdealers.

"Raising prices has caused no appreciable falling off in readers, and there is no reason why every newspaper cannot sell for two cents daily and six cents Sunday."

A New York newspaper authority told THE FOURTH ESTATE that he considered the newsdealers' action is one of the most important that has been taken in the American newspaper field in years, and that if carried out it is bound to solve the price problem.

"It is all the more remarkable," he said, "that the higher prices may be forced from the 'bottom up,' as it were, instead of by the owners themselves."

ADVERTISING AIDED GREAT CANADIAN LOAN.

Canada has proved beyond question that advertising is a very profitable investment.

In the recent Victory Loan, the Government asked the people of the Dominion for \$150,000,000, which was a large amount considering the population is approximately eight millions. The Government arranged with the leading advertising agencies for a systematic advertising campaign with the result that the stupendous figure reached was \$400,000,000, or more than double the amount expected.

Reports say that the province of British Columbia, in point of population, led the entire Dominion in returns, having one Victory Loan sub-

scriber out of every four of the population.

The advertising campaign in British Columbia was handled by the Callopy-Holland Advertising Company, Ltd., in conjunction with a special committee of which A. L. Callopy of the agency was chairman.

NOW WITH EDDY.

H. Halsey Conger, formerly manager for the Sayre & Fisher Company at Sayreville, N. J., has joined the Charles H. Eddy Company, New York.

SPECIAL AGENCY CHANGE.

The Farmer & Breeder, Sioux City, Ia., has appointed Barnhill & Henning, New York, as Eastern representatives, effective January 1.

YEAR OF BIG OPPORTUNITY FOR ADVERTISING.

EXPERTS LOOK TO NINETEEN-EIGHTEEN TO SHOW ITS REAL POWER—MOST AGENTS SEE FINE OUTLOOK.

The nearness of the year 1918 finds many publishers of newspapers wondering what the new year has in store for them in the way of business.

Their big question is:

"How will the war affect next year's advertising?"

THE FOURTH ESTATE this week has endeavored to find an answer.

In the significant warning sounded by F. A. Wilson-Lawrenson to members of the Association of National Advertisers at their recent annual meeting, in his paper on "Possible adjustments that may come to the United States because of the war, judging from Great Britain's experiences," Mr. Lawrenson emphasizes the necessity of war time advertising as follows:

"The ever-present danger which confronts those industries that have to change their product is the tendency to reduce selling cost by decreasing an efficient sales force and cutting the advertising proportionately."

It must be remembered that, while certain established industries will make little or no profit during the period of the war, yet there are industries making materials for the various governments, be it shoes or guns, which will make large profits during the war. The materials which are being sold to these governments are made in factories which cost large sums of money to erect.

"Let us not be so foolish as to think for a moment that at the close of the war, when there will be no longer a demand for the products of war, these expensive plants will be scrapped."

"That would be economic foolishness.

"Rather will they be used to manufacture products that will enter the lists in competition with already established business, and, further, this competition will be backed up by money made during the war.

"Is it wise to seriously reduce advertising appropriations when we realize that competition at the close of the war is likely to be more serious than ever before?"

"Can we not gain something from the experience of British manufacturers, who, in spite of the fact that in a number of cases they are not allowed to turn out a single unit of their product, are yet continuing their advertising and in some cases increasing it?"

"In my judgment the sales and advertising manager who is functioning correctly at the present crisis is he who while endeavoring to line his company up to handle products which are essential, continues to build the best possible selling organization and keeps resolutely before the American people the value of a commodity on which hundreds of thousands, and possibly millions, of dollars have already been spent."

"Carefully weighing my words, and with the full realization of the serious nature of what I am saying, I am absolutely convinced that any manufacturer who plans otherwise, who plans with but the present in mind, is taking a step which will bring disaster to his business."

A canvass taken by THE FOURTH ESTATE among representative advertising agents of the country shows that very few of them agree with the pessimistic reports from some sources, including the expressed expectancy of the paper committee of the A.N.P.A. (in its weekly report printed on another page of THE FOURTH ESTATE) that there will be a big drop in the consumption of news print in 1918, due to a certain falling off in advertising volume.

Most of these agents, whose business it is to know the trend of advertising conditions, look forward to a big newspaper advertising year in 1918. They look to newspapers to bring out the real qualities of advertising as it has never been done before.

There is no doubt that a great deal of the success of 1918, from the advertising standpoint, will depend on how well newspapers apply themselves to creating and developing new kinds of advertising to take the place of that which is necessarily curtailed because of war conditions.

Here are what national authorities tell THE FOURTH ESTATE:

Richard A. Foley of the Richard A. Foley Advertising Agency, Philadelphia:

"We believe newspaper advertising

will for the first three months of the year go through what may be termed the bear movement. We think a long 'bull swing' in newspaper advertising will begin this Spring.

"Manufacturers and merchants will learn that there are still about ninety-five million people in this country who can buy goods and who are earning enough money to buy goods. The machinery of commerce will be readjusted and the old human principles that date back to the cave

(Continued on Eighth Page.)

N. Y. HERALD LEADS FIGHT ON FOOD PROFITEERS.

A Housewives Vigilance Committee has been formed by the New York Herald to punish all profiteers in food. The purpose of the league is to report and help prosecute every dealer who charges prices in excess of those fixed by the Food Administration's retail list.

The only expense to members of the committee will be postage to send the written statement of the complaint to the Herald, which will take drastic steps to correct the evil.

The Herald's plan has received the full endorsement of Food Controller Williams of New York.

R. F. D. DEMORALIZATION A MENACE TO NEWSPAPERS.

SOMETHING MUST BE DONE TO ALLOW THE DELIVERY TO COUNTRY SUBSCRIBERS ON TIME.

How many newspaper publishers have awakened to the fact that along with their other war problems they face a serious demoralization of the rural free delivery mail service?

The acute situation in the postal carrier service in country and suburban districts has developed so quietly, or rather has been so overshadowed by other war contingencies, that it has not received the attention it deserves from newspaper publishers—and, incidentally, from advertisers.

However, here is a predicament that, if things go on from bad to worse, will affect every newspaper, great and small. The publishers who have declined to worry over the second-class postage increase because virtually all of their rural circulation will be taken care of under the free-in-county system or at the low rates that will obtain in the first and second zones, cannot, when they realize the full import of the situation, regard with similar complacency the threatened chaos in the rural delivery service.

The cause of it all is, as you may imagine, that same shortage of manpower that is playing havoc in so many quarters.

Numbers of rural mail carriers have left their jobs to enter the military and naval service.

An even larger number have deserted for the more lucrative employment in industrial lines. The approach of winter, when the rural carrier's "trick" is seldom exactly a pleasure jaunt, has multiplied the defections.

A single typical case in point, within the knowledge of the writer, will serve to illustrate what is happening all over the country.

A carrier on a thickly-settled R.F.D. route (more suburban than rural to tell the truth) resigned a few weeks ago, and when the Post Office Department was unable to find any person to take his place the officials divided the vacant route between two carriers on contiguous territory—each of these carriers being already overburdened.

The result of this doubling up is that patrons residing at points no more than four to seven miles distant from a city of 400,000 inhabitants do not receive the morning newspapers until 1 or 2 o'clock in the afternoon.

No wonder those morning dailies are beginning to lose circulation to the evening newspapers in their territory, one of which has its own system of suburban and interurban delivery by carrier.

Many of the carriers who remain in the R.F.D. service are dissatisfied and are looking around for other jobs.

It is said that a country postman protested to the department that he could not live and maintain his delivery automobile at an annual stipend of \$1,100. The official at Washington to whom he appealed told him that they would inaugurate a rearrangement that would "make him smile." The rearrangement consists in lengthening that carrier's route by ten miles—that is increasing his daily round of travel nearly fifty per cent—and giving him a salary increase of \$100 per year. With gasoline at twenty-five cents per gallon and driving gloves up 200 per cent in price the breadth of that postman's smile

can readily be imagined.

The whole outlook with respect to rural free delivery is the more cloudy because of the fact that the Postmaster General has for several years past been at loggerheads with Congress over the rural mail system—specifically the system of pay, etc. The rural carrier jobs are among the few political perquisites to Congressmen and they insist upon using the R.F.D. appointments to play politics.

Congress has not been slow in raising R.F.D. salaries. Indeed, a good many people think it has been overgenerous. Only, it has insisted on raising all salaries horizontally instead of inaugurating a system whereby each rural postman will be paid for the service he performs and whereby it will be made worth his while to speed up his schedule and cover a longer route.

Most serious of all is the dilemma which prevents the extensive introduction of motor vehicles for carrying mail in the outlying districts. In the present crisis, with the shortage of men and horses growing more serious every day, the best remedy would be found in a wholesale motorization of our rural mail routes.

But the Post Office Department officials find their hands tied. As the law now stands no motor-vehicle route can be established except on petition of the patrons to be served and it is possible for one or two individuals with a grudge, an antagonism to progress, or a private graft, to effectually block the needed betterment.

Declaring that everything possible has been done to keep the wheels turning, the Post Office Department officials admit that their efforts have been only partially successful. The department has no authority to employ unusual means of getting out the rural mail in an emergency such as the present and the consequence is that on many R.F.D. route deliveries are now irregular and uncertain, whereas on some routes deliveries have been abandoned.

The few newspaper publishers who have been sufficiently stirred by the situation to come to Washington to investigate are frankly alarmed. They have been laboriously building up rural circulation for their daily editions, some of them running a "farm department" or printing a "farmers' supplement" once or twice a week.

They fear that if the rural farm-to-farm delivery is to slump, this circulation will suffer in that the farmers and other country residents will turn to the weeklies and especially to the national weeklies that present extensive reviews and digests of the week's news.

B. C. Ellsworth, for a number of years editor of the Kanawha (Ia.) Record, took possession of the Lake Crystal (Minn.) Union, last week.

AN EDICT AGAINST MEN'S PICTURES.

EDITOR THE FOURTH ESTATE.

SIR: There is one matter which the war has not changed, and that is the hide-bound, rock-ribbed adherence of the newspaper editors to custom.

Find me an editor of a newspaper who will assume the responsibility of trying to do something not in favor with other editors, and I will show you a man who is likely to lose his job if he has a boss. If he has no boss he will feel that he has imperiled his property, and all his fellows will be on the lookout every day for his commitment to the asylum.

I am moved to this reflection by some of my experiences as publicity man for World-Pictures Brady-Made, in whose interest I had an adventure last summer in Chicago that sort of brought the whole layout to a head.

I have been trying ever since to put the story on paper, but those of us publicity men who left journalism never again to exert ourselves, and have woken up and gone to work, are really busy much of the time.

Well, I went to Chicago to try and center some little attention upon three stars of World-Pictures who were to follow me in a day or two for a motion picture exposition—Alice Brady, June Elvidge and Carlyle Blackwell.

It was pretty soft to fix things up for the girls, who were well known and pretty, and also interesting. The papers ate up their photographs and copy concerning them like they were starved.

But when it came to Blackwell, not on my life!

Finally things reached a point where the apparent impossibility of putting him over was an annoyance, and just then I walked into the office of an evening paper whose dramatic and motion picture editor said:

"Can't print a picture of a man."

"Why not?" I inquired.

"Orders from the boss," he replied, as though that settled the business forever.

"What's the matter with the boss?" I queried. "Is he suffering from a flock of bats in the cupola?"

"Are you?" came back, just like that. Then: "Take your own case. Would you look twice at a paper with a lot of men's pictures in it?"

The air of finality with which this bitterly scornful conclusion was fired at me was immense, but fortunately I had been looking for it, and I retorted without a gasp:

"I'll send my private secretary over here. Ask her."

My friend the editor looked at me for a moment.

"Where do we come up for breath?" he questioned vaguely.

"Let me tell you," I responded with a mighty effort not to be too all-fired eloquent: "Your paper is an evening paper. When you go out after Marshall Field's advertising, you tell him, or them, that sixty per cent of your readers are women—that if he wants results he must go after them in the paper which enters the home with father at night and stays there; not the paper which goes out with the old man in the morning and never comes back. Is that the approved dope?"

"I presume it is," admitted the editor. "What's it got to do with this Blackwell mug you are bothering me about?"

"Just this: If you have really a sixty per cent feminine circulation, or a fifty per cent she sale, or forty, what do you do for the entertainment of those readers? You give them a few cooking receipts they would never use, for they know better

ones of their own; you hand them a lot of stuff about women's clubs that insults their intelligence—if you don't think so, try reading it yourself, or ask your wife.

"You place before your woman reader a pattern of some garment in which she knows she would look like the wrath of God if she ever made it and didn't give it to the servant. And finally, you present her with a daily bunch of bunk about making herself beautiful, and perhaps as a great and glorious favor—seeing that she is such a poor, helpless boob—the advice of some remote movie star of the female species about going upon the motion picture stage.

"This is what you do for your woman readers, if you play the string out to its very end. It has never occurred to one of you to give the women what they want. You play them for a lot of suckers, dealing out your ideas of what they ought to want, but never asking them."

"All-right-all-right," with great weariness. "But what about this Blackwell guy?"

"Just this: Blackwell has a contract with a photographer to supply him with 2,400 photographs of himself each and every month of the year. Upon every one of these pictures he inscribes his name and mails the portrait to some woman or girl who has written in and asked him for it. That makes 30,000 women and girls every year who are sufficiently interested in Blackwell to write and enclose a stamp and ask him to send his autograph on a picture.

"Perhaps some of these are on your list of readers. If not, possibly some of them would be if they were to see his portrait in the paper. This goes not alone for Blackwell, but for even in the whole world. Don't you suppose women like to see what men of interest look like? Is a woman so different from a man that she has lost her sense of sight?"

"Of course, she has a cleaner mind than a man, and doesn't insist on having her pictures of men served naked or near naked, the way the men insist shall be done with the chorus on the dramatic pages; but still, you might give her just a touch of what she wants, while you are bragging to Marshall Field on what a hit you are with her."

The editor shook my hand cordially and said he would make an effort to run Blackwell's picture. He did run it a few days later, at the bottom of the column, below an undertaker's advertisement, flanked on one side by a death notice and on the other by an account of the early life of an intensely uninteresting New England man who makes shoes and puts his likeness on them.

I find that the edict against men's portraits in that newspaper office still goes.

It goes because the boss does not believe his sixty per cent of women readers are human beings but will be satisfied with the poor, perfunctory stuff he deals out to them in his feminine department—which is just like the feminine department of nearly every other paper.

LEANDER RICHARDSON,
Publicity Manager World-Pictures Brady-Made.

GOOD WORK IN OTTAWA.

During the nine days the Ottawa Journal newspapers' "Help Halifax Fund" was open, \$13,500 was raised for the benefit of the sufferers in the disaster-swept city.

HEIRS WILL SELL.

The Blosburg (N. Y.) Advertiser, which for many years had been edited by the late John L. Sexton, has suspended publication and will be offered for sale by the heirs of the Sexton estate.

FULL PUBLICITY BY CONGRESS.

PUBLIC SHALL KNOW ALL ABOUT WAR AFFAIRS—
CREEL ON GRILL.

Members of Congress are determined that the people of this nation shall have full information on what their Government representatives are doing in the conduct of the war against Germany.

"Fitless publicity" is the by-word in Congress and no matter whom it hurts the people are going to know all about affairs—unpleasant as they may be.

This has been demonstrated during the past week when the newspapers were permitted to print full details of the Congressional investigation into War Department delays and of the report of General Gorgas of deplorable health conditions in several Army camps.

Congressmen take the view that public opinion is the force that will bring about the quickest remedy of bad conditions.

Even the details of expenditures by President Wilson and Secretary of the Treasury McAdoo have been demanded by Congress. In this connection the Committee on Public Information has been "on trial" during the past week, both in the House and the Senate.

During the debate upon the urgent deficiency measure Representative Gillett, Republican leader, and others attacked the expenditures of the Committee on Public Information. Of the amount set aside for the use of the President last year "for the national defense and security, and for each and every purpose connected therewith, to be expended at the discretion of the President," \$1,300,000 was apportioned to the use of the Public Information Committee.

FOR "FITLESS PUBLICITY."

Representative Gillett attacked the policy of secret expenditures, and during a ruffled out for special mention the Committee on Public Information and the Secretary of the Treasury. He declared that before the President asked for more money the House should know what salaries were paid to the employees in the Public Information Committee, and that Congress should be advised also how the Secretary of the Treasury had spent the many millions allotted to him in negotiating the Liberty Loan bonds.

"The longer the publicity is delayed in these matters," said Mr. Gillett, "the more pitiless it will be when it comes. I hope in the future the Administration will give us the details of expenditures. Germany, we know, has a subsidized press, and it may be necessary that in meeting her we should have a subsidized press. But I think if we do we should know what salaries are being paid and the details of the estimates. We ought to know how the money has been spent before we authorize more expenditures."

In his reference to a subsidized press he meant the Official Bulletin. Mr. Gillett said that it was a sad commentary upon our institutions that the Government should be running a newspaper which did not furnish information that the public, which was paying the bills, was entitled to have. He said:

"In the flotation of Liberty bonds we gave the Secretary of the Treasury millions of dollars to meet the flotation expenses. When authorized the second issue we had no information as to how the money for meeting the expenses of floating the first bonds had been spent. We were told that we could have a detailed statement, but we never got it. I looked in vain for it when I

It is with great pleasure
I announce that
RUFUS T. FRENCH
has joined
our organization for
Special Sales
and Promotion Work.

Rufus T. French

read the report of the Secretary of Treasury.

"Willing as we are to grant all the money for war purposes that is wanted, we ought to be granted reciprocity on information and be told what is done with the money as we go along."

CREEL'S REPORT.

In answer to a demand by the House, George Creel, chairman of the Committee on Public Information, sent to Representative John J. Fitzgerald, chairman of the House committee on appropriations, his report of the expenditures of this committee from May 4 to November 30, 1917.

In the seven months' period covered by the report, \$300,087 was expended out of the allotment of \$350,000 for general purposes, and the committee expended \$1,285,500 for "informational work in allied, neutral, and enemy countries."

The number of employees regularly engaged in 1917, and the "four-minute men" doing propaganda work numbered 19,000. The average of the weekly payroll was \$5,333.26.

In the general expense expenditures are these items:

General committee expenses, including all salaries to Sept. 30.	\$45,368
Civic and educational co-operation, including preparation and printing of books and pamphlets	81,418
Four minute men	14,109
Distribution of publications	7,528
News division	7,678
Synthetic features	2,323
Film division	14,256
Speaking division	2,283
Picture division	1,089
Foreign educational work	4,004

HOUSE AND SENATE DEMAND DETAILS.

The report does not give a list of the salaries paid nor make any attempt to itemize the respective expenditures. Representative Gillett, acting Republican leader of the House and a member of the committee on appropriations, said that he would request a fuller report.

Right after this a resolution requesting the Committee on Public Information to inform the Senate of the amount of salaries or allowances for expenses granted to the chairman, George Creel, members of his staff or others and to report on the committee's expenditures generally was introduced by Senator Gallinger, Republican leader. It was referred to the appropriations committee.

Director Creel's report to the House said the committee printed 12,000,000 books and pamphlets, dis-

tributing 9,000,000 of them, most of them being on Congressional lines, and almost 2,000,000 being distributed through ministers.

There are 270,000 subscribers to the Official Bulletin. In his statement Mr. Creel says that "the accounting that I give must first of all be prefaced by the statement that I have never considered myself a censor, nor do I, nor will I." He said:

"The whole question of a censorship plays but a small part in the committee work, for it is by its very constitution in the nature of an automatic device."

"The desires of the Government with respect to concealment from the enemy of military policies, plans, and movements are set forth in certain specific requests."

"No law stands behind them. Their observance rests upon honor and patriotism, and I am proud indeed to be able to bear testimony that the faith has been kept."

"There have been violations, as a matter of course, and papers holding to the unwritten agreement have suffered injury from papers less careful and less honest, but on the whole the press has responded in the same spirit of unselfish service that animates the firing line, as it realized that the requests of the Government are concerned with human lives and national hopes as it is driven home that the passing satisfaction of a news item may endanger a transport or a troop train, the voluntary censorship grows in strength and certainty."

Mr. Creel, in what he calls his first complete report on the work of the committee, described in detail, department by department, the operations of his committee. Discussing the Official Bulletin, he said it was never intended to be a newspaper. It is an official record of Government business. He declared:

"I was opposed to its publication and only the order of those in authority forced me to put the idea into effect. I was wrong and they were right. The Official Bulletin has justified itself a thousand fold. It is posted daily in every post office, goes to every Army and Navy post, expeditionary force, every governor, mayor, member of Congress, and \$3,000 a month comes from individual subscriptions."

"There is no activity that we are ashamed to reveal; no dollar that is sent on a furtive errand, no paper subsidized, no official bought, no corruption employed. From a thousand sources I am told of the wonder of the German propaganda, but my original determinations have never altered. I try to find out what the Germans are doing, and then I don't do it. German propaganda failed in this country, in South and Central America, and in Mexico, because honest, decent people inevitably turn against dishonesty and indecency."

NO PROVISION FOR THE MAIL TUBES.

The Post Office Appropriation Bill, aggregating \$333,000,000, including \$1,200,000 for censorship of foreign mails and without any appropriation for pneumatic tube service in New York, Boston or elsewhere, has been passed by the House.

It now goes to the Senate.

The increases in the Post Office Appropriation Bill over last year, when Congress gave \$331,316,070 to the Post Office Department, results largely from the war. For carrying the foreign mails the increase for the next fiscal year is about \$2,000,000. The present bill carries for such purpose an item of \$5,800,000, while there was appropriated last year for this purpose \$3,720,000. One of the new items in the bill is \$1,200,000 for censorship of foreign mails.

The usual appropriation for the pneumatic mail-delivery tubes is \$1,000,000.

DON MARTIN GOING ABROAD.

Don Martin, friend and associate of many of the leading men of the nation, and for many years political reporter on the staff of the New York Herald, who starts for Europe soon as a correspondent for the Herald, was thrust suddenly into the darkened council room in the Herald Building Tuesday evening by an escorting editor. When the lights were turned on Mr. Martin found himself surrounded by his cheering associates on the Herald staff.

Then followed the presentation of a series of gifts, some of which were camouflage and others persiflage, and at the proper time, in other words, the psychological moment, the assemblage parted and Charles Evans Hughes stepped into the room and on behalf of the staff presented to Mr. Martin a watch and fob.

NEW HEARST APPOINTMENT.

F. R. Barnard, for the past three years vice-president of the George I. Dyer Company of New York, has resigned to become advertising manager of the Boston Daily Advertiser and Sunday American-Advertiser under Advertising Director F. L. E. Gauss.

Before joining the Dyer organization, Mr. Barnard was with the Street Railways Advertising Company for nine years, during the latter period as Eastern advertising manager. Previously he was in the advertising department of the Butterick Publishing Company, for five years, as assistant to three successive advertising managers of the Butterick Trio—John Adams Thayer, Thomas Balmer and Ralph Tilton.

A SONG MATINEE.

There will be a Song Matinee at the New York Press Club on December 16, commencing at 3.30 p. m.

The feature of the afternoon will be a talk-recital on "National songs, folk songs and songs the soldiers sing," by Dr. James J. McCabe, district superintendent of the public schools of New York.

NEW ONE IN MULLENS, W. VA.

The Wyoming County (W. Va.) Publishing Company has been incorporated for \$10,000 and will publish a newspaper at Mullens. The incorporators are J. B. Frank, J. C. Sullivan, D. D. Moran, J. L. Merryless and A. W. Daubenspeck.

TURN TO PRINTING.

W. W. Slack, former editor of the Cheyenne (Wyo.) State Leader, and William Jardine, formerly with the advertising staff of the Leader, have gone into the printing business in Casper, Wyo.

LIGHTLESS NIGHTS ORDERED.

LAW EVADERS CAUSE RULE FOR ALL LIGHTS OUT TWO NIGHTS A WEEK.

Sunday and Thursday nights will now be lightless on the "white ways" of every city in the country, and the Fuel Administration has also appealed to all patriotic Americans to observe the order, not only in their business establishments, but also in their homes, so far as possible.

The order went into effect last Saturday, and New York had a quarter-lightless night on the following evening, but it was not until Wednesday that the local fuel authorities were able to complete their canvass of business interests in the city and obtain a uniform understanding of the Federal order.

According to this order, there should be no illumination Thursday and Sunday evenings of electric signs and display advertising.

Interior lighting should also be dispensed with in stores which are closed for business. The order applies not only to consumers of coal for lighting purposes, but also to establishments where the illumination is brought about by the use of oil or water power.

The fact that the United States is at war will be brought home to the entire population.

On other nights than those named in the order there will be no legal restrictions for the present at least, and the new order makes void and replaces those which have been published. Economy is requested at all times, however. Dr. Garfield, in announcing the new order, had this to say:

"Use of fuel in this emergency for any of the purposes definitely prohibited in the order is wasteful, and is prejudicial and injurious to the national security and safety."

Many misunderstandings, as well as deliberate efforts to evade the rulings given, appeared so soon after the former orders restricting the use of advertising signs were published, and the Fuel Administration came to the decision that a definite policy which none could evade was the only effective course.

The official announcement concerning the new order reads:

"The United States Fuel Administration, in an amended order issued December 14, puts into effect 'lightless nights' on two nights of each week. These nights are Sunday and Thursday.

"Under the new order the 'white ways' of all cities are to disappear absolutely on the nights designated. The burning of lights contrary to the wording and spirit of the order will constitute a violation of the law and steps will be taken by the Fuel Administration to mete out punishment to offenders.

"The order says:

"No corporation, association, partnership, or person, engaged wholly or in part in the business of furnishing electricity for illumination or power purposes, and no corporation, association, partnership, or person, maintaining a plant for the purpose of supplying for their own use electricity for illuminating or displaying advertisements, notices, announcements, or signs designating the location of an office or place of business, or the nature of any business, for electric searchlights, or for external illumination for ornamentation of any building, or lights in the interior of stores, offices, or other places of business when such stores are not open for business, excepting such lights as are necessary for the public safety, or as are required by law, nor for excessive street lighting intended for display or advertising purposes, whether such lights are maintained by the municipality or others.

"These prohibitions and all of them

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS.

Results

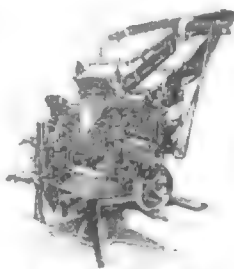
COMPOSING machines are judged by what they do—not by what someone says they should do—nor by what they cost.

Linotypes are known the world over for their steady uniform service—service which represents a stable investment that pays continuous dividends.

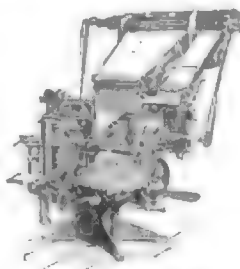
Linotypes are built in eleven different models, fully described in a 16-page booklet entitled "*The Linotype Line.*" Ask us to send it.

MERGENTHALER LINOTYPE Company

NEW YORK.....Tribune Building
CHICAGO.....1100 S. Wabash Ave.
NEW ORLEANS.....549 Baronne Street
SAN FRANCISCO.....646 Sacramento Street
TORONTO.....Canadian Linotype Limited



Model 14 Linotype
Three Magazines with
Auxiliary.



Model 19 Linotype
Two Magazines with
Auxiliary.

are effective on Thursday and Sunday nights only of each and every week.

"The only exceptions apply to lights used for Governmental purposes only by the United States Government or the government of any commonwealth or state, street lights used by any city or town or within any city or town under a contract with the officials thereof for such maintenance. But it is expressly stated on 'white ways' or cluster lights may be used under any circumstances.

"The State Fuel Administrators are directed and authorized to see that the provisions of the order are scrupulously observed.

"In addition to the saving of a large quantity of coal, it is believed that 'lightless nights' will provide startling visual evidence that the United States is engaged in the conduct of the greatest of world wars.

"Letters received by the Fuel Administration from companies and individuals engaged in the business of supplying illuminated signs and from manufacturers, merchants, motion picture and other entertainment concerns which make large use of such signs, give assurance that the new order will become fully effective without resort to prosecution.

"The original Fuel Administration order on the dimming of electric signs had failed of the coal saving result expected. That order was intended to restrict the use of fuel-consuming signs to the period between 7.45 p. m. and 11 p. m."

ANTI-GERMAN DISAPPEARS.

Carl Minister, editor of the German revolutionary Socialist paper, Kampf, published in Amsterdam, is missing. He left Amsterdam for Southern Holland last week and has not been seen since. He is said to be an American citizen.

His newspaper has been systematically attacking the German Government.

JUDGMENT AGAINST PAPER.

Alleging that he was induced to invest several hundred dollars in subscriptions, with the understanding that his grandchild would be presented with the prize in a shower of gold contest conducted by the Elyria (Ohio) Chronicle, a man who sued has been awarded \$1,150 judgment against the newspaper.

HUMBERT LOSES IMMUNITY.

The French Senate on December 18, without discussion, voted to suspend the immunity of Senator Charles Humbert, former proprietor of the Paris Journal, in accordance with the demand of the public prosecutor.

AID FOR HALIFAX.

The Wilmington (Del.) Evening Journal is making a local campaign for funds and supplies for the Halifax explosion sufferers and is meeting with ready response from the public.

EDITS GRAND FORKS HERALD.

J. H. Pearson, advertising manager of the Grand Forks Herald, has been chosen editor of the Herald, succeeding J. F. Bacon. He will for the present retain personal charge of the advertising department.

EXCELLING ITSELF.

The December 14 issue of the Cedar Rapids (Ia.) Evening Gazette contained 2,532 inches of advertising. It was not a special edition.

A.N.P.A. ELECTION.

The Lowell (Mass.) Sun has been elected to active membership in the American Newspaper Publishers Association.

AD DIVISION FOR GOVERNMENT.

CREATED AS A PART OF THE COMMITTEE ON PUBLIC INFORMATION.

The formal announcement of the formation of an advertising division of the Committee on Public Information, through which all national advertising interests have been brought together to aid the Government, was made at a luncheon given by the committee to advertising and trade paper representatives in New York City on December 18, at the Hotel McAlpin.

There Carl F. Byoir, representative of the committee, announced that plans, which he had been working on for the past month, were completed that the advertising division board consists of:

William H. Johns (chairman) of the George Batten Company, New York, and president of the American Association of Advertising Agents.

L. B. Jones of the Eastman Kodak Company, Rochester, N. Y., president



WILLIAM H. JOHNS,
CHAIRMAN OF THE NEW ADVERTISING DIVISION OF THE
COMMITTEE ON PUBLIC INFORMATION.

named will form the point of contact between the Government and the advertising interests of the country. The Government will tell the board what it needs in the way of publicity and the board will make use of the facilities offered it by the advertising elements it represents to get the Government's message and propaganda to the people in the most advantageous way.

"In this way," Mr. Byoir explained to THE FOURTH ESTATE, "the need for free publicity from newspapers and other media will be greatly reduced because the space that is bought and paid for by advertisers will be at the service of the Government for whatever purpose it is needed."

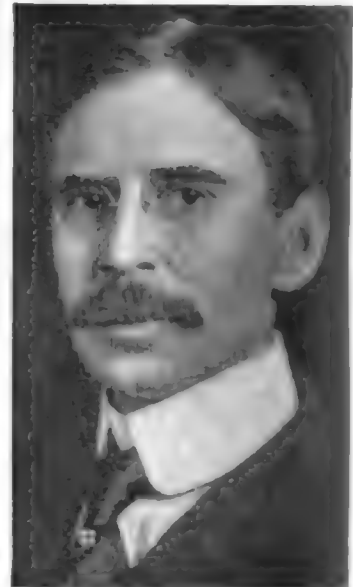
"Advertisers in THE FOURTH ESTATE, too, could help by donating a part of their space to Governmental needs," he suggested.

A CHANNEL TO GOVERNMENT SEAT.

The board (composed of Messrs. Johns, Jones, Houston, D'Arcy and Harn) will act, as explained by Mr. Harn, as the channel through which advertising men of the country can get into touch with the Government.



HERBERT S. HOUSTON.



L. B. JONES.



WILLIAM C. D'ARCY.

of the Association of National Advertisers.

Herbert S. Houston of Doubleday, Page & Co., Garden City, N. Y., who was chairman of the late A.A.C.W. National Advertising Advisory Board.

O. C. Harn of the National Lead Company, New York, who was a member of the National Advertising Advisory Board.

William C. D'Arcy of St. Louis, president of the Associated Advertising Clubs of the World, who likewise was on the advisory board.

Each of these men will receive \$1 a month for his services. He is a Federal officer, representing President Wilson with authority to use the Government frank; United States transportation, telegraph and telephone privileges as an agent of the Government.

With the formation of the advertising division of the Committee on Public Information, the National Advertising Advisory Board passes out of existence after having performed very valuable work for the Government in the two Liberty Loan campaigns, National Red Cross work, etc. It took care of all the publicity needs of the Government from the time the war started until now, when the regularly organized division has been authorized.

All advertising and publishing interests desiring to give their services

to the Government in any way, shape or form will work through the members of the new advertising division of the information committee.

Publishers and advertising associations will appoint committees to work in co-operation with the advertising division. This arrangement will include the American Newspaper Publishers Association, the Association of National Advertisers, the Periodical Publishers Association, the Business Papers, Inc., the Associated Advertising Clubs, etc.

Only the Association of National Advertisers has yet announced its sub-committee. As THE FOURTH ESTATE told in its report of the A.N.A. meeting two weeks ago, its committee consists of Messrs. Jones and Harn, George W. Hopkins of the Columbia Phonograph Company; and Edward Hungerford of Wells Fargo & Co.

NEWBOLD OR WILEY FOR A.N.P.A.

The American Newspaper Publishers Association will co-operate with the advertising division through its Advertising Bureau under the direction of either Fleming Newbold of the Washington Times; chairman of the advertising bureau committee, or Louis Wiley of the New York Times. This has not yet been decided, nor have the members of the A.N.P.A. committee been announced.

The five members of the division



O. C. HARN.

and find out what the Government needs in the way of publicity and what they can do to meet this want.

"While working through the National Advertising Advisory Board, advertising men grabbed whatever weapons they could find and used them as best they could to help the Government," said Mr. Harn, "but now the official recognition by the Government of advertising opens up real opportunities."

"The new advertising division of the Committee on Public Information offers a means of bringing the various elements of advertising together and finding ways and means of using each one most advantageously. The board members know the language of advertising men and the conditions and terms of advertising; when advertising men want to help, the members will understand thoroughly how their services can be best utilized, and be able to act quickly and to the Government's best advantage."

SPRIT OF THE A.N.A.

L. B. Jones declared that every one of the 288 members of the Association of National Advertisers, spending approximately \$100,000,000 a year in national advertising, has endorsed the new advertising division and will do all in their power to help. As an example of the spirit in the A.N.A., Mr. Jones told how, two weeks ago, the A.N.A. elected him president, another very able member was slated for the office, but when he discovered the Committee on Public Information had its eyes on Mr. Jones for one of the advertising board, he insisted on stepping aside and aiding in the election of Jones. "The formation of the advertising division is most gratifying to the A.N.A. members," said Mr. Jones.

OLD TROUBLES OVERCOME.

Herbert S. Houston reviewed briefly the work done by the old National Advertising Advisory Board, and declared that the Associated Advertising Clubs were just as ready to serve the Government through the new advertising division as in the past. "Much of the work of the old board was misunderstood," said Mr. Houston. "Despite impressions to the contrary, the board maintained from its beginning that advertising space was a commodity and should be bought by the Government and paid for. In its first statement of purpose, it suggested being made a division of the Committee on Public Information, but this was never done."

"When the war started the board was formed by advertising men, voluntarily, to give whatever service they could to the Government to help it in reaching the people with its messages."

"The ad men first of all submitted to the Secretary of the Treasury a plan for buying advertising space for promoting the Liberty Loan. Mr. McAdoo said it interested him, but he had no money."

"The members of the board had enlisted for the war and met the situation—to make bricks without straw—and doing it in the first Liberty Loan campaign. They met the same trouble in the second Liberty Loan campaign and went out again and obtained for the Government hundreds of thousands of advertisements—paid for by the business men and publishers. This space was used to the best of the ability of the board, which at the end had the advertisements compiled into five great bound volumes, representing hundreds of thousands of dollars paid for by the business men of the country. Likewise it aided the National Red Cross campaign to raise \$100,000,000, with

Some Recent INTERTYPE ORDERS of interest to the trade:

LOUISVILLE (Ky.) HERALD

10 Model B
1 Model C
3 Model C-s.m.
(with side magazine)

ST. LOUIS GLOBE-DEMOCRAT

7 Model C-s.m.
(with side magazine)

SEATTLE (Wash.) STAR

3 Model B
1 Model C
1 Model C-s.m.
(with side magazine)

WASHINGTON (D. C.) POST

3 Model B
(repeat order)

*The Intertype is a flexible machine,
so simple and so well built that the more
it is investigated by buyer, foreman and
machinist, the stronger is their conviction
that it is*

"The BETTER Machine"

INTERTYPE CORPORATION

Executive Offices and Eastern Sales Department

50 Court Street, BROOKLYN, N. Y.

Middle Western Branch
CHICAGO
Old Colony Building

Southern Branch
NEW ORLEANS
539 Carondelet Street

Pacific Coast Branch
86 Third Street, SAN FRANCISCO

advertising obtained in the same way to the extent of several bound volumes.

"Besides their work, the efforts of the members of the National Advertising Advisory Board cost each one of them anywhere from \$200 to \$3,000, which was given freely in their patriotic desire to serve the nation. In the second Liberty Loan campaign space valued at from \$2,500,000 and \$3,000,000 was used in behalf of the Government through the board. The trouble with the old board was that it had no Government authority to act or suggest anything. All it could do was to advise."

"The new advertising division has Government authorization and it will work all times in the closest relationship with the Government and its departments. Its members have no desire except to serve their country. We realize that there is only one thing to do—win this war and defeat Germany. We are in this war to the end and are willing to serve in any way we can."

Mr. Houston expressed his regrets that one of the men most responsible for the success of the Government advertising so far—William H. Rankin of Chicago—was unable to be present at the luncheon.

ADVERTISING'S OPPORTUNITY.

President D'Arcy of the Associated Advertising Clubs said it was great satisfaction to him to have advertising receive official recognition from the Government. He said advertising was a wonderful force—that it belongs alongside education and the church. "Now advertising has its chance," said Mr. D'Arcy, "to protect the country's business and organize business to help do for civilization what President Wilson wants to do. Through representation in the division, the Associated Clubs will be able to work through advertising clubs in 175 cities, and can be especially valuable in getting the co-operation of the retail class of advertisers. This action of the Government, opens the way for constructive work. By authority the information committee can accumulate information and the advertising division can pipe it along to the place it is most needed."

"Advertising's hour of opportunity has struck."

WHAT THE TRADE PRESS IS DOING.

Jesse Neal, secretary of the Associated Business Papers, Inc., showed how 300 members of that organization have given 7,000 pages of advertising and editorial matter to the Liberty Loan campaign, without condition, and have been instrumental in adding 8,000 men to the New York State National Guard and in organizing several engineering and roads units; also in urging the furtherance of good road building in the United States as a means of relieving railroad traffic congestion.

Mr. Neal said that one of the members of the Business Papers, Inc., visited Washington and was told there that the War Department had been able to obtain the services of only four expert mechanical designers. This member reported to the association and the members were instrumental in raising from among the readers of their papers a force of 104 of the leading mechanical designers of the United States to serve the Government, the difference in their pay being made up by their employers.

Incidentally, Mr. Neal said that the development of the Liberty Motor by the United States Government was due to a member of the association—Harry Tipper, general manager of the Automobile. This publication

(Continued on Thirtieth Page.)

NEWSPAPER ADS ON THE INCREASE.

NOVEMBER GAINED ON SAME MONTH LAST YEAR—THE FIGURES.

Reports received by the paper committee of the American Newspaper Publishers Association from 107 newspapers in 23 American cities show that the usual autumn increase was maintained during November in a parity with last year's returns, an increase of twenty-one hundredths per cent being shown for November, 1917, as compared with a slight decrease last month.

The returns for November from the Eastern cities as represented by New York, Philadelphia, Boston and Buffalo, show an increase of one and one-half per cent as compared with November of last year.

The returns from the Middle West as represented by Chicago, Cleveland, Detroit, Cincinnati, St. Louis, Milwaukee and Indianapolis show a decrease of four and three-tenths per cent as compared with the same month last year.

Returns from the Pacific Coast as represented by Los Angeles, San Francisco and Portland show an increase of two and two-tenths per cent compared with last year.

Returns from the Southern states represented by Baltimore, Birmingham, New Orleans, Atlanta, Houston and Washington, show an increase of three and nine-hundredths per cent compared with November, 1916.

The returns from the Northwest as represented by Minneapolis, St. Paul and Kansas City show an increase of 3.9 per cent, compared with same month last year.

The following statement shows the total number of agate lines of advertising carried by these papers during the years 1914, 1915, 1916 and the eleven months ending November, 1917:

Eleven months ending November, 1916, 67,856,682.

Eleven months ending November, 1917, 68,213,056.

Total agate lines, 1914, 655,053,516.

Total agate lines, 1915, 663,210,516.

Total agate lines, 1916, 747,215,418.

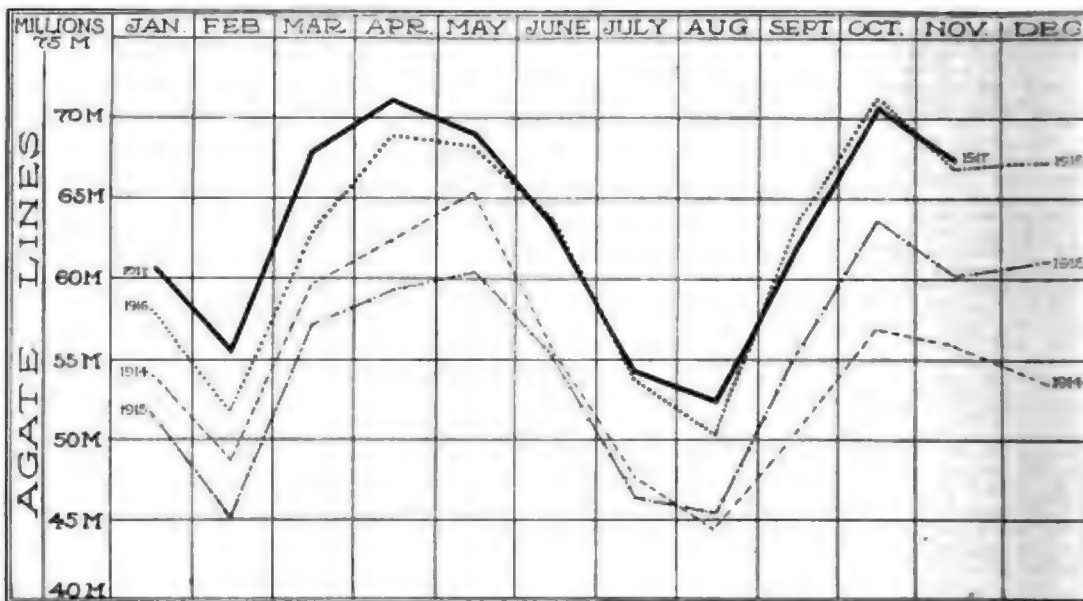
The November figures, compared with October's, follow:

City	October	November
Atlanta	1,782,088	1,870,092
Baltimore	3,478,223	3,559,476
Birmingham	1,606,026	1,507,092
Boston	3,718,804	3,584,742
Buffalo	2,514,614	2,570,551
Chicago	5,097,507	4,600,538
Cincinnati	2,910,100	2,928,132
Cleveland	3,341,044	3,160,550
Detroit	3,732,076	3,652,432
Houston	730,394	649,093
Indianapolis	2,185,058	2,107,431
Kansas City	1,563,068	1,491,975
Los Angeles	3,739,502	4,018,336
Milwaukee	2,116,113	2,060,192
Minneapolis	2,483,432	2,377,014
New Orleans	1,875,996	1,799,109
New York	10,791,305	9,718,675
Philadelphia	5,437,500	5,351,100
Portland	1,798,800	1,750,136
St. Louis	3,422,163	3,126,204
St. Paul	1,727,832	1,669,186
San Francisco	2,800,158	2,209,374
Washington	2,814,430	2,774,439
Total	70,856,682	67,239,088

The total newspaper advertising lineages for the years 1914, 1915, 1916 and 1917 (including October) was printed in THE FOURTH ESTATE of November 17, and further comparison can be made by referring to that edition.

The accompanying chart shows the comparative monthly record in graphic form.

The Harris Herald has been merged with the Silbey (La.) Tribune. The former has been suspended.



FLUCTUATIONS OF NEWSPAPER ADVERTISING LINEAGE IN 1914-15-16-17.

By Courtesy of the A.N.P.A. Paper Committee.

1918 OPPORTUNITY for ADVERTISING.

(Continued from Second Page.)

man will reassert themselves. Chief among them is: 'I have something that you want and I will exchange it for something you have that I want.'

"The modern method of effecting this exchange at the least possible cost is newspaper advertising."

"We have seen several accounts develop within the last sixty days because of the fact that manufacturers have a quick message to put across and they are finding it so effective that they make it continuous."

S. Wilbur Corman, president of the Corman-Chellenham Company, New York:

"The man who is gloomy about the advertising situation just now is the same man who is gloomy about the general business situation. We are up against thoroughly abnormal conditions in every line of industry, but there is no question of the outcome. Moreover, there is no question but that when final adjustments come business will be the gainer through what it has learned in these strenuous times."

"As a finality, business must be organized more sensibly and scientifically, and just as in recent years we have seen so much of the benefits of scientific management and production, it is my belief that right around the corner we are going to see a vast improvement along scientific lines in distributive and advertising methods."

"All of this will be good for the advertising business."

"Such contact as I have with business men prompts me to feel that the shrewdest advertisers will, in the next few months, proceed cautiously. It is no time for retrenchment and it is no time for plunge advertising. The right kind of advertising will prove its rightness more than ever before—the wrong kind should, and probably will suffer."

Harry Porter, president of the Harry Porter Company, New York:

"There will naturally be a cutting down in the advertising of luxury products and until the uncertainty as

to how Washington will act is over many manufacturers will hold back on expenditures. While I don't believe there will be as much money spent during 1918, I am still very optimistic."

Mallory, Mitchell & Faust, Chicago:

"We believe 1918 will be the biggest year in history of newspapers for national advertising, especially on staples in towns where newspapers render practical, equitable merchandising service to advertisers."

Theodore F. MacManus of Theodore F. MacManus, Inc., Detroit:

"Should self-constituted critics in Washington be successful in their stupid crusade against so-called non-essentials, the volume of newspaper advertising for 1918 might be affected. Some of them are actually contending that manufacturers should make no effort to stimulate their business, but supply only so-called normal demand. If the newspapers squelch this fallacious argument unanimously, 1918 business will be above normal. Every one of our clients is eager and anxious to advertise as vigorously as ever. Three of our largest automobile manufacturers, enjoying enormous markets, sincerely recommend editorial reply all over America to silly propaganda against advertising."

L. E. Smith of Ruthrauff & Ryan, Inc., New York:

"We can say, as concerns ourselves, that business looks very good for 1918. Whether this condition is general among agencies and advertisers, we cannot say, but we are very hopeful about business for 1918."

Martin V. Kelley of the Martin V. Kelly Company, Inc., Toledo and New York City:

"The outlook for 1918 newspaper advertising is bright. Our clients are all optimistic and will use newspapers more than ever. Conditions fully warrant this determination."

Carl M. Green of Carl M. Green Company, Inc., Detroit:

"A careful estimate of the opinions expressed by many large manufacturers in various lines, as well as

a precise personal appraisal of the situation, leads me to the belief that with personal salesmanship seriously affected by the drafting and volunteering of so many men to the country's service, the use of advertising—the printed salesman—must necessarily be greater than ever before during nineteen eighteen."

William H. Rankin Company, Inc., Chicago:

"Newspaper advertising has done big things recently for the Red Cross, Liberty Loan, fire insurance companies, bakers, charity organizations, etc. It has organized these forces into an efficient unit now operating together for the benefit of humanity on a basis theretofore not even dreamed of. Newspaper advertising will do even greater things during 1918. Let no manufacturer who has a sales story that will benefit the consumer overlook this great educational machine."

Russell Law of the Russell Law Advertising Agency, New York:

"The duration of the war is a factor which in any accurate forecast of coming events is, of course, impossible to weigh. If peace is concluded during the coming year, I look for the greatest prosperity the publishing and advertising business has ever known."

"On the other hand, the present volume of advertising shows such a sharp contraction over a year as

Guaranteed Unbreakable

HERCULES
STEEL
CHASES
and
GALLEYS



Send for Quotations

Manufactured by
AMERICAN STEEL CHASE
COMPANY, INC.
38 Park Row, New York, N. Y.

that one may with reason believe that the business world has already discounted the bad effects of the war for several years to come."

William H. Johns, vice-president of the George Batten Company, New York:

"We are able to speak only from our own business standpoint. From all present appearances, our volume of newspaper advertising during the coming twelve months will be by far the greatest in our history. None of our clients using newspaper space has shown any intention of retrenching in the slightest degree, whereas others have already made plans for an increased lineage."

The Johnston-Agnes Company, Inc., San Francisco:

"There is a splendid opportunity for a concerted drive to show the advantage of newspaper advertising by sections or zones to introduce brands of goods taking the place of Hooverized commodities. Business no doubt will regulate itself to conditions and find a way to make progress in order to provide funds to support the war."

St. Elmo Massengale of the Massengale Advertising Agency, Atlanta:

"Prosperity in this section is marvelous. A majority of our customers are planning increases over this year's newspaper advertising, provided the situation regarding raw material and transportation improves. The feeling is more optimistic than otherwise, while our clients and ourselves are spending every energy toward helping our Government win the war."

A. R. Elliott of A. R. Elliott, Inc., New York:

advertising in 1918 will depend largely upon the 'still hunt' of the advertising man and the ingenuity of the copy writer. There will be a great economic appeal to the public by manufacturers, wholesalers, and retailers of foods, clothing, and all the necessities of life in an attempt to show goods that give 'the most for the money.'

"Advertising men and publishers will do well to hunt out a lot of manufacturers who have never advertised but who have goods of merit, from an economical standpoint, which might well be brought into public view."

J. A. Richards, president of the Joseph Richards Company, New York:

"The outlook for 1918 is bright as affecting newspaper and other forms of advertising that are proved and solid. Our clients are increasing appropriations. War conditions are creating more than they are curtailing opportunity. For every advertiser who hauls down the flag there will be two new ones, I believe."

C. Ironmonger of the C. Ironmonger Advertising Agency, New York:

"While it is undeniably true that some advertisers, inspired by over-caution, have curtailed their advertising appropriations for the coming year, we find no general movement of that kind and we do not look for a radical diminution of newspaper advertising for 1918."

"As I have recently stated, a live country can make war better than a dead one. To stop advertising without reason means to decrease the revenues of the nation. We do not believe that any concerted or widespread movement of this kind will materialize. Although a prediction for the future, based upon the abnormal conditions now facing the world, might prove to be wide of the mark, it is our opinion that the total

Our products
are known for their
absolute uniformity
in every particular.

TICONDEROGA SPECIAL MAGAZINE For Half Tone Work

The paper on which THE
FOURTH ESTATE is now and
has for many years been
printed.

TICONDEROGA EGGSHELL BOOK

Unsurpassed for booklets
and catalogs containing line
plates and straight type
matter.

Ticonderoga Pulp & Paper Co.
Mills at Ticonderoga, N. Y.
Sales Dept., 200 Fifth Ave., New York City

DISTRIBUTING DEALERS

NEW YORK CITY

Lasher & Lathrop, Inc.
Commercial Paper Co.
J. E. Linde Paper Co.
Merriam Paper Co.
Henry Lindenmyer
Holden & Hawley

CHICAGO

J. W. Butler Paper Co.

PHILADELPHIA

D. L. Ward & Co.

BOSTON

Carter, Rice & Co.

ST. LOUIS

Mississippi Valley Paper Co.

BUFFALO

The Alling & Cory Co.

SAN FRANCISCO

Pacific Coast Paper Co.

CLEVELAND

Central Ohio Paper Co.

BALTIMORE

Smith Dixon Co.

PITTSBURG

The Alling & Cory Co.

BUFFALO

The Alling & Cory Co.

LOS ANGELES

Sierra Paper Co.

MILWAUKEE

Standard Paper Co.

CINCINNATI

The Diem & Wing Paper Co.

SEATTLE

Mutual Paper Co.

KANSAS CITY

Missouri-Interstate Paper Co.

ROCHESTER

The Alling & Cory Co.

COLUMBUS

Central Ohio Paper Co.

TOLEDO

Central Ohio Paper Co.

NEW HAVEN

Chatfield Paper Co.

SCRANTON

Megargee Bros.

SPOKANE

American Type Founders Co.

OMAHA

Carpenter Paper Co.

GRAND RAPIDS

Central Michigan Paper Co.

ALBANY

Hudson Valley Paper Co.

DALLAS

Southwestern Paper Co.

HOUSTON

Southwestern Paper Co.

TROY

Troy Paper Co.

HOLYOKE

Judd Paper Co.

DES MOINES

Carpenter Paper Co.

of 1918 newspaper advertising will
not materially suffer."

Charles J. O'Malley of the O'Malley Advertising and Selling Company, Boston:

"The prospect of advertising in New England is not very encouraging for 1918. There will be considerable spasmodic advertising of a local nature, but it is very doubtful that there will be a large volume of national advertising."

"The industrial plants of New England are now at their maximum production and whatever advertising they do will be of an encouraging 'fill the gap' kind. The advertising man will make a fortune who will induce a manufacturer to advertise when the said manufacturer is running his plants day and night with orders filled for almost a year ahead."

"That is the condition today in New England."

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies:

"Advertising is primarily and essentially a force for economy. In this country it does the work of myriads of men in bringing about distribution. It releases men for places when men are needed."

"Advertising will necessarily be used in greater volume in 1918 to serve commercial distribution, to enable business to pay war taxes and to conserve the man power of the nation."

ON SOIL IMPROVEMENT WORK.

J. W. Henceroth has been made Western editorial manager of the soil improvement committee of the National Fertilizer Association, Chicago, succeeding Melvin Ryder, who has entered the service of the Government.

MACON TELEGRAPH CHANGES.

C. A. Beach of Atlanta is doing the police run on the Macon (Ga.) Daily Telegraph in place of C. C. Hall, a national guard man who was recalled to service after having been discharged from border duty.

T. J. Byrson, formerly a member of the Macon News staff, is filling the position of C. E. Gregory, who is now on the Atlanta Georgian.

Thomas Skinner has also left the Telegraph to join the Atlanta Georgian.

George M. Sparks, who was with the troops at the border covering Georgia news for the Telegraph, is covering a similar assignment at Camp Wheeler.

Charles C. Morgan is at present aiding in sport work.

James Francis has also joined the Telegraph.

FIXED PRICE TROUBLE.

Colgate & Co. of Jersey City, well known national advertisers, have been indicted by the Grand Jury in the United States Court of Norfolk for violation of the Federal laws by refusing to sell their products to dealers who would not agree to sell at the prices fixed by the company.

The indictment alleges that the defendants, through wholesale and retail dealers, fixed the price at which all their products should be sold, and refused to sell to dealers who would not agree to sell at the prices fixed by the company, thus suppressing competition.

GREELEY LETTER DESTROYED.

The original letter written by Horace Greeley entitled "Go West, young man," was destroyed when the residence of Joseph G. Butler, wealthy steel man, was burned in Youngstown, Ohio, on December 11.

SHIELDS WATER POWER BILL PASSES SENATE.

PUBLISHERS SUCCESSFUL IN FIRST STEP TO CONDITIONS ENCOURAGING AMERICAN PAPER MAKING.

The Shields Bill (S. 1419), one of the national water power legislation measures which the American Newspaper Publishers Association and THE FOURTH ESTATE have been urging as an "entering wedge" to effect means of encouraging the investment of capital in American water power development, which, among many other things, would help promote the making of more news print paper in the United States, has passed the Senate.

In legal language Bill S. 1419 is to "amend an act entitled 'An act to regulate the construction of dams across navigable waters,' approved June 21, 1906, as amended by the act approved June 23, 1910, and to provide for the improvement and development of waterways for the uses of interstate and foreign commerce."

This is the first bill of water power legislation which newspaper publishers, led by the paper committee of the A.N.P.A. and THE FOURTH ESTATE have endorsed, to pass one house of Congress. The favorable action by the Senate brought the following comment from A. G. McIntyre, special representative of the A.N.P.A. paper committee, to THE FOURTH ESTATE:

"I think the Senate action is undoubtedly in our favor, as it recognizes the right of leasing for a period of years, giving ample protection to the publisher.

"The chief significance of the passing of the Shields Bill in the Senate is that it recognizes by a very substantial and satisfactory majority the leasing right for fifty years, with a re-capture clause at the end of that time. This has been the bone of contention for some time as the ultra-conservativists of the Gifford Pinchot type insisted on annual cancellation of leases, under which you realize how impossible it would be to finance any undertaking of the magnitude required for the development of a paper mill.

"The passing of this bill recognized by the Senate now provides for a lease for a long period of years, during which time the property cannot be confiscated. This is really the only necessary essential for financing and is the basic principle for which we have been striving.

"Please let me again express to THE FOURTH ESTATE our appreciation of your very material co-operation and assistance of your editorials which have proven of special benefit to the many publishers of this country."

The bill provides primarily for the improvement of navigation in rivers under the jurisdiction of Congress with private capital, as distinguished from appropriations by Congress for that purpose, and, secondly for the development and utilization of the water power of those rivers resulting from such improvement, as well as that created by dams constructed and to be constructed under the authority of Congress.

These developments would tend to create conditions which would encourage the expansion of the American paper industry, and eliminate America's dependency on Canada for the greater part of its supply of paper.

It is believed that the bill provides a way by which many of the navigable rivers of the country can be opened to commercial navigation, which, for the want of available means, cannot for years be improved in the ordinary way by appropriations from the Treasury of the United States, provided the provisions covering the secondary object of the bill are broad enough and liberal enough to attract private capital desiring to invest in water power development; for it is obvious, without great inducement of individual interest and advantage, private capital will not be invested in an improvement for the sole benefit of the general public.

It is estimated that there is in the navigable rivers of the United States, exclusive of Alaska, and also of what may be developed by feasible storage projects, over 81,000,000 horse-power of water-power energy, not more than one-tenth of which is now improved

and utilized. This great natural resource in all other civilized countries is developed practically to its fullest extent, and has and is now, by furnishing cheap power, contributing greatly to the wealth of those countries and the convenience and happiness.

(Continued on Twenty-seventh Page.)

FOR MORE FOOD PUBLICITY.

Projects are under consideration for the establishment of publicity bureaus that the general public may be constantly informed on the rulings of Herbert C. Hoover, Federal Food Administrator.

LEAHY ADVANCES.

Fred A. Leahy, formerly general sales manager of the Eastern Manufacturing Company, paper manufacturer, with offices in New York, has been made vice-president of the company.

CHRISTMAS TOBACCO FUND.

The American Association of Foreign Language Newspapers has collected \$10,137 for the Christmas Tobacco Fund for the American soldiers in France.

WHITE COMING BACK.

Charles T. White, who has been New York City tax commissioner under Mayors Gaynor and Mitchell, will return to the New York Tribune on the close of his term of office in charge of political news.

George Wellemayer has given up the publication of the Harris (La.) Herald.

DATA ON TOBACCO FOR EDITORS.

ADVERTISERS PROTEST AN ALLEGED UNFAIR ARTICLE.

Several national advertisers of tobacco have called the attention of THE FOURTH ESTATE to articles that have appeared recently in newspapers which they say have cast an unfair reflection on the tobacco industry.

They write as follows:

"Knowing that THE FOURTH ESTATE reaches so many newspaper publishers, would you print the following in the interest of fairness and the good of the cause?"

"One of the protested articles was signed by L. H. Leach and is dated Washington, D. C. It follows:

"Cigar stores are plastered with signs announcing increased prices for tobacco, cigars and cigarettes—all account of the war—or rather the war tax."

"There is some grumbling and a good deal of skepticism about the war tax. Smokers rather suspect the tobacco trust's excess profits taxes also, with perhaps some more private profits on the side.

"The retailer is also coming in for his share of suspicion.

"Now if it is true that the tobacco trust or the retailer is covering an increased profit with the camouflage of war tax, they are indulging in a peculiarly odious form of profiteering.

"Not only are they taking advantage of the war to gouge the people, but are making the war unpopular by creating the impression that the war taxes are unreasonable.

"Before the recent increases one popular brand of cigarettes, selling at ten cents for a package of twenty, was sold to the retailer for seven and eight-tenths cents a pack, netting him a profit of two and two-tenths cents per package.

"Now this same package of cigarettes sells for thirteen cents, although the war taxes increased only one cent a package. The increased war tax is only fifty cents a thousand on cigarettes of this grade, which figures out one cent on a package of twenty.

"But today the retailer is making only three-tenths of a cent more a package than when the package was sold for ten cents. The balance of the increase is either gouged by the tobacco trust, or is due to increased prices of raw material or cost of production.

"The tobacco trust now composed of a number of ostensibly 'competing' companies first raised the price of this cigarette to eight and nine-tenths cents a package.

"The retailer advanced the price to twelve cents and increased his profit to three and one-tenth cents a package.

"A little later the trust raised the price to ten and one-half cents a package, and the retailer raised his price to thirteen cents. However, his profit decreased to two and one-half cents per package."

"The report of the tobacco market, from the Winston-Salem (N. C.) Journal of December 1, shows that market prices for tobacco in November were three times those of 1915 and double those of 1916. This report says:

"During the past three months, with a few days in the fourth, the Winston-Salem leaf tobacco market has sold a total of \$1,791,797 pounds of the 1917 crop, distributing among the farmers of this section, including warehouse fees, a total of \$7,177,985.09, the average for the Fall having been \$39.94 a hundred pounds.

"The average thus far this Fall has amounted to about three times as much as the average for the crop of 1915 and almost double the average for last year.

"The November sales amounted to 6,606,250 pounds, sold for \$3,827,771.78, an average price of \$58.09 a hundred pounds, practically thirty-five cents a pound.

"With the high prices that are prevailing, the growers, in general, do not care to wait until after the holidays, as they believe the highest point has been

reached, and, while there is no evidence that prices will be lower after Christmas, it is possible that there may be a drop.

"For this reason it is probable that something like four million pounds will be sold between now and December 30, the day on which the market closes for the holidays."

INCREASED TAXES.

"In addition to these prices, by referring to the Internal Revenue Bill you will see that the tax on cigarettes of the kind referred to was increased eighty cents per thousand, making a total of \$2.05 per thousand or four and one-tenth cents per package of twenty.

"For your information, the increase in the Internal Revenue Tax is not the only element upon which tobacco manufacturers are justified in increasing the price of their products. Leaf tobacco is selling nearly one hundred per cent higher than corresponding grades sold for last year.

"This in addition to the increase in Internal Revenue Tax and a general advance in materials of all kinds."

CANADA'S LIBERAL EDITORS STAND BY GOVERNMENT.

Eighteen Liberal editors of Canada who are now supporting the Union Government have addressed to Lieutenant-General Sir Arthur Currie, commander of the Canadian forces in France, a cable in which they express their confidence in the Government, saying that it has the support of practically all the prominent Liberals of the Dominion, save those of Quebec.

The editors are:

Stewart Lyon, Toronto Globe; J. W. Daffoe, Winnipeg Free Press; J. E. Atkinson, Toronto Star; G. F. Pearson, Halifax Chronicle; E. W. McCready, St. John Telegraph; Colonel Davis, Hamilton Times; T. H. Preston, Brantford Expositor; W. F. Kerr, Regina Leader; W. J. Taylor, Woodstock Sentinel-Review.

J. I. McIntosh, Guelph Mercury; W. Davidson, Calgary Albertan; J. G. Elliott, Kingston Whig; W. E. Smallfield, Renfrew Mercury; H. T. Blackstone, Orillia Times; H. J. Pettypiece, Forest Free Press; H. B. Donly, Simcoe Reformer; H. P. Moore, Acton Free Press; Howard Fleming, Owen Sound Sun.

SAN FRANCISCO ENGRAVERS RETURN FROM STRIKE.

After a strike of seven months the photo-engravers making the cuts for the San Francisco dailies have returned to work and the newspapers are again publishing fresh cuts on local news.

The engravers walked out with demand for higher wages. They returned to work under the old conditions.

The strike threw several photographers and artists out of work.

If this territory presents a sales problem to you, the Merchandising Service Department

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

CALIFORNIANS IN CONVENTION.

EDITORS FAVOR GOVERNMENT OPERATION OF PRINT PAPER MILLS.

Problems that face the editors of California newspapers, political, financial and mechanical, were discussed at the semi-annual meeting of the California Press Association in San Francisco on December 7-8.

The editors voted unanimous indorsement of the Congressional resolution favoring Government operation of print paper manufacturing as the best method to reduce the cost of white paper.

Philip S. Bates, secretary of the Oregon State Editorial Association, declared: "You are being robbed; that's all there is to it."

He blamed the manufacturers' trust and not the selling agencies.

C. H. Brockhagen of Oakland delivered an address on "Advertising," in which he urged more mutual co-operation among the publishers to fight the billboards and street car agencies.

On "Advertising Agencies" addresses were given by H. W. Atwood of H. K. McCann Company, V. R. Churchill of Honig-Cooper Company, Sam P. Johnston of Johnston-Ayres Company and L. A. Smith, a member of the association.

Other speakers on the program were Justin McGrath on "Effect of war on newspapers," F. B. Mackinder and M. F. Cochrane on "Free space," J. Elmer Mobley on "County press associations," and H. S. Allen on "Press clippings."

The editors ended their convention with a dinner dance at the Press Club and later an informal entertainment at the Newspaper Men's Club.

Lloyd McCutcheon of the Mt. Vernon (Ia.) Record has taken possession of the Marlon (Ia.) Sentinel.

DAILY FOOD BULLETINS ARE COMING SOON.

The New York food board proposes to continue its plan of publishing "suggested" prices, wholesale and retail, for the guidance of the public. "We want the people to know what the retailer pays for his goods," State Controller Mitchell said, "and what the consumer should pay. The force of public opinion should be strong enough to compel observance of these prices."

The attorney-general's office is preparing the list of regulations which are to be spread over the state as a warning.

Food price lists which ultimately will include twenty articles are being prepared at the food board offices. It is planned to announce these daily.

The lists will deal with butter and eggs, meat, poultry, fish and other commodities.

EDITORS OF KANSAS WILL MEET IN WICHITA.

The 1918 Spring meeting of the Kansas Editorial Association will be held at Wichita early in May, exact dates to be announced later.

A change of the bylaws will be recommended providing for a membership fee of \$5 and annual dues of \$2, instead of the present membership of \$1 and annual dues of \$1.

These were the two principal items of business transacted at the meeting of the executive committee held in Topeka.

It was also decided to have the annual newspaper week at the state university in the Fall instead of in the Spring.

The program of the Spring meeting will be largely a war program.

FOR TEXAS FOOD PUBLICITY.

John H. Regan, formerly with the Houston (Tex.) Chronicle, has been released by M. E. Foster, publisher of the Chronicle, to become publicity director for the Texas department of the Food Administration.

CHARITY IN NEW YORK.

The requirements of all the cases included in the list of the New York Times' Hundred Neediest Cases have been met by contributions.

These cases were specimens selected from among thousands of others, in which the need of help was very great. The four organizations which selected the Hundred Neediest Cases have each prepared a list of ten additional cases which are scarcely less in need of assistance from a charitable public than were the original one hundred.

Contributions for the One Hundred and Fifty Neediest Cases printed in the Times and for other similar cases passed the \$50,000 mark on December 20 and reached a total of \$51,163.16.

Less than \$4,000 is now required to bring the total above that obtained in the 1916 campaign, which was the most successful ever held up to that time.

MEETING OF CREDITORS OF PRESS ASSOCIATION.

At a meeting of the creditors of the American Press Association of West Virginia, in New York at the office of Stanley W. Dexter, referee in bankruptcy, on December 17, a number of claims were filed and E. Bright Wilson was elected trustee.

It was stated that there were no assets in sight, but were to be pursued by litigation with prospects of a settlement.

W. G. Brogan, general manager, was briefly examined and stated that the company had assigned all of its assets, leaving creditors unpaid. He was ordered by the referee to produce the books of the company, and also those of the New York company.

PAPER COMPANY DIRECTORS ARE ELECTED.

Three new directors were elected at the board meeting of the Riordan Paper and Pulp Company, Ltd.

The vacancy left by the death of F. W. Avery of Ottawa was filled by the election of Thomas E. Warren, manager of the Ticonderoga Pulp and Paper Company, the American subsidiary of the Riordan Company.

The board was also increased from seven to nine members by the election of C. B. Thorne, manager of the Hawkesbury mills, and F. B. Whittet, secretary-treasurer of the company.

BOARD OF MANAGERS WILL CONTINUE COAL JOURNAL.

According to the will of the late Frederick Edward Saward, editor and proprietor of the Coal Trade Journal, that publication is to be continued under a board of managers.

Three sons and a daughter will share in the income from the property. Mrs. Frances Saward is to receive \$100 a month and the Society for the Relief of the Destitute Blind gets \$1,000 from the estate of the blind editor.

BIG MEN IN NEW CLUB.

A new New York luncheon club that bids fair to be popular with advertising and newspaper folk is the Uptown Club, just organized with quarters in the Winfield Building, Fifth avenue and 40th street. The club will take possession on March 1, 1918.

Among the members already are George A. McAneny of the New York Times, Julian M. Gerard of the Hearst newspapers, Frank Presbrey, Frank A. Munsey, and Louis Wiley of the New York Times.

A new Democratic weekly is being launched at Auburn, Ind.



Ours is a "Come Back" Organization

Publishers throughout the United States have come to recognize in the Hollister organization a dependable means of obtaining new circulation among the best people in the community.

It is this ability to render a valuable circulation service time and again that has earned us the reputation of being a "come back" organization. For,

We're back on the St. Louis Republic

—about to conclude another big circulation drive for this old-established journal. After our first campaign one year ago, resulting in \$100,000 worth of subscriptions, they said:

"The contest has been the means of interesting a great many young women in the Republic and they have secured thousands of new subscriptions from their friends in homes which an ordinary solicitor could not reach."

and—

We're back on the Oakland Enquirer

—just starting our second big campaign for this newspaper. Two "come back" campaigns at the same time! Among the many other papers we have repeated on are the Los Angeles Times and San Antonio Express.

A third campaign now running on the Tulsa (Okla.) World

One word explains why the Hollister organization is called upon repeatedly—by the same papers—to build up more circulation. And that word is results!

We get results! New readers by the thousands—at a minimum cost—in double quick time.

THAT'S what YOU want!

Write or wire for a complete outline of our plan—the distinctive Hollister plan—for getting dependable HOME circulation

C. B. HOLLISTER

General Manager
NORTH-EASTERN
CIRCULATION CO.

Care of St. Louis Republic
Care of Oakland (Cal.) Enquirer, or
Care of Tulsa (Okla.) World
Home Office, Davenport, Iowa.



GOV. W. P. HOBBY OF TEXAS AND EX-SENATOR R. M. JOHNSTON.

They are, respectively, editor of the Beaumont Enterprise and editor of the Houston Post. This picture was taken at the Weiss Hunting Lodge, north of Beaumont, during the recent meeting of the Texas Managing Editors Association.

LIBERTY LOAN AD REFUND.

ADVERTISING CAMPAIGN IN CHICAGO COST ONLY 2.7 CENTS PER \$100 BOND.

Charles H. Schweppe, director of publicity for the second Liberty Loan in the Seventh Federal Reserve District (Chicago), has sent a check to each donor to the fund for the Chicago advertising campaign for the pro rata share of the surplus.

The Chicago business men at the outset of the campaign, through the energetic work of Mr. Schweppe, and Henry Schott, vice-president of Montgomery Ward & Co., raised an advertising fund of \$80,249.

After a very thorough and successful campaign was run, as shown by the \$177,000,000 subscribed, it was found that the campaign cost only 2.7 cents per \$100 bond sold, and that there was a balance of \$26,532.20 in the fund, which is the amount Mr. Schweppe is distributing to the donors.

The fund was raised with the understanding that no names of business houses were to appear on the advertisements, and from October 8 to October 27 either a full page or smaller size ad was run in each of the seven Chicago English dailies. Advertisements also appeared in eighty-three foreign language newspapers and five Illinois farm papers.

The low cost of advertising per \$100 bond sold, 2.7 cents, shows that Chicago reaped the benefits of the previous Red Cross and Liberty Loan advertising.

The costs per \$100 bond sold in some of the other cities were:

Muncie, Ind., 2.4 cents; Saginaw, Mich., 2.7 cents; Davenport, Ia., 2.9 cents; Utica, N. Y., 3.9 cents; Clinton, Ia., 5.4 cents; Adrian, Mich., 5.5 cents; Washington, 6.5 cents; Columbus, Ohio, 6.8 cents.

AID THE WAR SAVINGS.

Frank A. Vanderlip, chairman of the National War Savings Committee, has issued the following appeal to the country publishers of the United States:

"Dollars alone will not win this war. What we need is man power, shops and materials. To release these necessities we must sacrifice our pleasures and even our comforts, to the end that all industry and energy may be devoted to the sole aim of winning this war and providing the Government with the necessary money for the prosecution of the war.

"The National War Savings Committee is interested not alone in disposing of the \$2,000,000,000 of war savings stamps, but also in instilling into the minds of the American people the economy and thrift that alone will enable the Government to dispose of its securities, either in the form of war savings stamps, Liberty Bonds or other forms of indebtedness. To this end I believe that the understanding and co-operation of the country publishers is necessary, for they reach the heart of the American people."

NORWEGIAN PAPERS WILL NOT COMBINE.

The Fram, a Fargo (N. D.) Norwegian weekly just purchased by P. O. Thorson, publisher of the Grand Forks (N. D.) Normanden, will not be combined with the Normanden. It will continue to be published in Fargo and printed by the Ulsaker Publishing Company, former owner of the Fram.

The sale did not include the printing and stationery business of the company.



The foreign newspaper men of Tokyo seldom get together as a body, but recently (November 22) they met to tender a farewell luncheon to one of their staunchest outside friends, Post Wheeler, counselor of the American Embassy and for six months past its charge d'affaires. Mr. Wheeler, who is one of the former editors of the former New York Press, will arrive in New York City Christmas Eve, and after spending the holidays here will depart for Stockholm to be counselor of the American Legation in Sweden.

Left to right in the picture taken at the Imperial Hotel, Tokyo, at the luncheon hour, are:

Hugh Byas, business manager of the New East, Tokyo, and an extensive writer for the London press; Gregory Mason, managing editor of the Japan Advertiser and correspondent for the Outlook; Alexander Tison, a New York lawyer who has several Japanese newspapers among his clients; F. N. Penlington, editor of the Far East, Tokyo, and correspondent for the London Times; Ralph H. Turner, United Press correspondent;

Dr. Clay MacCauley (front), correspondent of the Boston Transcript; J. W. Robertson Scott, editor and publisher of the New East; Harry E. Ridings, business manager of the Japan Advertiser; Post Wheeler; B. W. Fleisher, proprietor and editor of the Japan Advertiser; Frank H. King, International News correspondent; J. S. Happer, advertising manager of the Japan Advertiser and an expert in Japanese prints; K. Sugimura, associate editor of the Tokyo Asahi; and Oscar E. Riley, editor of the Geppo, Tokyo, and correspondent for Asia.

CONDENSED NEWS NOTES.

L. W. and L. M. Osborne have purchased the plant and business of the Tomahawk (Wis.) Leader from R. G. Lee.

The Esteline (S. D.) Tribune has been sold by Will Leighton to Don Osborn, who will consolidate it with the Esteline Journal, of which he is editor and owner.

The Victoria (Tex.) Deutsche Zeitung has discontinued publication for the period of the war.

The Isle (Minn.) Independent has changed its name to the Mills County Leader.

The Kaukauna (Wis.) Times has been incorporated for \$15,000 by John McCoy, Francis W. Grogan and B. W. Fargo.

The Iowa Forum, a weekly journal of public affairs, has made its initial appearance in Des Moines.

The Oak Harbor (Mich.) Press, published since 1873, has suspended. William Guerno, the proprietor, will devote all of his time to job printing work.

G. W. Van Atten has suspended the publication of the Melvin (Ia.) Argus and has gone to Primghar, where he is now publishing the Democrat.

The Forsyth Taney County (Mo.) Republican has been leased to Fred R. Moran, W. E. Freeland, the former editor, being engaged in Government work.

James Biggerstaff, formerly traveling salesman for Barnhart Brothers & Spindler and prior to that with

the Oklahoma City Times, has purchased the interest of Judd Woods in the Bristow (Okla.) Record and has been elected secretary and manager of the publishing company.

C. E. Hershberger, editor of the Supply (Okla.) Republican, has purchased the Buffalo (Okla.) Republican and will conduct both papers.

Oscar Siegel, formerly with Thomas B. Brooks, New York printer, is now associated with the Vreeland Advertising Press, New York.

Fred J. Wagner is again associated with the Horseless Age, New York, as advertising manager.

Guy C. Pierce, for ten years connected with Every Week and the Associated Sunday Magazine as Western advertising manager, has been made director of advertising of the Independent, New York.

The New York Times since 1911—six years—has gained more than 4,000,000 agate lines (13,513 columns) of advertising, which, it claims, is a greater gain than any other New York newspaper.

Merle Sidener, chairman of the vigilance committee of the Associated Advertising Clubs of America, addressed the Kansas City (Mo.) Advertising Club on December 14 on "Truth in advertising."

From January 1 to December 17, the New York World printed 1,784,400 separate ads. For the whole year of 1916, the World printed 1,780,257 ads, which was the record. No other newspaper prints within a million ads of the World's total.

CENTENNIAL CELEBRATED BY THE SPRINGFIELD NEWS.

The Springfield (Ohio) News, owned for the past twelve years by Governor James M. Cox, celebrated its centennial anniversary on Sunday, December 16, by issuing a 100-page newspaper elaborately illustrated. It covered in a historical way every phase of Springfield and Clark County.

The News is a direct successor of the Farmer established in 1817.

We Spend More Than \$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst Features Always Lead"

Write for booklet "A Half-Million Dollar Feature Service."

International Feature Service

729 Seventh Ave., New York City

SOME BENEFITS OF ASSOCIATIONS.

ONE MEMBER'S PROBLEMS TODAY MAY BE THE OTHER FELLOW'S TOMORROW.

By J. F. SWEENEY,
Circulation Manager Winnipeg Free Press and Secretary-Treasurer Western Canada Circulation Managers Association.

What are the benefits to be derived from a circulation managers' association?

I can picture Mr. Publisher in the sanctity of his inner office hurling this question at the circulation manager when he approaches him diffidently to obtain his approval of his organization, and I can also picture Mr. Circulation Manager sitting down at his desk and in the midst of his worries asking the same question, only he might word it differently—what he would be likely to say is, "What is there in this thing for me?"

That there are benefits to be derived from an association of this kind is such a self-evident fact that it hardly needs any argument to sustain it.

Co-operation is a much overworked word in these days of rapid progress, and there are very few people today doing business on this old planet that are going to get up and say, "There's nothing to it."

There may be a few names in history's pages that can be dug up to show that the individual all by his lonesome did accomplish great things, but these are only a few exceptions that help prove the rule, for the one name that can be mentioned, or the one case that can be cited where the individual working alone did manage to achieve something, there are hundreds and thousands of instances that can be quoted to show that the failure of a vast number of plans was principally due to lack of co-operation or the want of collective action.

I need only refer to one outstanding instance—take the case of William Hohenzollern. This poor deluded individual thought himself "und Gott" could run the universe to suit his own distorted ideas, and four-fifths of the civilized world are busy today showing William that he is all wrong.

Just as surely as two and two make four you can set it down that any combination of individuals is going to result in greater benefits all round, and each individual is going to reap a pound of profit for every ounce that he himself may contribute.

Circulation work does not differ materially from any other work in this fundamental principle, that the knowledge we possess of it is the result of an experience obtained either by ourselves or others who have passed it along to us; so that in the solution of the many problems that confront us from time to time it is only natural to conclude that we can all help each other, and be in turn helped by the larger light and the combined wisdom of the many.

THE I.C.M.A. IS AN EXAMPLE.

It has been my privilege to attend some of the I.C.M.A. conventions and I can truthfully state that I found them helpful and beneficial in many ways. The intercourse and exchange of ideas that these conventions make possible gives one a broader and better understanding of the work he is engaged in, and this coming in personal contact with men of the same profession from time to time tends to keep one from getting into a rut, and you come away from them with bright ideas that might never have entered your own head, and with a general feeling that much good is ac-

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NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

complished by the bringing together of men who are all thoroughly in earnest, and desirous of improving the circulation business.

It is true that the circulation manager today is a specialist in his line of work. He is daily confronted with questions which he himself must settle, but what is your problem today may have been the other fellow's problem yesterday or may be the next man's problem tomorrow. If you know the general line of action pursued in each case will you not be all the better prepared to deal with the matter that calls for adjustment?

There is another aspect to this question that I do not wish to overlook. We are all engaged in a similar business. We have a duty to perform to the publishers who employ us, their interests should be our interests and any movement that will lead to a better relationship between publishers is well worthy of support.

In our own particular line of work we ought to by our united efforts be able to elevate the standards of the circulation business so that all unfair or unscrupulous methods will be entirely eliminated. We can strive to develop more scientific methods of doing business and by so doing make the circulation department a revenue producer instead of a burden to the institution with which it is connected.

There are many other ways in which we can by working together build up a better and more substantial business for our respective publishers. Once we have the organization it will not take very long to prove it's worth.

There is just one thing more to be said, and it perhaps is the most important point of all—the success of any organization is determined by the amount of interest taken in it by its members.

If the circulation managers of Western Canada want to have an organization that will be of real benefit to them, they must be prepared to contribute each one his full share; the obligation you assume when you become a member should be fulfilled and in this way we will lay the foundation of an association that will through time prove of inestimable value to all concerned.

LOUISVILLE POST LOSES.

A judgment of \$2,000 has been awarded against the Louisville (Ky.) Evening Post in favor of the Axton-Fosher Tobacco Company. The tobacco company asserted that its business had been injured by articles published in the Post.

The True News FIRST

Always—Accurately

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China Premiums ARE THE BEST!

Distinctive Service in Many Sizes.
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEWS NOTES OF CIRCULATORS.

The Indiana (Pa.) Messenger has just closed a subscription contest conducted by the John E. Bateman Company. Two automobiles were included in the prize list.

The John E. Bateman Company has begun a subscription contest for the Windber (Pa.) Era.

Percy F. Marshall, recently selected as circulation manager of the Louisville (Ky.) Post, has leaped about from department to department during his thirteen years' connection with the Evening Post and has found time on the side to associate himself with one of the leading law firms of Louisville, devoting three years to the practice of law.

The newspaper career of Mr. Marshall began when he was route manager for the paper with which he is



PERCY F. MARSHALL.

now associated. He was later manager of the soliciting crews and premium canvassers. It was at this time that he branched off to law work, but what few idle hours he had found him back among his former co-workers.

Later, Mr. Marshall gave up law to enter the editorial department of the Post as amusement editor, to which soon was added the title of

KEEN PUBLISHERS Everywhere Are Buying Electric Bulletin Machines

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corporation.

NEW LONDON, CONN.

PROSPERITY EDITIONS

J. A. McAVOY

National Exchange Bank Building
PROVIDENCE, R. I.

The Inbad Family

our New Strip Comic by Wood Cowan, begins Dec. 31. Five and seven columns.

The International Syndicate
Established 1899. BALTIMORE, MD.

feature editor. He became assistant circulation manager two years ago and secured his recent appointment when D. B. G. Rose resigned to devote his entire time to outside business.

As a side issue he has contributed short stories to the field of fiction and has also won some recognition among the photoplay scenario editors. Mr. Marshall is thirty-five years old.

William P. Meade has succeeded E. F. Cunningham as circulation manager of the North Adams (Mass.) Herald, the latter having been called to serve in the intelligence division of the War Department.

The Lockport (N. Y.) Niagara Daily Press is running a "Niagara Maid" popularity contest.

The New York American, the Chicago Examiner and the Boston Sunday Advertiser & American will publish in their Sunday editions a pictorial gravure section beginning March 3, 1918.

The International Syndicate is offering a new strip comic, "The Inbad Family," to be released during the week of December 31.

WITH THE "SPECIALS."

Gray Sullivan, formerly with C. George Krogness who retired from the special representative field, has become associated with Guy S. Osborn, special representative, in the Chicago office.

Rufus T. French has become associated with Paul Block, Inc., New York, where he will do special sales and promotion work.

NEW NEWS SERVICE IN IOWA.

The H. J. Toon News Service Company, Des Moines, Ia., of which H. J. Toon is president and Helen Dixon secretary, has filed articles of incorporation. The capital stock is \$10,000.

PAPER REVERSE OF YEAR AGO.

A.N.P.A. SAYS PUBLISHERS NOW CAN NAME TERMS OF THEIR CONTRACTS.

The current bulletin of the American Newspaper Publishers Association paper committee says:

"Prospective paper markets give increasing evidence of becoming soft and showing a very satisfactory condition, from the publishers' point of view.

"Many of the marginal mills making specialties are now shut down entirely, or running on part time. News print is the only grade of paper on which mills are running anywhere near production.

"There is now on hand, as reported previously, a surplus of paper of from 250,000 to 300,000 tons, and there will be a further surplus next year of about 200,000 tons, provided publishers carry on their business as economically as they should.

"This enormous surplus will operate to make a slump market for 1918. It must be remembered that the price to be fixed by the Federal Trade Commission is a maximum price and not a minimum price, and at the present time market conditions indicate that the open competitive market will be below any figure set by the commission, and publishers buying in the open market will be able to buy substantially below any price at which they can now buy or which will probably be fixed, because of this enormous surplus and the substantial change in market conditions.

"The committee wishes further to issue a strenuous warning that publishers do not loosen up on their schedule, or increase their sizes, thereby nullifying the benefits for which we have been striving for so many months.

"Advertising has taken a drop in some localities, and there is a prospect of a further slump. This, with publishers running on a close schedule, will keep the paper situation where it ought to be and maintain a satisfactory and competitive market.

"The pulp markets have gone to pieces entirely. Many mills are running part of the time; others are contemplating shutting down. Prices a year ago at this time were over \$50 a ton at the mill. Today it is difficult to obtain more than \$25. The price on all paper making materials will be changed and fixed by Government regulation. The situation is exactly the reverse of conditions a year ago.

"If publishers will carefully watch their consumption and operate as closely as possible, not making up the drop in advertising by increasing reading matter, the situation will be wholesome for 1918 and the open market price will drop below three cents.

"The paper committee particularly urges publishers not to sign fixed price contracts for 1918 under any camouflage which may be attempted by manufacturers, as they are not in the interest of publishers under prospective market conditions. There are only two ways to buy paper for 1918—both good. The best is in the open market, without any contract at all, and the second best is under the terms of the Federal Trade Commission agreement.

"A big slump in the general paper market is ahead. Stocks on hand should now be used up, as they can be replaced later for very much less money.

CANADIAN EXPORT CONTRACTS.

"The Canadian Export Paper Company is offering all its customers al-

FEDERAL TRADE COMMISSION'S BOOK PAPER REPORT OCT. 28 TO DEC. 2.

Figures made public by the Federal Trade Commission show an increase in the mill stocks of periodical paper, but a decline in the stocks of other grades of book paper during the period of five weeks beginning October 28 and ending December 2. Stocks on hand at delivery points, however, increased from 9,750 tons to 14,894 tons.

The figures are based on weekly reports to the commission from forty-eight book paper companies operating seventy-four mills. The results of the operations are given for the first and fifth weeks.

The report follows:

	STOCK ON HAND AT MILLS AT END OF WEEK.				
	First Week.	Second Week.	Third Week.	Fourth Week.	Fifth Week.
	Tons.	Tons.	Tons.	Tons.	Tons.
Total book paper	25,127	25,293	23,507	33,174	32,740
Periodical paper	4,668	4,608	4,755	4,507	4,869
MADE DURING WEEK.					
Total book paper	16,499	16,655	16,101	16,941	16,696
Periodical paper	4,860	5,309	5,042	5,950	5,544
SHIPPED DURING WEEK.					
Total book paper	17,907	16,294	16,613	16,963	16,506
Periodical paper	5,300	5,145	4,946	5,925	5,529
STOCK ON HAND AT MILLS AT END OF WEEK.					
Total book paper	33,532	33,684	33,180	32,847	32,692
Periodical paper	4,697	4,607	4,946	4,903	4,680

Periodical paper includes that known by manufacturers to be used for printing magazines and periodicals. The total figures include the periodical book paper.

The figures show an increase in mill stocks of periodical paper but a decline in the stocks of other grades of book paper during the five weeks period covered. Stocks on hand at delivery points, however, increased from 9,750 tons to 14,894 tons.

LOSS OF TIME.

The weekly reports for the 245 machines included show the following hours lost for the five weeks on account of lack of orders and other special reasons:

	Down For Lack of Orders.		Down for Other Special Reasons.	
	Number of Machines.	Hours Lost.	Number of Machines.	Hours Lost.
First week	53	2,834	22	1,114
Second week	39	2,677	29	1,781
Third week	37	2,254	42	2,180
Fourth week	30	3,378	25	600
Fifth week	40	2,954	23	654

The hours lost for special reasons include repairs, lack of materials, car shortage, etc. During the fifth week there was loss of time on account of a holiday, which is not included.

IMPORTS AND EXPORTS.

The exports of book paper from the United States and imports of chemical pulp for the first ten months of 1917, as compared with the corresponding period of 1916, were as follows:

	Ten Months 1917, Ten Months 1916.	
	Net Tons.	Net Tons.
Exports of book paper (total)	23,466	48,540
Imports of unbleached sulphite (total)	224,090
From Canada	101,862
From Sweden	114,764
From Norway	5,899
Imports of bleached sulphite (total)	38,797
From Canada	10,030
From Sweden	12,245
From Norway	15,522
Total imports of unbleached chemical pulp	316,225	264,651
Total imports of bleached chemical pulp	40,808	44,892

The table shows a marked decline in the exports of book paper and a large increase in the imports of unbleached chemical pulp for the ten months of 1917 as compared with the corresponding period of 1916.

ternative contracts other than under the agreement of the Federal Trade Commission and is offering these in such a way as to make a publisher who is not fully informed on the prospective market situation, inclined to accept a fixed price for 1918, rather than the Federal Trade Commission agreement.

"This company is offering contracts to many of its customers at below three cents, with the idea of inducing them to take such a price and waive all rights to the Federal Trade Commission agreement.

"The committee recommends to such publishers that unless a price of \$2.85 or less is offered under satisfactory contract terms, they sign no contract except one which comes under the terms of the Federal Trade Commission agreement. The waiver now attached to the Canadian Export

Company's contract excludes the publishers signing it from any benefits of the agreement during 1918, according to information from the Department of Justice.

ALTERNATIVE PRICES.

"Manufacturers are offering publishers alternative contracts as against the Federal Trade Commission agreements on the standard form of contracts, the following prices:

"International, \$15 f. o. b. mill.
 "Canadian Export Company, \$ and under.
 "W. H. Parsons, \$.
 "St. Regis, \$10.
 "Minnesota & Ontario, \$35.
 "G. H. Mead Company, \$.
 "J. R. Booth, \$10.

"The committee advises all publishers to decline contracts on this basis, excepting only Federal Trade Commission agreement."

ANNUAL DINNER OF CAMERA MEN IN JANUARY.

New York news photographers will hold their annual dinner on January 6 at Keen's 44th Street Chop House.

The managements of the Winter Garden, Century, Hippodrome, Gus Edwards and others have co-operated in the arrangement of the entertainment program.

W. J. Hearfield of the American, W. Warnecke of the World and V. Palumbo of the International Film Service are the committeemen in charge.

WEST A PUBLISHER.

Henry C. West, for twelve years an employee of the Birmingham News has been chosen as the publisher of a new labor paper in Birmingham—the Weekly Call.

THE TOLEDO BLADE

Largest Two-Cent Evening Circulation in Ohio.

THE DETROIT JOURNAL

More than 100,000 of Buying Power Circulation in a City of unusual mercantile activity

The Newark Star-Eagle

Remarkably quick growth of solid circulations offers a rising market for advertising results.

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 An organization of merchandising people highly specialized in the solution of advertising problems.

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 Representing Newspapers of
 Burrell Bldg., NEW YORK
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 Chemical Bldg., ST. LOUIS



NO SUCH WORD AS SUBSERVIENCE

IN THE LEXICON OF USEFUL,
INFLUENTIAL AND THE
SUCCESSFUL PAPERS.

Members of the St. Louis Advertising Club invited George S. Johns, editor of the St. Louis Post-Dispatch editorial page, to tell them, at their meeting on December 11, the relationship between the editorial and the advertising departments of a newspaper.

What he said is significant to both advertisers and newspaper publishers. He declared:

"I know there is an impression that newspapers favor advertisers by suppressing news that is unfavorable to them. I do not hold a brief for all newspapers, but I know and you know that this is not true of the best newspapers.

"We do not dislike our advertisers; we like them.

"We do not want to offend; we want to please them. We want their good will and their business. But we cannot sacrifice editorial integrity and independence to win or hold either—it would be neither good journalism nor good business.

"In the lexicon of the useful, influential, successful newspaper there is no such word as subservience.

"A newspaper is more than a vendor of news and a vendor of advertising space—it is a public servant. The foundation stone of newspaper success is public confidence.

"How is public confidence gained? Certainly not by dishonesty, hypocrisy and subservience to persons and special interests.

"You know and I know that public confidence is won by honesty, sincerity and public service.

"It is gained by printing all the news worth printing, impartially, fully and accurately.

"It is gained by honest, intelligent, vigorous editorial comment on public questions.

"A newspaper to gain public confidence must uncover hypocrisy, fight shams, denounce corruption, expose wrong doing and condemn wrong doers. How can it do these things and favor persons or serve any class of special interest? How can it serve the public and be a servant of private interests?

"What does the advertising department sell? What do the advertisers buy? The policy of the newspaper? As well buy the newspaper. Do they buy the right to dictate what news shall or shall not be printed? As well buy the editorship of the newspaper.

"No; they buy advertising space—nothing more. They pay precisely what they think the advertising space is worth and no more.

INDEPENDENCY MEANS CONFIDENCE.

"The more independent the newspaper, the more impartial and complete its news reports, the more sincere, fearless and vigorous its editorial utterances, the greater the power, influence and popularity of the newspaper, the greater the public confidence in its integrity.

"The quantity and quality of circulation depends upon these qualities of the newspaper and advertising value depends upon the quantity and quality of circulation.

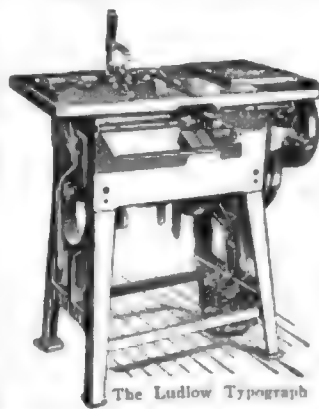
"The relationship between the editorial department and the advertising department of a newspaper is that friendly courtesy between two separate and independent branches of the newspaper organization.

"Their functions are distinct and different. Speaking broadly, without taking into account the various activ-

Any Length of Line in Any Size of Face *without* Change of Mold

THAT'S the crux of Ludlow simplicity; the machine that sets all display composition up to 48-point.

Users of movable type-caster type, with its complications of machine adjustment, tons of storage, and skilled labor to run it, will appreciate the simple construction, the ease of operation, and speed of the Ludlow.



The Ludlow Typograph

And the cost of the finished product ready for press, foundry or stereotype, is the lowest by a wide margin of any system of Non-Distribution.

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LINO TYPE CO.**

Tribune Building, NEW YORK
CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

ities which contribute to newspaper success, I may say that the editorial department makes the newspaper and this creates advertising value which the advertising department sells.

"The two departments are interdependent in the sense that the success of the newspaper as a business depends upon the successful conduct of each department, but the more independent of each other they are the greater the success of each and of the newspaper.

EMPHATICALLY NO.

"I suspect that the pith of the question you expect me to discuss is whether the editorial department ought to permit the policy or conduct of the newspaper to be controlled or influenced by the advertising department in the interest of advertisers for the purpose of holding or obtaining business. Emphatically, no—never.

"Nothing would be more fatal to the newspaper. Nothing would strike a deadlier blow at the business of the advertising department and at the real interest of the advertisers. It would destroy the value of the space they buy.

"The only rule for the successful conduct of a newspaper is absolute independence of its business interests and of any special interest.

"I might stop at this, but I feel it incumbent upon me to tell you not only the rule of conduct for a good newspaper, as I know it, but to give you the logic, the reason that underlies it.

"Intelligent advertisers recognize that they find the greatest advertising value in newspapers that are strongest in public confidence and support. This is a truism.

"If advertisers sought anything

more, if they bought the editorial or news policy of the paper, they wouldn't buy its advertising space—it would be a waste of money.

"Show me a newspaper whose editorial policy is controlled by its advertisers or any special interest and I'll show you a newspaper whose advertising space is not worth buying.

"Show me a newspaper which distorts or suppresses news to favor its advertisers and I'll show you a piece of journalistic junk.

"Show me a newspaper that is run by its advertisers and I'll show you a newspaper that its advertisers abandon as a worthless advertising medium."

John Ring, Jr., president of the Advertising Club of St. Louis, presided and the speaker was introduced by Paul W. Brown, editor of the West at Work.

READJUSTMENTS IN BOSTON.

David O. French, formerly of the Boston Herald, has succeeded Francis M. Flanagan as financial editor of the Boston American. Mr. Flanagan was recently commissioned a lieutenant at Plattsburg.

Edward H. Doyle, formerly of the day desk on the American, has returned there after a five years' absence. During that time Mr. Doyle has been editing copy on the baseball desk of the New York Telegram, the New York Press and the Syracuse Herald and Post-Standard.

William J. Thatcher has succeeded James H. Noonan, who covered police headquarters day-times for the American, and who has enlisted as yeoman in the Navy.

New accessions to the re-write staff of the American include Ralph Frye from the Record and John R. Taylor from the late Journal.

LINOTYPE INSTALLATIONS.

Among recent purchasers of Linotypes are:

Philadelphia Inquirer; Springfield (Ill.) State Journal; Los Angeles Herald; Los Angeles Times; Salt Lake City News; Stockton (Cal.) Record; Freewater (Ore.) Herald; Grenora (N. D.) Examiner; Wallace (Ida.) Press-Times; Decatur (Ill.) Review; Centralia (Wash.) Chronicle; Clement G. Viscount, Los Angeles; Adrian (Minn.) Democrat; Schnepf & Barnes, Springfield, Ill.; Sweetwater (Tenn.) News; LaSalle (Ill.) Tribune; Burlington (Vt.) Daily News; Tenaha (Tex.) Patri; Harlow Publishing Company, Oklahoma City; Napoleon (N. D.) Homestead;

New Ulm (Minn.) Journal and Volksblatt; Severinghaus Printing Company, Chicago; Daytona (Fla.) Gazette-News; Stirling Press, New York; Truman (Minn.) Tribune; Wilson Printing Company, St. Louis; Longview (Tex.) Times Clarion; Rosenberg (Tex.) Besedy; Oil and Gas Journal, Tulsa, Okla.; Middleboro (Ky.) Three States; Monumental Printing Company, Baltimore; Alpine Press, Boston; Ahoskie (N. C.) Herald.

IN OKLAHOMA CITY.

Carrol S. Moore, city editor of the Oklahoma City Times, has been named assistant managing editor of the Oklahoma City Daily Oklahoman and the Oklahoma City Times. Mr. Moore started with the Oklahoman as a cub reporter in 1910.

Frank Kirkpatrick, for four years city editor of the Pittsburgh Post and later with the San Francisco Chronicle, succeeds Mr. Moore as city editor of the Times.

T. F. Killian, formerly with the Philadelphia North American and the Boston Post, is now city editor of the Oklahoman, in place of H. F. C. Duberg who is connected with the Keeseen Advertising Agency of Oklahoma City.

Captain Sumner T. Biabee, who had been with the Oklahoman as reporter, sports editor, for fifteen years managing editor, and editorial writer, has retired to enter the oil business.

W. W. Will, who is from the editorial desk of the Atchison (Kan.) Globe, succeeds Captain Biabee in his editorial work.

WOMEN SELL PAPERS FOR SOLDIERS' FUND.

Women and girls, wrapped in furs, stood ankle-deep in the snow the other day calling "Yuxtra, Yuxtra," and selling the Memphis (Tenn.) News Scimitar for the benefit of Tennessee soldiers.

All receipts from street sales of the issue were donated to the woman's committee, National Council of Defense, to be used to provide comforts for the soldiers.

The first papers run off the press were sold at auction to the highest bidders by a number of prominent men.

While the women were working the newboys were entertained by the News Scimitar with a luncheon and a matinee party at Loew's Lyceum. They were paid their regular average for the day.

DAILY "COMES BACK."

The White Plains (N. Y.) Daily Reporter has resumed publication after more than two years.

W. Lee Tuller, formerly manager of the Reporter Press, and Walter V. Hogan, formerly city editor of the Daily Record, are the new proprietors, Mr. Tuller managing the business end and Mr. Hogan being editor.

POSSIBLE READJUSTMENTS IN BUSINESS.

BASED UPON ENGLAND'S EXPERIENCES
SINCE SHE ENTERED THE WAR—
ADVERTISING AS A SAVIOR.

By F. A. WILSON-LAWRENSON,

[At their annual meeting in New York, Mr. Wilson-Lawrenson read the following paper to nearly two hundred members of the Association of National Advertisers who were present. Leading men and women in the advertising field of the United States received it with hearty approval.

The members of the A.N.A. decided, although all papers read at their annual conventions are strictly confidential, to establish a precedent by allowing publication of the paper in full so that newspaper publishers, advertising agents and national advertisers who could not be present at the meeting might get the benefit of Mr. Wilson-Lawrenson's valuable advice.

Rather than condense the article, *THE FOURTH ESTATE* has printed it in full—in two parts. The first part was printed last week and the article is herewith concluded.

Last week Mr. Wilson-Lawrenson told how in Great Britain readjustments of business made necessary on account of the war seem to have taken the following order:

- | | |
|-------------------|-------------------------------|
| A—Labor. | F—Selling and advertising. |
| B—Raw products. | F—Controlled business. |
| C—Transportation. | G—Labor in controlled plants. |
| D—Financing. | |

For the purpose of following what seems to be the chronological order of happenings, in this article and for purposes of discussion, he covered each in the above order.

Last week Mr. Wilson-Lawrenson covered readjustments A, B, C, D and E.—Editor.]

F—Controlled Business: In England today there are more than 5,000 so-called "controlled" plants. The use in this connection of the word "controlled" is misleading. The operation of these plants is not controlled or supervised. In fact, so far as the management is concerned, the owners are quite as free as before the war.

Only profit and labor are controlled. All profit of such companies in excess of twenty per cent beyond the net earnings of the two financial years next before the war are to be paid to the Government exchequer. If, however, these average net earnings, which are termed standard earnings, are not fair in the judgment of the minister of munitions, a different rate of earnings may be established by him. In arriving at this new standard of earnings the minister may consider any personal circumstances, such as increase of output, new machinery, or plants, alteration of plant, etc.

Where the owner has more capital, or has used more capital, or produced a greater volume of output than formerly, the minister is to allow him either eight per cent per annum on the amount the minister decides is the amount on the additional average capital, or such a share of the excess profit as the minister decides to be the amount the owner would have earned by a similar increase of output during the pre-war period.

The owner has the right to have whichever amount is the greater, the eight per cent or the additional fixed sum. In figuring the additional capital on which the eight per cent is calculated, there is included borrowed money (other than Government loans) and also undivided ascertained profits which are reinvested in the business. The additional profit may in the discretion of the minister be in lieu of or in addition to the permitted

twenty per cent increase above the standard profit.

LABOR REGULATIONS.

G—Labor in controlled plants: In such plants there may be no strikes or stoppage of work. The following rules apply:

A—All employees shall attend regularly and work diligently during the ordinary working hours of the establishment, including a reasonable amount of overtime, but Sunday work is not required.

B—No employee shall insist, or attempt to insist, upon the observance, either by himself or by any other person, of rules or customs tending to restrict production or to limit the employment of any clerical persons.

C—No employee shall bring intoxicating liquor into the establishment, or be drunk in the establishment, or be guilty of a disturbance, or be disobedient to lawful orders, or tear down or deface any regulations, notices, etc.

D—These rules should not interfere with the establishment's private rules, but these rules are the only rules of the establishment in respect of which proceedings may be taken before a munitions tribunal.

A violation of the rules is an offense under the Munitions of War Act and is punishable by fine.

Those engaged upon certain classes of munition work are forbidden to induce workmen to enter their employ by offer of increased wages, or to bring workmen from a distance of more than ten miles.

Such manufacturers are directed to apply for all men needed to the Board of Trade, Labor Exchange, and to meet such requirements as these above stated there has been created a volunteers' industrial reserve in which are enrolled men and women who agree to go wherever they may be required by the Government and to

engage in whatever work is given them.

A large number of men and women have enrolled in this reserve and are acting under the instructions of the ministry of munitions. Such persons receive in addition to their wages a subsistence allowance from the Government when they are compelled to live away from their families.

This is for the purpose of making it possible for workmen to send their entire wages to their families. Where a workman is sent from one district into another, he receives the wage of the old or new district, according to which is higher.

In all industries priority must be given to work under contracts for the Admiralty, the War Office, the Minister of Munitions and the Board of Trade.

Second priority is due to repair of industrial machinery, maintenance of supplies for war purposes, export orders.

Today there is practically no buying and selling of iron or steel, brass, zinc, copper, lead, coal and coke, or metallurgical supplies, without special permits. Practically all private rights have been abrogated.

The Government of Great Britain decides today what may be exported and what may be imported, how much beer shall be brewed, how much flour the miller shall extract from the wheat, what sweets shall be manufactured, how much sugar may be used for icing on cakes, how much the individuals shall pay for potatoes.

The Government decrees that it is an extravagance and a menace to the safety of the empire for a customer to buy or a storekeeper to sell, an ounce of chocolate that costs more than six cents, or any other sweetmeat that costs more than four cents an ounce.

The candy manufacturers have been prohibited during 1917 from using for confectionery more than fifty per cent of the amount of sugar used by them during 1915.

GOVERNMENT PERMITS.

There is not a commodity, not an industry that has not come under the control of an omniscient Government.

The private owner floats a new ship. The Government has said that the ship yard might sell it to him.

The manufacturer carries on his ordinary business. The Government has decided that it is an essential industry to the country.

A man buys a new woolen garment. The Government has given permission for the wool to be sold for private consumption.

He buys a notebook. The Government has granted a license for the importation of the paper.

He buys a pocket cigar lighter. The Government has collected a tax of twelve cents on it.

Many things he cannot buy at all. The Government has so decreed.

Today there are 5,000 controlled establishments in the United Kingdom. The owner of an uncontrolled establishment is not much freer, but he is permitted to retain forty per cent of his excess war profits, whereas the owner of a controlled establishment must hand over all but twenty per cent to the Government.

It is not a far cry measured in years, in months and days, to the time when the old British individualism, which had its roots in the age-long struggle for personal liberty that flowered into constitutional and representative government, but in that brief period a revolution has been wrought in conservative old England—the countenance of Great Britain has changed.

A few specific incidents regarding

various industries may be of interest and value.

Automobile manufacturers have suffered very little for the reason that although they are not allowed to manufacture pleasure cars they have devoted their equipment very largely to the making of trucks, engines for aeroplanes and to other essential work. Some of the establishments have already extended their plants. Many of the manufacturers of automobiles believe that the standardization of work which they have achieved under the Government's control and the progress they have made in reducing cost of production, will give them an advantageous position in the making of pleasure cars when the war has closed.

Thomas Lipton, Ltd., has extensive factories in London for the manufacture of jams, jellies, etc. Perhaps because of the very nature of the articles this concern makes, it was able in the summer to report that it had a handsome profit as a result of its operation in the preceding year. As a matter of fact the profits of the preceding year seemed to have been practically doubled. The chairman of the company, in reporting the year's results, laid emphasis upon the rapidity of turnover which followed from a narrow margin of profit and upon maintenance of quality of goods.

A firm which manufactured tobacco made a report in the summer referring to the very difficult circumstances under which it had operated. Nevertheless, it indicated that it had done a larger amount of business than ever before in its history. In order to achieve this result it had to use its employees for long periods of continuous overtime, reduce holidays to a minimum and occasionally work both night and day. It also increased the amount of its advertising and credited part of its success to the increased popularity of its brands which it obtained in this way.

A firm of men's outfitters developed its ladies' department, although it had difficulties in many ways, and operated under increased expenses. It was able to show an increase in profit over the earlier year. In this instance, at least, increase of business and of profit was apparently due largely to the higher values at which goods sold. This company reported that the spending power of the class from whom it derived a large part of its business had risen very considerably.

Gordon Hotels, Ltd., had conducted a number of hotels. Reporting in July of this year, this company reported that four of its hotels in London had been commandeered by the Government, that its hotels at Monte Carlo and Cannes were closed and that in some of its other establishments there were various restrictions. Notwithstanding these circumstances the company reported a profit of \$35,000. In the previous year it had had a deficit of \$150,000.

Raphael Tuck & Sons, Ltd., manufacturing stationers, reported in September that although they had a deficit of \$50,000 last year they had a profit of \$55,000 in the year just closed. Apparently they have been able to make Christmas, New Year's cards, etc., of a character so appropriate under existing conditions as to attract large sales.

BUSINESSSES STRENGTHENED.

In some instances war conditions have apparently given enterprises an opportunity to strengthen themselves. For example, Harrod's Stores have had difficulty in obtaining new capital on account of the existence of so-called founders' shares, which were

limited in amount and which obtained a disproportionate amount of profit. In September of this year a plan for elimination of these shares was accepted and the position of the company correspondingly strengthened.

Milk dealers in London have apparently experienced great difficulties because of uncertainty of supplies, increasing costs, etc. They have now gone into a combination, Union Dairies, Ltd., which has been operating with a capital of \$3,000,000, is to increase its capital to \$20,000,000, using the new stock to give in exchange for the businesses of a large number of independent dealers. This project apparently has the assent of the Minister of Food and also the Treasury.

You will recall that the Treasury controls the issue of new capital. In connection with the combination, arguments are being presented such as elimination of the cost incurred when a number of companies have to run their respective wagons over the same route in order to serve their respective customers.

Cement manufacturers have had difficulties because of curtailment in building operations. It happened that a number of years ago a combination of cement manufacturers was formed with elements which at the time were criticised as impairing the chances of success. In October of this year it appeared that the net proceeds of the year which closed with June were \$300,000, whereas they had been \$1,300,000 in the year which closed with June, 1914. Of course the cement manufacturers have obtained some orders for war work. It appears they also see great opportunities for business when the war has closed, and when rebuilding operations are necessary on a rather large scale on the continent of Europe.

In some instances industries which might be expected to be affected by war conditions have special importance.

For example, the manufacture of woollen dress goods for export has been especially encouraged by the Government in order that shipments of such goods abroad might help to pay for the purchases which had to be made abroad of foodstuffs, munitions, raw materials of various kinds, etc. This is merely an instance of special importance which may attach to an industry when it can, in ways which might be unexpected, prima facie, help general interests.

LESSONS FOR AMERICA.

From the foregoing notes on the situation in Great Britain what are we to learn that will help us?

What conclusions must we come to?

And particularly what lessons has the present situation for those who are responsible for the sales and advertising of so many national enterprises?

I will endeavor to summarize them. Realize that the slogan which was adopted here as in Great Britain and Canada, "Business as Usual," is as foolish as the ostrich putting its head in the sand.

The slogan "Business as Usual" during the war was the standard which the people of England set up for themselves in the beginning. Placards on every wall attested their faith in the country's ability to live up to their standard.

Yet today the "controlled" people of England would be the last to subscribe to such a doctrine. May I quote for a moment from a statement made by Viscount Northcliffe, that dynamo of British journalism and business?

"We in England do not pretend to

BRITAIN'S RESTRICTED INDUSTRIES.

In last week's installment of Mr. Wilson-Lawrenson's article he pointed out:

"From the early days of the war, right through to the present time, Great Britain has had to continually make readjustments in the labor situation. At the present time sixty-eight industries, with wide ramifications, may not employ men between eighteen and sixty-one years of age."

The list of these restricted occupations follows:

I.—METALS, MACHINERY, IMPLEMENTS AND CONVEYANCES.

Carriage building for private purposes, (exclusive of repairs).

Enamelled iron advertisement manufacture.

Furnishing ironmongery, including bedsteads and parts thereof, manufacture of.

Gas and electric light fittings, manufacture of.

Metal articles for garden use (other than garden tools necessary for food production), manufacture of.

Safes and steel office furniture, manufacture of.

Sheet metal japanning, lacquering and decorating.

Steam or hot water heating apparatus for domestic or horticultural use, manufacture of.

Machinery for trades scheduled in this list, manufacture of.

II.—WOODWORKING.

French polishing.

Furniture and cabinet making and upholstery.

Garden seats, summer houses and horticultural buildings, manufacture and erection of.

Picture and show card frames, manufacture of.

Show cases, manufacture of.

Shop fronts and fittings, manufacture and erection of.

Venetian blinds, manufacture of.

Wood carving.

Wood moulding, manufacture of.

III.—STONE AND SLATE.

Enamelled slate manufacture.

Stone, marble, granite and slate quarrying.

Stone, marble, granite and slate cutting and polishing.

IV.—POTTERY, BRICKS AND GLASS.

Bottles for beer, wine, spirits and aerated waters, manufacture of.

Bricks (other than firebricks) and tiles, manufacture of.

Glass bevelling, embossing and silvering.

Glass staining and stained glass fitting.

China and earthenware, manufacture of.

Table and decorative glass, manufacture of.

V.—HOUSE BUILDING AND REPAIRING.

Building (including horticultural houses).

House painting and decorating.

VI.—PAPER, PRINTING, ETC.

Bookbinding.

Letterpress and lithographic printing.

Paper making.

Wallpaper, manufacture of.

be so quickly adaptable a people as you Americans. You are now beginning to face the problems that we faced two and a half years ago—the alteration of your business into war business, and at first sight to the owners of many great establishments the prospect seems a difficult and trying one.

"Many men seem to think that the change will inevitably produce ruin, but that is not the case.

"There are no businesses other than war businesses in Great Britain and France—every business is a war business. But those businesses are none the less not failures. As a matter of fact the brave people of France, by importing every kind of foreign labor, are maintaining their industries in a very wonderful way.

"War in itself is a horrible and disagreeable necessity. It is incumbent upon every man that knows of any business that can be adapted to war to turn the thoughts of the owners of that business to the quick winning of the war.

Almost every business in this country can be used eventually to assist war.

VII.—TEXTILE AND ALLIED TRADES.

Carpets, floor rugs, furniture hangings and upholstery materials, manufacture of.

Linoleum, oilcloth and table baize, manufacture of.

VIII.—CLOTHING, ETC.

Dress, mantle and blouse making (bespoke, i. e., custom-made).

Furs, preparing and making up.

Millinery.

Patent leather and fancy boot, shoes and slipper making.

Tailoring (bespoke, i. e., custom-made).

Umbrellas and parasols, and parts thereof, manufacture of.

IX.—FOOD, DRINK, TOBACCO.

Aerated waters, manufacture of.

Beer, wine and spirits, bottling of.

Brewing and malting.

Biscuits, baking of.

Cakes and confectionery, baking of.

Sugar and chocolate confectionery, manufacture of.

Cigars, manufacture of.

X.—MISCELLANEOUS MANUFACTURES.

Brushes, manufacture of.

Church organ building.

Clock making.

Electroplating.

Fancy leather articles, manufacture of.

Games and sports apparatus manufacture.

Goldsmiths' and silversmiths' ware and jewelry, manufacture of.

Musical instruments, making of.

Photographic apparatus and materials, manufacture of.

Sporting guns and ammunition therefor, manufacture of.

Trunk and portmanteau making.

XI.—COMMERCIAL OCCUPATIONS.

All foregoing trades, distribution and sale of products of.

XII.—MISCELLANEOUS OCCUPATIONS.

Flowers and ornamental shrubs and plants, production and sale of.

Domestic servants, Indian, (including waiters and servants in clubs, hotels, lodging-houses, restaurants and cafes).

Domestic servants, outdoor.

Employes at theatres, music halls, cinemas, and other places of amusement.

OTHER TRADES.

Advertising agents.

Commercial travelers and canvassers.

Commission agents, hawkers and peddlers.

Shop assistants.

Clerks, except those with technical knowledge of a high order, or acting in a managerial or administrative capacity.

"This list," says Mr. Wilson-Lawrenson, "will probably be extended in the near future. It is indicative of the extent to which England has gone after three years of war in her efforts to take men from the less essential industries and concentrate national effort on industries engaged in war work and other work of national importance.

"While the restricted list of occupations may not be so extensive in America, as regards type or age, why not realize that we may be prevented from employing men between the ages of twenty-one and thirty-five?"

"In our country those engaged in making furniture and pianos are much more busy than they ever were before making the wooden parts of aeroplanes.

"Those who were making pleasure automobiles are making motor trucks for the war, making war engines for the war, making other vehicles for the war.

"There is no falling off in those businesses. On the other hand the number of people they employ is far greater than before the war, and they have been added to very largely by the fact that our women, without any distinction of class, have gone into those factories and enormously increased the peace time output at this time.

"This war is the greatest business of the world, the greatest business the world ever knew and it has made in our country demands that have brought every man of business to the side of the Government either in Great Britain or else one of the other places where brain activity is needed for the war."

Let us therefore accept the fact that business will not be as usual

during the war and set ourselves to meet conditions.

Labor: Our Government will deal with the unions on the matter of restrictions. But let us face the inevitable. Every industry represented here has given of its force to the flag of freedom, the stars and stripes.

WHY NOT CHANGE NOW?

While the restricted list of occupations may not be so extensive in America, as regards type or age, why not realize that we may be prevented from employing men between the ages of twenty-one and thirty-five?

Let us face the question of women in industry. They have made good in Great Britain. Are American women less versatile or capable than British women?

Read of the experiences of Gordon Selfridge in the employment of women and you will find that in a large number of departments women have proved so successful that it is doubtful if men will be employed again.

In our production departments women can be used with good results, and in our sales departments (which, of course, includes advertising) women must be used more and more.

We must realize that while the non-essentials may have to go, that there are plenty of essentials to keep every plant busy.

Non-essentials may have to go because those plants which are producing essentials will have first consideration from the Government in the allotment of labor, fuel and transportation, and in some cases certain raw products.

If you are producing something which is not really essential to the winning of the war, why wait for the Government to force your hand?

Why not realize the situation and at once prepare to manufacture a necessity?

Increased production is not only necessary in munitions, but in clothes, shoes, foods, and particularly food substitutes. These necessities will not only mean that you will keep idle plants busy but you will be rendering a patriotic service to your country and the whole civilized world.

DANGER IN CUTTING ADVERTISING.

May I now point out a danger, the ever-present danger which confronts those industries that have to change their product—namely, the tendency to reduce selling cost by decreasing an efficient sales force and cutting the advertising appropriation proportionately.

It must be remembered that while certain established industries will make little or no profit during the period of the war, that there are industries making materials for the various government, be it shoes or guns, which will make large profits during the war. The materials which are being sold to these governments are made in factories which cost large sums of money to erect.

Let us not be so foolish as to think for a moment that at the close of the war there will be no longer a demand for the products of war that these expensive plants will be scrapped.

That would be economic foolishness.

Rather will they be used to manufacture products that will enter the lists in competition with already established business, and, further, this competition will be backed up by money made during the war.

Is it wise to seriously reduce advertising appropriations when we realize that competition at the close of the war is likely to be more serious than ever before?

Can we not gain something from

(Continued on Twenty-fifth Page.)

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

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Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices. Single copies, **TEN CENTS** (except Special Editions, 25 cents).

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No. 1243.

FOR THE WEEK ENDING DECEMBER 22, 1917

IF WAR REVENUE BILL IS TO BE CHANGED—GET BUSY.

The fate of the attempt to wipe out the increase in the second class postage rate is bound up, to a certain extent, with the broad question of whether or not there shall be any tampering with the War Revenue Act as it now stands.

Congressmen seem to be lining up on the two sides of this question in a manner that threatens to submerge what they are pleased to regard as minor considerations in the main issue. Unfortunately, a good many of the lawmakers have not yet been brought to realize that this proposition to advance mailing rates on newspapers and periodicals is no ordinary case of an industry attempting to dodge an exceptionally heavy tax burden.

Unconvinced that the second class rate issue is a special proposition that ought to be considered separate and apart from all the other details of war taxation, a considerable proportion of the Representatives and not a few of the Senators go right along debating among themselves whether it is wise to permit any reopening at this time of the subject of emergency taxation.

On the one hand there are Congressmen who feel that the whole Revenue Act has been botched; that it is so complex, contradictory and unwieldy that it never can be satisfactorily administered; and that the only thing to do is to rip it wide open and perhaps reconstruct it from the bottom up. In short, these revisionists insist that amendments reaching to the very fundamentals of the law are necessary.

Among the Senators who take this view of the situation is Senator Smoot, who, as explained in last week's issue of THE FOURTH ESTATE, is leading the fight for the abolition of the zone system on second class mail as provided by the new act.

On the score of the broad proposition Senator Smoot says: "There is a feeling growing throughout the country that the law is so full of inconsistencies that a general revision should be made. I cannot find two persons in the United States who construe the law in the same way."

Lined up in opposition to this contingent, which is headed by Senators Smoot and Borah, is a formidable array of lawmakers who demand that

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; again measure (16 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$250; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Vacancies, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 35 lines in depth of column) double price.

there be no meddling with the measure at this time. Leading this faction is Senator Simmons, chairman of the Senate finance committee, which handles all matters relating to the raising of revenue and who was active in shaping the law as it now stands.

A good many of this latter clan have taken it for granted that there would have to be some minor changes or amendments to the Revenue Act. All that they insisted upon was that it should not be torn to pieces and rebuilt. Senator Simmons, for example, served notice in the Senate this week that there would be no "general revision," but added: "I understand the committee will call the attention of the Commissioner of Internal Revenue to some errors and omissions and possibly some inconsistencies that call for possible legislation."

What, despite this fair though conservative attitude on the part of the finance chairman, serves to alarm some of the newspaper publishers who are on guard at Washington, is the unquestioned growth among a portion of the membership of a sentiment against reopening this subject at all at this time.

The logic of these stand-patters is that if the question of war taxation is reopened there is no telling where the reconstruction or revision will end. Some optimists in the Treasury Department have told these Congressmen that the officials of the bureau of internal revenue will muddle through somehow if left to their own devices and the disposition of these disciples of let-bad-enough-alone is to mark time.

The Congressmen who take this attitude are at present in the minority, but the danger is that they will gain strength. And inasmuch as the new postage rate is due to go into effect on July 1 there is, obviously, no time to be lost if matters are to be set right before the act takes effect.

In passing, mention may be made of the fact that for another reason, in addition to this menace of a postage increase, publishers are justified in fighting any policy of procrastination in overhauling the Revenue Act.

Unless there is revision of this act in its various sections there will be no relief for newspaper publishers from the present denial of adequate valuation for good-will.

This is a big subject in itself, and is an issue that, though it seems to

have been generally overlooked by newspaper men, is almost as vital as the postage peril with which it is associated.

Intentionally or unintentionally, the Post Office Department is also "putting in its oar" to prevent the repeal of the second class rate increase. The proposition to sweepingly increase the salaries of all postal employees will operate to cut down or wipe out the Post Office Department surplus, which publishers have been relying upon to prove that the postal establishment is more than self-sustaining and that no increase in postage rates is necessary.

MAIL TUBES MUST NOT BE ABOLISHED.

THE FOURTH ESTATE is heartily in agreement with the New York Tribune in its argument that the mail tubes must not be abolished in New York and other cities, as Postmaster General Burleson again wants to do.

When Congress about a year ago put its veto on the scheme of Postmaster General Burleson to abolish the mail tube service in New York and in other cities which had enjoyed this advantage it was hoped the ill founded idea had perished. Now it seems the whole thing has to be gone through with again.

There is nothing new to be said, either in favor of the Postmaster General's recommendation or in opposition to it. He insists the mail tubes have outlived their usefulness, have proved an absolute failure and should be abandoned.

On the other hand, business men of the metropolis know that the use of the tubes expedites the collection and distribution of mail, not only so far as New York is concerned, but for the country at large and for other countries.

Without them mail for transcontinental trains would have to be dispatched earlier, or would reach its destination later.

Without them a greater time must elapse in the transmission of letters to other cities and to foreign destinations.

Without them the mail service would be slowed materially, important merchants would find their work disorganized to that extent and the entire financial and industrial fabric of the nation would be impaired.

In New York, where week by week traffic congestion has been increasing, the abolishment of the mail tubes would necessitate the use of a greater number of mail trucks, proved to be a menace to life and limb.

The traffic problem of the police, already tremendously vexing, would be added to.

The post office, undermanned and overworked, would perforce have to ask more of its carriers.

If only the delay of truck service compared with tube service were to be considered, it might be possible for business to adjust itself to the proposed conditions. But that could not be, for though this post office district shows a huge annual profit, the operations of government are so fearful and wonderful that appropriations for the extra trucks and extra men to keep the service up to what it has been could scarcely be expected.

The mail tubes are expensive, in that they cost considerable sums of money—that may be conceded. That they cost more than they are worth to the mail service of those cities which enjoy them and the nation at large is something which Mr. Burleson has not yet proved.

In the homely phrase of the street, they come high, but we have to have them.

To abolish them would be to save

money, but to injure the postal service to an extent to which the people who make this district show a big profit—the merchants, manufacturers, bankers and their customers—would never be reconciled.

Mr. Burleson has from the beginning seemed to have the idea that the chief concern of his department was to show a profit.

Never was there a more mistaken conception of official duty. If profit be consistent with good service, well and good. But the Post Office Department can less well afford to reduce its service below the point of thorough efficiency than an ordinary business concern, and even Mr. Burleson must know what that produces for the private enterprise.

The mail tubes must be retained, whether privately operated or taken over by the Government.

If the Postmaster General really wants to save money for the Government in the long run, he might try Government capture of the tubes.

To insist on abolishing them is to force an injury on the business of the nation which no official has a right to contemplate.

THE GOLDEN OPPORTUNITY FOR THE NEWSPAPERS.

A national canvass of authorities on advertising, conducted by THE FOURTH ESTATE, has failed to disclose any reason for alarming reports that have been in circulation about the prospects for newspaper advertising in 1918.

With few exceptions the advertising agents of the country say that the outlook is excellent indeed for the volume of business that will go to newspapers next year—based on what they have actually under contract.

Authorities also seem to agree on the fact that 1918 is going to be the big opportunity year for advertising—a chance for its real merits to be disclosed, showing what a nationally important power it is.

With all the good prospects, however, we cannot refuse to admit that we face unparalleled business conditions in 1918, which must be met and conquered.

If the war goes on much longer, it will mean business readjustments for this country, such as we have never known before. This is bound to cause the compulsory diminution of many kinds of ordinary advertising.

It will therefore be up to the newspapers to create new business that can go on in the face of war.

The year 1918 promises to provide the "golden opportunity" for the newspapers to show all doubters that they are the real national advertising media.

The laggard in this emergency is sounding his own death knell.

Even with the excellent foundation the agents have already built, there is no time to be lost in getting to work on the developing of new advertisers from business people who have never been advertisers before.

If any suggestions or war time arguments are needed, this and last week's issue of THE FOURTH ESTATE can supply them plenty.

There never was more valuable advice given to American business men—including advertisers and newspaper publishers—than that in the article by F. W. Wilson-Lawrence, which ran in THE FOURTH ESTATE last week and again this week.

Likewise read what the advertising agents have to say this week.

This is all at your service—make use of it.

ADVERTISING AND AD MEN GET TOGETHER.

The formation of the new advertising division of the Committee of Pub-

lic information is really the first official recognition the United States Government has even given the advertising profession.

Now that the door has been opened, may we not look forward to a speedy realization that the Government will see that advertising is a national factor, whose power it cannot longer afford to ignore.

A finer group of advertising men could not have been selected for the important work to be done than those who make up the executive board of the new Government division—William H. Johns, L. B. Jones, Herbert S. Houston, O. C. Harn and William C. D'Arcy.

Each man enjoys full faith of the advertising profession and is a patriot to the core. The division members can count on the fullest possible measure of co-operation from THE FOURTH ESTATE.

Under the arrangement, advertisers represented by the members of the division board, pledge the space they buy to the service of the Government.

It will now be most interesting to wait and see if the new advertising division will be able to convince the Government that it ought to buy the advertising space it uses, like Great Britain and Canada do, and as it acquires every other commodity.

PURELY PERSONAL.

Frank L. E. Gauss, who has been appointed advertising director of the Boston Advertiser and Sunday Advertiser and American, is well known in national advertising circles. In recent years he has been with P. F. Collier & Son, New York; general manager of the Leslie-Judge Company, New York; successively vice-president, sales manager and president of the Sterling Gum Company.



FRANK L. E. GAUSS.

New York; and in March of this year he became associated with the Ivan B. Nordhem Company of New York.

Oswald Garrison Villard, editor of the New York Evening Post, is the author of "Press Tendencies and Dangers," a timely article appearing in the January issue of the Atlantic Monthly.

Richard H. Lee, in charge of the clean advertising movement of the



D. RUSSELL BROWN.

PROPRIETOR OF THE PROVIDENCE (N. I.) DAILY NEWS, WHICH HAS JUST CELEBRATED ITS TWENTY-FIFTH BIRTHDAY.

New York Tribune, spoke to the New York Rotary Club at this week's lunch meeting at the Hotel McAlpin.

Frederick S. Gore, who for a number of years was prominent in the newspaper field in Wilmington, Del., after an absence of several years, was a visitor to that city a few days ago. He received a hearty welcome from a host of friends.

Samuel Mason, publisher of the Business Record of New York, is on his way to Japan, as the special representative of the Hebrew Sheltering and Immigrant Aid Society of America, to give relief to Jews who fled from Russia and are now stranded in the Orient. He expects to be gone about six months.

"Kin" Hubbard of the Indianapolis News has issued another volume of "Abe Martin Philosophy." The book is called "Abe Martin's Country Sayings."

Arthur Ford, Ottawa correspondent for the Toronto (Ont.) News, and president of the Parliamentary Press Gallery, is a candidate for alderman in the municipal elections in Ottawa. Before taking up residence in Ottawa, Mr. Ford was for many years a municipal reporter in Winnipeg, Man.

Ross Hammond, editor of the Freemont (Neb.) Tribune, has returned from a seven weeks' trip to Europe, where he was one of the few Americans permitted to observe the battle

front in France and Belgium.

Bernard Murphy, for fifty years editor of the Vinton (Ia.) Eagle, has been confined to his home because of heart trouble.

Miss Mary Fay, social editor of the Scranton (Pa.) Times, has taken her seat as a member of the Scranton school board to which she was elected last month.

Tom J. Brislin, sports editor of the Scranton (Pa.) Republican, has disposed of his one-third interest in the Providence basketball team of the Pennsylvania State League.

F. E. Mann, Chicago advertising representative for McClure's Magazine, New York, was robbed recently on the streets of Chicago.

John J. Dillon, editor and publisher of the Rural New Yorker and late New York State commissioner of farms and markets, is being boosted for governor.

WEDDING BELLS.

Miss Grace Wick of Hartwell, Sunday editor of the Cincinnati Commercial-Tribune, and Adlai S. Saunders, dramatic critic of the same publication, were married at Indianapolis on December 15.

Walter E. Harrington, formerly editor of the Franklin (Minn.) Tribune, has been married to Miss Anne Lucella Myer.

STAFF CHANGES.

Julien Proskauer, formerly a correspondent for the New York American, has been chosen to succeed Pearl W. Morgan as managing editor of the Kansas City (Kan.) Globe.

A. G. Dulmage, for many years business manager of the Phoenix (Ariz.) Gazette, has resigned to become the assistant general manager of McArthur Brothers, one of the largest automobile concerns in the state.

Harold Youell, recently of the Oregon City Enterprise, is now acting as day police reporter of the Portland (Ore.) Journal, succeeding Donald W. Nix, who has gone East to enter business other than newspaper work.

A. S. Johnson, who has worked on several British Columbia papers and at one time conducted a paper of his own, is taking the place of F. H. McNeil on the Portland (Ore.) Journal, on the financial and industrial run, and is in addition handling railroads.

G. Kane of the Iowa City Daily Iowan will hold down the position of city editor on the Press of that city while J. E. Reizenstein is on his vacation in the East.

George M. Hunter, head of the Detroit bureau of the Associated Press, has become city editor of the Adrian (Mich.) Telegram, in charge of local news. M. W. Redfield, managing editor, will give his attention chiefly to telegraph news.

John H. Worst, editor of the New Rockford (N. D.) State Center, has retired from newspaper work and will go West for the winter. R. S. Phillips is general manager and Garold M. George managing editor of the State Center.

Mrs. G. J. Boughner, who has served on both Twin City newspapers and in Chicago, has succeeded James Gahelle as feature writer on the St. Paul (Minn.) Sunday Pioneer Press.

Mrs. Farley Dare, whose husband before his death was editor of the Walker (Minn.) Pilot, has assumed editorial charge of the paper.

Mark Larkin has been appointed publicity director of the Balboa Feature Films, Long Beach, Cal.

Eugene Moore, local reporter on the Wheeling (W. Va.) Daily News, has been shifted to the city hall, taking the place of French D. Walton, who has resigned to become secretary of the Wheeling Commercial Association.

Jay M. Schreck of the Chicago office of the Associated Press has become night pony editor in the Columbus (Ohio) office.

George Gearhart of Lancaster, Ohio, has joined the Columbus (Ohio) State Journal.

A. E. Clark, city hall news writer for the Columbus (Ohio) Dispatch, has been appointed editor of the City Bulletin of Columbus to succeed C. E. Dittmer, who has entered Government service.

Mathew Mullany has been appointed sports writer and editor of the North Adams (Mass.) Herald. The Herald has lost two sports writers through the war, but expects to hold Mr. Mullany as he is beyond the draft age.

C. F. Sperry, formerly circulation manager of the Washington Post, is now advertising and business manager of the Washington Real Estate News.

Paul F. Hunter, formerly city editor of the Sheboygan (Wis.) Press, is now with the Madison State Journal.

AD FOLKS' NEWS.

Samuel P. Johnston has been re-elected president of the San Francisco Advertising Club. There was no contest for the presidency, Johnston being nominated and elected by acclamation. Other officers elected were: Frederick S. Nelson, vice-president; A. L. Crane, secretary; George N. Brewer, treasurer. The new directors chosen were: James A. Callaghan, Harrison Atwood, Charles W. Duncan, Miss Mary B. Ennis, Albert M. Meyerfield, R. C. Ayers, Louis Colton, W. H. B. Fowler, Ramsay Oppenheim, Max Schmidt and R. J. Bidwell.

The first duty of the new directorate will be to prepare for the convention of the Associated Advertising Clubs of the World to be held in San Francisco in July, 1918. The initiation fee of the club has been raised from \$3 to \$5.

M. F. Harris, who has been assistant advertising director of Armour & Co., Chicago, for several years, has tendered his resignation.

At a special meeting of the New York Advertising Club on December 12, the annual resident dues were increased from \$30 to \$50. This includes the Government membership tax of ten per cent. George B. Sharpe, the president, reported that from May, 1916, to May, 1917, the club operated at a loss. Since May, the income has exceeded the expenditures, owing to the two thousand dollars or more in initiation fees and dues brought in by the membership campaign.

The New Year's Party of the ad club will not take place. The committee in charge felt that such an occasion would be inappropriate, just now.

The night meeting which was to have taken place on December 19 has been postponed to January 16. The subject to be discussed is "Advertising when it is hard to get the goods to fill the orders."

Isaac F. Macosson, who is the author of a series of articles running in the Saturday Evening Post on the business of the war, spoke at the noon luncheon on Friday, December 21.

Roy B. Woolley of the American ambulance field service recounted his personal experiences in France in a well received talk before the Young Ad Men's Club of New York on December 14.

The talk was the first non-advertising one heard by the club.

Plans have been completed for the incorporation of the Better Business Bureau of Detroit. The new organization will take over and carry forward the work formerly done by the vigilance committee of the Detroit Ad Craft Club. The bureau will be financed by the newspapers.

DETROIT SATURDAY NIGHT

Holds a commanding position in the progressive and prosperous homes of Detroit and Michigan.

One reason why it gained 35% in circulation and advertising during 1916.

Represented by
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

advertising agencies and retail merchants of Detroit.

J. R. Ozanne, for the past ten years with Hart, Schaffner & Marx, Chicago, in various departments and for the past three years in charge of advertising and sales promotion work, has left that company and is now supervising the advertising and dealer promotion work for Carson, Pirie, Scott & Co., Chicago.

H. A. Harris has resigned as advertising manager of the Pathe Freres Phonograph Company, Brooklyn, N. Y.

At the meeting of the League of Advertising Women of New York on December 18 the first half of the program covered the distribution of the product, dealer work and the selection of the media. Miss Edith V. Righter was chairman of this part of the program.

J. K. Frazer, vice-president of the Blackman-Ross Company, related the specific story of an advertising campaign for Gargoyle Mobiloids covering these points.

The second half, of which Miss Mabel Graswinckle was chairman, referred to merchandising and its relations to advertising.

Roy Soule, editor of Iron Age, spoke on merchandising in the larger sense and its various angles and interpretations. He said that sunshine was one of the essentials in advertising as well as in other phases of life and dwelt on the close relationship between advertising and salesmanship.

Mrs. Anne E. Tomlinson of the European department of the Dry Goods Economist, described merchandising as a living thing.

J. M. Bateman, formerly sales manager of the Western Electric Company, has been made sales and advertising manager of the Arctic Ice Cream Company and the Grand Ledge Milk Company, Detroit.

A. R. Johnson, formerly assistant advertising manager of the Cadillac Motor Car Company, Detroit, has been made assistant advertising manager of the Hyatt Roller Bearing Company, Detroit.

Arthur H. Cummings, formerly in the advertising department of the B. F. Goodrich Company, Akron, Ohio, has been made advertising manager of the Timken Roller Bearing Company, Canton, Ohio.

L. C. Hunt, formerly with Hughes Electric Heating Company, Chicago, has become sales manager of the Wander Company, Chicago, manufacturing chemists.

William H. Mann, formerly advertising and assistant sales manager of Marshall Field & Company, has been made general manager of Marshall Field & Company, wholesale branch, of Chicago.

Victor Schwebel, formerly with the advertising department of the American and Globe of New York, has joined the soliciting staff of the Brooklyn (N. Y.) Citizen.

Members of the Minneapolis Advertising Forum were the guests of the Nevens Company at a dinner and Christmas entertainment at the company's new plant on December 18.

While retaining its identity as an organization, the Seattle Ad Club, famous for efficiency and unusual achievement, recently consolidated with the bureau of publicity and advertising of the Seattle Chamber of Commerce and Commercial Club. James A. Wood, president of both

organizations, was elected chairman of the bureau, and Phil Norton as secretary. Edward A. Batwell is chairman of the executive committee.

The consolidated bureau, in which the indomitable workers of the Seattle Ad Club are now centering their efforts, is preparing a program for achievement in 1918 which, ordinarily, would require five years' steady effort. This includes work for an immediate increase of home industries and the city's factory payroll, constructive work for the development of Alaska, Siberia and the Orient, Seattle being the gateway to each of these world treasure-fields.

George S. Fowler, who managed the Red Cross Christmas membership drive, will continue in Washington for several months more, managing the next Red Cross campaign for war funds. Mr. Fowler is advertising manager of Colgate & Co., Jersey City.

F. A. Wilson-Lawrenson, formerly general sales manager of the Welch Grape Juice Company, Westfield, N. Y., will on January 1 become associated with the Union Carbide & Carbon Corporation, New York.

A "Hooverized" dinner was held by the Goats, an organization of Philadelphia advertising men, Tuesday night, with twenty members present. Irvin Parrhall, "the venerable beard," presided and the principal speaker was Charles C. Green of New York. The organization voted to give \$100 to the Red Cross.

E. Marshall Taylor, city passenger agent of the Chicago, Milwaukee & St. Paul Railway and secretary of the Butte (Mont.) Ad Club, has assumed the duties of advertising manager and publicity agent for the Ansonia Amusement Company of Butte.

G. A. O'Reilly, foreign trade representative of the Irving National Bank of New York, in a recent address on post-war commerce, before the Cleveland Advertising Club, pledged for nationalization of American trade, methods, processes, and, "to the greatest consistent extent, our contact with both foreign customers and competitors."

At the meeting of the Cleveland club on December 19, Rev. Joseph A. Mulry, president of Fordham University, New York, talked on "National ideals."

E. Elmo Martin spoke on "Compensation" at the Friday noon meeting of the advertising club.

O. C. Harn, advertising manager of the National Lead Company, New York has moved his household from New Jersey to Forest Hills, N. Y.

NEWS OF THE AD AGENCIES.

The Bottsford Advertising Company, Portland, Ore., and Barrows & Richardson, Philadelphia, have been recognized by the American Newspaper Publishers Association.

Robert M. S. Walker, formerly associated with the National Cloak & Suit Company and the Standard Mail Order Company, has been appointed manager of the mail order department of the M. F. Gould Company, New York.

Mr. Walker succeeds Theodore Kirby who has joined the MacMartin Advertising Agency of Minneapolis.

The Fletcher Company, Widener Building, Philadelphia, is displaying in the lobby of its general offices a

large service flag bearing eight stars, the concern having given up that number of men to help keep the world safe for democracy.

Edward Cave, formerly president and editor of Recreation Magazine, recently absorbed by Outer's Book, Chicago, has joined the staff of Collier Armstrong, Inc., New York.

Miss Mabel Elizabeth Girling, formerly with Van Hoesen & Collins, Inc., Chicago, is now in the copy department of the William D. McJunkin Advertising Agency, Chicago.

The Sampliner Advertising Agency was incorporated in New York on December 19 by J. and B. Sampliner and H. Oestreicher, 606 St. Nicholas avenue. The capital stock is \$5,000.

Arch C. Heller, for four years manager of the advertising department of the Charles Williams Stores, has joined the Philadelphia staff of N. W. Ayer & Son.

B. C. Carroll, formerly with Everywoman's World, Toronto, has become associated with the Hamilton Advertiser's Agency, Hamilton, Ont.

Ernest L. Johnson recently with the Manternach Company, Hartford, Ct., is now on the staff of the Spafford Advertising Agency, Boston.

Charles N. Ascheim, formerly with the Nichols-Finn Advertising Company and the J. Walter Thomson Company, Chicago, has been made manager of the agricultural department of the Burnet-Kuhn Advertising Company, Chicago.

O. H. Blackman, head of the Blackman-Ross Company, New York, is a snow shoeing enthusiast. He indulges in the country around his home in Montclair, N. J.

Max Jones has left the financial advertising department of the New York Times to join the staff of the Guenther Agency, New York.

KATZ STAFF ENLARGED.

W. O. Millinger, recently appointed to the Chicago office of the E. Katz Special Agency, was fourteen years



W. O. MILLINGER.

in the Pittsburg advertising field before he became associated with the Scripps newspapers.

He remained with the Scripps or-

ganization for eleven years and as its national advertising manager gained a wide knowledge of newspaper conditions throughout the country.

For the past two years he has been connected with Erwin & Wasey, Chicago.

NEWS PRINT PRODUCTION SHOWS LOSS.

Developments in the news print paper situation now await the opening of the Federal Trade Commission's cost conferences which will open in Washington on January 7.

In the meantime it is interesting to note that reports to the Federal Trade Commission on the news print market for five weeks ended December 2 show a loss of production due principally to strikes on the Pacific Coast and breakdowns at mills; a decline in mill stocks of about 4,000 tons, and show about 6,500 tons held at delivery points.

A small decline in jobbers' stocks is indicated and also a decline of about 9,500 tons in publishers' stocks is shown.

Exports for September and October doubled. Jobbers' reports show a slight softening of prices during November.

STRIKE AFFECTS PAPERS.

A general strike and a resulting tie-up of all facilities in Fort Smith, Ark., caused temporary trouble to newspapers of that city.

The strike was inaugurated in sympathy with the striking operators of the Southwestern Bell Telephone Company.

INTRODUCING AD FOLKS.

R. E. Hall, secretary of the Better Business Bureau of Spokane, has been in salesmanship and advertising work since 1902. He went to Spokane three years ago and helped introduce the Distillers Dried Grains as a dairy cattle food in this country, the entire output of this by-product having been formerly exported to Germany.

The Spokane Better Business Bureau is an outgrowth of the vigilance committee of the Spokane Ad



Club. The members of the advertising organization combined with the merchants of Spokane to form this bureau, which was organized a year and a half ago on the paid secretaryship plan.

The bureau is attempting to encourage fair competition by reducing false statements and exaggeration in advertisements.

A BETTER I.N.S. SERVICE FOR PENNSYLVANIA.

As a result of its increasing business in Pennsylvania, where it now serves sixty-two newspapers, the International News Service has made a very important rerouting of its New York-Chicago trunk wire to give a much better service to Pennsylvania points.

The wire has been routed so that Pittsburg is included between Buffalo and Cleveland, the trunk wire at Pittsburg connecting with the state wire and the I.N.S. day and night bureau.

Formerly the Pennsylvania points were served on a direct sending out of New York and the new arrangement makes it possible to handle a great deal more Pennsylvania state news on the circuit than formerly was the case. The Pittsburg Sun, Press and Leader, the three day clients of the I.N.S. in Pittsburg, will be served with the reports carried on both trunk and state wires.

In addition to the Pittsburg bureau the I.N.S. Pennsylvania bureaus are located at Philadelphia, Harrisburg and Pottsville, and shortly after the first of the year a new bureau will be established at Reading.

The Scranton (Pa.) Sunday Scrantonian has installed a forty-eight page press.

GAGNON NOW A DIRECTOR OF LE SOLEIL.

When the directors of Le Soleil, of Quebec, Can., decided, about four years ago, that things were not going as well with their paper as they thought they should be going, they appointed Henri Gagnon, who at that time was manager of La Tribune, in Sherbrooke, to look after the interests of their property—and that Mr. Gagnon has made good is amply proven by his recent appointment as a director of Le Soleil, the official organ of the Liberal party.

Mr. Gagnon has risen from manager of the classified advertising department of a Montreal newspaper to director and manager of Le Soleil in a period of about five years—a record which any man might well be proud of.

Henri Gagnon as manager of Le Soleil has personally dictated the policy of every department of the newspaper and job printing plant, and has been constantly on the job to see that his orders were correctly carried out.

He went to a property that was not exactly modern so far as equipment or business methods were concerned. While the foundation was in good condition, the superstructure was somewhat down at the heels.

Mr. Gagnon's first task was to find new mechanical equipment adequate to the needs of the paper he had in mind, without asking the directors to open their purse strings. Of the difficulties of this kind of a job, every newspaper man has a fair idea. After the expenditure of \$100,000 on mechanical equipment and other necessary expenses, Le Soleil today claims a circulation of nearly 40,000 and boasts that it does not owe a cent in the world—even the paper bills are paid weekly.

During the past three and a half years of war, when many newspapers have gone out of business and many others have had to report decreased earnings, Le Soleil has added circulation and advertising patronage so that its press purchased in 1914 (a Hoe high-speed Simplex of thirty-two-page capacity) has already outlived its efficiency, and a new Hoe forty-eight page press capable of turning out 48,000 papers per hour is now on order and delivery is expected daily.

UNION PRINTERS BASEBALL IN CLEVELAND.

The 1918 tournament of the Union Printers Baseball League will be held at Cleveland, at a date to be determined later.

Arrangements are under way to make it a week of patriotic demonstrations. Boston, Indianapolis, Cincinnati, St. Paul, New York, Washington, Philadelphia, Pittsburg, Chicago, Detroit and St. Louis will be represented.

WANT A SERVICE FLAG?

Press clubs, homes, offices, churches, factories, schools, etc., desiring service flags can have the choice of a big assortment through S. Blake Williden, wholesale distributor, 29 Madison street, Chicago. Mr. Williden announces he is supplying all sizes at reasonable prices and guarantees immediate delivery.

WOOLLEY WITH SUNSET.

C. H. Woolley has sold his holdings in the Oakland (Cal.) Daily Post and has bought a substantial interest in the Sunset Magazine of San Francisco, becoming business manager, vice-president and a director.

The policy of the Sunset Magazine has been changed and it is now being published as "a Western magazine for Western readers."

DEWEY HANDLING PUBLICITY FOR OPERA IN NEW YORK.

Rufus Homer Dewey, who boasts an acquaintance with the business and editorial departments of every newspaper and musical publication in the country, will handle the publicity



RUFUS HOMER DEWEY.

city of the Chicago Opera Association for its four weeks of opera in New York, beginning January 22.

For the two seasons prior to this Mr. Dewey was with the Boston Grand Opera Company, and the year before that with Pavlowa. He was for many years publicity director of the Century Opera Company and traveled with it through the largest cities of the country.

CHANGES IN BOSTON.

Hal W. Johnson, day city editor of the Boston Herald-Journal, has taken over the management of the Boston Herald News Bureau, conducted by the Herald-Journal, and will be associated with Harry Puffer of the Boston Traveler rewrite staff. Mr. Johnson succeeds Thomas O'Neil, who has resigned from both the bureau and from the Boston Traveler make-up desk to join the Boston office of the Associated Press.

P. C. O'Brien, for fourteen years on the editorial staff of the Boston Herald-Journal, has resigned to become news editor on the Boston Advertiser and is succeeded by Edward C. Cunningham, formerly of the Worcester (Mass.) Telegram, where he was a sports news writer.

Herbert Seaman, a member of the Herald-Journal rewrite staff, has gone to the copy desk of the New York Tribune.

Charles Inman, an old time Boston newspaper man, has joined the Herald-Journal rewrite staff. He was with the Providence Journal for several years and was a member of the old Traveler staff before that paper consolidated with the Herald.

Walter Murphy, for several years a member of the Herald-Journal sports department, has been appointed automobile editor of the paper, succeeding Herbert S. Laduke, who resigned to join the Washington office of the Associated Press.

C. E. Besanson has purchased the Blunt (Ia.) Advocate.

*Finest
Quality*

FELT PRESS and MOULDING BLANKETS

*DIRECT
from Factory
to Newspaper*

at

ONE PROFIT

*Write for prices to
Newspaper Dept.*

**Chas. W. HOUSE
& Sons**
UNIONVILLE, CONN.

BUSINESS OPPORTUNITIES.

BUSINESS OPPORTUNITIES.

FOR SALE.

FOR SALE.

GREEN PRINT PAPER FOR SALE

The undersigned, as receiver for the Monitor Publishing Company of Columbus, Ohio, has on hand about 130,000 pounds of green print paper, such as was used by the Monitor for its sport editions when publication was suspended. This paper is 36½ inches wide, basis 24x24x32, and can be sold under the appraisement for 4 cents a pound or less. If interested address E. Howard Gilkey, Box 274, Columbus, Ohio.

\$3,000

cash available for first payment on country weekly and job office. Far West locations preferred. Proposition Q. B.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

Newspaper For Sale in the Sunny South

Small daily in growing Southern resort, exclusive field, netting annually close to \$7,000. Extraordinary opportunity. Price \$20,000, half cash asked. Proposition No. 179x.

Small city daily and high class weekly in desirable Idaho locations. Nos. 7001x and 879x.

Special offer in small city daily in rich Colorado field. No. 898x.

H. F. HENRICH
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS
MAGAZINE NOTES

Oscar Graeve, formerly in charge of the advertising art and service work of the McGraw-Hill Publishing Company, New York, and George Miller, formerly with the California Fruit Growers Association, have joined the staff of Collier's Weekly.

W. S. Grimwood, formerly with the London Daily Mail, and more recently a member of the British-American ambulance corps with the French army at Verdun, has joined the soliciting staff of the Canada Weekly, Toronto.

John W. Cambridge, formerly with J. J. Gibbons, Ltd., is now connected with the sales staff of Canada Weekly.

H. R. Daniel, publisher of Fashion Art, Chicago, tells THE FOURTH ESTATE.

"There is no truth whatever in a report that I have started a magazine called Grit and I am at a loss to understand how this rumor originated.

"I am devoting my time and energies to the success of Fashion-Art, which is gaining ground steadily. Fashion-Art began, in a small way, three years ago and, during that time, it has achieved national circulation and prestige."

Miss Carolyn J. Townsend, art editor of Punch, London, will be editor of the American Art Student, New York, in the absence of Walter Whiteley Hubbard, former cartoonist of the Manchester (N. H.) Union

Sales Purchases Consolidations Appraisals of Newspaper and Magazine Properties

AUDREY HARWELL HENRY F. CANNON
Harwell & Cannon
Times Building NEW YORK

PUBLISHERS, ATTENTION—Sample copy addresses FURNISHED FREE in lots of 1,000 or less. Over 2,000,000 book and magazine buyers on our lists. State what you want. 500 copies of any small magazine MAILED FREE if sent to me prepaid. Advertising or mailing service given in exchange for odd lots of interesting books or booklets in good, clean condition. Address: Moore's Expert Service, New Egypt, N. J.

Small advertisements under classified headings such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line, net.

If your name is not on the subscription list of
THE FOURTH ESTATE
we would like to put it there

and Leader, who has been called for service at Fort Williams, Portland, Me.

E. M. Shinkle has taken up the work of George B. Spencer as general manager of Good Health, Battle Creek, Mich.

For the past three years Mr. Shinkle has been connected with Good Health. Previous to that time he was with the Longmont (Colo.) National Bank for three years.

Mr. Spencer expects to work with the Y.M.C.A. in France.

The North American Review will begin in January the publication of a subsidiary magazine to be known as the North American Review's War Weekly. The new magazine will not print advertising and will not be offered for sale on news stands. No separate subscriptions will be accepted, and the weekly will be sent only to the Review subscribers who wish to take the additional magazine. The new weekly is to be issued from Washington with twenty avowed purposes.

Allen Montague, formerly with the Chicago office of Omara & Ormsbee, special representatives, has become associated with the advertising staff of the Farmers Review, Chicago.

Stanley V. Gibson has been made Western advertising manager of Cosmopolitan to succeed J. H. Williams, who will assume special duties in the New York organization.

NEW TYPE CABINETS FOR SALE

Nine new 25-case all-steel type cabinets, 60 inches high, olive green enameled, unusually deep type compartments cannot break type or case; all wired. The best cabinet ever made by the Keystone Type Foundry. Specially made for the new plant of the Detroit News but which proved in excess of our requirements. Price when ordered \$82 each. If ordered now would cost 33½% more. Will sell f.o.b. Detroit for \$75 each.

THE DETROIT NEWS

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at 60,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE, Model 1, Serial No. 8011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22 or 24 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

FOR SALE—One late model Goss, two platen steam table with boiler, like new. Extension table, turtles and chases. Price reasonable. Minneapolis Press Herald, 297 Sixth St., So., Minneapolis, Minn.

TRADE AND CLASS PRESS.

Vaudeville is now being published under the direction of William Reed Dunroy. Harry Rose, formerly managing editor, has enlisted in the Army.

Floyd C. Freeman, for many years secretary of the Y.M.C.A. at home and abroad and for the past two years traveling secretary of the railroad department of the international committee, has been appointed business manager of Association Men, New York.

J. Daniel Bedell, formerly with the Countryside Magazine and the Independent, has joined the Eastern advertising staff of Photoplay Magazine, and will cover New York State and New England.

E. K. Hoak, Pacific Coast manager for Doubleday, Page & Co., Charles Scribner's Sons, and the Review of Reviews Company, has brought the Los Angeles Financial News in company with George C. Ellis, managing editor of the publication.

Mr. Hoak will continue to represent the Eastern publishers, while acting as business manager of the Financial News.

It is announced that around the first of the year a new monthly periodical will begin publication in Chicago called the Soft Drink Journal. Paul J. Mandabach will be business manager, Edward G. Hopkins, advertising manager and Charles F. Marcher editor.

Charles E. Combs, advertising manager of Current Opinion, has purchased an interest in Price's Carpet & Rug News, New York, and will assume the duties of secretary-treasurer.

DIVIDENDS

INTERNATIONAL PAPER COMPANY
New York, November 28, 1917.
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this Company, payable January 15, 1918, to preferred Stockholders of record at the close of business January 4, 1918.
OWEN SHEPHERD, Treasurer.

Small advertisements under classified headings such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line, net.

AMUSEMENTS.

Week Beginning December 24.

Acolian Hall—43d st., between 5th and 6th aves.—Dec. 29, Jacques Thibaud. Dec. 29, children's concert.
Astor—B'way & 45th—"Why Marry?"
Belasco—W. 44th—"Polly With a Past."
Booth—45th, west of B'way—"The Masquerader."
Bijou—W. 45th—"Odds and Ends."
Brookline—44th W. of B'way—"Lord and Lady Algy."
Bronx Opera House—149th E. of 2d av.—"Leave It to Jane."
Carnegie Hall—7th ave. and 87th st.—Symphony concerts for young people. Dec. 15; Dec. 30, Mischa Elman.
Century—63d and Central Park W.—"Miss 1917."
Geo. M. Cohan—B'way & 43d—"The King." Cohan & Harris—West 43d—"A Tailor Made Man."
Comedy—41st, between Broadway and 4th av.—Washington Square Players.
Carine—39th and B'way—"Oh, Boy."
Coro—45th and B'way—"Flo Flo."
Criterion—44th B'way—"Madame Sand." Ellinger—West of 43d—"Business Before Pleasure."
Empire—B'way & 40th—"The Three Bears." 39th St.—Near B'way—"Blind Youth." 44th St. Roof Theater—"Over the Top." 45th St. Near B'way—"Yes or No." Gaiety—B'way, near 40th—"The Country Cousin."
Globe—B'way & 40th—"Jack o' Lantern." Greenwich Village—4th st. and 7th av.—Three one-act plays.
Harris—West 43d—"The Naughty Wife." Hippodrome—6th av. & 44th—"Cheer Up." Hudson—W. 44th—"The Pipes of Pan." Knickerbocker—B'way and 38th—"The Regiment."
Lycium—West 45th—"Tiger nose." 43rd—43d West of B'way—"Les Miserables."
Liberty—W. 42d—"Going Up."
Manhattan Opera House—West 24th—bet. 8th & 9th avs.—"Chu Chin Chow." Marine Elliott—39th st. East of B'way—"Eyes of Youth." Metropolitan Opera House—B'way and 40th—Grand Opera.
Morisco—45th West of B'way—"Lom hardi, Ltd."
Palace—B'way, near 47th—Vaudeville. Park—Columbus Circle—"The Land of Joy." Playhouse—40th East of B'way—"Elevation." Plymouth—45th W. of B'way—"The Gypsy Trail." Riverside—B'way & 96th—Vaudeville. Standard—B'way and 90th—"Peter Hbbetson." Shubert—44th, W. of B'way—"Maytime." Winter Garden—B'way and 30th—"Dance Our Bit."

urer, as well as advertising and business manager, on January 1.

William G. Norris has been appointed Western representative of Motor Boating, with offices in the Kresge Building, Detroit.

Mrs. Florence M. Crim has been made assistant editor of the Hoosier Motorist, published at Indianapolis.

HELP WANTED.

An unusual opportunity on very prosperous daily in booming town of 12,000 in Southwest state wants

General or Business Manager

One with successful experience as an executive. Big money to right man. Send complete data at once, as old manager must turn over paper in January and enter army. Address L. N., care The Fourth Estate.

A RARE CHANCE

for a man to get in on the ground floor of a unique magazine in New York city as office manager. An investment of one or two thousand dollars necessary. Salary one hundred dollars a month to start. A little energy and interest will rapidly increase this. Investigation will prove that this is an exceptional opportunity. Address A.R.C., Box 955, care The Fourth Estate.

Wanted—Dependable man capable of writing good newspaper advertisements and successful solicitor. Must have constructive methods and be energetic worker. Live small newspaper dominating good field. Give full information in first letter. Address Mid-West Daily care The Fourth Estate, New York

SUBSCRIPTION MANAGER WANTED.

By trade paper in New York City. Live young man with initiative who can see opportunities to secure subscriptions and take advantage of them.

Salary to start \$25. Future salary dependent upon self. Address Subscription Manager, Box 942, care The Fourth Estate.

Small advertisements under classified headings such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessary, 35 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line, net.

EDITORIAL WRITER WANTED.

High grade publication has opening for a clear and forceful writer on daily news events and general affairs. He should be thoroughly conversant with public life and men, particularly of Pennsylvania, New Jersey and Delaware, and possessor of a literary style. Preference will be given to good practical newspaper man who has had Philadelphia experience. Applications will be held in strictest confidence. To secure interview, please send samples or specimens of your matter, and full details as to personality, experience, etc. Address Editor, P. O. Box 479, Philadelphia.

For Particular Printing come to the
ALLIANCE PRESS
110-114 West 234 Street, NEW YORK

SITUATIONS WANTED.

MANAGING EDITOR.

Yale graduate, for four years editor of a monthly magazine of international circulation, desires change. Magazine editorship or assistant editorship preferred. Will consider managing editorship of newspaper in city of 25,000 to 100,000 or department work. Wide experience as editorial writer, column conductor and dramatic critic. Salary not main object. Best references in America. Address P. T. G. 3058 Aubert ave., Chicago.

ADVERTISING WOMAN of proven ability, now advertising manager on Southwestern daily desires change to position offering opportunity for advancement; prefers location in city of 50,000 upwards in South or West; has demonstrated efficiency to develop and handle local and foreign advertising; solicitor and copy writer not afraid of work. Must have opportunity to make income \$1,800 to \$2,500 a year. Full particulars with references by addressing Miss M., care The Fourth Estate.

YOUNG LADY

experienced in advertising business wishes position with agency. Ten years' experience with one of New York's leading dailies. Understands copy makeup, entering orders, etc. Address Box 954, care The Fourth Estate.

Wanted—Position as news editor or managing editor with daily in city of from 15,000 to 30,000. Seven years' experience in news game on small city daily, three on desk. Aggressive and not afraid to dig in. Will start at \$30 a week, as salary is not only object. Out of draft. Can furnish best of references and leave on ten days' notice. Address G. N., care The Fourth Estate.

City or Managing Editor

City or Managing Editor—Experienced all phases of work, cities 25,000 to 75,000. Thoroughly reliable and capable. Open for immediate engagement on good paper. Would consider future investment. Draft exempt. Not less than \$40 to start. Address Box 956, care The Fourth Estate.

Owners desiring to sell newspaper properties may advertise them in these columns over an assumed name, and answers will be received in entire confidence and forwarded without charge.

Rate twenty-five cents per line agate.

SERVICE CORNER.

634.—"Will you furnish me with a list of newspaper syndicate concerns in this country, organizations which either buy articles and pictures outright or market them for the author on a cost and commission basis?"

635.—"What is the present address of Fred P. Appleget?"

636.—"Newspaper men are exceedingly scarce in Oregon and vicinity, it being almost impossible to select men. With the second draft coming on, the situation is anything but reassuring."

637.—"Do you supply binders for THE FOURTH ESTATE, in which we can insert the issues as they come to us? If so, at what cost?"

638.—"Can you tell me the whereabouts of J. H. Penny, formerly employed as a traveling representative by the Montgomery Advertiser and the Pittsfield News?"

Frank T. Sheppard has sold the Wallace (S. D.) Scout to his son.

SITUATIONS WANTED.

Circulation Manager

Resourceful, successful business getter, using original campaign methods; many years' experience; methodical; economic; wishes to connect with metropolitan newspaper. Best references. Address Box 841, care The Fourth Estate.

Small advertisements under classified headings such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessary, 35 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line, net.

If your name is not on the subscription list of THE FOURTH ESTATE we would like to put it there

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for

A. E. Codrington	Griffith Bonner
S. Chivers-Wilson	H. H. Patterson
Anna B. Corrhane	Publicity Bureau
Geo. W. Craig	Glenn C. Wilson
Thos. B. Donnelly	O. Wog
Arthur T. Egan	Chas. H. Forman
W. Burton Ellis	A. W. Seaborn
A. Fisher	J. H. Musgat
R. Heris Service	A. P. Robyn
Sam'l M. Evans	Richard Neville
George S. Teall	Clinton P. Woods
J. G. Disbar	W. E. Hornaday
Theodore Bixenz	C. S. Kendall
Ray E. Wilcox	A. E. Bickson
G. S. Myers	Chas. S. Quinn
Henry A. DeMasi	H. D. Lemley
D. C. Frame	C. F. Yeager
W. G. McConnell	James Bell
Albert Letts	Hugh Kapp
John Raridan	Myron W. Townsend

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is \$0.000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

TYPO

CREDIT BOOKS, REPORTS, COLLECTIONS
General Offices,
373 Fourth Avenue NEW YORK

PUBLISHERS:

I have a modern printing plant; would like to contract for printing a weekly or a monthly newspaper or magazine. First-class work guaranteed at reasonable prices. Address Plymouth, care The Fourth Estate.

SITUATIONS WANTED.

You may need to know

How you can get in touch with the right man for a position vacant, or how you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, East, South and West.

No charge to employers; registration free; moderate commissions from successful clients.

Fernald's Exchange

Third National Bank Building
SPRINGFIELD, MASS.

Circulation and Promotion Manager with creative and executive ability backed by experience and record of success, is open for a position after Jan. 1. Southwest section of country preferred. Address Box 951, care The Fourth Estate.

MANAGER

thoroughly experienced in news and business ends of small city daily. Have lately sold control of live daily. Open for business or editorial position. College education, married, not subject to draft. Hard worker, with punch and ideas. Will consider investing. Address Worker, care The Fourth Estate.

High Grade Man

with long experience as business and advertising manager, wishes to make change. Excellent record for building up and holding patronage; writes effective copy; pleasing manners and good mixer. Address Box 946, care The Fourth Estate.

Over One Thousand Jobs

of building and construction work were let to contractors last year through the medium of proposal advertisements in

THE IMPROVEMENT BULLETIN

MINNEAPOLIS, MINN.

One building alone cost over \$80,000. The contractors and architects who bought the millions of dollars worth of materials and machinery used in constructing these buildings, read The Improvement Bulletin. Such firms as H. W. Johns Manville Co., Atlas Portland Cement Co., and Universal Portland Cement Co. advertise in it. Why don't you? Sample copy free.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland.

74-76 Church Street, TORONTO, CAN.

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU

184 W. Washington Street, CHICAGO

HEMSTREET PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

THE U. S. PULP AND PAPER USAGE.

FIGURES JUST COMPILED SHOW 1916 WAS RECORD YEAR.

It is only now that compilation of figures of wood pulp and paper consumption in the United States, in 1916, has been completed, and THE FOURTH ESTATE gives the only known presentation of them in the following form.

They show that in 1916 the reported consumption of pulpwood in the United States was larger than for any previous year for which similar statistics were collected.

The total quantity used by the 230 establishments reporting was 5,228,558 cords, an increase of 757,795 cords, or seventeen per cent, over the 4,470,763 cords consumed by the 223 mills reporting in 1914, the last year for which statistics of this kind were compiled.

Of the total consumption, 4,444,565 cords were of domestic production and 783,993 cords were imported.

In addition to the mills which furnished reports, there were five from which schedules could not be obtained. Their output is estimated at 43,518 cords, but this is not included in the following table:

PULPWOOD CONSUMPTION 1916.

Kind of Wood. Cords.

Spruce:	
Domestic	2,389,993
Imported	701,667
Hemlock	760,226
Aspen:	
Domestic	329,370
Imported	82,326
Balsam fir	801,032
Yellow pine	90,310
Jack pine	80,068
White fir	49,425
Yellow poplar	37,947
Gum	37,391
Tamarack	33,271
Cottonwood	22,211
Basswood	11,481
All other species	90,909
Slab and other mill waste	290,844
Total	5,228,558

RATIO BY STATES.

Maine	18 1/2 %	Virginia	3 1/2 %
New York	18 %	West Va.	3 1/2 %
Wisconsin	12 %	Wash.	2 3/4 %
New Hampshire	9 %	Vermont	2 3/4 %
Penn.	8 %	N. Carolina	2 3/4 %
Minnesota	4 1/2 %	Mass.	1 %
Michigan	4 1/2 %	All other states	4 1/2 %
Oregon	3 3/4 %		

The total importations for pulp wood for 1916 were 1,097,577 cords.

The production of wood pulp was: Reported tons, 3,271,310. Estimated tons, 3,294,822.

Only reported tons are included in the following table:

PULPWOOD CONSUMPTION—QUANTITY OF WOOD CONSUMED, BY KIND AND PROCESSES OF MANUFACTURE.

Kind of Wood.	Reduced by				
	Aggregate Quantity.	Mechanical Process.	Sulphate Process.	Soda Process.	Sulphate Process.
	Cords.	Cords.	Cords.	Cords.	Cords.
Total	5,228,558	1,584,386	2,856,122	707,419	140,831
Spruce	2,101,660	1,293,508	1,503,217	630	4,805
Hemlock	760,226	84,116	647,738		28,373
Aspen	411,696	14,733	2,323	294,577	68
Balsam fir	301,032	77,313	213,369		10,150
Yellow pine	90,310	15,603	8,209	29,727	36,711
Jack pine	80,068	13,935		61,145	4,968
White fir	49,425	18,660	25,865		
Yellow poplar	37,947			37,947	
Gum	37,391			37,391	
Tamarack	33,271	491	3,775		29,005
Cottonwood	22,211	2,089	668	19,461	
Basswood	11,481			11,481	
Broulax fir	7,679			7,679	
White pine	2,545	1,473			1,072
Sycamore	2,246			2,246	
Willow	600			600	
Ruckeye	100			100	
Cucumber	37			37	
Beech, birch and maple	77,762	11		77,761	
Slabs and other mill waste	290,844	7,661	140,758	26,620	25,905

Imports of wood pulp for 1916, in long tons of 2,240 pounds each, were: Ground wood pulp, 234,390. Chemical wood pulp, 376,114. The exports of wood pulp in 1916 (all kinds in long tons) were 35,735 tons.

PAPER.

The 1916 imports of paper in pounds were:

News print, 936,466,899. Wrapping, 7,103,681. All others, 1,259,761.

The 1916 exports of paper in pounds were:

News print, 152,655,459. Wrapping, 83,433,793. All others, 123,691,626.

APPLYING FOR AN ONTARIO PULP WOOD PERMIT.

The Ontario government is receiving tenders for the right to cut pulp wood and pine timber on an area situated in the vicinity of the Kapuskasing River, in the district of Timiskaming and Algoma.

Tenders are asked to offer a flat rate per cord for all classes of pulp wood, whether spruce or other varieties, and the successful applicant shall be required to pay a flat rate of \$10 per 1,000 feet of red and white pine on the limit.

Mills must be erected on the territory and the wood must be manufactured into pulp and paper in the province.

TWO-CENT POSTAGE FOR ALL NEW YORK CITY.

A bill which would permit the sending of a letter from New York to Brooklyn for two cents has been introduced by Senator Calder of New York. The bill provides two-cent drop-letter postage for the greater city.

Virtually every other large city in the country enjoys the privilege of having mail both sent and delivered in its own boundaries for two cents a letter.

Senator Calder also introduced a bill providing for one-cent postcards.

PUBLISHER SUE FOR LIBEL.

P. McHugh, publisher of the Eganville (Ont.) Leader, has been served with a writ for libel as the result of publication of an unsigned letter which is alleged to have reflected upon the integrity of M. J. O'Brien, of Renfrew, a candidate in the Federal election.

Mr. McHugh refused to divulge the name of the author of the letter, which action would have satisfied the complainant, and the suit resulted.

Unstated damages are asked.

WOMAN PRESS AGENT ONCE TAUGHT SCHOOL.

As press agents women are notably forging ahead. For example, take Miss Beulah Livingstone, who has a publicity bureau of her own in New York.

Born and educated in Georgia, Miss Livingstone came North a few years ago and attended a normal college, later becoming a kindergarten teacher in the foreign section of New York. To bring the work more clearly before the youngsters, she wrote her own stories and finger



MISS BEULAH LIVINGSTONE.

plays. This was the start. She sold her stories to the New York Tribune and New York Sun.

At the end of her first year of writing, Miss Livingstone went abroad, where she met Lou Tellegen, Sarah Bernhardt's leading man, who asked her to become press agent, and she later represented such celebrities as Anna Pavlova and Mr. and Mrs. Vernon Castle.

After running the business end of the Times Producing Corporation's production of "The Girl Who Smiles," Miss Livingstone opened her own publicity bureau. Some of the other plays she has publicized from time to time are: "Nobody Home" and "Very Good Eddie," for Miss Marbury and F. Ray Comstock; "Seven Comrades," for David Belasco; "Have a Heart" for Henry W. Savage; and "A King of Nowhere" for Jessie Bonstelle.

Miss Livingstone is at present dividing her time between Elliott, Comstock & Gest, for whom she is handling "Oh Boy" and "Leave It to Jane," and the Petrova Picture Company, acting as Mme. Petrova's personal and press representative.

Miss Livingstone was associated with Eula McClary in having the twenty-five-cent-a-day food demonstration tried out in the New York Police Department to show people how it was possible to economize. This test received nation-wide attention and commendation.

MAKING THE FUTURE SAFE.

EDITOR THE FOURTH ESTATE.

Sir: I find so much in THE FOURTH ESTATE that is of interest that I am handing you a check for a year in advance payment instead of six months.

E. B. HARD,
Editor Alexandria (Va.) Gazette.

WANTS BALLOT LAW REVISED

Provisions for counting votes for the head of the ticket, as President in Presidential years, governors in gubernatorial years and state-wide issues in municipal election years, before the remainder of the ballots are counted, were urged by James W. Faulkner of the Cincinnati Enquirer before the state legislative committee to study and recommend revision of Ohio election laws.

Faulkner had been appointed by the Associated Press to make this request of the committee. The Associated Press, according to Faulkner, contends Ohio is one of the tardiest states in the country in announcing results on important issues election nights. This is because the law forbids counting part of a ballot, but requires that every ballot be counted fully as soon as reached.

WITH THE OTTAWA JOURNAL FOR THIRTY-TWO YEARS.

When, on December 10, the Ottawa (Ont.) Evening Journal, observed the thirty-second anniversary of its founding, there was still on its staff one of those who helped turn out the first number of the paper.

This was J. H. Flatters, foreman of the composing room, who was assistant foreman when the paper made its debut as a four-page, six-column sheet.

John W. Dafee, now of the Winnipeg (Man.) Free Press, and Hon. A. H. C. Colquhoun, deputy minister of education in the Ontario government, were editors of the Journal when it began publication.

A HEAVY PENALTY.

Vicente Balbas, editor of La Revista de las Antillas de San Juan, P. R., who was found guilty recently by a jury in the United States District Court on four out of five charges in connection with articles appearing in his newspaper, has been sentenced to eight years' imprisonment and a fine of \$4,000—two years and \$1,000 on each of the counts.

The court ordered that Balbas shall be confined in the prison at Atlanta. He will be the first Federal prisoner ever sent to prison outside the island.

Balbas attempted to convince Porto Ricans by a series of articles in his paper that they had no interest in the war and that their call to the colors was illegal.

THE COST OF LIBERTY BOND ADVERTISING IN CHICAGO.

Charles H. Schweppe, who directed the advertising campaign of the Chicago business men for the second Liberty Loan, reports that it cost only about two-thirds of the \$80,000 subscribed.

A rebate has been made to the donors amounting to \$28,000.

This makes an average of 2.7 cents per \$100 bond, as \$177,000,000 was subscribed for.

Greatest Gain

The New York Times since 1911—six years—has gained 4,000,000 agate lines (13,513 columns) of advertising, a greater gain than any other New York newspaper.

POSSIBLE CHANGES IN BUSINESS.

(Continued from Seventeenth Page.)
the experience of British manufacturers, who, in spite of the fact that in a number of cases they are not allowed to turn out a single unit of their product, are yet continuing their advertising and in some cases increasing it?

In my judgment the sales and advertising manager who is functioning correctly at the present crisis is he who while endeavoring to line his company up to handle products which are essential, continues to build the best possible selling organization and keeps resolutely before the American people the value of a commodity on which hundreds of thousands, and possibly millions, of dollars have already been spent.

Carefully weighing my words, and with the full realization of the serious nature of what I am saying, I am absolutely convinced that any manufacturer who plans otherwise, who plans with but the present in mind, is taking a step which will bring disaster to his business.

METHODS OF DISTRIBUTION.

In the method of distribution some radical changes will doubtless take place.

Recently I was in a Government conference where the cost to the public of a certain article was under consideration. It was found that the increased price was necessary because of the fact that in distribution three or more concerns would distribute to the same side of the street, and it was pointed out that a decrease of several cents per unit could be made if one firm was allowed to take one street or district and his competitor another, and so on.

The objection to the plan was the Sherman Law, but that law and the Clayton Act will have to be suspended during the war for certain industries. The Government itself as a war measure is breaking the law daily. This war measure principle must soon be in operation for certain lines of commerce.

One thing that Great Britain is busy on at the present time are plans to increase her export trade after the war. Here is another adjustment which we may safely and wisely put into effect. Our export trade in peace time commodities does not reach any considerable volume. Let us during the war years plan for a larger foreign business both in the Orient as well as the Occident.

In this connection do not let the Paris Economic Conference cause you any concern. Lord Robert Cecil, who had a part in the drawing of the Paris pact, recently pointed out that the permanent measure of the pact which has been seriously criticized by the American press, (the one to the effect that the Allies will preserve their national resources during the period of reconstruction for each other, in preference to outside parties, and will permanently facilitate reciprocal exchange of products among themselves) simply means in practice that Belgium, Northern France, Poland and Serbia and such like countries will have first call on British capital, or in other words, the capital which has been the main financial strength of the Allies and has provided many of them with arms, munitions, and food, shall continue to be at their disposal in the work of the reconstructions.

The same kind of considerations apply in the case of the permanent proposal as to reciprocal exchange of products. The measures here proposed are those which every nation in the world, except Great Britain,

has employed for years to protect its commerce. They have been alone in having neither a protective tariff nor a system of subsidies. Their merchant shipping has been developed by their enterprise and their building capacity, and they have given no subsidies except purely a postal one.

CAREFUL SURVEYS NEEDED.

May I urge the necessity of every industry making a careful survey of its products in its relationship to the considered essentials by Government? The country is overflowing with patriotism and the members of the Association of National Advertisers are willing to operate in the best interests of the problems facing the country. Patriotism, however, alone will not meet the situation. Nothing but a careful study of the situation, profiting by the experiences of Great Britain will bring our concerns through this ordeal in a condition fit to weather the severe competition which is before us.

May we realize that every action of the non-military and non-naval departments of the Government is a step in the education of the citizen in new habits of life.

Every Liberty Loan teaches more people the value and necessity of thrift; the publicity of the Food Administration urges on the American people new habits of food conservation. Waste is condemned, saving is exalted and substituting recognized as an evidence of loyalty.

The facts given out by the Fuel Administration make the consumer realize the necessity of economy.

All these facts simply mean that the consumer will come through this war with new habits of life. Let us readjust our business and methods to meet these new habits.

In making these readjustments, we, national advertisers, are fortunate in having a most efficient organization to help us—the Association of National Advertisers.

The founders of the A.N.A. builded well and strong, but I doubt if they realized just how valuable an aid the organization would prove within comparatively few years.

I have already pointed out that Great Britain has worked out more efficient methods of merchandising. We must do the same. We absolutely must reduce distribution costs.

INEFFICIENCY MUST GO.

Inefficient advertising and selling are responsible for the high cost of distribution today, the waste of salesman's time, probably the most expensive constituent of marketing.

Advertising can be a great factor in reducing this waste by lessening the period between the salesman's initial approach and the making of a sale.

In American business, in order to effect economies in distribution, advertising must be made scientific and selling more thorough and both more co-ordinated. Unnecessary and uneconomic factors must be eliminated.

One of the causes of waste in distribution resultant in higher costs is the high cost of special service in securing data on both merchandising and advertising. Reliable information is usually very expensive to secure.

May I point out that right here is where the organization of the Association of National Advertisers is equipped to help manufacturers secure information that will enable them to make their marketing more scientific and thorough and to eliminate some of the expensive factors which are continued only because of tradition and also because they have not been provided with a substitute.

A.N.A. service outlined there is most valuable—rather, should I say, it is invaluable in meeting present

conditions and also in meeting post-war competition.

I cannot refrain from expressing my appreciation of the efficiency of our organization. In my judgment the Association of National Advertisers is worthy of being called a War Efficiency Department of Marketing. It is in line with Government requirements of economy and efficiency and every legitimate national advertiser should be brought into contact with it without delay.

I am satisfied that the Government does not wish to be arbitrary or unreasonable. It does not wish to take measures which will inflict hardships on established business, but it does expect that every manufacturer will adjust his business to help put through the business of the nation, which is war.

May I quote a few passages from a book by J. P. Marcosson:

"For nearly three years Europe has been drenched with blood and rent with bitter strife. Millions of men have been killed or maimed. Billions of dollars in property have gone up in smoke and ruin—all part of the mighty sacrifice laid on the Altar of the Great War. This tragic tumult must inevitably subside. The smoke of battle will clear; the scarred fields mantle again with Springtime verdure. The fighting hosts will once more find their way to peaceful pursuits. Time, the Healer, will wipe out the wounds of war."

"The world already wearied of the Crimson Canvases plashed with martial scene. Heroism has become the most common-place of qualities. It takes a monstrous thrill to move a civilization sick of destruction. With eager eye it looks forward to the era of regeneration. War ends some time."

"Business never ceases. Under the shock of mighty upheaval it has been dislocated by the most drastic strain ever put upon the economic fabric, but it will march on long after Peace will have mercifully sheathed the Sword. Therefore the permanent world problem is the Business problem."

"Peace will be as great a shock as war. Hence the need of preparedness to meet the inevitable conflict for universal trade. We as a nation are unready for this emergency as we were to meet the clash of actual physical combat. Commercial preparedness is as vital to the national well being as the training for arms."

"Nor will commerce be the only thing that we will have to reckon with. When you have heard the guns roar, and watched the horizon flame with fury and seen men go to their death smiling and unafraid; when the pitiless panorama of carnage has passed before you in terms of terror and tragedy, you realize that there is something human as well as economic in the relentless Thing called War."

"It means that just as there was no compromise with dishonor in the approach to the super-struggle for which nations are pouring out their youth and fortune, so will there be no flinching in that coming contest for commercial mastery the bloodless aftermath of history's deadliest and costliest war."

"We have reached a place in the world trade sun. Unless we are ready to hold it we will slip into the shadow. We must prepare."

Those words of Mr. Marcosson's are electric and vital. They sound the keynote of what should be the thought in our national preparedness of readjustment to meet the war situation and to prepare for war's aftermath.

We must think of the competition, both at home and abroad, which is to come at the conclusion of this war. Do not let us fool ourselves with the idea that we are all powerful in trade. We are not. No industry is supreme.

No particular branch of commerce can afford to pay anything but the most serious attention, not only to the present readjustments necessary, but to the readjustments which will be necessary at the conclusion of the war.

May we with all diligence occupy our minds with plans to meet the present situation and war's aftermath?

Only ONE Machine (The Thompson Typecaster)

can cast everything that goes into the form—Type (5 to 48 point), Leads, Slugs and Rules (9 to 18 point).

Used by 100 Daily Newspapers
Complete Non-Distribution System
Without Type Storage.

THOMPSON
TYPE MACHINE CO.
CHICAGO NEW YORK

NASSAU QUALITY
METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSONTYPE
COMPOSITE

Manufactured by the
Nassau Smelting & Refining Works
608 West 80th Street NEW YORK

We want you to get into the habit of

Phone the
Manhattan Man
for Your Engraving

GOOD WORK
PROMPT SERVICE
FAIR PRICES

Tell the story of
23 Years of Successful Service.

MANHATTAN PHOTO
ENGRAVING CO.

251-253 William Street NEW YORK
Phone, Worth 1057-8.

Newspaper PLATE
and MATRICES

60c per page and up.

If you wish to share in the benefits of co-operation, write

The United Newspaper Plate Co
CANTON, OHIO.

At Tempting Prices
Half-Tones, Line Cuts
and Modern Engraving
in all its branches

DEFENDAM ENGRAVING CO.
Inc.
1981 Broadway, NEW YORK.

STANLEY PROCESS
the perfect TYPE
METAL

MADE BY
SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

Advertising Agencies and
Newspaper Syndicates
When in a hurry call 8303 Spring
DAY } MATRICES
AND } STEREOTYPERS
NIGHT } ELECTROTYPERS

J. RUBIN CO.
25 E. 4th St., N. Y. SERVICE

THE PITTSBURG PRESS

HAS
THE **Largest**
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
J. A. KLEIN, Metropolitan Tower N. Y.
JOHN GLASS, Peoples Gas Bg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

CAMPBELL-EWALD, 117 Fort
st., W. Detroit—Reported will use
some newspapers as well as farm
journals for Famabella Co., poultry
and pigeon feed, Detroit.

DOREMUS & CO., 44 Broad st.,
N. Y.—Making 5,000-line contracts
with some Pennsylvania newspapers
for Goodbody & Co., financial, 42
B'way, N. Y.

FRANK, 28 Beaver st., N. Y.—
Placing orders with newspapers for
Houston Oil Co., financial.

GOLDSMITH, 25 E. 26th st., N.
Y.—Again placing orders with some
Southern newspapers for Goodale
Worsted Co. ("Palm Beach Cloth"),
Sanford, Me.

HOYT, 120 W. 32d st., N. Y.;
14 Kelly st., Boston; Leader-News
Bldg., Cleveland—Reported will
place advertising for Billings-Chapin
Co. ("U.S.N. Marine" paints and
varnishes), Cleveland.

Orders to a few newspapers for A.
C. Gilbert Co. ("Gilbert Erector
Toys"), New Haven, Ct.

Sending out orders for Dental &
Pyorrhoeide Co., N. Y.

McCANN, 61 B'way, N. Y.—Again
placing orders (stove copy) with
newspapers for Standard Oil Co., 26
B'way, N. Y.

MAILORY, MITCHELL &
FAUST, Security Bldg., Chicago—
Placing account of Scholl Manufac-
turing Co., Chicago, maker of "Scholl
Foot Appliances."

STREET & FINNEY, 171 Madi-
son av., N. Y.—Reported will send
out orders to newspapers in fifteen
large cities for War Savings Stamps
for P. F. Collier & Sons, 416 W.
13th st., N. Y.

BUSH, 100 Broad st., N. Y.—Plac-
ing advertising for the Locomobile
Co. of America, Bridgeport, Ct.;
Monroe Calculating Machine Co., Or-
ange, N. J.; Air-Lite Rubber Mfg.

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Open Door to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Avenue Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

FOR NEW ORLEANS

WISE
ADVERTISERS
USE THE

Daily . . 60,756
Sunday 77,438
Average 63,217

U.S.P.O.
Report of
Oct. 1, 1917
and
A.B.C.

Co.; Bernhard Ullman Co., Inc.;
Crouch & Fitzgerald; Detmer Woolen
Co.

WEIL-BIOW & WEILL, Flatiron
Bldg., N. Y.—Placing orders with
newspapers for New York Fur Auc-
tion Co., 48 Great Jones st., N. Y.

HUSBAND & THOMAS, Marshall
Field Bldg., Chicago—Placing adver-
tising of George Banta Publishing
Co. ("What Sammy's Doing"), Men-
asha, Wis.

KASTOR, Lytton Bldg., Chicago—
Resuming advertising of Adler Or-
gan Co., Louisville, Ky.; in January
issues of agricultural publications.

Placing copy for Rand McNally &
Co., Chicago, appearing in daily pa-
pers.

CLARKE, Steger Bldg., Chicago—
Placing advertising of National Play-
er-Phone Co., Chicago, in mail order
and weekly papers.

FULLER, Studebaker Bldg., Chi-
cago—Has secured account of Fort
Wayne Correspondence School &
Hoosier Institute, Fort Wayne, Ind.

CRITCHFIELD, Brooks Bldg.,
Chicago—Placing orders in agricul-
tural publications for R. H. Shum-
way Co., seeds, Rockford, Ill.

ALDRED & WINN, New Kahn
Bldg., Indianapolis, Ind.—Placing or-
ders in a few papers for Bears' Jack
Frost Cream.

GRAY, 14th & Oak sts., Kansas
City, Mo.—Sending out orders to
mail order and class publications for
Kawear Manufacturing Co., Kansas
City, Mo.

NICHOLS, 20 E. Jackson Blvd.,
Chicago—Sending out orders to
Southern agricultural publications for
Knickerbocker Tailoring Co., Chi-
cago.

AMSTERDAM, 5 Congress st.,
Boston—Placing orders with news-
papers quite generally for Thomas
Lawson, Boston.

SHERMAN & BRYAN, 79 5th av.,
N. Y.—Placing orders generally for
S. Sternau & Co. ("Sternau" Kitchen-
ette).

Has been appointed to handle ad-
vertising for C. S. Clark Enterprises,
New York.

WADE, Old Colony Bldg., Chicago
—Sending out orders to farm papers
for Phelps Factories, carriages, Col-
umbus, Ohio, and also for Wiscon-
sin Incubator Co., and Ironclad In-
cubator Co., both of Racine, Wis.

OSTENRIEDER, 168 N. Michigan
av., Chicago—Placing accounts of
Wagner Axle Co., maker of "Liberty

BOSTON POST

CIRCULATION NOVEMBER, 1917
"NO RETURNS"

The Daily Post 497,774

The Sunday Post 345,362

KELLY-SMITH CO., Representatives
330 Fifth Avenue, NEW YORK
C. GEORGE KROGNESS, Western Rep.
Marquette Building CHICAGO

Today's Housewife

Net Paid  For Every
Guaranteed Issue

GEORGE A. McCLELLAN, Gen. Mgr.
461 Fourth Avenue NEW YORK

Axles," and of H-M Manufacturing
Co., manufacturer of radiator covers
for Ford cars.

TOUZALIN, Kresner Bldg., Chi-
cago—Placing advertising for Stew-
art-Warner Speedometer Corporation,
Chicago.

COLLINS, 120 B'way, N. Y.—Plac-
ing advertising for Standard Paint
Company, New York, manufacturer
of "Ru-ber-old Roofing."

THIELECKE, 327 S. La Salle st.,
Chicago—Placing tractor account for
Moline Plow Company, Moline, Ill.

RANKIN, 104 S. Michigan av.,
Chicago—Placing orders with news-
papers for Hartmann Trunk Co.
("Hartmann Cushion Top Wardrobe
Trunks"), Racine, Wis.

Placing Chicago newspaper cam-
paign for Knights of Columbus war
fund; campaign likely to be extended
to other cities.

PICARD & Co., 50 E. 42d st., N.
Y.—Sending out 10,000-line contracts
to selected list of papers for Larabee
Flour Mills.

SPAFFORD, 10 Post Office sq.,
Boston—Placing advertising for Fair-
nir Bearing Co., Hartford, Ct.

Also placing account of Brooks
Barley Co., Boston.

WESTERN, Racine, Wis.—Placing
advertising for Sieverkropp Engine
Co., Racine, Wis., in agricultural and
trade papers.

Also placing accounts for Harvey
Spring & Forging Co., and Racine
Candy Co., in newspapers and trade
publications.

LORD & THOMAS, Mallers Bldg.,
Chicago—Will conduct campaign for
Alfred Decker & Cohn ("Security
Brand" clothing), in metropolitan
newspapers and back covers of weekly
magazines in most extensive campaign
ever planned for that firm.

ASKING RATES—Edwin Day Sib-
ley, 62 Reade st., N. Y., is asking
rates.

DIRECT—The Detroit Pressed
Steel Co., Detroit, manufacturer of
"Disteel" wheels for automobiles, is
advertising in trade papers. Colored
inserts are being used to feature ad-
vantages of pressed steel wheels for
pleasure cars.

"Gund's Beverage," a soft drink,
made by Gund Co., La Crosse, Wis.,
is being advertised to consumers
through metropolitan dailies and also
some country weeklies.

The Blaisdell (N. D.) Mountrail
County Herald, B. J. White publisher,
has been suspended.

ST. PAUL DISPATCH

(Evening)

ST. PAUL PIONEER PRESS
(Morning and Sunday)

The prestige of these mediums is best
understood by their own circulation fig-
ures: A carrier delivered circulation in
over 90% of English-reading St. Paul
homes, and a broad circulation through-
out the prosperous Northwest. A cir-
culation gained by printing an excellent
news service, high grade comics, and
well-known special feature articles.

Circulation averages for October, 1917:
Dispatch 80,534
Pioneer Press 63,265
Sunday Pioneer Press 78,751

A.B.C. report and booklet giving cir-
culation by towns furnished upon request.
"In St. Paul it's the Dispatch and
Pioneer Press."

YOU MUST USE THE

EXAMINER

TO COVER THE

GREAT SOUTHWEST

Largest Sunday Cir-
culation—more than 150,000

FILED NO TRANSLATION.

Paul Stoeckel, editor of the Hart-
ford (Ct.) Staats-Zeitung, was ar-
rested on December 13 on a warrant
issued by United States Commis-
sioner John L. Rice in Holyoke,
Mass., charging that he had failed
to file with the postmaster at Hol-
yoke true translations in English of
articles and comments relative to the
war, published in the Connecticut
Staats-Zeitung, which did not have a
Federal license.

Mr. Stoeckel gave a bond to in-
sure his appearance before the
United States District Court in Bos-
ton.

LIGGETT HAILS FROM OHIO.

Robert Liggett, who has been ap-
pointed automobile advertising man-
ager for the St. Paul Dispatch and
Pioneer Press, was born in Ohio. He
received his earlier education in St.
Paul, Minn., later attending the Uni-
versity of Minnesota.

"I have labored, or worked, for
seventeen years on five newspapers,"
says Mr. Liggett, "but still possess
an optimistic nature and a healthy
constitution."

Previous to his appointment to
the Dispatch-Pioneer Press staff Mr.
Liggett was a salesman for Repub-
lic Trucks.

WIFE INHERITS INTEREST.

The half-interest of the late W.
Sam Wightman, editor and publisher,
in the Bethany (Mo.) Clipper, has
become the property of his wife.

Miss Ada L. Wightman, who was
junior editor of the Clipper, will be
assisted in the conduct of the paper
by Perrin G. Wightman, who will be
business manager.

LARGEST
Morning Circulation in
the Nation's Capital.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

The Cincinnati Community

consists of an area of 70 square miles with a population of 800,000.

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives
John Glass, Peoples Gas Bldg., Chicago
J.A. Klein, Metropolitan Tower, New York

SHIELDS BILL PASSES SENATE.

(Continued from Tenth Page.)

ness of their people. The economic and industrial advantages to the people of the United States that will result from the development of hydroelectric energy produced by utilization of water power are difficult to overestimate. There are many things which can be accomplished by it that it is not practicable to accomplish by steam power produced in the consumption of fuel. The value of cheap power for manufacturing, lighting, and transportation purposes is, of course, recognized by every one. Perhaps the greatest necessity and use for it at this time is the fixation of atmospheric nitrogen for the manufacture of fertilizers and explosives, interests that are of too common information to need elaboration.

RESTRICTED POLICY.

The prime reasons which have prevented the development of water-power energy in the United States is found in the restrictive policy of the present statutes concerning the matter, which experience has shown to be practically prohibitory of it.

The Congress, by an act passed September 19, 1890, prohibited the construction of any wharf, dam, or other structure in any navigable water of the United States, in such a manner as would obstruct or impair navigation, without the permission of the Secretary of War, and by an act passed March 3, 1899, prohibited the construction of any bridge, dam, dike, or other structure in or over any navigable water of the United States until the consent of Congress to the building of the same should be first obtained and the plans submitted to and approved by the chief of engineers and the Secretary of War, with the provision that where the proposed improvement was on any river the navigable portions of which lie wholly within the limits of a single state the consent of the general assembly of that state was sufficient.

Previous to the enactment of these statutes the riparian proprietors of navigable rivers could construct dams in them when they desired, provided they did not obstruct navigation, but subject to removal whenever they were deemed an obstruction by the authorities of the Federal Government. But under these statutes no structure can be built over or in any navigable water without first obtaining the consent of Congress by special act for that purpose.

This prohibition is not removed by the statutes known as the general dam bills, approved June 21, 1906, and June 23, 1910. These acts, while providing the terms and conditions upon which riparian proprietors may construct dams in navigable waters with the approval and under the supervision of the Secretary of War and the chief of engineers, do

A Great Food Medium

Implies quality and quantity circulation. Home influence. Responsive attitude of Housewife. None surpasses the

Trenton TIMES

Member of A.B.C.

24,000

2c. Circulation.

KELLY-SMITH CO.

320 5th Ave., N. Y. Lytton Bldg., Chi.

Topeka Daily Capital

GOVERNMENT REPORT

for six months ending October 1, 1917, showing net paid circulation

33,924

Member A.B.C.

Arthur Capper PUBLISHER
TOPEKA, KAN.

not change the law requiring that the consent of Congress be first obtained in every case. The delay and difficulties of procuring special acts for this purpose have caused great embarrassment to those who propose to furnish the capital to make such improvement of waterways for navigation and the development of water power. The present bill authorizes the Secretary of War to consent to the construction of dams, properly safeguarding the public interest, and under it they can be built without the delay incident to a resort to Congress.

The act of June 23, 1910, which repeats by implication that of June 21, 1906, provides for and authorizes conditions upon which the permit may be granted that render the terms of the investment so uncertain and the continuance of the permit or tenure of title so defeasible that those having capital cannot safely and will not make investments under them.

The Secretary of War is authorized by this act to increase the aggregate of the investment at any time by requiring additional locks and appurtenances to be constructed to such an extent that it may exceed any possible earnings that can be realized from the water power developed and arbitrarily declare the permit forfeited, from which action there is no appeal.

The permit cannot exceed fifty years, at the expiration of which time it is automatically annulled. Charges and forfeitures of the most arbitrary character are provided for.

There are no provisions for the protection of the property interests of the investor when the permit may for any cause be terminated, and there is an utter absence of any provision for preferences in favor of public-utility companies and for the protection of the public from excessive and unjust charges and rates by the grantee for hydroelectric energy and other products of the water power developed. In other words, the conditions of the act offer no protection to investors or consumers and are objectionable and unjust to both.

OBJECTIONS NOW OVIATED.

These objections are attempted to be obviated by the present bill. The total investment which the grantee will be required to make can be ascertained and fixed when the permit is granted. The permit is for fifty years and thereafter the grantee remains in possession at the will and pleasure of the Secretary of War,

St. Louis Globe-Democrat

dominates the morning field.

Government statement six months ending September 30, 1917

138,252

The clean home-going family newspaper.
National Representatives
F. St. J. Richards, Tribune Bldg., N. Y.
Guy S. Osborn, Tribune Bldg., Chicago
J. R. Scolar, Ford Building, Detroit
R. J. Bidwell, 748 Market St., San Francisco.

PATERSON
New Jersey's Famous
Manufacturing City
PRESS
Its BIG
Independent
Newspaper
GUARDIAN
G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

who may extend it for another term, or the property be taken over by the United States and transferred to another grantee.

Forfeiture of the permit for failure of the grantee to comply with the conditions provided in the bill and the lawful regulations of the Secretary of War are provided for. The charges and rentals imposed are to be expended in the improvement of the navigation of the stream in which the dams are constructed, and all controversies concerning the respective rights and interests of the grantee and the United States are made subject to judicial investigation and determination.

The plant and other improvements of the grantee, other than those portions necessary for the development of navigation, are made subject to taxation by the states as other similar property within the states, and the power of the states to require the payment of royalties on the power developed is fully recognized and provided for.

There are also ample provisions to prevent the rights granted and the plants constructed from constituting a part of any trust, monopoly or conspiracy in restraint of trade, and the right to alter or amend the act as the public welfare may require is expressly reserved.

The bill also provides for the lease of water power in excess of that needed for operation and navigation facilities, incidentally produced by dams heretofore or which may be hereafter constructed by the United States in the improvement of navigable rivers with preference as to grantees, control, and regulation of rates and charges of the grantee, and other regulations and limitations provided for in case of permits to construct dams with private capital.

LEASE OF WATER POWER.

The bill is so framed as to protect and maintain the constitutional power and control of the Federal Government over navigable streams, as well as the sovereignty of the states and the rights of riparian proprietors over and in the beds and waters of those streams, and allow the full exercise and enjoyment of the latter, subject to the paramount authority of Congress to regulate the same for navigation purposes.

It is believed that under the provisions of this bill the water-power resources of the country will be developed and utilized and future waste prevented, which is conserva-

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S
GREATEST
NEWSPAPER."

VERREE & CONKLIN Foreign Reps.
NEW YORK CHICAGO DETROIT

Baltimore News

Net Daily Circulation 95,719
November, 1917,
Gain over 9,802
November, 1916

Special Representatives
DAN A. CARROLL J. E. LUTZ
New York Chicago

tion in its highest and truest sense. The vote showed—yeas 46, nays 18, as follows:

YEAS—46.

Bankhead	New
Beckham	Overman
Page	Page
Colt	Pittman
Dillingham	Pomeroy
Fernald	Ransdell
Fletcher	Robinson
Frelinghuysen	Saulsbury
Gallinger	Shafroth
Hale	Sheppard
Jones, N. Mex.	Shields
Jones, Wash.	Simmons
Kendrick	Smith, Ariz.
Knox	Smith, Ga.
Lewis	Smith, Md.
Loefer	Smoot
McClumber	Stone
McKellar	Thompson
McLean	Underwood
McNary	Vardaman
Martin	Wadsworth
Myers	Weeks
Nelson	

NAYS—18.

Ashurst	King
Borah	La Follette
France	Norris
Gore	Poundexter
Gronna	Sherman
Hitchcock	Smith, Mich.
Hollis	Sutherland
James	Townsend
Johnson, Cal.	Trammell

NOT VOTING—31.

Brady	Kirby
Brandagee	Newlands
Broussard	Owen
Chamberlain	Penrose
Culberson	Reed
Cummins	Smith, S. C.
Curtis	Sterling
Fall	Swann
Gerry	Thomas
Goff	Tilman
Harding	Walsh
Hardwick	Warren
Hughes	Watson
Johnson, S. Dak.	Wilkins
Kellogg	Wickert
Kenyon	

THE TERRE HAUTE TRIBUNE

The big home evening paper of its section of Indiana.

In Charge of Foreign Advertising
G. LOGAN PAYNE COMPANY
New York Chicago Boston Detroit

BUFFALO EVENING NEWS

The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Publisher
Represented in the foreign field by
KELLY-SMITH COMPANY
250 Fifth Ave. NEW YORK
Lutton Building, CHICAGO.

SEPARATE PLANT AND PAPER IN PERTH AMBOY.

The Perth Amboy (N. J.) Printing Company, Inc., succeeds the job printing department of the Perth Amboy Evening News. The new concern, immediately after assuming control of the business, leased one of the most centrally situated buildings in Perth Amboy, 70 Smith street, where it moved the plant.

The officers of the concern are Leon S. Colby, president; Welcome W. Bender, vice-president; Arthur E. Warner, secretary-treasurer and manager.

Mr. Colby, the senior partner of Colby & McGowan, Elizabeth, N. J., for several years, is a printer of long experience, having learned his trade with the Hanover (N. H.) Gazette. He was later connected with newspapers and printing offices in Fall River, Mass., and Elizabeth.

Mr. Warner, in charge of the business department, has been associated with newspapers for many years. He recently resigned from the editorial department of the Newark (N. J.) Star-Eagle to go to Perth Amboy. He is a member of the New Jersey Legislature from Union County.

SCRANTON NEWS MEN ELECT.

The following officers of the News Writers Union, No. 3, Scranton, Pa., have been elected:

President, Thomas A. Murphy; vice-president, Harold Myers; secretary-treasurer, Jack Druck; recording secretary, Tom I. Brislin; sergeant-at-arms, Joseph N. Butler; executive committee, Encl Dodge, Thomas Gerrity, Edward Hart; examining committee, Miss Mary Fay, Mrs. H. C. Penman and John Ruddy; delegates C. L. U., S. McDonald, Joseph Butler, Edward Gerrity.

This organization has now three women among its members.

CHANGE IN NAME.

The name of the Labor Advocate Publishing Company, Quincy, Ill., has been changed to the Royal Printing Company. The capital stock of the company has been increased from \$4,000 to \$5,000.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue

Over 200,000 Circulation

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
201 Devonshire Street, BOSTON
Kresge Building, DETROIT

The DAYTON SUNDAY NEWS and SPRINGFIELD SUNDAY NEWS NEWS LEAGUE OF OHIO

(the two at .055 per line) are a great combination.

I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

FREEPORT BULLETIN GROWS.

The Freeport (Ill.) Daily Bulletin, recently sold by H. Poffenberger and P. O. Stiver to the Freeport Bulletin Publishing Company, has been incorporated with a paid-up capital stock of \$40,000, with \$2,000 of six per cent preferred and \$38,000 of common stock. The corporation comprises over 100 stockholders.

The plant will be moved into a new building which has been leased



JOHN G. CARY.

for a term of years. A 16-page perfecting press and an additional multiple-magazine typesetting machine will be purchased.

The Bulletin is one of the old Illinois papers, having been started as a weekly in 1847 and as a daily in 1878. Messrs. Poffenberger and Stiver have operated the paper for twenty-three years and while they are retiring from active participation in the business, each retains a substantial financial interest.

John G. Cary, the new manager, comparatively young, has been con-

The NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

THE Philadelphia BULLETIN Dominates Philadelphia

The largest 2c circulation in the East. Goes daily into most of Philadelphia's 375,000 homes.

Net Average NOVEMBER 366,435 COPIES A DAY.

WILLIAM L. McLEAN, Publisher.

nected with newspapers all his life. He holds the largest individual block of the common stock and is secretary-treasurer of the company. Starting as carrier on the Sterling (Ill.) Gazette, he later went to Davenport, Ia., where he was associated with E. P. Adler, publisher of the Times, for many years, resigning to take the general management of the Democrat of that city. He resigned after two years to purchase a paper in Paris, Ill.

Mr. Cary disposed of his interests in Paris and served as traveling auditor for the Audit Bureau of Circulations for a year and a half, during which time he examined Chicago and St. Louis newspapers in addition to many of the smaller publications throughout the Middle West.

COOK ON OAKLAND TRIBUNE.

B. P. Cook, editor of the Martinez (Cal.) Standard, has been appointed to succeed Harold M. Levy of the Oakland (Cal.) Tribune copy desk, who has been called into the national army.

Mr. Cook was at one time in the Washington bureau of the New York Sun, later becoming sports editor of the Augusta (Ga.) Herald. He has been city editor of the Monterey (Mex.) News and of the Havana (Cuba) Post. Of late years he has filled positions on the Berkeley (Cal.) Gazette, the San Francisco Chronicle and the Stockton (Cal.) Mail.

OKLAHOMA EDITORS TO MEET NEXT MONTH.

The annual mid-Winter convention of the Oklahoma Press Association will be held Friday and Saturday, January 11 and 12, at the Lee-Huckins Hotel in Oklahoma City. Arrangements are being made for the editors to spend one-half day or more at the school of journalism, University of Oklahoma.

The crisis in the newspaper publishing business due to the great advance in the cost of print paper, ink and everything else connected with the business, the part the editors are taking in the war and other topics of vital interest will be discussed.

CANADIAN CLAIMS LIBEL.

Claiming that the statements published concerning the attitude of himself and his son toward the Military Service Act were not true, E. F. Hutchings has instructed his solicitor to enter an action for libel against the Winnipeg (Man.) papers which printed the information.

THE SYRACUSE POST-STANDARD

October 1st, 1917
Government Statement

Daily (Net Paid) CIRCULATION 54,470

April, 1917 Figures—A.B.C. Basis.—Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
201 Devonshire Street, BOSTON
Kresge Building, DETROIT

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening

Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.

C. GEORGE KROGNES, Chicago
VERREE & CONKLIN, Inc., New York

ASSOCIATED PRESS TO FIGHT PARDO'S SUIT.

The Associated Press filed its answer in the Supreme Court on December 15 to the \$250,000 libel suit brought by Dr. Luis Lara Pardo, a Mexican newspaper correspondent in New York.

Dr. Pardo based his suit on an article distributed by the Associated Press which told of German propaganda in Mexico against the United States and the Allies, and said that much of the anti-American matter emanated from the Spanish-American News Service in New York, of which Dr. Pardo is the head.

This article, published in several newspapers, came from the Mexico City correspondent of the defendant news organization and was dated August 22. Dr. Pardo denied the truth of the statements affecting him.

In its defense the Associated Press says that it considered the publication of the article a public and patriotic duty and that it was written and published in the interest of the public and the country.

DENOUNCED DRAFT—GETS FIVE YEARS' SENTENCE.

A sentence of five years in the penitentiary at Jefferson City was imposed by Judge Martin J. Wade of Des Moines on Mrs. Kate Richards O'Hare, editor of a Socialist newspaper in St. Louis, convicted of making utterances in a speech at Bowman, N. D., last summer tending to discourage obedience to the military registration.

The sentence followed a long speech by Mrs. O'Hare, in which she reiterated her opposition to war and defied the court.

WILMINGTON COAL SHORTAGE.

Due to the fact that the Wilmington & Philadelphia Traction Company, the only electric concern in Wilmington, Del., has had difficulty in getting an ample supply of the right sort of coal, the newspapers of that city have several times lately been handicapped by shortage of power, but so far none of them has missed an issue.

FOR NON-PARTISAN LEAGUE.

The Cavalier County Press is the name of a new weekly launched at Langdon, N. D., by the Non-Partisan League. The officers of the company are Otto Dettler, president; Magnus Snowfield, secretary-treasurer.

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

**CRAFTSMEN WITH
THE COLORS.**

The Hearst organization in New York has given up 133 men for service in the war.

A big bronze tablet bearing the names of all the New York Hearst employees who have enlisted will be placed in the rotunda of the American building at Columbus Circle.

The men serving are:

New York American—Percy T. Edrop, Augustus F. Beach, W. A. Davenport, Arthur Robinson, John W. Newton, M. D. Clofine, W. E. Brown, Harold Thompson, Charles McNally, Robert N. Taylor, Leroy Ferry, Leo A. Pollock, James Murray, Harry O'Brien, Richard O'Keefe, Joseph Gorman, J. R. Binna, John O'Keefe, Kenneth Littauer, H. Brodie, A. Fricker, J. J. Keating, T. Callahan, August Bachus, M. Baslan, James H. Walker, L. Peirano, Edward Astwood, Malcolm Pierce, Bert Colbeck, Thomas Short, Millard F. Jacobs.

Charles Gerhold, John J. Lynch, Jr., Theodore Sullivan, Francis Monahan, Lawrence Stapleton, Edward Lane, George McMahon, Edward Brown, Walter Schumann, Elliott Gouffreau, John Gorman, Edward Kearney, Francis Leonard, Herbert Nixon, Edward Reid, Frank J. Schwartz, Lawrence E. Schwab, W. C. Jackson, J. F. V. Christopher, I. O. Delmonico, Jr., John Murney, C. R. Rommel, H. B. Burnside, Frederick Knoedel, H. Abramson, Geoffrey D. Sutcliffe, Sam August, Ivan E. Harding, Robert Davison, William Rogers, Thomas V. Shiel, Peter Sanderson, S. L. Meulendyke, E. Kelly, A. Kane, Louis Kleinleine, J. Cronlin, Herbert S. Nixon, Jr., Robert Crawford, Maurice Falvey.

Evening Journal—Charles Brodie, William H. Brown, John J. Martin, Robert Goodchild, James McCarthy, Gerald Griffin, Patrick Coughlin, Jr., Frank Gaul, John Murphy, James Carney, Edward Lawless, Robert Bowne, Ronald Graham, Hugh Weiman, John Perry, Pervis McGillcuddy, Andrew Hendry, Edward Fitzgerald, Ralph Boerner, Ralph Lent, John Stuhl-

BRIDGEPORT

CONNECTICUT
(The Eden of America)

The Prosperity Center of the United States and the Industrial Center of New England.

THE
Post & Telegram

(Evening) (Morning)

Cover This Field Absolutely.

Members of the A.B.C.

JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

JOLIET The PITTSBURGH of the West

Surrounded by the most fertile agricultural section in the ILLINOIS corn belt. Covered by but one daily newspaper, the

HERALD-NEWS

ALCORN-HENKEL, Representative
New York Chicago

man, William Bell, John Burke, Charles L. Russell, J. O. Mansfield, H. Eckert, Frank A. Daly, W. Murray, P. Scanlon, Isador Isaacson, William White, James A. Murray, Frederick W. Roeding;

International News Service—J. P. Gillette, Clarence Metz, J. R. Broadus, R. E. Allen, F. J. Hunter, H. R. McLean, Robert J. Prew, George R. Holmes, William J. Weissinger, William D. Hassett, Joseph Griffin, C. F. Rex, William Neal, Edward Foillard;

International Film Service—J. Marsland, F. C. Place, Norman Alley, J. Woods, N. McDonald, W. S. Clime;

International Feature Service—Marshall L. Coleman, Walter Hoban;

Deutsches Journal—John Stubbe; Metropolitan Art Craft Company—William Dehncke, John Fitzgerald, Edward Schneider, Tobias Ammon, John Hesselbach.

The 3d battalion of the Duluth Home Guards is issuing Bugle Calls, a four page daily.

Everett E. Brown, former city hall man on the Springfield (Ohio) Morning Sun, is a first lieutenant in the 100th infantry, American expeditionary force in France.

Wilbert Smith, late of the circulation department of the Literary Digest and formerly of Every Week and the Butterick publications, has just received a first lieutenant's commission.

The North Adams (Mass.) Herald has lost seven men either by voluntary enlistment in the Army, draft service or response to other calls of service.

More than thirty per cent of the students in the Pulitzer School of Journalism, Columbia University, New York, are in military service.

Over the Top is the name of a newspaper published by the 363d infantry, Camp Lewis. Captain Thomas A. Driscoll is the editor.

John J. Ward of the Frank Presbrey Company's staff, New York, has entered Uncle Sam's service.

R. E. Hollohan, of the photographic department of the Chicago Tribune, is now a member of the aviation corps and after special training in

THE CIRCULATION OF THE
CHRISTMAS ISSUE
of

The BILLBOARD

is guaranteed to exceed

45,000 Copies

It will be obtainable wherever papers are sold throughout the entire English speaking world.

No advance in rates.

Last form closes Sunday, December 16

The Billboard Publishing Co.
Member A.B.C.

Broadway & 42d Monroe and Dearborn
NEW YORK CHICAGO

DALLAS EVENING JOURNAL Published by A. H. Belo & Co.

Covers the afternoon field as completely as does the Dallas News in the morning.

40,655 NET PAID average during 6 months period ending Oct. 1, 1917.

LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
728 Tribune Building, NEW YORK

aerial photography expects to be sent to France for active duty over the lines.

Six men from the Chicago Tribune received commissions at the recent Fort Sheridan officers training camp at Chillicothe, Ohio. They are:

First Lieutenants Francis L. Haeger and Wallace Kirk; Second Lieutenants Carl A. Krah, Frank H. Murray, Frank M. Smith and Herbert M. Stoops.

Richard H. Waldo, late of the New York Tribune and who was commissioned a captain at the last Plattsburg officers training camp, has been assigned to duty in France.

George Kelly, for the last year and a half advertising manager of the Duluth (Minn.) News Tribune, has joined the signal corps.

Clayton Trost, a new Cedar Rapids (Ia.) newspaper man, has enlisted in the general recruiting service and will assist at the Davenport recruiting station.

A. R. Rankin, for a number of years editor and publisher of the Montesano (Wash.) Vidette, has been accepted in the balloon squadron of the signal corps.

Bert C. Chambers, editor-in-chief of the Lantern, published by the students of the Ohio State University, has joined the quartermaster's corps of the ordnance department.

J. E. Finrock, formerly a member of the editorial staff of the Fargo (N. D.) Forum, is a lieutenant at Camp Dodge.

There are now twelve stars on the service flag of the New York Morning Telegraph.

William W. Reid, a Queens County (N. Y.) newspaper man, is a field clerk in the Army.

Frank L. Westerman and Paul F. Hauptert, former Columbus (Ohio) newspaper men, are among the editors of the Sheridan Revue, published at Camp Sheridan.

A. Bernard Bergman, another Columbus news writer, has been made battalion sergeant-major.

John E. Tiedemann, former San Francisco newspaper man, mail editor of the Associated Press and correspondent of the Associated Press on the Canal Zone, has just been

The Plain Dealer

First Newspaper of Cleveland, Sixth City prints a far greater total of paid advertising and paid advertisements than any other newspaper in

CLEVELAND

Over 175,000 Daily. Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Advertising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Representative, People Gas Bg., Chicago

THE JOURNAL
IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN
DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
Peoples Gas Building, CHICAGO.

awarded a commission as second lieutenant in the National army.

C. A. Rook, Jr., assistant auditor of the Pittsburgh Dispatch and only son of Colonel Rook, the publisher, is a sergeant in the gas defence service, and is stationed in Philadelphia.

Other Pittsburgh Dispatch men in service now include A. H. Carroll, 111th infantry; T. H. Hazard, Claude R. Bortman and Raymond H. Coll, 15th engineers; W. Don Hise, base hospital unit No. 27; Charles Rairgb, machine gun company, 111th infantry; Philip Zecher, company 1, 320th infantry, Camp Lee, Va.; John Bohn, company 1, 319th infantry, Camp Lee, Va.

Dayton Carle, formerly with the Wilkes-Barre (Pa.) Record, won his captaincy at Madison Barracks, N. Y.

J. D. Sims, secretary to W. H. Rankin of the W. H. Rankin Advertising Company, Chicago, has resigned to enter training for service in the merchant marine.

Alan Sims, of the same agency, joins his brother in his new venture.

Marshall Frank of the sports department of the United Press in Chicago has resigned to enter the aviation service.

Stuart Dunbar, San Francisco newspaper man, has enlisted in the balloon division of the Army aviation corps.

Ellis L. Loveless, an advertising man on the Birmingham (Ala.) News, has joined the Navy.

William Cullen, circulation manager of the Scranton (Pa.) Times, is

The Circulation of the
NEW YORK EVENING MAIL

represents a greater purchasing power per unit of circulation than is found in any other New York Evening Paper.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending September 30, 1917:

Evening Star 88,752
Evening Times 42,375
Washington Post 47,032
Herald (over) 25,000

The special features of THE BUFFALO TIMES

have made it the most popular newspaper in Western New York

NORMAN E. MACK, Proprietor.
VERREE & CONKLIN, Inc.
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

If your name is not on the subscription list of THE FOURTH ESTATE we would like to put it there

the latest of the newspaper men of that city to enlist in the country's service.

George Warner, formerly with the Scranton Daily News, who has been employed as an advertising writer for a Scranton furniture house for several years, has enlisted in the Army.

James Gallagher, who rose from newsboy to city editor of the Lancaster (Ohio) Gazette, is a second lieutenant in the 148th infantry, Camp Sheridan, Montgomery, Ala.

Phillip Hampson, manager of the Chicago Tribune "morning," has enlisted as a private in the medical corps of the Army. His is the ninety-eighth star in the Tribune service flag.

Ensign J. C. Waldron, editor of the Recruit, the Great Lakes Training Station monthly, was formerly with the Chicago Tribune.

Lieutenant Franklin A. Harwood, a former member of the advertising staff of the New York Times, now with the American Expeditionary Army in France, writes from "somewhere in France" under date November 23: "We're taking our turn in the trenches and the Allies' artillery is kicking up the devil tonight. They say the earth rocks thirty miles away. There is another Times boy in this company. He's Second Lieutenant C. V. Cross from the sports department. Our battalion of this regiment was the first American force in the trenches and first to have casualties."

Carl A. Wilhelm, formerly a reporter on the Dubuque (Ia.) Telegraph-Herald but now in the Army, has been made a sergeant.

THE PITTSBURGH POST

ONLY
Democratic
Paper in
Pittsburg



CONB, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

W. D. BOYCE CO.

600-614 North Dearborn St., CHICAGO
208 Metropolitan Tower, NEW YORK

PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS.

BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Peoria TRANSCRIPT

Only morning newspaper in Peoria.

Peoria JOURNAL

Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT.

Combination Advertising Rate.
HENRY M. PINDELL, Proprietor,
CHAS. H. EDDY CO., Representative.
NEW YORK BOSTON CHICAGO

AD DIVISION FOR GOVERNMENT.

(Continued from Seventh Page.)

sent a writer to Europe and found there many makes and designs of aeroplane motors, with no form of standardization among them, resulting in conditions that made for anything but the best results in building and repairing. This writer wrote a series of articles in his trade paper, which opened the way to a realization by the United States Government that a standard motor was necessary. This was worked out in the Liberty Motor.

The advertising men at the luncheon heartily applauded this tribute to Mr. Tipper, who until he entered the trade paper field a short time ago was one of the most active members of the Association of National Advertisers.

WINNING THE WAR IS A BUSINESS PROPOSITION.

Mr. Byoir at the conclusion of the luncheon pointed out that it was really a business proposition, pure and simple, to win the war at the earliest moment possible. He said that from the day of Alexander Hamilton up to the time the United States entered the war against Germany, the United States had spent only \$26,000,000,000 for all purposes, including carrying on the other wars in which it has engaged.

For this one year alone, Mr. Byoir said, \$18,000,000,000 is being spent, and this may go as high as \$50,000,000,000.

"When this money has been raised the work of business men in America is not over," said Mr. Byoir. "All this money must be repaid to the people with heavy interest—and the principle and interest will have to be raised by taxation on American business. Therefore it is good for every business man to realize that he must lend every aid to win the war as soon as possible."

GUESTS OF COMMITTEE.

Among those present at the luncheon given by the Committee on Public Information were:

William A. Thomson, John Adams Thayer, O. H. Blackman, W. R. Hine, James O'Shaughnessy, Hugh A. O'Donnell, Floyd V. Keeler, Collin Armstrong, L. D. Fernald, Eula McClary, L. B. Jones, C. F. Byoir, William C. D'Arcy, Herbert S. Houston,

The BEST Advertising BUY in CLEVELAND

The NEWS

Quality Evening Newspaper
With Quantity Circulation

The LEADER

Sunday

Represented by PAUL BLOCK, Inc.,
860 Fifth Ave., NEW YORK
Mallory Bldg., CHICAGO
801 Devonshire St., BOSTON
Kresge Building, DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the
Metropolis of the entire Northwest.
The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

WM. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK
Tribune Building, CHICAGO

O. C. Harn, George Hopkins, J. George Frederick, Alan C. Reiley, John Sullivan, Jesse Neal, William C. Freeman, John F. Redmond and J. M. Hopkins.

The members of the advertising division had their first meeting and conference with Chairman Creel of the Committee on Public Information on December 20 in Washington.

The official recognition of the force of advertising as a means of aiding the nation is primarily due to a plan suggested recently by a young woman, Eula McClary of San Francisco, who is now with the Committee on Public Information. She presented to the national advertising agents and publishers associations a suggestion, which received their endorsement, to make the month of March a patriotic advertising month—to have advertisers insert in their copy a war appeal to awaken readers to realizing that every one must do what he can to win the war at the earliest possible moment.

The Association of National Advertisers saw the depth of this suggestion and immediately took steps to offer a plan to the Government for the formation of a board, combining all the elements of advertising in America, to serve the nation in any way it could.

President Wilson accepted the offer and the matter was placed with George Creel, chairman of the Committee on Information to develop. He assigned it to Carl F. Byoir, a member of his staff who used to be circulation manager of the Cosmopolitan Magazine, and the latter came immediately to New York and organized the division.

HOPEWELL NEWSPAPER SOON.

Fred Turbyville of the Cleveland bureau of the Associated Press will be managing editor of the new Hopewell (Va.) Record, which the founders expect to launch by January 7. M. Binheim will be the business manager of the Record.

A large portion of the population of Hopewell and vicinity is employed at the du Pont plant.

ADDRESSED BY CHINESE.

Tom Gunn, general director of the aeronautic department of Kwangtung, China, on December 7 recounted to the members of the San Francisco Press Club his experiences as an aviator since he left there five years ago.

THE PITTSBURGH DISPATCH

steadily advances, (not spasmodically) as the leading newspaper in its field.

H. C. Rook, Real Est. Trust Bldg., Phila.
W. G. Brooks, 235 Fifth Av., New York
Ford-Pearson Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng.

The City of Richmond 15,309 qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes

In all VIRGINIA it's the name.
STORY, BROOKS & FINLEY, Inc.
New York Philadelphia Chicago

EVENING POST AD MEN TALK CONSTRUCTION.

The importance of constructive work by an advertising solicitor was emphasized in an address to the members of his staff by H. A. Ahern, advertising manager of the New York Evening Post, at a dinner given Wednesday at the Cafe des Artistes. He said that the solicitor must not only believe his own arguments thoroughly and state them clearly but be able to give helpful advice to the purchaser.

He related incidents illustrating how obstacles had been overcome by determined, persistent work, intelligently planned. He told how one of the office-boys had shown initiative by devising a plan and "putting it over."

Special guests at the dinner were Charles McDonald Puckette, incoming managing editor, and Walter B. Hayward, city editor of the Evening Post. They presented the editorial view, discussing what measure of co-operation is possible and proper between editorial and advertising departments. Numerous members of the advertising staff spoke.

PAPER CLAIMS DAMAGES.

In connection with the political campaign, a writ has been issued by the Globe Printing Company of Toronto against John Herbert Dickenson in which the newspaper claims \$25,000 damages for "slander in relation to its business."

It is alleged that the defendant said on various occasions that the Globe has been bought up by the Union Government.

W. J. Lyons has purchased the
Galva (Ia.) Tribune.

One of the many interesting features appearing daily in the

BROOKLYN DAILY TIMES

is Arthur H. Folwell's column

Nothing Serious

Mr. Folwell was formerly editor of Puck.

Brooklyn Daily Times

Times Plaza, Brooklyn, N. Y.

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish DailyReaches the cream of purchasing power
of the Jewish element in America.CIRCULATION OVER 70,000
Despite advance in price
from one to two cents.THE DAY The National
Jewish Daily.

Member A.B.C.

Main Publication Office:
183 East Broadway, NEW YORK

"ROMANUL"

The largest and oldest ROUMANIAN
daily newspaper in the United States
and Canada.The only real guide of 350,000 thrifty
readers and positive success to its ad-
vertisers.Full leased wire reports of United
Press Association.
634-688 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.

OBITUARY NOTES.

A. C. HUTCHINSON, formerly
editor of the Burlington (Ia.) Ga-
zette, is dead.WILFRED M. PALMER, editor-
ial writer on the Brooklyn (N. Y.)
Standard-Union, and previously a
member of the New York Tribune
editorial staff for thirty years, died
suddenly on December 15, aged sixty-
seven years.DAY ALLEN WILLEY, formerly
editor of the Baltimore World, died
in Baltimore on December 11. He
began his newspaper career in Roch-
ester as a reporter for the Democrat
and Chronicle, of which he after-
wards became city editor.C. C. LEFFINGWELL of the
staff of the George H. Batten Ad-
vertising Agency, New York, died on
December 12 at his home in Hacken-
sack, N. J.JACOB S. ABRAMOVITCH,
called father of Yiddish literature,
universally known under the pen
name of Mendele Mocher Seforim, is
dead in Odessa aged eighty-two
years. When Abramovitch began to
write, in the early seventies, the an-
cient Hebrew was the literary
language of the Jews. Yiddish, al-
though spoken, was generally de-
spised. There was no Yiddish liter-
ature and no Yiddish press. Abram-
ovitch lived, however, to see the
spread of Yiddish to an undreamed
of extent. Today in New York
alone there are five big Yiddish
dailies, and thousands of books have
been written in Yiddish.HUGH A. MCGINLEY, for many
years editorial auditor for the New
York Herald, died of pneumonia in
Elmhurst, N. Y., on December 16.ZENAS CRANE, a paper manu-
facturer, died on December 17, aged sev-
enty-seven years.FRANK TEW, founder of the
Joplin (Mo.) Globe and El Paso
(Tex.) Herald, is dead in Joplin.ALFRED F. WHITE, editor and
publisher of the Banking Law Jour-
nal, New York, died suddenly on De-
cember 17 in his sixty-seventh year.WILLIAM HENRY EDGAR, who
had been connected with the Jersey-
ville (Ill.) Republican, the Beatrice
(Neb.) Express and the Louisiana
(Mo.) Pike County News, died last
week in Chicago.MRS. M. R. SCOTT, wife of a
pioneer editor of Newark, Ohio, and
mother-in-law of F. S. Neighbor, gen-
eral manager of the American Tri-THE
ST. LOUIS
WESTLICHE
POSTreaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.THE ONLY POLISH DAILY IN
NEW ENGLAND.

Kuryer Bostonski

27 Beverly St., BOSTON, MASS.
reaches 600,000 Poles in New England.
They want to buy your goods.

Use Kuryer Bostonski

bune, dropped dead on December 12,
at the age of seventy years.SOLOMON GOSNELL, editor of
the Highgate (Ont.) Monitor, was
recently instantly killed at a railroad
crossing.OTTOMAR REINECKE, for many
years editor of the Buffalo (N. Y.)
German Free Press, is dead.H. M. WILLIAMSON, former edi-
tor of the Rural Northwest, has
passed away in Portland, Ore.HOWARD OWEN SPROGLE, a
well known Chicago lawyer and for-
mer newspaper man, died December
14. Mr. Sprogle went to Chicago
from Philadelphia, where he had been
assistant city editor of the Philadel-
phia Press. He was financial editor
of the Chicago Evening Post until
1896.PHILO J. ROGERS, formerly with
the New York Herald, died on De-
cember 20, in Brooklyn, N. Y.WALTER G. FREEMAN, for-
merly with the New York Sun and
the Commercial, died in Brooklyn,
N. Y., on December 20.EUSTACE H. WHEELER, founder
of the Lynbrook (N. Y.) Recorder,
died in Valley Stream, N. Y., on De-
cember 18.JOHN MCGOVERN, veteran Chi-
cago newspaper man, died December
17 at his home after a long period of
illness. He was sixty-seven years old.
Mr. McGovern's newspaper career be-
gan when he went to work for the
Tribune as a compositor in the late
"sixties." He became proofreader and
was later made night editor, remain-
ing with the Tribune sixteen years.
Later he became associated with the
Chicago Herald, where he became
chief editorial writer before his re-
irement from newspaper work about
twenty years ago. He was a charter
member of the Chicago Press Club.

JAMES RASCOVAR'S ESTATE.

James Rascovar, president of the
New York News Bureau and head of
the advertising agency of Albert
Frank & Co., who died on September
26, 1916, left an estate of \$191,085,
of which \$179,858 goes to his wife,
Mrs. Vera Rascovar. The appraisal
of the will was completed Decem-
ber 15 at the office of the state
comptroller.Frank J. Rascovar, a son; Jean-
ette Raudnitz and Marguerite Ras-
covar, daughters, and Harry Rasco-
var, a brother, each receive bequests
of fifteen debenture bonds of the

MONTREAL

is CANADA'S largest and wealthiest city
—sixth in America in population; fourth
largest French city in the world—and a
wonderfully fine market for all kinds of
advertised goods.

LA PRESSE

is Canada's largest circulating daily—
over 145,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.W.M. J. MORTON CO., Special Repr.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, ENG., 19 Sicilian Avenue
Southampton Row.
PARIS, 7 rue de Rocher.

TELEGRAM CODZIENNY

A National American Daily and Sun-
day printed in the Polish language reach-
ing over 150,000 readers.A Splendid Advertising Medium.
Phone Stuyvesant 3044.
90 East 10th Street, NEW YORKNew York News Bureau, valued at
\$1,875.Edward Rascovar, a brother, and
Sarah Goodman, a sister, each re-
ceive the life income of twenty of
the same bonds; valued at \$2,500.Most of the property of Mr. Ras-
covar consisted of life insurance,
stock of the Hamilton Press and
bonds of the New York News Bur-
eau.

RECENT INCORPORATIONS.

NEW YORK—Parker Thrift Corpora-
tion; general publishing and book-
selling; capital, \$100,000; incorpora-
tors, S. G. Parker, G. I. Parker, 222
West 23d street; H. St. John, 606
West 116th street.Committee Publishing Company,
Inc.; general publishing business;
capital, \$50,000; incorporators, J.
W. Pennock, 230 Euclid avenue,
Syracuse; R. Fletcher, 507 Fifth
avenue, New York; M. A. Fletcher,
Jasmine street, Flushing.Miles Press, Inc.; publishers and
printers; capital, \$25,000; incorpo-
rators, A. Foshay, A. G. Thaanum,
120 Broadway; A. Skillman, 1986
Bathgate avenue, Bronx.Star Advertising Service; capital,
\$10,000; incorporators, T. E. McEn-
tegar, J. P. Moffatt, R. S. Schoon-
maker, 140 Nassau street.Orient Service Corporation; print-
ing and publishing; capital, \$5,000;
incorporators, E. M. Noon, S. Lurye,
A. Kaplan, 68 Edgecombe avenue.Wolna Polska Publishing Com-
pany; capital, \$20,000; incorporators,
S. Mankowski, L. and F. Wazeter,
346 Broadway.Miles Press, Inc.; capital, \$25,000;
incorporators, A. Skillman, A. G.
Thaanum, A. Foshay, 120 Broadway.
Committee Publishing Company;
Pennock, Jr., M. A. and R. Fletcher
507 Fifth avenue.Copper Engraving Company, Inc.;
engravers and lithographers; capital,
\$1,000; incorporators, A. Livingston
Norman, Arthur D. Kinney, Edward
Keale.VENTNOR CITY, N. J.—Ventnor
News Company; publisher; capital,
\$5,000; Carl M. Voelker, Ethel M.
Voelker, Isaac R. Sweigart, S. B.
Richards, James T. Bew, Robert W.
Bartlett.WILMINGTON, DEL.—Gallen Paper
Company; wholesale and retail paper
business; capital, \$50,000.National Fibre & Pulp Corpora-
tion; to manufacture all kinds of box
board and paper; capital, \$1,500,000.
FORBES, N. D.—Forbes Farmers
Publishing Company; capital \$10,-The only journal outside of the
United States published in the in-
terest of newspaper men.THE 30 pages Weekly
NEWSPAPER
WORLDAnnual Postal Subscription
Everywhere \$2.40.
(Established 1896)Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG.

NARODNI List

Briacoe Motor Corp. of Jackson, Mich.,
has just placed 19,888 agate lines of Bri-
acoe advertising in the Narodni List. This
is the best proof that the Narodni List is
one of the best advertising mediums in
the foreign languages for National adver-
tisers.Ideal Newspaper for National Advertisers
61 Park Row, NEW YORK
Phone 2939 Beckman.THE JEWISH
MORNING JOURNAL
NEW YORK CITYcarries more advertising than any other
Jewish newspaper. Circulation in New
York City largest of all foreign language
newspapers. Member A.B.C.The Only ITALIAN Newspaper in
New England.

Published Daily and Sunday.

La Notizia—The News

82-84 Battery St. BOSTON
Consolidated with La Tribuna del Popolo
and Il Messaggero di Worcester.
100,000 Italians in Boston.
300,000 Italians in Massachusetts
1,000,000 Italians in New England.000; incorporators, L. Schulestad,
Harry Weaver and Henry Wachter.
WILMINGTON, DEL.—Home Pulp &
Paper Company; paper mills; capital,
\$100,000.

BUSY DAYS FOR BETTS.

Circulation promotion contests
have just been concluded by the Selma
(Ala.) Times, Portsmouth (Va.) Star,
Charlottetown (P.E.I.) Guardian and
Staunton (Va.) News. Each was
conducted by the William H. Betts
Company, World Building, New York.This company has just started a
three-automobile contest for the Mad-
ison (Wis.) Democrat and is run-
ning a contest for the Worcester
(Mass.) Post and the Meriden (Ct.)
Journal.

MERGER IN FORT WAYNE.

The Fort Wayne (Ind.) News has
purchased the Fort Wayne Sentinel,
its only competitor in the afternoon
field.C. F. Bicknell will be general man-
ager of the News and Sentinel, J. A.
Greene editor and Oscar G. Foel-
linger, business manager.The paper will be represented in
the East by M. C. Watson, New York,
and in the West by A. W. Allen,
Chicago.

WEISER NOW MANAGER.

A. P. Sandles has resigned as
editor of the Ottawa (Ohio) Putnam
County Sentinel and has been suc-
ceeded by E. Weiser. The Sentinel
Company will probably be reor-
ganized shortly.The Port Umpqua Courier, printed
for the past three years at Gardiner,
Ore., has moved to Reedsport, three
miles away.

Announcement

Beginning Sunday
March 3rd, 1918

THE NEW YORK AMERICAN
THE CHICAGO EXAMINER
THE BOSTON SUNDAY
ADVERTISER & AMERICAN

will publish simultaneously in their Sunday editions a pictorial gravure section. In its novelty of editorial conception, attractiveness of make-up, and mechanical perfection this new feature will mark a significant advance in the art of gravure reproduction.

Moreover, through its combined circulation of over 1,500,000, advertisers are for the first time given an opportunity to use this most effective form of advertising on a scale commensurate with its real importance.

HEARST PICTORIAL GRAVURE

A. J. KOBLER, *Advertising Manager*

American Circle Building, NEW YORK

A NEWSPAPER FOR
THE
MAKERS OF
NEWSPAPERS
AND
INVESTORS IN
ADVERTISING

Published Every SATURDAY at
252 West 59th St. (near Broadway)

NEW YORK CITY

DECEMBER 29, 1917

THE FOURTH ESTATE

"EDMUND BURKE SAID
that there were Three Estates
in Parliament, but in the Re-
porters' Gallery yonder there
sat a 'Fourth Estate' more
important far than they all."
—Carlyle's "Heroes and
Hero Worship," Lecture V.

PRICE 10 CENTS.
TWO DOLLARS A YEAR

ESTABLISHED
1894.

No. 1244

Looking Back

The year 1917 has been unusually prosperous for Cleveland and surrounding territory. While some other cities have, perhaps, felt a reaction, Cleveland has gone steadily ahead. Workers in every line of activity are making more money than ever before.

Looking Forward

There is every reason to believe that Cleveland and all Ohio, in fact, will enjoy even more prosperity in 1918 than in the year just closing; conditions were never better for the people to profit by this prosperity.

As is well known, wherever there is activity and wealth—*there* is the most responsive market for every worthy product. If you would succeed with an advertising campaign, come where success is certain.

Come to the territory *covered* by the Cleveland Plain Dealer—where people *have* money and will spend it for a meritorious article, especially when they see it advertised in the paper they know and read and believe in—

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Western Advertising Representative:

JOHN GLASS

CHICAGO, Peoples Gas Building

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

NO GOVERNMENT BAN ON FOOD ADVERTISING.

ADMINISTRATOR HOOVER DENIES THE RUMORS AND SAYS HE EXPECTS A BIG ADVERTISING INCREASE.

(Special Correspondence to THE FOURTH ESTATE.)

No damper has been placed by the United States Government upon the advertising of food products.

There is no truth whatever in the report that the United States Food Administration has issued or is about to issue orders, requests or instructions to manufacturers of certain classes of foodstuffs to discontinue or restrict their advertising.

Herbert Hoover, United States Food Administrator, authorizes the statement to THE FOURTH ESTATE that he has no intention of discouraging or interfering with advertising—least of all with newspaper advertising. He has, he says, far too keen an appreciation of what the newspapers have done and are doing for food conservation.

Far from seeking to check the advertising of food specialties he is actually exerting his personal influence to bring about a largely increased volume of advertising of certain classes of foodstuffs. In consequence he is recruiting some important new advertising prospects for the newspapers, as will become apparent during the month of January when the Food Administration pushes its big drive to increase the consumption of corn products.

The net result of what the Food Administration is doing, say its officials, will be to increase the volume of paid advertising in American publications and especially in American newspapers.

The food officials say that if any manufacturer does see fit, in this period of readjustment, to alter his advertising policy, he cannot put the blame on the Food Administration save in some indirect way, but even at that there will probably be two new advertisers to take the place of every one that drops out on the pretext of loss of incentive to advertise.

Seemingly there is no rumor that is more difficult to put down than the one to the effect that orders have gone forth from Washington to cancel a wide range of food advertising. The proverbial cat of nine lives isn't a circumstance to this bit of heresy. It bobs up serenely despite the most emphatic denials of "Ben" Allen and all his assistants.

This past week gossip came to THE FOURTH ESTATE to the effect that a ban had been placed on the advertising of ham, bacon, flour and all the other foodstuffs that enter into the United States Army ration.

That was merely a revised edition of the earlier whisper to the effect that the Food Administration had compelled the packers of pork and beans to withdraw their advertising.

A little earlier the "I-have-it-straight" fellows had romanced to the effect that Mr. Hoover's intuition had called a halt on the advertising of the popular brands of canned soup.

At one time the supposed ban was attributed to a shortage of tin for cans; then insufficiency of raw materials had to take the blame; next it was Army needs; and now the transportation facilities are named as the goat.

So persistent have been, of late, these false reports to the effect that the Food Administration was interfering with advertising programs that the officials have recently made a thorough investigation in order to discover what, if anything, has prompted the excitement.

It is discovered that the one and

talk is to be found in the unauthorized suggestion of a subordinate in the Food Administration that flour advertising should be eliminated by reason of the adoption of a standard flour formula that, in effect, puts all millers on a plane insofar as the character of their output is concerned.

Administrator Hoover and his chief aids not only did not endorse that suggestion, but they were not even aware that it had been made until they were obliged to seek an explanation of the hubbub over the anticipated slump in advertising. Now the Food Administration is busy sending to indignant correspondents assurances that it is not "agin" advertising as such.

MILLERS INCREASE ADVERTISING.

In order to get a bead on the true situation one cannot do better than take a look at the status of advertising in the milling field where, as has been seen, all this trouble started.

Millers are being held to a stand-

(Continued on Thirty-first Page.)

1918 ADVERTISING OUTLOOK.

PUBLICITY MUST BE USED NEXT YEAR ABOVE ALL OTHERS, EXPERTS SAY.

Today many manufacturers face a shortage of supplies.

The natural question comes up: How should this affect their advertising?

The Blackman-Ross Company, the New York advertising agency, offers the following answer:

"In talking this situation over among ourselves a number of viewpoints have come up. Some of them are more or less common-place, but some may be of general interest. We are, therefore, putting a few of them into this form.

"To take an extreme view: Suppose all commercial advertising were wiped out for a period of two years. Then at the end of two years say that advertising were resumed. We would have a grand free-for-all to get in on the new distribution of reputations.

"Many a small live business would stand a good chance to step up with the big ones on the new line-up.

"It is often many months after advertising starts before an appreciable effect is felt.

"After a cessation of advertising, this same condition must be faced again.

"If it were positively known now

that on January 1, 1919, a company would be in shape to sharply increase its output, it would be poor strategy to defer advertising until January 1, 1919.

"The effects of the advertising would come long after they were wanted.

"Your advertising of five years ago is working for you today.

"Just as truly, an advertising blank for any considerable period, will be working against you next year and for years to come.

"For what is true of the lasting effects of advertising is equally true of the lasting effects of non-advertising.

"Advertising works up a momentum.

"When we stop advertising we start a momentum downward.

COMPETITION LIKE THE DISEASE GERM.

"In a way competition in business is a great deal like the disease germ.

"We always have it with us.

"So long as we are constitutionally strong, we throw it off. It doesn't bother us.

"When we become constitutionally weak, the germs catch hold and get busy.

"The well-established specialty business has been made constitutionally very strong, through a combination of forces. A very material part of these forces has been the company's publicity.

"Without that publicity we have a weakened business constitution.

"We have a business open to the attacks of competition.

"You know how hard it is to overcome the reputation of being a has-been. In a country which moves along as rapidly as this country moves, the has-been reputation can be picked up very quickly.

"Drop out of the public eye here for a little while and somebody quickly takes your place. When you try to get back you find heavy odds against you.

"This loss of prestige works just as rapidly in the commercial sphere as it works in the personal sphere. It is a very real condition to think about.

Time nowadays is crowded with events. A month in retrospect looks far longer than the average month. A year savors of an eternity.

"The manufacturer who is out of advertising for a year in times like these, is out of advertising for a great deal longer than twelve months. While he is out of the public eye happenings are crowding in to make his former advertising seem like a bit of ancient history.

"One thing we want to watch out for when we have lived with the growth and development of a trade-mark standing is this:

"In the early stages of the upbuilding of a trade-mark reputation, we have a charity patient.

"We have to supply funds for promotion. The profits from the trade-mark standing do not for some time support this expenditure. We are liable to get into the habit of thinking that our trade-mark is always a charity patient, begging for money.

"The successful trade-mark lives through this charity period.

"It reaches the period where it supports itself by its own contributions to profits.

"It puts money into the bank which it is entitled to draw for its own maintenance.

"The maintenance of a trade-mark standing is not complete without the maintenance of publicity.

"Few pieces of merchandise tell their own story.

"The public may think that they

(Continued on Thirty-fifth Page.)

PROTEST SEAMAN CONTRACT.

FEDERAL TRADE BOARD IS HEARING COMPLAINTS OF PUBLISHERS.

The Federal Trade Commission is giving a hearing, at the time of going to press, to the customers of the Seaman Paper Company, formerly Birmingham & Seaman, to adjust the five-year contract which this firm has in force with its customers.

Such serious objection was raised on this contract that the Seaman Paper Company finally offered to allow it to be arbitrated by the Federal Trade Commission.

Originally the Birmingham & Seaman Company offered publishers a five-year contract with a penalty cancellation clause that if at any time during the five years these publishers broke their contract in any way they would be obligated to pay for all paper used on the basis of five cents a pound.

This is such an objectionable proposition that it revised the contract to read \$3.10 straight for five years plus any increased cost during any of the years. Since that time, the firm notified its customers that the increased cost for 1917 would be \$15 a ton and asked them to remit on the basis of \$3.85.

It is hoped that the hearings will be able to arrange an adjustment of this price.

A NEW ASPECT TO COST HEARINGS.

TRADE COMMISSION TO ACT ONLY AS A JUDICIAL BODY.

Under the agreement of the Department of Justice with the several news print paper manufacturers, the Federal Trade Commission is to fix the price and terms of contract after April 1. The commission has announced that it will open hearings on January 7 to hear this information and evidence and has notified all manufacturers and publishers interested to appear and present their evidence.

It has been generally assumed by publishers throughout the country that the Federal Trade Commission, with its staff, would investigate all conditions and upon that investigation would fix the price.

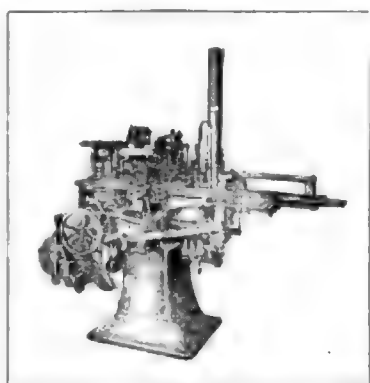
It now appears that the commission will, instead, act as a judicial body and at these hearings will receive the evidence and upon the information so received will fix such a price.

This puts a very serious burden of proof upon the publishers which they do not appear to realize. Certainly the manufacturers' evidence will be submitted in good shape and therefore publishers should be in position to present their case in the best possible way. It apparently is a most critical situation and one which publishers must meet immediately in order to protect their own interests.

CHANGE FOR YOUNG.

W. W. Young, well known in the newspaper and magazine field, will be associated with the editing and management of the Humanitarian Magazine, New York, after January 1. This magazine is issued in the interests of the Humanitarian cult.

McConnell & Fergusson, London (Ont.) advertising agents, have opened an office at Beaver Hall, Montreal, with Lionel Renssion, formerly a local agency man, in charge.



Start 1918 Right

by installing the Monotype and Non-Distribution.

You do not know what the year will bring you; but you do know that if you are equipped with the best, the most flexible, the most versatile composing machine ever invented you will be ready for everything that may come along.

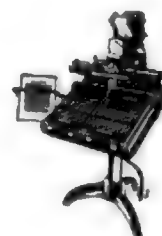
You know that the elimination of all distribution means a big decrease in the productive hour cost.

Why hesitate, then, to install the only machine which makes this possible.

Real Non-Distribution is possible only with the **MONOTYPE**, which is manufactured by the **LANSTON MONOTYPE MACHINE COMPANY**, of Philadelphia, and sold from there and from its Branch Offices in New York, Boston, Chicago and Toronto; and by the Monotype Machine Company of California, San Francisco.

Write to the nearest office.

*Let the Monotype Help You to Make 1918
the Most Prosperous Year You Have Ever Known*



U. S. PROTECTION FOR BUSINESS.

NO DRASTIC ACTION NEED BE FEARED—BUSINESS MEN OWN ALARMISTS.

One of the hardest tasks the United States Government seems to face in formulating its war operations plans is to convince American business men that a most necessary part of its duty is to protect and build up business—not to do every thing to eliminate as many kinds of business as is possible.

Considerable doubt and agitation on this score have gotten into the minds of manufacturers and have undoubtedly affected their advertising campaigns.

Far from this situation is the real case. The fact is that the Government has comprehensive plans to protect and conserve industry in the time of war, which look to the future expansion of American business when peace returns to the world.

The Washington Star, whose business manager, Fleming Newbold, is chairman of the A.N.P.A. Bureau of Advertising, has made careful inquiry into the whole subject of the attitude of the Government towards business and it reports that within the past few weeks final steps have been taken in an unprecedented Government program to protect and conserve industry in time of war. The measures adopted fulfill to the letter promises made long ago through the highest official agencies to the following general effects:

No industry need be panicky through fear of extinction because of war conditions.

No classification of industries as essential or non-essential is contemplated by any branch of the Government.

When curtailment of output is brought about by normal operation of war time demands, every effort will be made for the conversion of the industry to some war time use, or to its gradual curtailment if such conversion is impossible.

Machinery by which these promises are to be made effective have been worked out. The agencies involved, briefly are fourfold.

George N. Peek, newly appointed industrial representative of the War Industries Board, heads a section of the Council of National Defense which is charged with the sole duty of conferring with representatives of industries affected by the war, and advising these representatives how their industries may be converted to meet war time needs.

The United States Chamber of Commerce only last week had its first meeting of several hundred war service committees. Each of these committees was named by the industry they represent, and they are to deal with Mr. Peek's section of the Council of National Defense and with the war industries board. They form the point of contact by which every manufacturer in the country may come directly in touch with the Federal Government, and get authoritative rulings, advice and information.

The third agency is the War Industries Board, concerned primarily with seeing that Government contracts are placed, and that facilities are created, where they do not exist, to fill these Government needs.

The fourth is the Commercial Economy Board, headed by Albert W. Shaw of Chicago, which would be an aid to business in peace time, and becomes doubly valuable to industry in war. For this board seeks to elim-

"Over The Top"—Everywhere in the U.S.

HOLLISTER'S

Big Expert Circulation Organization is Known and Employed by the Leading Newspapers of the Country. At the Present Time We Are Conducting Three Big Campaigns:



C. B. HOLLISTER
General Manager

The St. Louis Republic
Second Campaign on this well-known paper

The Oakland Enquirer
Second Campaign on Oakland's Livest Newspaper

The Tulsa (Okla.) World

Our Repeat Campaigns on the LOS ANGELES TIMES and others, have been NEWSPAPER CLASSICS.

RESULTS MEAN REPEAT!

The largest and most successful circulation contests conducted during the past few years have been under our management.

Our St. Louis organization will be at liberty January 1st.

ARE YOU LOOKING FOR RESULTS? WRITE OR WIRE

C. B. HOLLISTER, General Manager

Care of ST. LOUIS REPUBLIC

NORTHEASTERN CIRCULATION COMPANY

P. O. Box 140

DAVENPORT, IOWA

inate waste in labor, material and steps of manufacture.

Despite the establishment of this system by which any industry may gain the co-operation and assistance of its Government, there continue to be reports that this industry or that is to be thrown into the discard, and that this sort of a plant or that is to be scrapped. It takes time for such a mobilization of industry to become effective. But the Council of National Defense and the Department of Commerce, for the Government, and the United States Chamber of Commerce, for the business man, are joining in an educational campaign to reassure business men of the country against the vague reports that they are facing financial disaster.

Here are a few premises on which the Council of National Defense, principal Federal agency dealing with industry, is framing its policy. They sound like a platform of private industry itself. That is not surprising, for the men associated with the six cabinet officers who make up the council are leaders in the commercial, industrial and transportation world.

SITUATION IS EXPLAINED.

These premises, as stated at various times by W. S. Gifford, director of the council, and others in charge of various major committees, are these:

In the broad sense, there is no such thing as a non-essential industry.

Some are more essential than others. To call an immediate halt on any industry not considered especially needful would mean impairment of credit, wastage of capital and unemployment to labor. To announce that any particular industry is not essential would be paramount to bankrupting the owners of that industry.

Many industries which seem non-essential really are essential, when all factors are taken into consideration.

A bulletin from the United States Chamber of Commerce points out: "We need nitrate and

copper from Chile. These are essential to a prosecution of the war. We may procure this nitrate and copper by shipping jewelry or pleasure automobiles to Chile. Again, we need from Argentina wool, wheat and hides, and these necessities may be obtained by shipping in exchange sewing machines or typewriters. Thus the manufacture of a limousine or a typewriter may be in fact the means of producing nitrate or wool."

So far as any official ruling goes all industries now termed "non-essential" have thus classified themselves.

Some manufacturers have been eager to convert their plants to uses more directly concerned with the war. Examples are to be found in the cases of jewelry, cut glass and silk manufacturers.

Upon going to Washington manufacturers in all three fields have found the instructions for war-time service awaiting them. The cut glass makers may turn out optical instruments, the silver manufacturers have already found ways of making instruments of precision, and certain fuse parts. The silk manufacturers are experimenting with the manufacture of aeroplane wings.

AN EXAMPLE IS CITED.

One good example of how the Council of National Defense has sought to alleviate necessary readjustment of industry is found in its co-operative effort with wool manufacturers. Wool has been utilized to an enormous extent in uniform making. Production of wool for civilian use has been reduced by thirty per cent, through admixture with other materials.

Even the garment-making trades, men's and women's, have benefited by co-operating with the Commercial Economy Board. Instead of having overstocks on their hands because of the curtailment of expenditure for women's clothing resulting from thrift campaigns, and of men's clothing because of the formation of the new national army, ways have been

worked out, through the French embassy here, to get advance lines on next season's Parisian styles, to curtail the use of cloth by eliminating unnecessary pleats, hems, turn-ups on trousers and belts, and to modify hitherto drastic changes in styles.

All this does not mean "business as usual." Men like Frank Vanderlip have shown the fallacy of that slogan. Neither does it mean upsetting of industry. Representatives of Allied governments have pointed out the costly mistakes of overdrastic policies. It means a happy middle course.

Generally the recommendations and expectations of business men have been more drastic than those of the Government. For example, the United States Chamber of Commerce, as recently as October 29, stated, in a bulletin: "No one need be surprised if during the war the use of labor and materials for all unessential purposes is made impossible by regulation or statute."

Such steps have not been taken; nor do they seem imminent.

What has been recommended by the council is that no new industrial enterprises should be undertaken at this time which will not help win the war.

The platform of the council, approved by the United States Chamber of Commerce, perhaps is best expressed in a statement which says:

Every effort that this country is capable of making should be applied to bring the war to a speedy and successful conclusion. The resources of the country in a general way may be said to consist of men, money and material, and during the period of the war any new enterprises or undertakings should be tried and justified by this test: Will the men, money and material so applied best contribute in this way to the winning of the war?

POWER NOT EXERCISED.

Probably the best indication that the Government does not contemplate any wholesale uprooting of industry is that it has not done so, though it possesses the power. It could destroy whole industries in various ways. The Fuel Administration could deprive them of the coal, the priorities director could refuse the use of freight cars, the Department of Labor could induce labor to desert the industries it wished to destroy.

Industries have had difficulties in all these fields; but they have been difficulties induced by conditions which business men must cope with in extraordinary times, and not by antagonistic action on the part of the Government.

We Spend More Than \$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst Features Always Lead"

Write for booklet "A Half-Million Dollar Feature Service."

International Feature Service

729 Seventh Ave., New York City

BOOMING!

IN THE TWELVE MONTHS OF 1917 THE
INTERNATIONAL NEWS SERVICE
ADDED 206 NEW CLIENTS

The International News Service beat both the Associated Press and the United Press on scores of important stories in 1917. Among these were:

Dec. 4—Ahead on President Wilson's war message.

Nov. 24—Hours ahead on capture of German submarine crew by U. S. troops.

Oct. 29—Full day ahead on capture of Pershing's first prisoners.

Sept. 29—Ahead on story of move in Washington to oust LaFollette from U. S. Senate.

Aug. 3—More than an hour ahead on DeSaulles murder.

July 20—Beat both A.P. and U. P. by several hundred numbers on the draft lottery. This was the biggest story ever handled by news services.

This is a most significant record, particularly when compared with the two preceding years.

In 1915

116 New Clients

In 1916

135 New Clients

In 1917

206 New Clients

AND
THE REASON
IS

The International News Service was beaten by the Associated Press and United Press on two or three stories in 1917. It was beaten because it believed the safety of American soldiers to be of more importance than the carrying of a news story. It has kept the faith. It will continue to keep the faith. And it is the only American news service that has not been rebuked by the United States Government for carrying stories which endangered the lives and safety of our soldiers "Over There."

If another news association is trying to "squeeze up" your contract price, please remember, we don't and won't.

The True News First—Always—Accurately

INTERNATIONAL NEWS SERVICE

TENTH FLOOR, WORLD BUILDING

NEW YORK

READY FOR PAPER COST CONFERENCE

QUESTIONNAIRE FOR MAKERS—PUBLISHERS URGED TO BE PRESENT.

By the time this issue of THE FOURTH ESTATE is in the hands of subscribers the news print manufacturers will have received from Washington an elaborate form of cost accounting which has been prepared with infinite care by the Federal Trade Commission to be filled out by each paper maker in anticipation of the coming open forum on news print prices, to open in Washington on January 7.

The Trade Commission, in the interest of a policy of "full speed ahead" when the investigation actually starts, is giving to the paper men the most explicit instructions as to the data that is desired.

In carrying out the provisions of the agreement made with the Department of Justice the Federal Trade Commission desires that each company signatory to the agreement furnish monthly cost and profit reports on news print paper, sulphite, ground wood and prepared wood, to be submitted on the forms prepared for this purpose which are attached thereto. The commission's instructions are:

The first report should be for the month of November, 1917, to be followed by reports for each succeeding month during the life of the agreement. If any company does not keep its books in proper form to make accurate reports in accordance with these cost sheets, it should take immediate steps to do so.

In addition to the regular monthly cost reports, beginning with November, the commission desires similar reports for each month from January 1, 1917, to and including October, 1917. These back reports are to be forwarded as follows:

In December, 1917—report for January, 1917.

In January, 1918—reports for February, March and April, 1917.

In February, 1918—reports for May, June and July, 1917.

In March, 1918—reports for August, September and October, 1917.

By following this schedule all of these reports will be in the hands of the commission before April 1, 1918, as of which date the price is to be determined.

The commission expects the monthly reports to be filed according to the above schedule unless individual representations are immediately made and separate arrangements concluded.

THE INFORMATION WANTED.

All materials must be charged into paper at cost. In other words the cost of prepared wood must be the cost used in sulphite and ground wood and similarly the cost of sulphite and ground wood must be the costs used for these materials in news print paper.

Purchased wood must be charged into the prepared wood cost at actual cost. The proper method of handling wood cut on own lands or limits will be considered and agreed upon at the hearings beginning January 7, 1918. Pending the settlement of this matter the commission desires that the method now employed be continued so that the figures given will be those actually shown by the books. The analysis sheets, supplementing, should show the basis used.

All materials and supplies must be inventoried at cost following the general practice of manufacturers up to this time.

A reserve for bad debts is pro-

"A necessary member of the editorial staff of every newspaper."—*The Fourth Estate.*

The advertising man writes his best ads from *World Almanac* facts and figures.

Out January 2d 1918 WORLD ALMANAC

(WAR INFORMATION EDITION.)

Aside from all the features of the great war, in many pages of current information of vast interest to the people of the world, everything is in the volume, as usual, such as the latest records in the progress and conditions of Business, Education, Religion, Industry, Prohibition, Woman Suffrage, Science and Discovery. The sporting record is complete and an important feature, while the election tables are compiled to date. There is nothing in the book but facts you need, comprehensively compiled for quick reference. It cuts the corners to facts and figures.

NEW AND IMPORTANT FEATURES.

New War Postal Regulations.
President Wilson's War Messages.
The Espionage and Trading With the Enemy Acts.
The Pope's Peace Proposal.
National Army and National Guard Cantonments.
U. S. Army and Navy Insignia (illustrated).
World's Food Needs and American Red Cross Work.
The Submarine and Kindred Problems.

United States War Loans to European Belligerents.
One Year's War Expense of the United States.
Signal Corps and Aviation Fields.
First and Second Liberty Loans and Thrift Stamps.
New American Army and Army and Navy Pay.
War Revenue Law.
Poisons Used in Manufacture of Explosives.

AND ALL THE VITAL FEATURES OF OTHER YEARS.

Standard American Annual!

The Greatest Issue in the History of the Publication.

If you have a Son, Brother, Employee or Friend in the Military Service, SEND HIM ONE.

300,000 Copies
Over 1,000 pages, 25,000 Facts and Figures

Price 25c on Newsstands East of Buffalo and Pittsburg.
(West of Buffalo and Pittsburg, 30c. Pacific Coast, 35c.) By Mail, 35c.
Address: Cashier, The World, Pulitzer Building, New York City.
Cloth Bound (Out February 1), 60c.; by mail, 60c.

vided for in selling expenses. This should be based on experience for the previous five years or for the life of a company if less than this. The method of determining this charge should be explained in submitting the first report.

A depreciation charge is provided for in costs. This should be distributed over the sulphite and ground wood produced according to the best practice used. What is a fair rate of depreciation and how it should be computed will be considered at the hearings. Pending the settlement of these questions the commission desires that the figures shown by the books be reported. The method of determining and distributing depreciation should be explained in submitting the first report.

Bond interest and other interest charges are excluded from costs and shown separately on the cost sheets. There should be a distribution of such items over sulphite, ground wood, etc., and the method of distribution should be explained.

Overhead expenses, such as admin-

istration, taxes, insurance, etc., should be distributed over sulphite and ground wood, and also over other products manufactured according to some fair basis to be determined by the commission. Until the correct basis is determined the method now employed must be used so that the figures reported will be those actually shown by the books. The method of distributing these expenses must be explained.

Income and excess profit taxes should be excluded from cost. All reports and figures are received subject to check, analysis and revision by the commission.

WANTS PUBLISHERS REPRESENTED.

Meanwhile, in the effort to secure the presence or representation of every newspaper interest at the all-important hearings, there has gone from Washington this week to every association of newspaper publishers and to every individual publisher who is known to be especially interested the following letter:

"DEAR SIR:

"The news print manufacturers listed

below have recently signed an agreement with the Department of Justice providing among other things that the Federal Trade Commission shall determine the maximum prices and terms of sale of their output of news print paper beginning April 1, 1918, for the duration of the war and three months thereafter:

"International Paper Company, New York City.
"Minnesota & Ontario Power Company, International Falls, Minn.
"Gould Paper Company, Lyons Falls, N. Y.
"Donnacoma Paper Company, Ltd., Donnacoma, Que.
"Spanish River Pulp & Paper Mills, Ltd., Sault Ste. Marie, Ontario.
"Abitibi Power & Paper Company, Iroquois Falls, Ontario.
"Laurentide Company, Grand Mere, Quebec.

"Belgo-Canadian Pulp & Paper Company, Ltd., Shawinigan Falls, Quebec.
"Price Brothers Company, Kenosha, Wis.
"Brompton Pulp & Paper Company, East Angus, Quebec.

"To carry out the provisions of this agreement the commission will hold hearings at its office in Washington beginning January 7, 1918.

"At these hearings evidence will be received bearing on the determination of the prices and terms of sale of these companies.

"Any consumer of news print paper or dealer in news print paper may appear in person or by attorney at these hearings and present any pertinent facts or figures bearing upon the determination of a price or prices of news print paper and the terms and conditions surrounding the sale of the same.

"The commission requests that persons desiring to be heard should give reasonable notice so that a definite time may be arranged.

"FEDERAL TRADE COMMISSION.
"L. L. BRACKEN, Secretary."

FINDING JOBS FOR PEOPLE OVER FORTY-FIVE.

Though its time limit for accepting free advertisements from jobless men who are over forty-five years of age has expired, the New York Evening Mail plans to continue this work of finding positions for men of this class.

In the future, in addition to the regular paid advertising service on the classified page, the Evening Mail invites letters from men of this age period who are out of work, and will try to place them on their merits, as disclosed by their letters.

Plans are being perfected for establishing a permanent medium for bringing the man and the job together, and announcement will be made from time to time of the progress made. It has been definitely decided, for one thing, that women of this class, as well as men, will be provided for in the arrangements.

During the recent campaign, where over 1,000 men applied for positions through the Evening Mail's free service, a number of women also sent in advertisements and these were published, as a matter of course. Several of these women have already reported that they have secured positions through their advertisements in the Evening Mail's free column.

CHOSEN DRAMATIC CRITIC.

Alexander Pierce, formerly assistant dramatic critic of the New York Tribune, is now dramatic critic, succeeding Ralph Block, who has joined the editorial staff of the New Republic.

Miss Salita Solano, formerly on the Boston Traveler, becomes Mr. Pierce's assistant.

MADE ASSAULT ON EDITOR.

Washington Moody, an attorney, has been convicted of assault and battery on Edward Doty, editor of the Tuscaloosa (Ala.) News and president of the Alabama Press Association. He was fined \$5.

AMERICA'S FOURTH CITY

can be covered by
advertisers with just one paper

The DETROIT NEWS

(DAILY AND SUNDAY)

That many advertisers realize
this is proven by the fact that
the News has printed paid
advertising aggregating over

Eighteen Million Lines

in the eleven months of 1917.

There are potent reasons for such extraordinary volume of advertising.

First—Detroit's growth has had extent, speed and stability in a combination rarely if ever equalled in America.

Second—The Detroit News has grown with the city, covering it in the ratio of one copy for every 3.7 English speaking people—men, women and children.

That's why the Detroit News stands where it does as a carrier of advertising.

NET PAID CIRCULATION { 221,000 Daily
EXCEEDS { 175,000 Sunday

NEW YORK
I. A. KLEIN,
Metropolitan Tower

Special Representatives

CHICAGO
JOHN GLASS
Peoples Gas Building

The most advertising medium to reach a half million credent speaking people is the U.S. AMERICAN IDENTITY FORUMS IS APOCALYPTICALLY THE ONLY CHRISTIAN DAILY in the U.S. which is published every day in the past.

(Entered at New York, N. Y. Post Office as second class matter under act of Congress of March 3, 1879)

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The New York Times states that it has no advertising solicitor on its staff by the name of Stokes, who is described as a man about fifty years old, five feet ten inches in height, smooth face, dark hair turning gray, and a fluent talker.

The AMERICAN NEWSPAPER ANNUAL AND DIRECTORY *for* 1918

THIS is to announce the publication of the *American Newspaper Annual and Directory for 1918*—the fifteenth year in which the publishers and advertisers of the country have been served by this book.

Inasmuch as the readers of THE FOURTH ESTATE are nearly all familiar with the scope and character of the A. & D., the chief purpose of this notice is to give them that I-will-order-now feeling.

We shall be glad to send a description of the book to those who may be unenlightened. To old users, we would say that it is the same as ever—only more so. It has more proved circulations, more maps and more data than ever.

The book will be sent by the publishers anywhere in the United States, all charges prepaid, on receipt of price, \$10.00. The edition is limited. We do not intend to print any for the paper baler. The earlier the order the longer the use of the book.

N. W. AYER & SON

PHILADELPHIA, PENNA.

A.N.P.A. FOR SMITH RESOLUTION.

WARNS PUBLISHERS ABOUT THE "PITFALLS" IN GETTING 1918 PAPER SUPPLY.

Congressional passage of the Smith Resolution (now in the Senate) giving the Federal Trade Commission the power to fix the prices of pulp and paper, is urged by the paper committee of the American Newspaper Publishers Association, despite the fact that a settlement has been made of the differences between the news print manufacturers and the newspaper publishers and the Department of Justice.

"The fact that such a settlement has been reached," says the paper committee, "has induced many publishers to think that there is no need to support the Smith Resolution. On the contrary, as there are some mills out of this agreement, particularly those West of the Rocky Mountains, the paper committee urges the support of this resolution."

"The Federal Trade Commission also endorses it, and we therefore urge that it be passed. Although it might be thought not to be necessary, it is required to complete the situation and make it thoroughly effective."

"The report of the joint committee on printing on the Smith Resolution is in part as follows:

"The committee on printing, to which was referred the resolution (S. J. Res. 101) to provide for the national security and defense by assuring to the Government of the United States an adequate supply of print paper at a fair price and by insuring a supply and equitable distribution at fair prices to the industries of the United States, having had the same under consideration, reports the resolution back with the recommendation that it do pass."

"The resolution (S. J. Res. 101) is as follows:

"Whereas, by reason of a state of war now existing it is essential to the national security and defense for the successful prosecution of the war to assure a supply of print paper and its equitable distribution at a fair price in order that the Government of the United States may be assured an adequate supply of paper products and that all proper news may be generally and efficiently disseminated: Now, therefore, be it

"Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the Federal Trade Commission is hereby authorized and empowered to supervise, control and regulate the production and distribution of print paper and mechanical and chemical pulp in the United States, and that all mills producing and all agencies distributing print paper and mechanical and chemical pulp in the United States shall be operated on Government account; that these products be pooled in the hands of the Federal Trade Commission for the term of the war and the emergency occasioned thereby and equitably distributed at a price based upon cost of production and distribution plus a fair profit per ton, as determined by the Federal Trade Commission: *Provided*, That if the compensation so determined be not satisfactory to the person, company, or corporation entitled to receive the same, such person, company or corporation shall be paid seventy-five per centum of the amount so determined by the Federal Trade Commission and shall be entitled to sue the United States to recover such further sum as, added to said seventy-five per centum, will make up such amount as will be just compensation for such paper, and jurisdiction is hereby conferred on the United States district courts to hear and determine all such controversies."

"Sec. 2. That the President is authorized and empowered to take all proper steps to secure the co-operation of the Government of the Dominion of Canada in the creation of a similar agency as herein provided, with like functions; and the Federal Trade Commission is authorized and empowered to act in conjunction with such Canadian agency, when appointed, to the end of fully effectuating the objects of this act."

"Sec. 3. That the President shall

Announcement

On and after January First The OHIO STATE JOURNAL will be represented in the foreign field by STORY, BROOKS & FINLEY Inc. with offices as follows:

CHICAGO
Peoples Gas Bldg

NEW YORK
200 Fifth Avenue

PHILADELPHIA
Colonial Trust Bldg.

THE OHIO STATE JOURNAL CO.
Columbus, Ohio.

have power by proclamation to declare that imports into the United States during the present war emergency of print paper and mechanical and chemical pulp shall be made only on Government account, to or through the Federal Trade Commission, if and whenever he shall determine such step to be necessary in order to fully effectuate the objects of this act.

"Sec. 4. That compliance with all orders and regulations of the Federal Trade Commission made in accordance with this act shall be obligatory on any individual, firm, association, company, corporation, or organized manufacturing industry, or the responsible head or heads thereof, and shall take precedence over all other orders and contracts heretofore placed with such individuals, firm, company, association, corporation, or organized manufacturing industry; and any individual, firm, company, association, corporation, or organized manufacturing industry, or the responsible head or heads thereof, failing to comply with the provisions of this act shall be deemed guilty of a felony and upon conviction shall be punished by imprisonment for not more than three years or by a fine of not exceeding \$50,000, or both."

PROFITS.

"The report then rehearses at length the procedure by the Government in the news print and book print matters. It draws attention to the profits in the paper industry recently and continues as follows:

"Of course it is very evident from these tremendous profits that the manufacturers of news print paper do not want any Governmental supervision or control over their products. In fact the president of the International Paper Company, Philip T. Dodge, has been quoted as saying:

"I wish to say emphatically that our company will unalterably oppose Government regulation. The minute that begins we will start putting our machines out of business. I oppose Government supervision of our business."

Further advice of the A.N.P.A. paper committee to publishers follows:

"There is on hand today a surplus of news print paper of 300,000 tons. There will be a surplus over 1918, after allowing for decreased production due to shortage of materials, labor and cars of at least 250,000 tons more. This means that for 1918 there will be a surplus of news print paper over consumption of 500,000 tons, that is, twenty-five per cent on the basis of 2,000,000 tons production for 1917. The result of this to the publisher is that for every four tons of paper which will be offered

for sale only three can be used.

"There will undoubtedly be an enormous slump in the price of paper should publishers immediately use up all their high priced stocks and continue using as little paper as possible in order to keep the market situation in a healthy condition."

"It must also be remembered that the price fixed by the Federal Trade Commission is a maximum, and that the competitive market now affected by the agreement between the Department of Justice and the paper manufacturers is far more important than the price fixing and other conditions involved in that agreement."

"The present prospect is that competitive market conditions will force a price during next year substantially below any price which may be fixed by the Federal Trade Commission. For that reason the open market is distinctly a safe place to buy paper for 1918, but certainly no formal contract should be entered into except on the basis of the Federal Trade Commission agreement."

"There is a landslide in paper prices. Publishers should take advantage of this by holding consumption down to the minimum; by using up all stocks on hand and buying any surplus requirements next July instead of now."

PUBLISHERS' CONSENT.

"Publishers should be very careful that the manufacturers do not interpret a letter or verbal statement on their part as consent to an arbitrary contract for 1918."

"The agreement signed with the Department of Justice provides that manufacturers may, on request from publishers ask the Attorney General for permission to make with them a contract outside of the benefits of this agreement."

"In view of the manner in which this notice may be given, publishers are particularly urged to be careful that no manufacturer notifies the Attorney General in their behalf that permission is desired to make such contracts, and in a case where there is any doubt, publishers should immediately record their position with the Attorney General against any contract, except that under the terms of the agreement."

The following letter from D. L.

Ward & Co., Philadelphia, is most interesting:

"CONTRACT—Replying to your favor of recent date, we note that you are in the market for a contract for 1918 calling for three hundred and sixty tons. The amount of tonnage can easily be covered by calling it your entire supply. We will name you a price of \$3.15 f. o. b. mill, terms eight draft, bill of lading attached, this price to apply for January, February and March, and a revision thereafter every ninety days. This will give you the benefit of declining immediately."

"ADVANTAGE—I will point out to you the advantages of being under contract. If there is any legislation in Washington, unquestionably the mills will start to make other grades where the prices are higher and your name signed to a contract would mean that they would have to supply you at the price fixed by Congress. If, on the other hand, you are not under contract, it would unquestionably mean that the mills would not take on any new commitments at any low prices. We also feel that our Philadelphia stock, which we carry at all times, and all sizes, will be very handy during the coming freight congestion when we can ship you rolls at a moment's notice."

"There is no possibility whatever, as is shown by the book paper report published by THE FOURTH ESTATE last week of the manufacturers being able to turn their mills to other grades to any great extent. The Berlin Mills and the Minnesota & Ontario Paper Company had made plans to develop the sulphate and wrapping paper business and as these plans matured they were able to carry them out. This will divert a few machines from news print."

"The legislation and price fixing in Washington do not affect this tonnage one way or the other. We reiterate our advice that on account of the enormous surplus for next year the open market or Federal Trade Commission agreement are the only ways to buy paper."

SCHLOSSER BUYS PAPER.

George Schlosser, secretary of the National Editorial Association, who was for many years manager of the South Dakota Newspaper Union, now the Western Newspaper Union, has purchased the Westington Springs (S. D.) Republican, a weekly, from Crispin J. Webb.

TOYS FOR FRENCH CHILDREN

The Chicago Daily News was instrumental in raising a fund for Christmas toys for poor children in France. The toys were given out by the correspondents of the paper in France.

Traveling Salesmen

who call on newspapers selling features or news services, can make a good deal of extra money by handling a side line. No samples to carry. Genuine proposition. Strictly confidential. Call or write Picture Press, Inc. 450 Fourth Ave., NEW YORK

Making a Soldier of Sugar

AS WE have sent men abroad to fight for America—as we have sent money—as we have drafted steel, with other commodities, into fighting-service or enlisted wheat and other fighting-foods—so we must make a soldier of sugar.

Nutriments for the nations at war is as vital to the outcome as the powder that feeds the guns. A great nutriment in time of peace—in war a veritable sinew—sugar is now called upon to play a heroic part, to supply the peoples of our allies—whose strength is ours.

To wrap up sugar in the American flag, so to speak, and put it into the fight becomes a duty of loyalty. It will be borne cheerfully by every industry, every dealer, and every individual it falls upon. Upon certain industries it falls heavily—and especially on the workers who derive their living from them. Yet the American civilian is in this war with the soldier. American business, great and small, American capital from Wall Street to the remotest country bank, is with the Government every step of the way. The *U.S.* means *Us*. We, all of us, are in the fight with everything we have, for the sake of everything we cherish.

This company regards it a privilege to comply with the Government's request, made similarly to all manufacturers employing sugar in quantity, to reduce our output fifty per cent.

To the end of conservation we pledge our further efforts in every direction that opportunity may disclose, in manufacture as well as beyond the scope of our immediate interests; and in this effort generally we bespeak the co-operation of dealers and consumers everywhere.

THE COCA-COLA COMPANY
ATLANTA, GA.

GOVERNMENT-AID AD SLOGANS.

SUGGESTIONS FOR USE OF FILLERS IN NEWSPAPER ANNOUNCEMENTS.

A great many mercantile firms, large and small, retail and wholesale, are contributing advertising space to assist Uncle Sam in his food-saving campaign.

Because the United States must achieve by volunteer effort what Germany achieves through autocratic regulation, it is necessary to keep food-saving before the American people constantly in every possible form. The merchants of the country have been quick to see this, and spontaneously insert food-saving slogans in corners of their regular newspaper advertisements, as well as keying their merchandise offerings on Food Administration principles.

This gratuitous advertising has really just begun. During February and March there will be a great national campaign on war matters in the newspapers and magazines, using space contributed by the leading advertisers of the country, and filled with food and other war announcements written by the country's great authors.

As food saving will be a constant issue until peace returns, such cooperative advertising really represents a great volunteer movement getting under way.

A sort of advertising calculated to produce good effect for food-saving is constant use of comparatively small space for standard food-saving slogans, inserted as fillers between items of large advertisements, or in little boxes in newspaper announcements.

By way of copy, the retail stores section of the Food Administration, Washington, D. C., has issued a bulletin containing standard slogans based upon the policy and purpose of the Food Administration. Here are some suggestions for copy:

FOOD WILL WIN THE WAR— DON'T WASTE IT.

WHEAT.

1. Eat less wheat bread.
2. Don't waste a single slice; make toast, puddings, etc., of all stale bread.
3. Put the loaf on the table and slice as needed.

MEAT.

1. Eat less beef, mutton and pork; use any of this kind of meat not more than once a day.
2. Do not waste an ounce; utilize all leftovers.
3. Save the country's domestic animals; the supply is running short.

FATS

1. Use less butter; eat fewer fried foods.
2. Don't waste any butter, lard or drippings.

SUGAR.

1. Eat less candy; drink fewer sweet drinks.
2. Omit frosting from your cakes.

FUEL.

1. Burn less coal; turn out electric lights and turn down heat in radiators on leaving room.
- TO USE LESS COAL IS TO RELEASE MORE TRANSPORTATION FOR MILITARY PURPOSES.

MILK

1. Waste no milk.
- WE MUST SEND CONDENSED MILK TO OUR FIGHTING ALLIES

INSTEAD OF WHEAT

1. Use more corn bread, oatmeal bread, rye bread, barley bread, and, in the South, eat cotton seed bread, thus saving wheat.
2. Eat oatmeal, barley and corn

A Big Magazine's Biggest Year

Today's Housewife is closing the most successful year in its history.

Here are some of the high spots.

In 1917 the circulation has been increased from 900,000 to 1,100,000.

The circulation income in 1917 was increased over that of 1916 by \$39,700.00.

The advertising income in 1917 was increased over that of 1916 by \$45,129.00.

And, as an index of what may be expected in 1918—

Today's Housewife now has on its books in the form of definite orders 140% more business for 1918 than it had on its books for 1917 at this same time last year.

Successful advertisers are tending more and more to use sound magazines like Today's Housewife.

TODAY'S HOUSEWIFE

G. A. McCLELLAN, President
461 Fourth Avenue, New York City

breakfast foods, corn and buckwheat cakes.

3. In place of one slice of bread, eat one extra potato a day.

INSTEAD OF MEAT.

1. Eat vegetables, salted and fresh fish, cheese, milk, eggs, poultry and game.

INSTEAD OF FATS.

1. Use vegetable fats or oils in cooking.
2. Use the following animal fats; suet, beef drippings, chicken fats, pork fats from cooking, goose oil.
3. Make your soaps for rough cleaning at home, since soaps contain fats.

INSTEAD OF SUGAR.

1. Use honey, molasses and dark syrups.
2. Can your fruit juices and turn them into jellies as needed.

INSTEAD OF COAL.

1. Use fireless cookers.
2. Use wood, oil and gas wherever you can.

DON'T WASTE MILK.

1. Turn all leftover milk into cottage cheese or use in cooking.
2. Use less cream and more whole milk and cheese.

DINNER TO WILKES.

Representatives of the bench and bar in New York County will give a dinner on January 17 at the Hotel McAlpin, to Robert R. Wilkes in recognition of his twenty-five years of service as a newspaper man covering the criminal courts. George Gordon Battle, the well known attorney, is chairman of the committee of arrangements.

Mr. Wilkes became connected with the New York World in 1884 as a reporter. He was then sixteen years old. In 1898 he joined the staff of the Evening World, of which he is still a member.

LABOR DAILY FOR SEATTLE.

A daily newspaper is being planned by the union labor of Seattle to take the place of the Weekly Union Record.

BLACKWELL DAILY IS SOLD.

Abraham Steinberger has sold the Blackwell (Okla.) Daily World to E. H. Young.

SEND ONLY CLEAN MAGAZINES TO THE SOLDIERS.

An appeal has been issued to the people of the country by A. M. Dockery, the Third Assistant Postmaster General, to emphasize the importance of seeing that magazines mailed for the use of our soldiers abroad should be current and clean. These are the magazines which may be sent to soldiers by merely placing a one-cent stamp on the wrapper. Mr. Dockery has sent this order covering the matter to the Postal Service:

"It has come to attention that many of the unwrapped unaddressed magazines mailed by the public at the one-cent postage rate for soldiers and sailors are useless for the purpose intended, some being so old as no longer to be of any interest, some are torn and soiled and unfit for further use, while others are of such character as to be totally unsuited as reading matter for soldiers and sailors."

"Postmasters are requested to give this matter publicity and impress upon their patrons that the publications mailed under the arrangement referred to should consist of clean copies of current or comparatively recent issues of magazines devoted to literature or containing matter of general interest. It should be borne in mind that the magazines are distributed merely in a very general manner, and that it is not practicable to place those devoted to special subjects or which are merely of local or restricted interest in the hands of particular soldiers or sailors."

"Complaint is also made that many of the undeliverable magazines sent by postmasters to the assembling points for ultimate distribution among the soldiers at the various camps throughout the country are not suitable for the use intended, and postmasters are therefore instructed to exercise discretion in this connection, and include only such undeliverable magazines as will be appropriate and likely to be of interest to the men in the camps."

COURT RECOGNIZES THEATER ADVERTISING.

Because of their advertising, the appellate division of the New York Supreme Court has granted an injunction to the owners of the Strand Theater, New York, restraining the use of that name by another theater known as the Harlem Strand.

Referring to the original Strand's advertising the decision says:

"Wide publicity was given to the first performance held therein and peculiar interest attached to it by reason of the fact that it was claimed to be the largest moving picture theater in the world. Thereafter the name of the theater was continually kept before the theater-going public by means of most elaborate advertising more than \$50,000 yearly being spent in New York City newspapers alone in addition to advertising throughout the country."

THE CANTON NEWS INSURES ITS EMPLOYEES.

The Canton (Ohio) Daily News has entered into arrangements with a large insurance company for life insurance for all of its employees, the premium expense to be borne by the paper.

The insurance begins with an amount approximately equal to sixty per cent of the employee's present salary and will be increased each year until it equals one year's pay.

This has been effective since December 20 and will remain in force as long as the employee is connected with the Daily News.

Some Recent INTERTYPE

ORDERS of interest to the trade:

LOUISVILLE (Ky.) HERALD

10 Model B 1 Model C

3 Model C-s.m.

(with side magazine)

ST. LOUIS GLOBE-DEMOCRAT

7 Model C-s.m.

(with side magazine)

SEATTLE (Wash.) STAR

3 Model B 1 Model C

1 Model C-s.m.

(with side magazine)

WASHINGTON (D.C.) POST

3 Model B

(repeat order)

BURLINGTON (Ia.) HAWK-EYE

4 Model B 1 Model C-s.m.

(with side magazine)

*The Intertype is a flexible machine, so simple and so well built that
the more it is investigated by buyer, foreman and machinist,
the stronger is their conviction that it is*

“The BETTER Machine”

INTERTYPE CORPORATION

Executive Offices and Eastern Sales Department

50 Court Street, BROOKLYN, N. Y.

Middle Western Branch
Old Colony Building
CHICAGO

Pacific Coast Branch
86 Third Street, SAN FRANCISCO

Southern Branch
539 Carondelet Street
NEW ORLEANS

VOLUME of Cash Trade

Right now, the paramount issue in retailing is volume of "quality trade." Its importance is felt by everyone.

Cash trade is the *real* "quality trade"—it has been since the first sale of goods was made—its value is known and granted. But, how to obtain new cash patronage and induce credit customers to "pay as they buy" is the problem to be solved.

Those who pay cash are entitled to a preference over those who do not. The *Sperry* System enables a merchant to show his appreciation in the most practical and substantial way. It pleases customers at a minimum cost.

As a builder of good will and "quality business" for the merchant, and promoter of thrift and economy in the home the valuable *Sperry* Green Stamps serve a mighty important function.

The SPERRY &
HUTCHINSON Co.
2 West 43th St., New York

OBITUARY NOTES.

COLONEL JOHN HICKS, editor and publisher of the Oshkosh (Wis.) Northwestern and one of the most widely known newspaper men of the Northwest, died on December 20 in San Antonio, Tex., after only a few hours' illness of heart disease.

Colonel Hicks was born in Auburn, N. Y., April 12, 1847. He moved to Wisconsin while a child and was educated at Lawrence University, Appleton. He began newspaper work when twenty years old with the Oshkosh Northwestern, later becoming owner. He was appointed United States minister to Peru and served here from 1889 to 1893. Following this he made a tour of the world, visiting Egypt, Turkey and all of Europe. In 1905 he was appointed United States minister to Chile, in which capacity he served four years. He was the author of several books dealing with Wisconsin life and people. At the time of his death, Colonel Hicks was engaged in writing his autobiography. He was accompanied South by his wife.

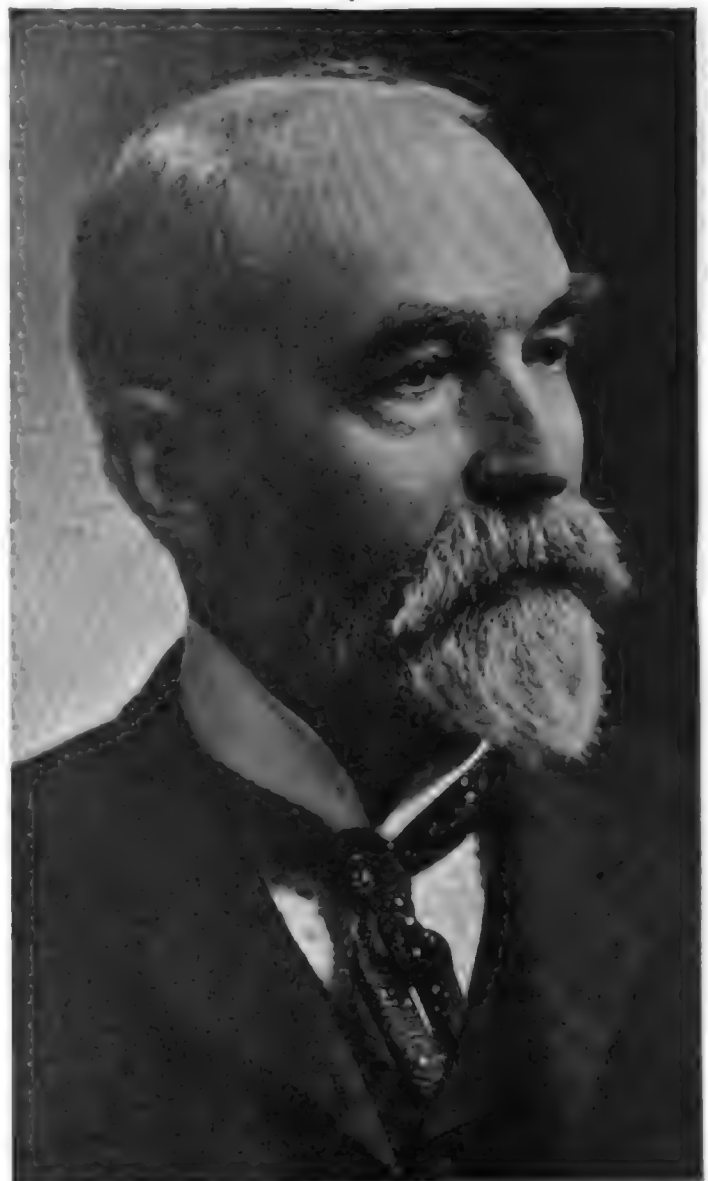
GRANVILLE COWING, a veteran newspaper man, died in Muncie, Ind., on December 20, aged ninety-three years. As editor and printer, Cowing was in the employ of John G. Whittier when the latter edited the New Era in Washington, D. C. As compositor he set up the first edition of Harriet Beecher Stowe's "Uncle Tom's Cabin" from the original manuscript. Cowing became acquainted with many historic characters, having come in personal contact with them while a young man in Washington. Cowing had been engaged in fruit farming near Muncie for fifty years. Until recently he had contributed regularly to newspapers and other publications articles on topics of historical interest.

CHARLES RICHARD WILLIAMS, assistant general manager of the Associated Press from 1883 to 1892, prominently known in educational work and at one time professor of Greek at Lake Forest University, died on a train on his way to Mobile, Ala., on December 20. Mr. Williams was born in Plattsburg, N. Y., April 16, 1853, and studied at the University of Rochester, Princeton, Göttingen and Leipzig and in Switzerland and Italy. Appointed literary editor of the New York World in 1883, Mr. Williams left the same year to become assistant general manager of the Associated Press. Later he was editor-in-chief of the Indianapolis News. Among his works are a life of President Hayes and a book of poems, "In Many Moods." He made his home of late years in Princeton, N. J.

CAPTAIN W. M. MEREDITH, former director of the Government bureau of engraving and printing, but recently with the Treasury Department, died on December 24 in Washington. He was eighty-two years old and was born in Indiana. He became director of the bureau of engraving and printing during President Harrison's Administration, and after leaving this position during President McKinley's first term of office was reappointed during President McKinley's second administration.

E. R. BATHRICK, a former Brooklyn (N. Y.) newspaper man, died in Akron, Ohio, on December 24, aged fifty-four years. Many years ago he moved to Akron and at the time of his death was a member of the House of Representatives from the fourteenth Ohio district.

W. B. PHILLIPS, at one time publisher of the Inland Press, Ann Arbor, Mich., but more latterly in the publishing and printing business



THE LATE JOHN HICKS.

in Battle Creek, Mich., died in an hospital there recently. He was fifty-two years old.

WALTER G. FREEMAN, for twenty years employed in circulation departments of various city newspapers, is dead in Brooklyn, N. Y., after a long illness.

JOHN JOSEPH WINGATE, veteran newspaper man, died suddenly in London, Ind., the other day, of heart trouble.

MISS ELIZA C. DENNISTON, for four years president of the Women's Press Club of Pittsburg, died in Washington on December 17. At the time of her death she was secretary to the president of the Daughters of the American Revolution.

DANIEL C. McKAY, at one time editor and principal owner of the Muskegon (Mich.) Chronicle, died recently in Belpre, Ohio.

GEORGE W. SMITH, for many years with the New York Sun, died in Brooklyn, N. Y., last week, aged sixty-five years.

DR. LEVI P. GILBERT, one of the best known Methodist editors and

ministers in the country, died at his home in Cincinnati on December 24. Dr. Gilbert, who was sixty-five years old, was a former editor of the Western Christian Advocate, and had occupied pulpits in Columbus, Ohio; New Haven, Ct., and Seattle, Wash. He was born in Brooklyn August 23, 1852. He was first an editor: of the Daily Christian Advocate and later of the Western Christian Advocate.

JOHN SYLVESTER BOYCE, for many years an employe of the Brooklyn (N. Y.) Eagle, is dead at the age of seventy-six years.

JOHN H. REED, at one time circulation manager of the St. Paul (Minn.) Globe, died on December 19 in Seattle, Wash. He was sixty-five years old.

DAVID ALLAN WATT, for a number of years editor of the Canadian Naturalist, is dead in his eighty-eighth year.

A. W. VAUGHN, an old time newspaper man and inventor of the Vaughn printing press, which was extensively used by country newspapers

a number of years ago, committed suicide recently in Adel, Ia.

ROBERT MATHESON, successively owner of the Milton (Ont.) Champion, the St. Catharines (Ont.) News, the Clinton (Ont.) New Era and the Chicago Canadian-American, is dead at the age of eighty-three years.

MISS MARY ROWMAN, thirteen-year-old daughter of Albert H. Bowman, publisher of the Evanston (Ill.) News-Index, died last week.

WILLIAM LESTER RICE, formerly of the Omaha (Neb.) Daily News, died in Omaha on December 14.

TRADE AND CLASS PRESS.

F. C. Greene has succeeded J. Leo Meehan as editor of the Intermountain Catholic, Salt Lake City, Utah.

Mr. Greene received his first experience when he issued the Badger, a small magazine on the U.S.S. Wisconsin. The paper went out of existence when the press was wrecked by breaking loose from its moorings in a rough sea.

Abandoning the sea in 1910, Mr. Greene went to work on the Boise (Idaho) Statesman as a cub reporter. When he left the paper, in 1915, he was occupying the city editor's chair.

Since that time he has been connected with Salt Lake newspapers in various capacities and while editing the Intermountain Catholic is still retained as assistant city editor of the Salt Lake Telegram.

Frank M. White of the faculty of the Wisconsin College of Agriculture has resigned to become tractor editor of the Orange Judd Farmer of Chicago.

Rev. Albert C. Dieffenbach, pastor of the First Unitarian Church of Hartford, Ct., has been elected editor of the Christian Register, a Unitarian publication of Boston.

Harley Ward of the Chicago staff of Association Men, the Y.M.C.A. publication, will leave Chicago shortly for a business connection in Denver.

The Real Estate World, published at Warren, Ohio, will be merged on January 1 with the National Real Estate Journal of Indianapolis, published by H. L. Freking. The Real Estate World was the property of George M. Smith of Warren.

FOREIGN EDITORS, PUSH THE WAR SAVING STAMPS.

Publishers of foreign language newspapers, officers of benevolent associations and clergymen attended a meeting in Philadelphia last week in the interest of the war savings stamp campaign. It is proposed to organize Pennsylvania in an effort to increase the sale of stamps among foreign-born people.

William Hertzler of Port Royal was appointed chairman of the Juniata County war savings stamp committee. S. H. Pool of Philadelphia was named chairman of the insurance division of the campaign, with the object of establishing 20,000 sales agencies.

A DAKOTA MERGER.

The Pioneer Press and the Spotlight, both published at Mott, N. D., have been consolidated. The merged publications will be known as the Pioneer Press.



THE MACHINE THAT LASTS.

Reputation

YOU buy security when you buy a Linotype—the security of an established trade name with trade reputation and trade honor to back it.

You buy membership in an organization with ample resources, experience and ability to supply your wants with promptness and accuracy.

You buy that peace of mind that comes from the ownership of a composing machine the performance of which can be relied upon under all conditions at all times.

The Linotype in itself is a stable investment. Its continued use represents economies that will pay more than compound interest.

"The Linotype Line" is a 16-page booklet that explains all Linotypes. It is sent on request.

MERGENTHALER LINOTYPE Company

NEW YORK.....Tribune Building
CHICAGO.....1100 S. Wabash Ave.
NEW ORLEANS.....649 Baronne Street
SAN FRANCISCO.....646 Sacramento Street
TORONTO.....Canadian Linotype Limited

WHAT THE FOOD AND DRUGS ACT HAS DONE.

How the Federal Food and Drugs Act has regulated the labelling of patent medicines, corrected advertising, and remedied similar evils is told in the annual report of the Department of Agriculture.

The law requires the labels of patent medicines to declare the presence of any habit-forming drug, such as opium, cocaine, or alcohol, thus preventing the innocent development of the drug habit. This provision of the law is particularly valuable in warning mothers against so-called infants' soothing syrups containing opium.

When the act went into effect, drug addiction was so prevalent that frauds in the treatment of victims were frequent and in most instances the remedy advertised so forcefully by the labels contained the very drug from which escape was desired.

In 1907, the bureau of chemistry found that thirty soft drinks contained small amounts of cocaine. Practically all of these were suppressed. The Food and Drugs Act is regarded as having been an important factor in bringing about passage of the Harrison anti-narcotic law, which more effectively controls habit-forming narcotics.

Much has been done, the report says, to control the indiscriminate use of so-called headache remedies containing dangerous, depressing drugs, and of dangerous cosmetics making claim to healing value; and to raise the quality of crude drugs through the examination of imports.

As a result of co-operative work with the Post Office Department a number of fraud orders were issued by that department preventing the use of the mails in promoting the sale of fraudulent medicines.

FOREIGN MAIL CENSORSHIP NOW IN FULL FORCE.

Censorship of foreign mails, authorized by the Trading with the Enemy Law, now is in full force under a board on which the Post Office, War and Navy Departments, the War Trade Board and the Committee on Public Information are represented.

Through branch offices at New York, the Panama Canal Zone, Porto Rico and such other places as may be necessary, the board plans to carry in the work with as little interference to legitimate correspondence as is possible.

The work of organization was begun on November 1 and at the request of the Government the news was not published at that time. The Government now has withdrawn its request for secrecy.

The board is in close co-operation with the British and French censorship. It will combine with censorship of foreign mails the present censorship of wireless and cables.

Edwin Hands, head of the committee in charge of the New York branch of the censorship board, said there was absolutely no truth in reports that domestic as well as foreign mails are being censored.

"The law gives us the right to open only foreign mails," said Mr. Sands. "Any man who opens a domestic letter renders himself liable to indictment. No domestic letter had been opened by the authorization of our committee."

GERMAN PAPER SOLD.

Hans Bemuth has sold the Sioux Falls (Ia.) Deutscher Herold, a weekly, to a corporation of which Conrad Korneman, who will be editor and manager of the paper, is president. Walter Fischer and Rev. W. Schroeder are stockholders in the corporation.

The William L. Betts Company

NEWSPAPER CONTEST SPECIALISTS

Suite 406, World Bldg., NEW YORK

The Inbad Family

our New Strip Comic by Wood Cowan,
begins Dec. 31. Five and seven columns.

The International Syndicate
Established 1890. BALTIMORE, MD.

COMPLETE RECORD CARDS.

MEANS BY WHICH "WHYS"
AND OTHER INFORMATION
CAN BE KEPT TOGETHER.

By GERALD HERRIDER,
Circulation Manager Rhinelander
(Wis.) Daily News.

It is possible that this record card
may be of use to some brother circu-
lator or publisher who is wanting to
keep close tab on the "dead ones."

While it is not the rule of a news-
paper office to use both sides of a
sheet this card forms a circulation
stop record combining it with the
subscription account.

This card furnishes a complete
record. It enables the circulation
man to know the "why" of the stops.
It furnishes a record that can be re-
ferred to at any time and it serves

Service Flags

FOR THE
HOME, OFFICE, CHURCH,
FACTORY, PRESS CLUBS,
SCHOOLS AND
FRATERNAL SOCIETIES.

All Sizes—Low Prices—
Immediate Delivery.

S. BLAKE WILLSDEN
39 E. Madison St., CHICAGO.

NEWSPAPER FEATURE SERVICE

"The CIRCULATION Builders"
37 West 39th Street, NEW YORK

as valuable information for the cir-
culation man in follow up work.

When a man stops the paper he
usually has his reasons. These rea-
sons are placed in record form on
this card and as here reproduced
the cards are filed in alphabetical
order and are gone over once each
month.

Hence the prospects for renewal
are closely followed with good re-
sults. For instance, if Mr. Jones
goes away the card says he will re-
turn about September 1.

On September 1 Mr. Jones is seen
by a representative of the paper and
his renewal is secured. This record
is a constant reminder and a big
help in keeping tab on the most
troublesome end of the circulation
department, the stops.

It is possible that this idea is not
original; but the writer has never
learned of anything like it. If this
is successfully used by any publisher
or circulator, I would appreciate a
letter stating results.

Here is the card:

Front.

Year	JAN	FEB.	MARCH	APRIL	MAY	JUNE
1918	5 12 19 26	2 9 16 23	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29
1917	6 13 20 27	3 10 17 24	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30
ROUTE NO.						Began
NAME						Stopped
DELIVERY ADDRESS						Renewed
COLLECTION ADDRESS						
Year	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1917	7 14 21 28	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29
1918	6 13 20 27	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30	7 14 21 28

Reverse Side.

Don't like News.....
Can't afford
Leaving city
Taking other paper.....
No time to read.....

Poor service
No reason given.....
Sickness
Will subscribe again.....
Remarks

NICE WAY TO CELEBRATE.

The Charleston (Ill.) Courier, to
complete its twenty-fourth year of
continuous publication, has moved
into a modern new building.

The Nonpareil (Neb.) Grip has
been started by Gene Heath.

A "STAR" WITNESS

Thomas Costello, old time Chicago
newspaper man, but more latterly a
political "fixer," by his own admis-
sion, was the star witness for the
state last week in the case against
former Police Chief Healey and
others in Chicago graft prosecutions.

The True News

FIRST

Always—Accurately

INTERNATIONAL NEWS SERVICE

10th Floor, World Bldg., NEW YORK

China Premiums ARE THE BEST!

Distinctive Service in Many Sizes.
Write for Samples.

The Limoges China Co.
SEBRING, OHIO

NEWS NOTES OF CIRCULATORS.

The Allentown (Pa.) Democrat, a
daily, will sell at one instead of two
cents a copy after January 1. The
yearly subscription price will be \$5
(within the first and second mailing
zones from Allentown) and it will
be delivered to the home by carrier
for ten cents per week.

The Northeastern Circulation Com-
pany, Davenport, Ia., of which C. B.
Hollister is general manager, is at
present conducting campaigns for the
St. Louis Republic (second cam-
paign), the Oakland (Cal.) Enquirer
(second campaign) and the Tulsa
(Okla.) World.

In a recent essay contest on "War
Savings" for the public school chil-
dren of Wilmington, Del., the Every
Evening of that city awarded three
cash prizes.

Newsboys selling the Sault Ste.
Marie (Mich. and Ont.) Evening
News on December 20 kept for them-
selves the entire proceeds of their
sales. It was their Christmas pres-
ent.

The Dayton (Ohio) News won
many friends among the "Buckeye
Boys" at Camp Sheridan, Ala., when
it published exclusively for their en-
tertainment benefit a little Christmas
edition on December 25. It was sent
down to the camp and was greatly
appreciated by the soldier boys.

The Chicago Examiner managed
the erection of large Christmas trees
for the soldiers at Camp Grant, Rock-
ford, Ill., and the Great Lakes Naval
Training Station.

The dailies of Rock Island, Ill.,
have slightly increased their subscrip-
tion price.

Chicago newsboys were given a
royal Christmas feast in the Chi-
cago city hall.

Chauncey F. Stout, circulation
manager of the Plainfield (N. J.)
Courier-News, is back at work com-
pletely recovered from his recent ill-
ness. As a Christmas present Mr.
Stout distributed thrift stamps to his
carrier boys.

The thirty carriers of the Evans-
ville (Ind.) Courier have organized
the Evansville Newsies Club. R. C.

KEEN PUBLISHERS Everywhere Are Buying Electric BulletinMachines

They have written us letters giv-
ing their opinions. They make in-
teresting reading. We wish we
could send them to you complete.
Some of the letters are in our
New Illustrated Catalogue. Why
not let us send you one?

National Electric Bulletin
Corporation.
NEW LONDON, CONN.

PROSPERITY EDITIONS

J. A. McAVOY
National Exchange Bank Building
PROVIDENCE, R. I.

Hooley, circulation manager of the
Courier, is an honorary member of
the club.

The Omaha Bee's circulation de-
partment doesn't propose to let its
newsboys suffer because of the cold
weather. The paper is distributing
woolen mittens among the newsies.

NEW POST FOR BIRDSALL.

Dudley W. Birdsall, for four years
a member of the editorial staff of
the St. Paul (Minn.) Dispatch and
Pioneer Press and for the past year
assistant to Raymond I. Tennant, has
succeeded to the latter's position as
head of the publicity work in the ser-
vice department of those papers. Mr.
Tennant, who was at one time city
editor, was recently commissioned
lieutenant after training at Fort
Snelling.

Mr. Birdsall went to St. Paul
from Monmouth, Ill., where he was
born some forty years ago and where
he served as reporter on both of the
dailies of that city for six years.
Prior to his experience at Monmouth,
he did some work on Chicago papers.
He served for several years as de-
puty county clerk of his home county.

THE NATIONAL PRESS CLUB ELECTS KRAGFR.

Gus J. Karger of the Cincinnati
Times-Star was elected president of
the National Press Club of Wash-
ington on December 15.

Other officers chosen were Earl
Godwin, Washington Times, vice-pres-
ident; Jesse S. Cottrell, Nashville
Banner, secretary; John H. Small-
wood, Washington Star, treasurer,
and Jay G. Hayden, Detroit News,
financial secretary.

12½ Million Lines

The volume of advertise-
ments carried by The New
York Times in 1917 is 12½
million lines—a gain of a
million lines over 1916,
and, deducting help and
situation wanted advertise-
ments, a greater volume
than any other New York
newspaper.

FLORIDA IS TO BE ADVERTISED.

THE NORTH WILL LEARN OF THE ADVANTAGES OF THE PENINSULA STATE.

A practically unanimous sentiment in favor of immediately inaugurating a movement for concerted action to advertise Florida throughout the North was expressed at a meeting recently held at the chamber of commerce in Jacksonville, at which was organized a great booster body for the state of Florida.

In answer to the objection that such a campaign is not justifiable while the war is being waged, it was pointed out that any action which would have for its object bringing into the state progressive settlers for the development of the 30,000,000 idle acres of Florida could not be other than highly patriotic, and of substantial assistance to the Government's efforts to increase production.

The plan of organization provides for equitable representation between all sections of the state, for safeguarding the expenditure of all funds raised; and for a statewide organization to accomplish things for the state as a whole. Shares in the association to the value of \$10 each and no expenditures to be made until a maximum of 25,000 shares have been sold should assure ample funds to carry out the plans of the organization, which will be known as the Greater Florida Association, Inc.

In the election of officers and directors, which followed the adoption of the plan of organization, the following were chosen:

G. B. Ware, president, Leesburg; F. C. Groover, first vice-president, Jacksonville; D. C. Gillette, second vice-president, Tampa; Z. C. Chambliss, treasurer, Ocala; J. P. Durler, secretary, Vilas.

Meetings of both the membership and the directors will be held in Jacksonville during the time of the State Fair in that city, when it is expected to adopt definite plans for aggressive action.

"NON-ESSENTIALS" NOT TO BE CLOSED DOWN.

The National Fuel Administration does not intend to close down a single industry non-essential to the war in order to conserve coal.

Instead Fuel Administrator Garfield will put into practice a system of reducing their activities pro rata along lines volunteered by these industries.

It is also suggested by the Fuel Administration that in times of an emergency, such as the temporary tie-up of railroad facilities, coal should be drafted wherever it is found.

ALL THEATERS MUST OBEY "LIGHTLESS" RULE.

The Fuel Administration has refused to consider a plea from the Vaudeville Managers Protective Association against enforcement of lightless nights for the variety houses on Sundays and Thursdays.

"War demands for coal are largely in excess of increased production," the Fuel Administration replies, "and it is unfair to the public to permit display advertising. We rely upon your patriotic co-operation to induce your members to comply loyally with our ruling."

NONPARTISAN ORGAN MOVES.

The Nonpartisan Leader, the official organ of the Nonpartisan League, will move from Fargo, N. D., to St. Paul, Minn., on January 1.

Our products
are known for their
absolute uniformity
in every particular.

TICONDEROGA SPECIAL MAGAZINE For Half Tone Work

The paper on which THE FOURTH ESTATE is now and has for many years been printed.

TICONDEROGA EGGSHELL BOOK

Unsurpassed for booklets and catalogs containing line plates and straight type matter.

Ticonderoga Pulp & Paper Co.
Mills at Ticonderoga, N. Y.
Sales Dept., 200 Fifth Ave., New York City

DISTRIBUTING DEALERS

NEW YORK CITY
Lasher & Lathrop, Inc.
Commercial Paper Co.
J. E. Linds Paper Co.
Merriam Paper Co.
Henry Lindenmeyr & Sons
Holden & Hawley

CHICAGO
J. W. Butler Paper Co.

PHILADELPHIA
D. L. Ward & Co.

BOSTON
Carter, Rice & Co.

ST. LOUIS
Mississippi Valley Paper Co.

BUFFALO
The Alling & Cory Co.

SAN FRANCISCO
Pacific Coast Paper Co.

CLEVELAND
Central Ohio Paper Co.

BALTIMORE
Smith Dixon Co.

PITTSBURG
The Alling & Cory Co.

BUFFALO
The Alling & Cory Co.

LOS ANGELES
Sierra Paper Co.

MILWAUKEE
Standard Paper Co.

CINCINNATI
The Diem & Wing Paper Co.

SEATTLE
Mutual Paper Co.

KANSAS CITY
Missouri-Interstate Paper Co.

ROCHESTER
The Alling & Cory Co.

COLUMBUS
Central Ohio Paper Co.

TOLEDO
Central Ohio Paper Co.

NEW HAVEN
Chaffield Paper Co.

SCRANTON
Megargee Bros.

SPOKANE
American Type Founders Co.

OMAHA
Carpenter Paper Co.

GRAND RAPIDS
Central Michigan Paper Co.

ALBANY
Hudson Valley Paper Co.

DALLAS
Southwestern Paper Co.

HOUSTON
Southwestern Paper Co.

TROY
Troy Paper Co.

HOLYOKE
Judd Paper Co.

DES MOINES
Carpenter Paper Co.

N.Y. PRICES MAY GO UP.

WITH ALL BUT ONE PAPER IN FAVOR, NEWSDEALERS PREPARE TO ACT.

So far neither publishers nor newsdealers in New York have taken any action on the threat made last week by the newsdealers to raise the price of newspapers to two cents daily and six cents Sunday, with or without the publishers' permission.

As told exclusively in THE FOURTH ESTATE, the dealers have asked the publishers to raise their wholesale price to \$1.20 per hundred copies daily and four and a half cents a copy on Sunday, and thus allow the dealers the extra margin between that wholesale price and the two-cent and six-cent retail price.

A committee of the dealers, under the direction of President Pickering of the National Newsdealers Association, made the rounds of the newspaper offices last Friday and Saturday and talked the price matter over with the circulation and business managers, but they were told it was strictly up to the publishers.

But so far the newsdealers' threat has not been brought officially to the attention of the New York Publishers Association, and no call has been issued for a meeting to consider it, according to one of the members.

A man in close touch with the situation did tell THE FOURTH ESTATE, however, that the publishers had considered the case informally and all, except one, in the entire city had expressed themselves in favor of the proposition made by the newsdealers, but until everybody is willing to go in on the price increase, nothing will be done.

He did say, however, that the assenting publishers were hopeful of winning over the single outstanding one and raising the price by unanimous consent.

But up to the time of going to press the situation was about the same as told by THE FOURTH ESTATE last week.

Persons in close touch with the newsdealers say that the dealers will raise the price—possibly tomorrow—selling the Sunday papers at six cents. If not then, the dealers are certain to take action by January 5 or 6, if the publishers do not recognize their proposition.

In the outlying districts of the city, dealers have actually started to sell at two cents daily and six cents Sunday.

Not only in New York, but in all other cities where the prices of papers are one cent daily and five cents Sunday, the members of the National Newsdealers Association are said to be prepared to raise prices on the same basis as in New York.

The dealers say it is absolutely necessary in view of the constantly increasing business expenses and cost of living. The small margin of profit in selling newspapers at one cent and five cents is impossible to live on, they contend.

DURING THE COMING WEEK.

The New York Times will take over the Tidewater Paper Mill on January 1.

The special meeting of the Audit Bureau of Circulations, which was to have taken place in Chicago on December 14 for the consideration of the referendum and rate adjustment, will be held on January 4.

The New York news photographers will hold their annual dinner at Keens 44th Street Chop House on January 5.

THE FUTURE OF FINANCIAL ADVERTISING.

ITS FIELD ENLARGED ONE THOUSAND PER CENT BY THE LIBERTY LOAN CAMPAIGNS—BIG OPPORTUNITY.

By HERBERT B. MULFORD.

[Mr. Mulford is the writer of the copyrighted pamphlet "Fraudulent Financial Advertising" recently issued by the sub-committee on fraudulent advertising of the Investment Bankers Association of America (which THE FOURTH ESTATE published a short time ago by special permission). For nearly a year, in personally investigating fraudulent financial advertising, and more particularly in the last six months as assistant director of publicity of the Liberty Loan in Federal Reserve District No. 7, and as vice-chairman of Illinois publicity for the war savings stamps campaign, Mr. Mulford has done much analyzing in connection with the general subject of financial advertising, with the result that he makes this statement to THE FOURTH ESTATE: "I feel very keenly that financial advertising is as yet not understood either by publishers or by advertising agents."]

Besides his already mentioned associations, Mr. Mulford was with the banking house of Ames, Emery & Co., Chicago, and for ten years was in charge of the investment publicity of N. W. Harris & Co., and the Harris Trust & Savings Bank.—EDITOR.]

The selling campaigns for Liberty Loan bonds in the past six months have brought about a potential increase in financial advertising lineage of at least one thousand per cent.

A survey of actual lineage figures in the principal publications of the country making a specialty of financial copy would seem to contradict this statement, because in many publications in larger cities there has been a sharp falling off in business from many old financial advertisers. Indeed, some actual deficits have been prevented only by the liberal amount of paid advertising placed through the strenuous endeavors of Liberty Loan committees. Moreover, in a great many important publications any increases in the year's lineage have been due directly to this Liberty Loan copy.

It is only in the papers of the smaller cities that the increase has been actually apparent, and this increase is easily traceable solely to the copy from the Liberty Loan campaigns.

It is not, however, in the narrower and more immediate situation that the increase is seen. Rather it is of the future of financial advertising and its wonderful possibilities that the foregoing statement is justified.

Through several thousand pages of paid copy placed in the Second Liberty Loan campaign, and the large volume of publicity secured through salesmen, posters, street car cards, circularizing, public speaking, moving pictures and the news columns of the entire press of the country, there has been developed in a few months an investment patronage of stupendous proportions which forevermore is to be stimulated by financial advertising of every sort.

Before the first Liberty Loan was floated, bankers conservatively estimated the number of known bond buyers in this country at considerably less than 500,000 persons, or less than one-half of one per cent of the population.

Two campaigns have jumped this number to somewhere between 10,000,000 and 12,000,000.

Other campaigns to follow during the course of the war will undoubtedly result in placing on an average at least one bond buyer in every family in the United States.

This tremendous financial clientele belongs now to nobody but Uncle Sam.

In a good many cases the get-rich-quick fraud is camping on the trail of the Liberty Bond buyer for the purpose of trading him out of the best investment on earth and giving him in exchange certificates of some good-for-nothing promotional scheme; and in the newspapers are appearing a great many advertisements of such fraudulent promotions.

LEGITIMATE BANKERS HAVE NOT BEGUN.

For the most part the legitimate bankers of the country have not begun to campaign for any results from Liberty Bond buyers for two reasons:

First—They are too busy helping in the sale of the Liberty Loan

Bonds to tell the horde of new investors very much of their own business.

Second—They believe it an unpatriotic act to advise a Liberty Bond buyer to sell his bonds, except in case of necessity.

Therefore, for the most part, any immediate increase in financial advertising copy is likely to come from get-rich-quick swindlers.

The shrewd investment bankers, however, can be relied upon to compete strenuously for the patronage of these millions of bond buyers as soon as conditions, both business and ethical, will permit, and they know full well that the prize will go to those who pursue the most consistent and persistent course in publicity.

At once there arises the question as to what form the advertising will take and where the greater part of banking house appropriations will be spent.

In the past, the biggest financial advertisers, in the main, have used three principal media, viz., mail publicity, newspaper advertising, and advertising in periodicals, the latter comprising essentially national weeklies and monthlies, and financial publications going to investors and bankers. In a few cases street car cards have been used.

The copy placed has come from two principal sources:

One—Investment banking houses; Two—Banks of deposit and trust companies advertising general banking and trust company facilities.

Aside from the marked increase in trusteeships for soldiers going to the front, we may pass by the general banking advertising problem as one simply of gradual growth and evolution, and pay attention particularly to increases to come from new

savers and new investors.

Little has been said about the new class of savers developing in the country as a result of the Government campaign for the sale of war savings stamps and thrift stamps for this is only just getting under way this month.

The campaign is so young, and its character is so vastly different from that of the Liberty Loan campaigns, that it is almost impossible to forecast the nearby results to accrue therefrom. However, when it is borne in mind that Mr. Vanderlip, the head of the war savings activities, has asked that the committee raise \$2,000,000,000 by means of persistent campaign in the several states throughout the entire year, it can readily be seen that there was never such a program to inculcate thrift planned before in the history of the world.

By means of the small twenty-five cent stamps and the larger stamps selling for \$4 and a few cents, types of people heretofore utterly careless of the spending of odd pennies are to be led into ways of thrift literally by the millions.

It is hoped that the war will end soon enough to make it unnecessary to sell stamps after next year. It is almost as sure as fate that savings banks immediately after the war will develop for themselves machinery similar to the war savings plan, and will actively compete by advertising for the large volume of business stimulated by the new thrift habits of the people.

The type of advertising, as nearly as can be assumed at this time, will probably be considerable newspaper and street car copy, mail publicity, and a very little increase in advertising in national publications for mail order business.

By far the greater amount of new financial advertising will come from the investment houses, for several very good reasons.

CONDITIONS OF THE PAST.

Heretofore, these houses, going along the line of least resistance, have sought out the larger centers of population for their activities, because in these larger centers money accumulates more rapidly in the aggregate, and salesmen, with less expenses than when traveling on the road, can reach a larger number of prospects for direct personal appeal than by going to smaller places.

This has also been true of whole sections of the country where interest rates have been high and where conservative investments yielding from four to six per cent could not compete with bank rates.

Therefore we have seen little or no attempt at selling in the Northwest, Southwest and Southeast, or in what might be termed the newer sections of the country.

The general situation is emphasized by the utter futility in times past of trying to sell to farmers, as a class, on a profitable basis.

Therefore we have seen not only active selling campaigns, but advertising campaigns, especially in the newspapers, carried on only in the larger cities of the country.

Even cities like Salt Lake City, Omaha, Houston, Chattanooga, Charleston, etc., have seen only a relatively small amount of the more representative investment copy. This has all been due to the fact that the net profit on sales of strictly high class investments has not been much more than one per cent, and the investment merchant has not been able to develop a large enough volume in small transactions by mail order to justify advertising vigorously to get the smaller business.

What has taken place in the past

ten years in the evolution of the investment business in the more prosperous and larger cities may reasonably be duplicated in smaller communities in the next decade.

What has happened is that as wealth increased investors were educated by salesmen and the investment business developed rapidly in such progressive cities of the Central and Western states, as Chicago, Cleveland, Detroit, St. Louis, Milwaukee, Denver, San Francisco, Los Angeles, etc.

Many branch offices of established Eastern houses and entirely new houses have sprung up to compete vigorously for the increasing business, and advertising has followed quickly in the wake of this development.

It is quite reasonable to assume

Over 55,000 THE TOLEDO BLADE

A medium of intensive selling power—dominant in its field.

Over 100,000 THE DETROIT JOURNAL

Assuming an ever-increasing influence in a wonderful manufacturing city.

Over 50,000 The Newark Star-Eagle

Forging ahead rapidly—and rooting itself solidly.

PAUL BLOCK, Inc.

Managers of National Advertising
New York, Chicago, Boston, Detroit

H. W. KASTOR & SONS ADVERTISING CO.

CHICAGO ST. LOUIS
An organization of merchandising men highly specialized in the solution of advertising problems.

G. LOGAN PAYNE CO.

SPECIAL REPRESENTATIVES
Fifth Avenue Building, NEW YORK
750 Marquette Building, CHICAGO
40 Broomfield St., BOSTON
Krege Building, DETROIT

VERREE & CONKLIN

PUBLISHERS' REPRESENTATIVES
225 Fifth Avenue, NEW YORK
11 Lafayette Boulevard, DETROIT
28 E. Jackson Boulevard, CHICAGO

JOHN BUDD CO.

Representing Newspapers of
Burrell Bldg., NEW YORK
Tribune Bldg., CHICAGO
Chemical Bldg., ST. LOUIS



that after the war many branch offices will be opened in cities of a size heretofore too small to justify such action. Moreover, there will be many more salesmen traveling on the road. Activities of both the new offices and the salesmen will require backing up by national advertising to build up good will, a large volume of correspondence for the closer personal contact, and a considerable amount of space not only in the papers of large circulation in the cities, but in the small communities throughout the country.

For several years there has been an increasingly active movement among some banking houses to conduct a profitable mail-order business in investments of small denominations. The problem involved has been one difficult of solution, because it was a long, up-hill road to educate people in the mass to know what securities meant.

Now, fortunately, the mass of the population of the country is being taught, through patriotism and the clipping of coupons for the first time, this month, to know what the best type of security is like. What was heretofore apathy on the part of the potential investor is now becoming a definite appetite for investments, which will be controlled hereafter by the best advertising bankers.

PROFESSIONAL COMMERCIAL AD MEN.
A word should be said regarding the actual transition of professional commercial advertising men, untrained in financial copy, into specialists who are beginning to know now at first hand something of the difficulties heretofore confronting the banker and his rather peculiar type of copy.

Blunders have been made in the Liberty Loan campaigns which would have been suicidal for any individual banking house in the pursuit of ordinary business. These blunders, however, have been covered up largely by the patriotic atmosphere surrounding the campaigns.

For instance, many statements, both by word of mouth of the untrained salesmen and by advertising matter, implied that Liberty Bonds were just as good as money; therefore they were like money, therefore they were money—a misrepresentation which, though minor to the layman, would have been serious to the banker, especially in view of the fluctuation in the market price of the bonds.

Such instances can be multiplied by the dozen. As more and more copy is prepared on subsequent Liberty Loan campaigns, both by committees and by professional advertising men, all hands will learn how to avoid impractical tactics, and as a result of experience, study and analysis, something more nearly approximating scientific processes and profitable cost bases will develop to the good of all concerned.

WHAT NEWSPAPERS MUST DO.

Finally, publishers of all types throughout the country are now learning the lesson of co-operation with the advertiser, which was so profitable with certain national periodicals and the press of the larger cities prior to the new evolution in financial advertising.

Considering the large number of publications throughout the country, only an infinitesimal number have had enough readers interested in investments to consider it worth while to supply them regularly with educational matter and comment on investments.

Publishers who have conducted, in magazines, departments of information on financial topics in the past have profited from financial advertising; metropolitan papers that have



NEW ENGLAND BUREAU STAFF OF THE INTERNATIONAL NEWS SERVICE.
Left to Right—Richard L. Howe, Robert Howe, Charles Mooney, M. J. Reidy, H. A. Smith, J. J. McGarty.

conducted good financial pages have been the recipients of the large investment advertising copy of the principal bankers of the country.

With tens of millions of newspaper readers now holding Government bonds, it is but logical that there will be a demand upon the publishers of the smaller publications throughout the country for informative articles on investments in general.

Unless all signs fail, those publishers who are most prompt to meet this demand will be the ones to profit from the potential increase of 1,000 per cent in financial lineage, which is to be distributed immediately after the war.

AN APPEAL FOR PORTO RICAN EDITOR.

Judge Peter J. Hamilton, Federal district judge, has granted an appeal in the case of Vincente Balbas, the San Juan (P. R.) editor who was found guilty of espionage and violation of the Trading with the Enemy Act recently. The defendant's bail was fixed at \$15,000.

Balbas was the editor of Revista de Las Antillas, and was convicted of four out of five charges made in connection with articles appearing in his newspaper. He was sentenced on December 19 to eight years' imprisonment and a fine of \$4,000.

EDITORS OF NEWSPAPERS IN FOREIGN LANGUAGES LOYAL.

Foreign language editors throughout this country have flocked to the support of the National Security League in its campaign of "Patriotism through education." Not only has widespread assurance of support been obtained, but scores of active paid memberships in the league have been enrolled.

RANKIN'S REPORT HELD UP.

The final report of the National Advertising Advisory Board on the second Liberty Loan campaign has been held up temporarily by lack of complete figures from some of the cities. William H. Rankin of Chicago, chairman of the board, expects to have the report in readiness in a short time.

HOME OF MANY NEWSPAPERS TORN DOWN.

The Austin (Tex.) Gazette Building, home of the Austin (Tex.) Statesman and three preceding publications, has been torn down. It was in this building that O. Henry conducted his newspaper, Rolling Stones.

BIG IMPROVEMENTS IN THE BOSTON OFFICE OF I.N.S.

The steady growth of the New England business of the International News Service has resulted in the opening of an all-night wire at Boston and the removal of the office from 80 Summer street to larger and more comfortable quarters on the fifth floor of the Traveler Building, at 70 Summer street. There the New England bureau has facilities for the expansion which is expected to follow the installation of its night service.

General Manager Fred J. Wilson and News Manager Barry Faris made a recent visit to Boston and reviewed the entire situation in regard to securing additional facilities for caring for the New England business of the service. It was found that the New England bureau had outgrown its quarters. Within two days the American Bell Telephone Company and the New England Telephone Company installed in the new quarters a five-way, trunk line Morse telegraph equipment and a complete special telephone service to care for the large telephone "pony" business out of the New England bureau.

The New England Bureau, which collects and distributes news for all the New England states except Connecticut, where the International News Service has a separate state bureau at New Haven, is distinctively a New England institution. Its policy has been to give the New England publisher a generous supply of news of his own territory—New England.

The bureau is in charge of Herbert A. Smith, who for fifteen years has been connected with New England journalism. Born at Dublin, N. H., Mr. Smith went to Connecticut as a boy and after graduation from the Norwich (Ct.) Free Academy began newspaper work on the Norwich Record. After a year in the City News in New York he went to the Worcester Telegram staff, remaining there seven years, the last two years as fire and police reporter. He went to the Boston Herald and for two years covered ship news, later working as rewrite and desk man on the Herald.

After that Mr. Smith joined the rewrite staff of the Boston American and five years ago took charge of the New England Bureau of the International News Service. At that time there was one New England client outside of the Boston American. In five years the I.N.S.

has gained so that now it is furnishing service to over a score of the best afternoon papers in New England.

Richard L. Howe is Mr. Smith's assistant in the bureau. He served his newspaper apprenticeship on the Boston American staff. His brother, Robert Howe, looks after the carbon copy clients.

The operators in the New England Bureau are J. J. McGarty, Michael J. Reidy and George Simmons, recently of the Cleveland (Ohio) I.N.S. bureau.

AD MEN'S GOVERNMENT-AID PLANS BEING FORMED.

The new advertising division of the Committee on Public Information has announced no new plans, further than those explained in THE FOURTH ESTATE last week. An operating program is now being worked out and will be ready shortly after the first of 1918.

As far as the American Newspaper Publishers Association's co-operation is concerned, Fleming Newbold of the Washington Star, chairman of the advertising bureau committee, told THE FOURTH ESTATE yesterday, probably no representative will be appointed to the advertising division until the directors of the A.N.P.A. hold a meeting on January 4.

RUSSIAN WEEKLY IN CHICAGO.

The Russian Post Publishing Company of Chicago has just been incorporated with a capital of \$20,000.

The incorporators are Nathan Nemerowski, Fred Nemerowski, Anatoly Pokatiloff and Homer J. Logue. The company will publish the Russian Post, a weekly.

POLE INTERNED FOR WAR.

Stanley Kempensky, of the circulation department of Dziennik Ludowy, a Chicago Polish daily, has been arrested on a Presidential warrant charging him with seditious utterances and will be interned for the duration of the war.

SPECIAL AGENCY CHANGE.

Columbus (Ohio) State Journal (national representation)—from J. P. McKinney to Story, Brooks & Finley, New York, Chicago and Philadelphia.

The New Age, published at Augusta, Me., for more than fifty years, has been sold to the Waterville Sentinel Publishing Company, which will continue its publication.

REALLY NATIONAL A.N.P.A IS NEEDED.

IT SHOULD INCLUDE EVERY NEWSPAPER PUBLISHER, AND STATE DIVISIONS TO GET BEST RESULTS.

By HOPEWELL L. ROGERS,

President of the American Newspaper Publishers Association.

In times such as these it is often hard to analyze business conditions except as they are affected by the war, but we are still subject to the ordinary and regular forms of competition, both those in our own line of business and those in other lines of business that are in competition with us.

The newspaper business is one that has always been unusually affected by what is justly termed unfair competition.

Selling goods for a reasonable profit is the general basis accepted for continuous business.

Most businesses at some time or other get to the point where in order to develop, or because they are unable to keep down the cost of production to a proper point, they must for a time be conducted at a loss; but in the main a business must adopt a policy which will in the long run pay its own way.

It is in such times as these that business men get away from the ordinary methods and channels of working and express their ingenuity by developing new ideas and new methods to meet present emergencies.

One manufacturer will add the increased cost of his product to the buyer of one or another of his services or lines of goods, whereas another will endeavor to get his return in a different manner.

Still other manufacturers will endeavor to continue to sell their goods at the same price by reducing the quantity or quality of service given.

Most newspapers in the last few years have had to overcome an increased cost of production and I believe a large majority of them have endeavored to do it by dividing the increase between the advertiser and the reader, and by introducing economies into manufacture.

The papers in several of the large cities, however, have endeavored to get through the present period by putting the cost entirely upon the advertiser and through great economies in their own cost of manufacture, leaving subscription prices of their papers unchanged.

What the natural result of this increased cost of production will be in the long run is hard to predict, but I notice that one paper already has taken the step back from the two-cent to the one-cent price to the reader.

No matter what policy a paper has adopted, however, we must all necessarily introduce a large number of economies in our business if we are to continue.

It is perfectly proper to pass on to the public a legitimate increased cost, but at a certain point the public begins to curtail its purchases, and in order to keep up the sales it is necessary to know just how much the public is willing to pay for an article and not to exceed this limit, unless we are prepared to conduct our business with few sales at the higher price.

As the American has always been a wasteful creature, we will probably never be able to figure the great benefit in economy that this increased cost has brought to the country.

In our effort to get efficiency into our business we find that a certain amount of co-operation is most advantageous if not absolutely necessary.

It is the spirit of the day in which we live.

One of the difficulties in the attempt for co-operation is the devel-

opment of so many organizations for the purpose of co-operation and this is a most serious difficulty in the work of the Government today.

One finds himself asked to aid in the support of a number of organizations which are covering the same general situation and the work of which would probably be better handled by one general organization.

No large organization is run perfectly satisfactorily to all of its members but if the newspapers of the country are to co-operate in their work, I believe we should have as many as possible in one organization, or at least as many together as are working towards the same end.

There are many papers which, of course, desire to work along their own lines and are indifferent to the interests of their neighbors.

I recognize the difficulty of drawing together the small publisher, say in New York State, and the publisher from the small town in the northern part of Texas, but I see no reason why effort which is of common benefit to both such publishers should not be brought together, either directly or indirectly, through one general organization.

It is for this reason that I have always advocated the organization of the American Newspaper Publishers Association along state and divisional lines.

I believe that every publisher in his every state should be a member of the A. N. P. A. and that the publishers in each state should be organized as a branch of the national association.

By so doing we could bring together a great deal of effort that is now diversified and much duplicated.

STANDARD RATE CARDS AND CONTRACTS.

In the same way I believe that the work of the Audit Bureau of Circulations is entitled to the support of the newspapers of the country.

If we can put the facts in relation to our business before the buyer in a uniform and an intelligent manner, the papers of the country will benefit very materially.

For some years a number of the members of the A. N. P. A. have without success advocated a uniform rate card until, about a year ago, the work was taken up by an outsider.

It may be interesting for you to

know, that although John F. Barbour of 538 South Clark street, Chicago, without cost to the publishers, is furnishing copies of these rate cards to advertising agents in standard form, there are many newspapers that have failed to send him copies of their rate cards and many more to whom he has returned his standard rate sheets for their O. K. have not returned them to him.

I believe this man is rendering a real service to the newspapers and that he is entitled to their support.

We are approaching the time when the buyer of advertising space will not be justified in going to the extra trouble and expense of finding out the circulation or the advertising rate of a publication which refuses to put such information in a standard form and present it to him with as little inconvenience as possible.

Publishers may be familiar with the fact that many if not most of the fire insurance companies of the country write their policies on *Standard Form of Contract* and I believe that you can readily see the advantage to newspapers of having such a uniformity in their own advertising contract forms in order to avoid difficulty in the collection of accounts or even the refusal on the part of the advertiser to sign a contract.

It is very difficult to cover all the conditions which should be expressed in a contract or order for advertising, and if an individual endeavors to put in his contract a large number of perfectly reasonable conditions with the idea that the advertiser will read them he cannot but find that such an advertiser very naturally hesitates to take the trouble in many cases to go through the form of contract as it is presented to him.

If, however, the newspapers had a standard form for covering these conditions and they were common to all newspapers, the advertiser would not only be willing but probably would demand that contracts submitted to him should agree in the main with such standard form with which he has become familiar.

It is easy to see that I am a great believer in co-operation and it does not apply only to those conditions I have just spoken of, but to such matters as free publicity, the soliciting of advertising by the bureau of advertising of the A. N. P. A. and to the question of standardization in the making of union labor contracts.

It seems to be a practice of many publishers in the country, whether members of the A. N. P. A. or not, to make their union labor contracts without reference to those existing in other localities or to the standard recognized and presented by either the A. N. P. A. or by the international officers of the union.

An international arbitration board has been meeting for years and deciding many cases where it had to interpret clauses as they existed in various contracts. In spite of this fact publishers continue to put into their contracts clauses which both sides must know do nothing but lead to controversy.

With the information we have on hand there is no reason why both sides should not make every effort to express their conclusions in the more or less standard form.

We have made a special endeavor in Chicago to get uniformity in our contracts and we have been fairly successful, although we find the whole plan is very much dislocated when we have to go to arbitration—particularly where we get on the arbitration board an outsider who believes he understands how to interpret the proposition without considering the views of either party to the contract.

In lack of co-operation again we probably have only ourselves to blame

for not keeping better posted up to the last year or two on the print paper conditions in the period of high prices through which we have been and are even now passing, but the gathering of this information can only be done at great expense and where a line of business is divided into such small units as is ours, those in charge of many of the units often do not see the necessity of spending money in co-operative work until it is absolutely essential to bring conditions back more nearly to normal.

Much of the extra expense could be eliminated and the work more economically done, had the gathering of the information been carried on in normal times, but many members of the A. N. P. A. join organizations formed for doing work which can and should be done by the A. N. P. A. rather than to arrange to have it do the work for itself.

In order that affairs may be conducted efficiently we should have the most efficient unit necessary to do the work.

Whatever organizations are necessary to do it should get the support of all and publishers should not allow time or your money to be diverted promiscuously, thereby lessening the efficiency of such an organization and wasting a portion of investment.

Apparently we are about to have much of the work in reference to print paper, done in the most economical way to the newspapers—that is through the Federal Trade Commission.

The reports which it is issuing should do more than any other one thing to show the condition and trend of the print paper market.

From these reports we should be able to judge whether the increase in the production is keeping pace with the increase in consumption and if it is not, it is for the publisher to see that either the production is increased, the consumption decreased or to prepare to pay high prices.

I commend to consideration and to support the print paper committee of the A. N. P. A.

Publishers may not entirely agree in every detail with its conduct of the business, but no one can justifiably say that it has not in the main been of very material benefit to our business and to most of us individually.

Undoubtedly the most important question before newspapers of today other than the war itself is the question of legislation.

UNFAIR TAXES ON NEWSPAPERS.

We are affected very materially by the new tax laws. In a general way they are not well drawn and could not be under the arrangement or manner in which the work was done.

After attempting for years to have the laws on import duties scientifically made, we jumped into the war tax proposition in the obsolete method of letting committees from the two houses of Congress work out their individual plans and then get together and agree on a compromise plan, which bears little resemblance to either of the others—neither of which was very satisfactory.

In a general way the war taxes do not take into consideration the conditions as they exist, and the House especially seems to have endeavored to take advantage of this opportunity to attempt to punish the reputable business which has been run in a reasonable and conservative way for many years, overlooking the fact that our laws have always recognized that an innocent holder of paper is entitled to consideration where the paper he holds has a supposed face value.

Thousands of people in the last would be taxed in a reasonable or at least a fair manner and on the same

general basis as other corporations. The holders of such stock are now confronted with a tax which penalizes them because the originators of the concern into which they have bought did not use—in the eyes of these legislators—fair methods in their organization.

These original organizers, however, have unloaded their stock on the innocent public and the innocent public is to pay the penalty.

The newspapers of the country in the main are among these conservative corporations or organizations which are to be particularly hard hit owing to the insistence on the part of the House on a tax exemption on the earnings of a corporation of nine per cent.

We have no objections to paying any or all of our earnings towards the support of the country if it is necessary, but a successful corporation conservatively run should not be penalized at the expense of a fly-by-night, over-capitalized organization which in the past ten years has reorganized and juggled its figures to such an extent that it would be impossible to do anything, but base the value of its capital stock on the outrageous figures which many of them show on their books.

In addition to the above, the law endeavors to assess a tax up to a three or four hundred per cent increase on second class postage, which at the same time changes the policy adopted by the Government years ago of favoring the man in an isolated community so that he should not be punished because he was willing to assist in the development of the country by moving away from the large centers of population.

Our legislators in some cases seem to forget that the consumer pays the tax in the long run if it is to be paid at all.

In the case of our postal rates it is a question whether the Government will receive the material increase it anticipates, as this enormous increase will certainly force the discontinuance of much of the buying of newspapers and magazines by mail.

There is no reason why sending a package by post should be taxed any more than if the same package were sent by express. If the Post Office Department desires to change the rules for postal matter, let it take up the question on a business-like basis. Let the tax be put on as a tax and not as an increase in postage, and let packages be taxed on the same basis as if they were sent by express.

Two of the great lessons which the American people will learn as a result of this world war are the lesson of saving and conservation and the lesson of efficiency.

These should have been learned years ago as they were in Europe, for the realization of stopping waste comes with great distress to a people who for so long a time have been accustomed to live with no thought of the morrow.

I trust that some of my suggestions may be the means of bringing about greater results to the newspaper business at a lower cost.

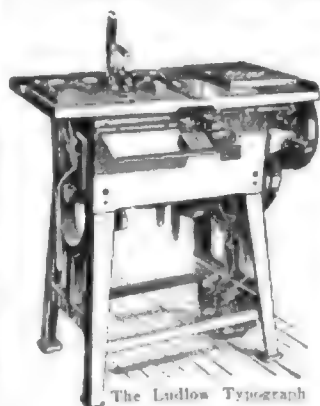
There are many whose mission in the newspaper world is the directing of the general policies of newspapers in a larger sense than simply the operation of their business facilities, and I wish to say something of what I believe the position of a newspaper should be as related to its attitude towards public questions.

The time has gone by when the American people can be led blindly by any man or organization of men. They are on the average thinking more than in the past, and the successful newspaper is the one which, by first securing the confidence of its readers by independence of thought

Any Length of Line in Any Size of Face *without* Change of Mold

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CHICAGO NEW ORLEANS
SAN FRANCISCO TORONTO

and action, guides them by an appeal to their reason and logic.

AMERICANISM MUST BE NEWSPAPERS' POLICY.

Purely political partisanship on the part of a newspaper has no place in our modern national life.

Purely political questions are of minor importance and differences between the older or the present greater political parties, in so far as the tariff, national and state rights, conservation of natural resources, protection of the weak and unfortunate and similar propositions are being gradually wined out.

The really great question of the present time is what is American and what is not.

To deal patriotically and effectually with those who, within and without our country, by open announcement or deceiving camouflage, are attempting to tear down that which has been built up by the wisdom and sacrifice of our fathers.

The newspaper must meet every question purely on its merits and decide it with absolute independence to secure the confidence and support of its readers.

In my opinion one of the most baneful influences in our American life today, which should be fought by the American newspapers at every turn, is the advance of the forces of so-called but misnamed Socialism. (I do not believe the Anarchists who are today marching under this banner are Socialists.)

In a broad way every good man is a socialist in so far as he believes in social justice and fairness to all and the prevention of the securing of excessive wealth by the few at the cost of suffering by the many, but any man or set of men who attacks our American institutions and seeks to im-

pair the good order of society and in particular to hinder the United States and its Government in pressing forward to a conclusive victory in the present war should be the object of the most effective attack by every newspaper.

In the same class is that small proportion of those foreigners who, having come to our shores to escape tyranny abroad are attempting to defend the form of government under which they suffered in the past and to advocate the superiority of Prussianism over Americanism.

These must be taught by public opinion and public measures and by the American newspaper that American ideals are here to stay and that our country's door is open only to those who are willing to subscribe to them.

Let us, as newspaper men, renew our allegiance to our country in a greater way than ever before.

Let us strive together to practice economy and co-operation in our business, to make those sacrifices which are necessary for our country's good and let us above all things unite in standing for true Americanism and the ideals which have made our country what it is today.

LONDON MAIL HAS A PARIS EDITION FOR AMERICANS.

The London Daily Mail has begun the publication of an American edition from the offices of its Paris edition. The new edition will be for Americans in France and will carry special cables and a page of mail news.

MEETING OF OHIO DAILIES.

The Associated Dailies of Ohio will hold their mid-Winter meeting at the Neil House, Columbus, on January 29-30.

A BETTER WATER BILL.

ADMINISTRATION WANTS TO PLACE JURISDICTION IN JOINT COMMISSION.

Following the passage of the Shields water power release bill in the Senate, a Congressional committee representing the Departments of Agriculture, Interior and War has begun to draft an Administration Water Power Bill, which will probably be introduced soon after Congress enters into its 1918 sessions.

The new bill is being designed to embrace the various measures supported by the American Newspaper Publishers Association and THE FOURTH ESTATE and now before the House and the Senate, with an additional provision that water powers are to be regulated by a commission, rather than by any individual Government department.

The American Newspaper Publishers Association is urging that all publishers get solidly behind this new water power bill.

The advantages of water power for paper making and for meeting many other national needs were pointed out by THE FOURTH ESTATE last week in describing the Shields Bill, which measure, however, proposes to place jurisdiction over water power in the hands of the Secretary of War.

RANKIN, ON N. Y. LIBERTY LOAN ADVERTISING.

EDITOR THE FOURTH ESTATE.

SIR: The New York Times of December 8 quoted the writer in a statement the last paragraph of which does New York men and New York advertising, and the very unusual advertising done by New York for the Liberty Loan, an injustice.

I am positive that I have never said to anyone that "New York's big expenditure was due to a lack of a controlling head to supervise the placing of advertising copy."

The statement is entirely unfair to Guy Emerson, Collin Armstrong and W. T. Mullally, who had direct charge of the writing and the placing of the advertising copy.

These men, I believe, did as much as any other three men in the United States to further the interests of the Liberty Loan, and the advertising copy used by them in the New York newspapers has been universally endorsed as the very highest grade of advertising copy.

WILLIAM H. RANKIN.
President the William H. Rankin Company.

An exhibition of original drawings by Alfred Russell of the St. Louis Globe-Democrat is being held at the Y.M.C.A. in St. Louis.

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System and Machinery for
**ADDRESSING
NEWSPAPERS
and
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From Thin Aluminum Plates.

Saves considerable money in operating costs and facilitates obtaining renewals at practically no cost for the addressing.

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THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS AND INVESTORS IN ADVERTISING.

Entered as second class matter in the New York Post Office, March 29, 1894. Issued every Saturday by THE FOURTH ESTATE Publishing Company.
Ernest F. Birmingham, President and Treasurer, Fremont W. Spicer, Vice-President and Secretary, 222 West 59th Street, New York City.

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222 West 59th St. NEW YORK
Columbus Circle.
Telephones, 7740, 7741, 7742 Columbus

ERNEST F. BIRMINGHAM, Publisher

No. 1244. FOR THE WEEK ENDING DECEMBER 29, 1917

ARE PUBLISHERS PREPARED FOR COST INQUIRY?

How many publishers realize the importance, to their own interests, of the news print cost finding hearings that will begin before the Federal Trade Commission in Washington on January 7?

Practically the entire paper making interests of this country will be present at these hearings, represented by experts in every department of the business.

The testimony of these experts will become the records, upon which the Federal Trade Commission will base its action in fixing the price of news print paper after April 1, for the balance of 1918, and for the continuance of the war and three months thereafter, subject only to the review of the Federal Courts.

In view of the fact that the Federal Trade Commission's findings will be subject to such possible court review, it is obvious that they must be based upon the evidence on record taken during these hearings.

Necessarily the evidence of the manufacturers will be to a greater or lesser extent partisan.

Can publishers therefore afford to let it stand unchallenged?

Are publishers prepared to produce, at the hearings, expert evidence covering every phase of the news print industry from the purchase of the timber lands to the delivery of the paper to the publishers?

Have they available, and will they have at hand, a corps of experts who can qualify, each one in his special field, to testify at these hearings, which are in the nature of a trial before a court?

It is possible that publishers may feel the Federal Trade Commission is to, and will, look after their interests.

Let us hope that it will do so.

But is it fair to expect that the Federal Trade Commission will be equipped with experts on timber land values in the United States and in Canada, on stumpage values, the proper charge for adolescence, the proper charge for overhead and management, the proper ratio selling expense shall bear to selling price, the unit investment per ton of paper made per day and on the hundred and one different phases of activity in this problem?

All of these are to be submitted in this testimony and resolved into dol-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$250; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. Discounts based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line net.

Advertisements in special position (not less than 25 lines in depth of column) double price.

lars and cents as a basis on which the Federal Trade Commission will fix the selling price.

It is fair to assume that every publisher in the country knows this minute that the Federal Trade Commission is not so equipped with a corps of experts experienced and trained to either suggest the line of examination or equipped to give testimony in rebuttal.

The paper manufacturers in their own interests will appear at these hearings, with their experts, to cover the entire field of their activities and it is fair to assume that they cannot not be expected to submit in evidence minimum figures.

If the publishers of this country do not, in their own interest equip themselves with trained and experienced experts, through whom they will write into the records of these hearings the facts upon which they have the hope that the Federal Trade Commission will be able to fix a proper price, (one, which in the light of the testimony submitted, will stand the test of the Federal Courts) they will have only themselves to blame if the hearings result in the price being set at a figure they will consider too high.

There is no doubt but that the Federal Trade Commission will, so far as it is able in the light of the testimony submitted, protect the newspaper publishers. But, inasmuch as these hearings are of a quasi judicial nature and subject to review by the Federal Courts, it is not fair to expect that the commission's attitude can be wholly partisan.

To what extent the publishers have taken steps to take care of their own interests, THE FOURTH ESTATE does not know, but it is to be hoped that no expense nor effort has been spared to cover the situation.

How many publishers realize that an increase of ten cents per hundred pounds in the price of news print is practically equivalent to \$3,000,000 in increased cost to the newspaper publishing interests in this country?

To be forewarned is to be forearmed.

LOSING VALUABLE TIME ON "SECOND CLASS."

Every minute that publishers' factions stand apart, refusing to get together and agree on a basis of repeal or revision of the present discriminatory second class postal increases

provided by the War Revenue Bill, they are losing valuable time, as can be realized from the present attitude of leading Congressmen—that they will make no new revenue legislation or changes probably until next June.

Just at present there are two factions among the daily newspaper publishers opposing one another on what should be done.

The American Newspaper Publishers Association as an organization stands for no increase whatever in second class postage, on the ground that second class publications pay their way in the mails and will pay all business war taxes—therefore increased postal rates are discriminatory and unfair.

The Southern Newspaper Publishers Association, many of whose members also belong to the A.N.P.A., disagrees with the A.N.P.A. organization policy.

It and other organizations of publishers of limited circulation newspapers want second class rates fixed on the basis of zones as follows:

First zone, fifty miles, 1½ cents per pound.

Second and third zones, 150 to 300 miles, two cents per pound.

Fourth and fifth zones, 300 to 1,000 miles, three cents per pound.

Sixth zone, 1,400 miles, four cents per pound.

Seventh zone 1,800 miles, five cents per pound.

Eighth zone, all above 1,800 miles, six cents per pound.

They also want these rates to apply only to newspapers—barring magazines and all other classes of publications from the classification.

Both of these factions refuse to get together on any compromise that would be mutually satisfactory.

Recently Senator Reed Smoot told THE FOURTH ESTATE that nothing can be done to revise or repeal the War Revenue Bill's postal increase, which takes effect on July 1, 1918, until the publishers "get together and agree on an increase they feel they can stand," and submit it to Congress. He expressed the belief that there is no hope for eliminating the increase altogether.

So far nothing has been done by the publishers and they now face the situation of Congress deciding to let things stand as they are until it is too late to attempt to remedy conditions.

Why not realize the situation fully and "get together" on the best possible common ground?

WHAT DOES THE YEAR 1918 MEAN TO YOU?

The passing into each new year of one's life brings with it very serious thoughts—with resultant many new resolutions, by which we hope to personally profit.

But the year 1918 comes unparalleled in the lives of most newspaper and advertising folks of today. It means more than resolutions by which each one of us may profit personally.

This new year brings a call to each American to enter the service of our nation, rather than to our private interests.

Nineteen-eighteen marks the real beginning of the United States' operations in the war, which we entered in behalf of humanity's rights some eight months ago. What we have done so far is to make preparations for a flying start when the proper time came. The year 1918 is that awaited time for action.

How quickly we win this war depends on what help each individual American is willing to give his country. No matter how big or how small this item of help is, it will all blend together and into that traditional American spirit, which knows no halt

when it sets its mind on accomplishing an object.

That object is today before each one of us, and it is up to everyone to put all we have into generating the power that is going to beat the Kaiser, and bring back Peace to the world and humanity.

The newspaper and the advertising fields form a most powerful element in the nation's arms of war, and they have rendered most valuable aid to the country so far.

But the new year will call for even more from them—and the world can rest assured that we are not going to be found wanting.

It is not to be expected that 1918 will be a year of money-making, but the duty of every newspaper and advertising man and woman in this country, who have not been called to the firing line, will be to do all in their power to work up the volume of business to the very highest pitch we have ever known.

The Government's motive power—money—must be forthcoming in amounts we have never even dreamed of. Business is going to be relied upon to furnish the sinews of war.

If business falls down it will decrease the fighting power of the nation.

The greatest stimulator of business is advertising, and the newspaper and advertising folks who know the power of advertising must work in 1918 as they have never worked before to use advertising, and teach others to do it, to increase the volume of business to meet the Government needs.

THE FOURTH ESTATE has printed so much on the necessity of war time advertising of late, that it seems unnecessary to go into the subject again. But we do want to impress on our readers, who have so much to do with American advertising, that it is not only the present we must look to, but the future also.

The future world competition for business is indeed something that needs quite as much attention, in the interests of our country, as the terrible reality of today.

We must prepare for that also.

These are the thoughts that THE FOURTH ESTATE commends to the serious consideration of its readers, as it today wishes them all a very happy new year.

HELP THE RED CROSS.

In the drive of the American Red Cross for 10,000,000 members by Christmas, the newspapers co-oper-



ated most heartily, and the Red Cross executives attribute to their support a big measure of the huge success the campaign proved to be.

The Red Cross propaganda has a semi-official status. It raises its revenues largely by an organized public appeal.

The co-operation of the press must be relied on greatly for support.

A battery of expert makers and

marketers of publicity is located in an appropriate Washington home of the organization. These aim to keep the public informed and interested.

What the Red Cross is doing in Europe, what it needs from the American public, how the individual can help with his time and his contributions, these matters are set before the public in expert form through the newspapers that lend their aid.

No industrial enterprise was ever better organized, better promoted, better advertised, better nursed, in public opinion, than is the American Red Cross. For the most efficient experts have either volunteered their services or have been hired to this end.

If the war lasts this will by no means be the last call by the Red Cross for aid, and newspapers can be counted on to render aid in the future as they have in the past.

The Red Cross works for a most worthy cause, as the Philadelphia Inquirer remarks:

"Every dollar given voluntarily for the war means that much less in taxes, and enables the Government to put its own funds in things that are vitally needed. We must lend our moral and financial support, to every movement which will help to shorten and to win the war. The Red Cross is one of the best of these movements."

While the newspapers have indeed done praiseworthy work in the past for the Red Cross, perhaps some of them can do a little more in the future.

The Red Cross certainly is a cause that deserves every American's whole-hearted support financially and morally.

Let the newspaper and advertising fields give it unstintedly.

NOTE AND COMMENT.

Bound volumes of THE FOURTH ESTATE for the last half of the year 1917 will be ready January 10. In order to insure immediate delivery it is suggested that persons desiring them send their orders at the earliest possible moment or they may not be able to obtain copies.

There is always a "full capacity" demand and in accordance with the national conservation necessity of the present time bindings will be limited to the number of orders received in advance.

Some London newspapers have been insisting upon a more complete combing out of men for military service and have been arousing the ire of pacifist Parliamentarians. Certain classes of newspaper workers are exempted from military service, although of military age.

In the House of Commons a demand was made regarding the number of men from the staffs of newspapers who are actually in service. The Minister of National Service was unable to answer the question in detail, but he thought the number was very small.

Whereupon a census was made by the proprietors of the Daily Mail, the Evening News and the Weekly Despatch, which showed that of 1,643 members of the staffs at the beginning of the war 1,096 had joined the colors.

Of these seventy-five were officers, the others non-commissioned officers and privates. The publication of these figures ended the inquiry.

The National Vigilance Committee of the Associated Advertising Clubs has plans for active work against the wave of fraudulent oil stock promotion schemes which have been sweeping the country. In a single recent month, forty-four oil companies were incorporated, with a total capitalization running into millions, in Illinois



GEORGE A. MCCLELLAN,

WHO HAS BEEN ELECTED PRESIDENT OF THE CANTON MAGAZINE COMPANY.

alone. A Kansas City oil man has estimated that 1,600 oil companies were organized during the last year.

One of the detrimental effects which the activities of oil stock sellers has had on the oil business, has come through the fact they have given the public the impression every oil producing company was rolling in profits, with the result, oil men complain, that Congress looks upon all of them as millionaires, and has shown a tendency to levy against the industry what they believe to be unreasonable taxes.

A novel means of presenting food advertising was offered in an ad by W. E. Lamb of the advertising staff of the Omaha (Neb.) World-Herald which appeared in newspapers throughout the country.

The advertised food products are mentioned in the Hooverized menus which are suggested.

"The largest newspaper in the world is the fac-simile reproduction of the front page of the Chicago Tribune on a tremendous billboard at Randolph and Michigan streets, Chicago. The billboard, forty by sixty feet, is leased by the Tribune and is being used for war publicity only. The fac-simile page of the Tribune, complete even to the cartoon by McCutcheon, emphasizes the importance of food thrift at this time.

M'CLELLAN NOW AT THE HEAD.

George A. McClellan, vice-president and general manager of the Canton Magazine Company, New York, publisher of Today's Housewife, became president of the company on December 24.

William G. Palmer, second vice-president and business manager, is now first vice-president.

Mr. McClellan joined the Canton Magazine Company, which was then publishing Today's Magazine, on November 15, 1916. Two weeks later, he bought the Housewife and merged the two into Today's Housewife.

Previous to his connection with the Canton Company, Mr. McClellan's experience was entirely in the newspaper field. He was general manager of the Star League Newspapers (comprising the Indianapolis, Muncie (Ind.) and Terre Haute Stars) from the formation of the organization to 1907.

He then became owner and publisher of the Dayton (Ohio) Journal, remaining with that publication until 1911, when he became president and part owner of the Indianapolis Sun. In 1913 he bought the Jacksonville (Fla.) Metropolis, which he sold a year ago last summer.

Mr. McClellan declares that he has become an ardent magazine convert—"but you never can tell."

PURELY PERSONAL.

Rev. Dr. Lyman Abbott, editor of the Outlook, New York, has reached his eighty-second year.

Alfred E. McGinley, editor of the St. John (N. B.) Standard, is being urged by friends to accept a nomination to fill the vacancy on the Commission Board of St. John.

Herbert Bashford, literary editor of the San Francisco Bulletin and author of "The Woman He Married," has written another play called "A Light in the Dark."

Miss Peggy Hull of the El Paso (Tex.) Times who has been in France representing her paper, has returned to this country after many unusual and exciting adventures.

Albert T. Reid, artist, cartoonist and publisher, is making a series of lectures in the Southwest in behalf of the Red Cross.

William J. Conners, proprietor of the Buffalo (N. Y.) Courier and Enquirer, was a visitor in New York during the past week.

Charles E. Gehring, editor of the Hotel Review, New York, is being mentioned for the position of police commissioner for New York.

W. E. Lawson, manager of the Wilmington (N. C.) Dispatch, has just returned home after a trip to New York.

Roy Quinlan, vice-president of the McJunkin Advertising Company, Chicago, has written a book on salesmanship which is now on sale in Chicago bookstores.

Mrs. Julia Collier Harris, wife of Julien Harris, well known Atlanta and New York newspaper man, and herself a newspaper writer, has just written a book called "The Little Foundling Prince."

E. S. Toner, editor of the Anderson (Ind.) Herald, recently addressed the Morton Club of Fort Wayne on the subject of national thrift.

WEDDING BELLS.

Clarence C. Killen, formerly connected with the news staffs of the Wilmington (Del.) Every Evening and Morning News, now secretary of the Chamber of Commerce of that city, was married to Miss Edith Kenworthy of Every Evening last week.

James M. Ross, managing editor of the Lexington (Ky.) Leader, and Miss Marion Morgan Mulligan, daughter of ex-Senator James S. Mulligan, former United States consul at Samoa under Cleveland, were married on December 23.

Miss Eva Knowles Jones, for the past seven years society editor of the Wilmington (Del.) Morning News, and Henry Edward Hoffman of Newark, N. J., were married in Wilmington last Saturday. They will live in Newark.

Byron Norrell, editor of the Ada (Okla.) Daily News, an ex-president of the Oklahoma Press Association, and Miss Gertrude Case were married at Roff, Okla., a few days ago.

HOWARD'S NEW COLYUM.

"Camouflage" is the heading for a new column in the St. Louis Republic. C. W. Howard is the "colyum-ist."

The Montana-Wyoming and Mineral Journal has been started by the oil and mineral interests of those two states, with Mr. Harris as editor.

W. W. Warner, publisher of the Lyons (Neb.) Mirror, has purchased the Lyons Sun and will consolidate the two under the title Mirror-Sun.

AD FOLKS' NEWS.

Samuel J. Turnes, advertising manager of the George P. Bent Company, Chicago, has become director of the sales service department of the Burnett & Weinberger Company, Chicago.

W. Frank McClure, one of the directors of the Chicago Advertising Association and advertising manager of the Redpath Chautauqua, has been called to Washington by the Committee on Public Information to assist in formulating a publicity campaign for the speakers' bureau. This bureau operates in conjunction with the state councils of defense, and the publicity campaign is to assist state councils in advertising speakers furnished by the bureau for state conferences and other work.

C. S. Crossman of the Curtin Publishing Company, Philadelphia, talked about and exhibited films and slides illustrating the plant of the publisher of the Saturday Evening Post, at a recent meeting of the Rochester Ad Club.

Edward Houseal, Joseph T. Snyder, James Ford, Alex Osborn and J. F. Melia, members of the Buffalo Ad Club, have been active in co-operating with the Army recruiting station in Buffalo to fill the special branches of the Army to war strength.

The Chicago Advertising Association is co-operating with the Food Administration in a practical way, having secured the use of 146 billboards in Chicago for Food Administration posters. C. H. Burlingame, president of the association, is representing it in this particular phase of its activities.

Through the efforts of the Better Business Bureau of Indianapolis, more than \$3,000 has been refunded to investors in the stock of the International India Rubber Company of South Bend.

The methods of this company, which unearthed a man named Studebaker at Cincinnati to give an impression that the Studebakers of South Bend were interested in the enterprise, were exposed, some time ago, by the national vigilance committee of the Associated Ad Clubs.

The refunds to the Indianapolis investors in the stock of the company have been made without legal action, and simply upon the demand of the attorney for the local bureau.

From the offices of the Associated Advertising Clubs of the World, at Indianapolis, word comes of the unusual success which has attended the work of the Stockton (Cal.) Advertising Club in aiding in patriotic advertising movements.

In one week, the Stockton Club.

A Short Story:

DETROIT SATURDAY NIGHT

—gained 35% in Advertising and Circulation in 1916

[NOW IN ITS ELEVENTH YEAR]

Represented by G. Logan Payne Co. New York. Chicago. Boston. Detroit.



NEW HOME OF WILLIAM J. MORTON.

THE WELL KNOWN NEW YORK SPECIAL REPRESENTATIVE HAS ACQUIRED THIS BEAUTIFUL HOME IN MONTCLAIR, N. J.

By Courtesy of New York Evening Post

under the direction of Arthur O. Kuehstedt, its president, covered the county for the Food Administration, and obtained signatures to food conservation cards from 14,004 out of the 14,734 families. Telephones and automobiles were used in the follow-up work to get the cards in. The club, in fact, mobilized every useful element of the whole community.

A complete office was established, through the contribution of employees by business men, with stenographers and clerks in plenty. The telephone company gave special service.

Through the co-operation of the Library of Congress, at Washington, the business library of the Associated Advertising Clubs, at the headquarters office of the association at Indianapolis, is to be catalogued, and P. S. Florea, secretary-manager of the association, announces the library will be definitely in the service of members of the association by late Spring, when the association will give its members a reference service.

The A.A.C.W. is planning an exhibit at the San Francisco convention of the association, July 7 to 11, which will show visiting business men and women how to take full advantage of the service which will be rendered through the library.

William C. Pelot, a copy writer for the Chappelow Advertising Company, has been arrested in St. Louis on a Federal warrant charging disloyalty.

Mr. Pelot declared that the arrest was a case of mistaken identity.

The Spokane Ad Club handles all matters of national scope requiring local co-operation through a national service committee, of which F. H. Lloyd, manager of the publicity department of the Food Administration for the state of Washington, is chairman.

Jesse M. Joseph, president of the Cincinnati Advertisers Club, and W. T. Armstrong of the Cincinnati Post addressed the ad and sales class of the St. Xavier College of Commerce recently on the value of newspaper advertising.

The Diagonal (La.) Press plant was recently destroyed by fire.

NEWS OF THE AD AGENCIES.

Several New York advertising agencies joined in the donation of a page advertisement in last Saturday's papers to the Red Cross. They were:

Atlas Advertising Agency, Berrien-Durstine, Inc., Boswell & Frankel, Capehart's, Maiknown Methods, Churchill-Hall Advertising Agency, Collin Armstrong Advertising Agency, C. W. Hoyt Advertising Agency, Frank Presbrey Company, George Batten Company, George B. Van Cleave Company, H. W. Fairfax, J. P. Muller & Co., Jules P. Storm, Sherman & Bryan, Ruthrauff & Ryan.

The McConnell & Ferguson Advertising Agency, with its main office at London, Ont., has established an office in Montreal.

L. Benison, formerly of the Lionel Benison Advertising Service of Montreal, has been engaged as manager.

Frederick H. Siegfried, well known in New York advertising circles, is planning to resume his own national advertising work—from which he has been semi-retired for several years because of poor health—in the Spring. In the meantime Mr. Siegfried has moved from Montclair, N. J., to Redlands, Cal., to spend the winter, and he will possibly establish his permanent residence in Los Angeles next season.

Nelson Chesman & Co., Chicago, boast of a service flag with six stars.

J. D. Driscoll of the New York office of the William H. Rankin Company, Chicago, was in Chicago for the Christmas holidays.

NOW IN RUBBER BUSINESS.

O. G. Draper, former city editor of the former Boston Journal, has joined the publicity staff of the Firestone Tire & Rubber Company, Akron.

"I am trying to feature the news of trade activities, in which I am sure the public is vitally interested," said Mr. Draper the other day.

DEVELOPING THE GRAPHIC ADVERTISING.

The Buffalo Express, Buffalo Times, Detroit News, Newark Ledger, New York Times, Times Mid-Week Pictorial, Springfield Republican, Syracuse Herald and Washington Star have appointed the Photographic News Syndicate, New York, specialist in graphic advertising, as national service representative for



FRANCIS LAWTON, JR.

their rotogravure or graphic sections, in which capacity the syndicate acts for a list of publishers and co-operates with regular national representatives.

The Photographic News Syndicate has appointed D. E. Northam, late of the Street & Smith publications and the World Today, as Western representative of its list of "Graphic Newspapers," with offices in the People's Gas Building, Chicago.

George B. Stewart, formerly of Home Life, is Eastern representative with offices in the Astor Trust Building, New York. Messrs. Northam and Stewart succeed W. Russell Gomez and Kenneth T. Kendall, lately called to the colors.

Francis Lawton, Jr., general manager of the syndicate, on his return from a selling trip through the middle West, reports that national graphic advertising will be increased about thirty per cent. in 1918, over the total of 2,000,000 lines (not including local business) carried in all the graphic sections this year. Mr. Lawton is scheduled to address the Syracuse Advertising Men's Club on January 9, on his favorite topic, "Graphic Advertising."

George Schlosser has purchased the Wessington Springs (S. D.) Republican.

If this territory presents a sales problem to you, the Merchandising Service Department

of the Boston American will, upon request, make a trade investigation covering various sections of Metropolitan Boston and submit a report which will help you solve that problem. Ask how this department works.

BOSTON AMERICAN

BIG DECREASE IN PUBLICATIONS.

YEAR 1917 SAW FULLY 1,200 PASS AWAY—DAILIES' NET LOSS IS 62.

At least 1,200 publications in the United States and Canada quit publishing during the year 1917. These approximate 925 suspensions and 250 consolidations, each of which, of course, eliminated at least one publication.

The new publications started bring the net decrease for the year to 816.

The principal decrease was furnished by the weekly, daily and semi-weekly papers. The falling off has been general throughout the country.

The forthcoming 1918 American Newspaper Annual and Directory will show that at the close of the year there are 24,252 publications of all kinds in the United States and Canada, of which the United States has 22,842.

Of the total number, the weekly papers showed the greatest falling off during 1917. The daily papers ranked second.

CLASSIFICATIONS.

The United States and territories have 2,465 dailies and Canada and New Foundland 139, a decrease respectively of 49 and 13—a net loss of 62.

The United States now has 15,635 weeklies less by 580 than at the beginning of 1918; and Canada has 964, less by 39 than the number with which it started the year—a net loss of 589.

In monthly publications, the United States added 11, reaching the mark of 3,261, while Canada's monthly publications fell off by 10—from 226 to 216—a net gain of one.

The United States now has 532 semi-weeklies, 58 less than a year ago; and Canada has 575, less by two than a year ago—a net loss of 60.

Net gains in the United States and Canada were: Tri-weeklies, 8; fortnightly, 9; monthlies, 1; bi-monthlies, 30; quarterlies, 31; miscellaneous, 5.

Net losses were shown by: Dailies, 62; semi-weeklies, 60; weeklies, 589; semi-monthlies, 9.

DAILY PAPERS.

The New England states now have 173 dailies, four less than a year ago; New York State 210, increase of five; middle Atlantic states, 271, decrease of nine; Southern states, 421, decrease of three; Middle Western states 401, a decrease of thirty-four; Western states 446, decrease of six; Pacific Slope states 288, the same as a year ago; outlying territories fifty-five, a gain of two.

CITIES AND TOWNS HAVING PAPERS.

The total number of cities and towns in which newspapers are published in the United States and territories and Canada and Newfoundland is now 11,610, a decrease of 160 for the year.

Reasons for the falling off in the number of newspapers are discussed in a digest of several editorials, which recently appeared in Paper, a trade publication, as follows:

"Our attention has been called to an editorial appearing in the Wisconsin State Journal, published from Madison, which affords food for serious thought for those who are already engaged in the publishing business or who are contemplating entering the field. * * * The opening announcement of the article is rather startling, however, and tends to give one the impression that the publishing industry has encountered per-

ils which are not common to other lines of business until a careful analysis is made of the statement, which in the end allays apprehension. The opening paragraphs of the editorial run as follows:

"In any radical economic change, such as is created by a serious state of war, there is an industrial and commercial readjustment which has little or no effect on some business enterprises of other kinds. In the industrial evolution through which we are now going as a result of this war some business enterprises inevitably thrive and grow while others suffer handicaps which make it difficult for them to survive.

"The newspaper business belongs to that class of enterprises that suffers a severe shock by war conditions. The price of print paper has greatly advanced. The price of ink, the change in postal rates have all greatly added to the cost of making a newspaper. There is more news to be gathered and it is expensive news to gather. The price of labor has gone up. It is right that it should. But it all tells on the cost of producing a newspaper.

"There never was a time except during the Civil War period in the Confederate states alone when the newspapers of America confronted so many hazards as now, when so many newspapers were going out of business and suspending publication because they could not afford to keep up the battle, when from every commercial point of view it was a liability rather than an asset to be in the newspaper business. Hence today practically no newspapers except purely propaganda sheets are being born in America."

"The failure of 1,200 newspapers in the United States in the comparatively short period of ten months is an alarming announcement without any explanation of the reasons why it is so.

"One would suppose that in this day, when practically all other industrial enterprise is expanding, there must be something radically wrong to find an actual dropping off in the publishing business to the extent indicated in this article.

"The question arises as to whether publishing interests are having the life crushed out of them by the allied industries or whether the public has lost its taste for reading or what indeed may have happened to bring about this astonishing result. * * *

TENDENCY IS CONSOLIDATION.

"An editorial from the Saturday Evening Post, which is quoted by the Wisconsin State Journal, suggests the real answer. It is that the tendency of the times is consolidation and that many papers are being eliminated in those localities where they have been too numerous to thrive. From this article we quote as follows:

"A contemporary reports that, though the population of the fourteen largest cities in Michigan has doubled, in the last ten years the number of daily papers has fallen from forty-two to twenty-one.

"No doubt like causes have produced a like effect elsewhere. Quite recently consolidations of dailies in first class cities have attracted attention. The number of considerable cities with no morning paper and of still bigger places with only one morning paper appears to increase.

Within our recollection, five papers have disappeared from Chicago, though the population of the city has much more than doubled.

"The cause, of course, is the steadily increasing cost of establishing and publishing a newspaper. The investment which formerly would have launched a daily paper in Chicago or New York now hardly suffices for Kalamazoo, and operating costs are so high that a paper must win very substantial support or lose a lot of money.

"War has greatly increased operating costs by raising the price of paper, other materials and labor. Probably these war costs have been a governing motive in some recent consolidations. The new revenue law, which not only increases postal charges enormously, but provides for a zone system, falls heavily on newspaper profits, and will presumably accelerate the movement toward consolidation, sectionalism and elimination."

"The publishing business in many respects is like many other lines of business. The community requires just so much and no more and the establishment of a greater number of enterprises in the same line means simply spreading the business that much further, and it is possible to spread it so thin that it loses its strength altogether.

"There are towns where one hotel might do a prosperous business and be equal at the same time to all the requirements of the public. Yet if three or four undertake to live where there is only room for one, it means three or four poor hotels which cannot serve the public as well as one could, and some of which in the end must fail. The same is true of banks. Little banks spring up in communities to such an extent that they destroy the possibility of the establishment of any one strong institution, and in the end some of them fail.

NOT EVIDENCE OF DEMORALIZATION.

"We are persuaded that in many localities in this country there have been too many attempts to multiply periodicals where conditions would not justify it, with the result that all of them have starved where a part of them might have fattened.

"If the Saturday Evening Post is correct in its analysis, an attempt has been made by some publishers at least to overcome this difficulty by the consolidation of journals, and the elimination of those that are useless. Instead of its being an evidence of demoralization in the publishing world that certain papers go out of existence, it may indeed often be an evidence of a more intelligent understanding of the situation and the installation of a policy based on a better judgment.

"The article of which we speak is exceedingly interesting because it directs attention to a situation needing correction, whatever the cause may be, and while there are many wise people in the publishing business, we have wondered even before we read this article, if, after all, the publishing interests might not revise their methods and establish themselves upon a saner basis.

"It is perfectly true that the cost of production in every other line has advanced. It may also be true that the public has become more discriminating in the selection of its reading matter and that the advertiser is becoming more particular in choosing the channel of his approach to the public.

"Perhaps it is the application of the doctrine of the survival of the

fittest that is consigning some papers to the tomb. If this be true and if the discontinuance of 1,200 or 12,000 papers makes it possible for the rest of them to better their condition financially and at the same time better their standards of quality and service, in the end the occurrence which is cited as a calamity may prove to be a lasting benefit to legitimate newspaper publishers.

"The careful and successful farmer, when he finds his corn too thick to thrive, pulls up the weaker stalks and thus by the thinning process makes room for the more vigorous growth of that which remains. It may be the publishing world is doing a little thinking at this time."

SMALL INK MAKERS SHORT OF CARBON BLACK.

According to Philip Ruxton, president of the National Association of Printing Ink Manufacturers, some ink manufacturers face a shortage of supplies because of inability to obtain carbon black from West Virginia owing to railroad transportation embargo regulations made by the Federal Trade Priority Board.

Mr. Ruxton says he has been unable to make the Priority Board realize the importance of carbon black and he had made an appeal direct to President Wilson to have the embargo lifted.

THE FOURTH ESTATE learns that the shortage of carbon black exists among the smaller manufacturers. The larger companies say they have a supply on hand, which they expect will be sufficient to last them over the critical period, with the proper conservation efforts.

In a telegram to THE FOURTH ESTATE, Senator Duncan U. Fletcher, chairman of the joint committee of printing signified that the carbon embargo situation would be given his immediate attention. The Senator said:

"The successful prosecution of the war depends largely on the invaluable services rendered by the newspapers of the country. The ink shortage presents a very serious situation, which should be relieved at once."

FIX PROGRAM FOR MEETING.

At a meeting of the executive committee of the Nebraska Press Association in Columbus, the program was arranged for the convention of the organization to be held in Lincoln in the near future. The extent of proposed work for the field secretary was discussed.

The plant of the State Center (La.) Enterprise, owned by F. W. Beckman, head of the school of journalism of Iowa State College, was badly damaged by fire recently.

THE HALF YEARLY BOUND VOLUME OF THE FOURTH ESTATE

is a complete six months' history of the happenings in the newspaper and advertising worlds from July to December will be ready for delivery on January 10.

It contains a great amount of interesting news of the activities of the professions above referred to and is not obtainable otherwise.

THE FOURTH ESTATE,
232 West 59th Street,
New York.

BUSINESS OPPORTUNITIES.

BUSINESS OPPORTUNITIES.

GREEN PRINT PAPER FOR SALE

The undersigned, as receiver for the Monitor Publishing Company of Columbus, Ohio, has on hand about 130,000 pounds of green print paper, such as was used by the Monitor for its sport editions when publication was suspended. This paper is 36 1/2 inches wide, basis 24x24x32, and can be sold under the appraisalment for 4 cents a pound or less.

If interested address E. Howard Gilkey, Box 274, Columbus, Ohio.

\$3,000

cash available for first payment on country weekly and job office. Far West locations preferred. Proposition Q. B.

CHAS. M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave. NEW YORK

INVEST \$10

in an expert plan that will build your daily or weekly circulation to a maximum point with least expense, and increase the value of your paper. No premiums; no reduced rates. Endorsed by advertisers. Positively guaranteed and money cheerfully refunded if plan proves unsatisfactory. Address

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILLINOIS

BIG NEW ASSET FOR THE N. Y. COMMERCIAL.

Recognizing the unusual and extraordinary conditions now existing and which are likely to prevail for an indefinite period in the foreign trade of the United States and realizing the importance of the opportunities for the extension of the foreign business of American manufacturers, the New York Commercial, publisher of "America's Leading Manufacturers, the Standard Blue Book of Foreign Trade," has arranged with William E. Aughinbaugh, M. D., LL. B., LL. M., to become its foreign and export editor and to conduct a department that will give to the readers of the New York commercial and advertisers in "America's Leading Manufacturers" detailed information regarding trade opportunities in foreign lands and the best way to use the present conditions and take advantage of the opportunities which will present themselves after the war.

In addition to the special practical articles that he will write for the New York Commercial he will conduct a daily column which will include a question box in which he will answer specific questions relating to any legitimate export business proposition.

Dr. Aughinbaugh is one of the best informed men on export trade in the United States. He holds the chair of foreign trade at the New York University and is the author of "Selling Latin America" and other foreign trade works. For the past

Sales Purchases Consolidations Appraisals of Newspaper and Magazine Properties

AUDREY HARWELL HENRY F. CANNON

Harwell & Cannon
Times Building NEW YORK

Presses and printing machinery of any kind can probably be quickly sold through an advertisement in THE FOURTH ESTATE, which reaches the best line of buyers. Attention

PUBLISHERS, ATTENTION—Sample copy addresses FURNISHED FREE in lots of 1,000 or less. Over 1,000,000 book and magazine buyers on our lists. State what you want. 500 copies of any small magazine MAILED FREE if sent to me prepaid. Advertising or mailing service given in exchange for odd lots of interesting books or booklets in good, clean condition. Address Moore's Export Service, New Egypt, N. J.

Small advertisements under classified headings such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line, net.

twenty years or more he has been promoting foreign business for American manufacturers. He has sold goods in nearly every civilized country in the world. He is in close touch with every foreign market and familiar with conditions in this country and abroad, based on his personal experience.

Dr. Aughinbaugh knows what foreign countries need; what they will buy and what they will not buy and he knows, too, the methods best calculated to effect sales. He is familiar with packing and shipping requirements, with finance and credit.

Dr. Aughinbaugh's first article will be published on Saturday, January 5, and will be entitled "The Fundamentals of Foreign Trade." It will be followed by daily and weekly articles covering all phases of this big vital question of the present day.

OKLAHOMA MEETING DATES ARE CHANGED.

The mid-winter session of the Oklahoma Press Association at Oklahoma City has been postponed from January 11-12 to January 18-19 in order to give the editors sufficient time to wind up the year's affairs.

C. B. Morris, editor of the St. Louis Gazette, will be one of the speakers before the convention.

The editors will spend an afternoon and evening at the University of Oklahoma.

MACHINERY FOR SALE.

FOR SALE—Goss High-Speed Straight line Five Roll Double Width Press equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 75,000 per hour. 22, 24, 26, 28, 30 and 32 page papers at 86,000 per hour. For prices and terms write

WALTER SCOTT & Co.,
PLAINFIELD, NEW JERSEY

LINOTYPE, Model 1, Serial No. 8011, with one magazine, liners, ejector blades, font of matrices. Tribune Printing Company, Charleston, W. Va.

GOSS FOUR DECK PRESS—Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26 or 28 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Ct.

SERVICE CORNER.

639.—"Some time ago I read in your newspaper a notice in reference to the compilation of a book or dictionary of similes by a certain newspaper man. Can you put me in touch with the concern publishing the book?"

A CRUSADE AGAINST DRUG CURE ADVERTISERS.

An attack on private institutions which advertise cures for drug addicts was made at this week's hearing in New York of the Whitney legislative committee by Assistant District Attorney Unger, who has charge of drug cases for the prosecutor's office.

"More harm is done by the existence of the so-called private cures than any other way," he said, "because they have developed into drug peddling."

"We have been able to drive the peddler from the streets and we have have smashed rings right and left. Today there are few peddlers in the underworld, but the drugs are being dispensed by doctors and druggists who are ghouls in human form. We hope to round up a lot of them and send them to jail."

SALT LAKE CITY CHANGES.

James P. Casey, formerly secretary of the Ogden (Utah) Publicity Bureau and for a number of years managing editor of the Ogden Examiner, is now general manager of the Salt Lake City Herald-Republican.

Before going to Utah, Mr. Casey was connected with the business and editorial departments of various Indiana newspapers.

G. B. Heal, who formerly held the positions of city editor and news editor of the Herald-Republican and who was previously city editor of the Salt Lake City Telegram, has become managing editor of the Herald-Republican, succeeding Arthur J. Brown, who is now on the editorial staff of the Los Angeles Express.

CONDENSED NEWS NOTES.

The Jetmore (Kan.) Republican has been sold by E. W. Harrison and C. H. Wright to F. F. Bailey of Great Bend, Kan.

Donald O. Blett, a sixteen-year-old high school boy, has purchased the Martin (Mich.) Review.

The Baxter Citizen is a new daily paper just launched at Baxter Springs, Kan., with A. E. Pfremmer as editor.

HELP WANTED.

NEWSPAPER POSITIONS OPEN.

REPORTERS (30)—N. Y., New Eng., N. J., Pa., Del., Ala., N. C., O., Ill., Wis.—\$15-\$25.

EDITORIAL (30)—N. Y., New Eng., N. J., Pa., Va., O., Ind., Wis., Ia., D., Mont., Okla.—\$20-\$40.

ADVERTISING (10)—N. Y., New Eng., Pa., Ky., Va., O., Ill., Wis., Cal.—\$20-\$40.

CIRCULATION (10)—N. Y., New Eng., N. J., Va., Ga., N. D.—\$20-\$30.

All departments represented. Registration free. No charge to employers. Established 1898.

Fernald's Exchange
Third National Bank Building
SPRINGFIELD, MASS.

A RARE CHANCE

for a man to get in on the ground floor of a unique magazine in New York city as office manager. An investment of one or two thousand dollars necessary. Salary one hundred dollars a month to start. A little energy and interest will rapidly increase this. Investigation will prove that this is an exceptional opportunity. Address A.R.C., Box 955, care The Fourth Estate.

Wanted—Dependable man capable of writing good newspaper advertisements and successful solicitor. Must have constructive methods and be energetic worker. Live small newspaper dominating good field. Give full information in first letter. Address Mid-West Daily care The Fourth Estate, New York.

Small advertisements under classified headings such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line, net.

EDITORIAL WRITER WANTED.

High grade publication has opening for a clear and forceful writer on daily news events and general affairs. He should be thoroughly conversant with public life and men, particularly of Pennsylvania, New Jersey and Delaware, and possessor of a literary style. Preference will be given to good practical newspaper man who has had Philadelphia experience. Applications will be held in strictest confidence. To secure interview, please send samples or specimens of your matter, and full details as to personality, experience, etc. Address Editor, P. O. Box 479, Philadelphia.

TWO MORE PRESSES FOR THE NEW YORK TIMES.

The circulation of the New York Times has grown so rapidly it recently became necessary to add to its press equipment as quickly as possible. Fortunately R. Hoe & Co. and the Goss Printing Press Company each had a high speed sextuple press about ready for delivery and the New York Times has bought both presses.

This brings the Times' equipment up to twelve sextuple presses, a capacity of 300,000 twenty-four-page papers per hour.

Oscar Rosen negotiated the sale for R. Hoe & Co., and Ralph Seymour for the Goss Company.

LOUISVILLE EDITOR DEAD.

Richard Wilson Knott, editor and publisher of the Louisville (Ky.) Evening Post and of the Home and Farm, an agricultural paper, died suddenly in Louisville Thursday night of heart disease.

HELP WANTED.

An unusual opportunity on very prosperous daily in booming town of 12,000 in Southwest state wants

General or Business Manager

One with successful experience as an executive. Big money to right man. Send complete data at once, as old manager must turn over paper in January and enter army. Address L. N., care The Fourth Estate.

SUBSCRIPTION MANAGER WANTED.

By trade paper in New York City. Live young man with initiative who can see opportunities to secure subscriptions and take advantage of them.

Salary to start \$25. Future salary dependent upon self. Address Subscription Manager, Box 942, care The Fourth Estate.

STAFF CHANGES.

Bertram D. Wolfe, formerly on the advertising staff of the Richmond County (N. Y.) Advance and previously editor of the Mediator, is now publicity agent for the Rand School, New York.

David DeHaven, who was in charge of the job stock and printers' supply departments of the Wichita (Kan.) office of the Western Newspaper Union, has become manager of the Little Rock (Ark.) office of that organization, in place of E. W. Buckley, who has resigned to take a position in which he will travel through the West and the South.

Albert S. Blakely is the new assistant city editor of the Indianapolis Star, having succeeded Hillard Carretson who resigned to go with the International News Service of New York. Blakely was formerly assistant city editor of the Star, but for the past two years had been doing automobile publicity work in Orlando, Fla.

C. D. Jones, formerly an ink salesman for the Uhlman-Philpott Company of Cleveland, has become business manager of the Maquoketa (Ia.) Sentinel.

Mrs. Demm Hunt, a Paris (Tenn.) newspaper woman, has given up newspaper work.

Walter Miller has resigned his position on the news staff of the Wilmington (Del.) Every Evening to join the Artillery Fuse Company of that city. His place on Every Evening has not been filled.

John M. Grant, for over two years on the reporting staff of the Grantford (Ont.) Expositor and before that on the Free Press and the Journal of Ottawa, has become a reporter on the Toronto Globe.

L. I. Baker of the Bunceon (Mo.) Eagle will become business manager

SITUATIONS WANTED.

MANAGING EDITOR.

Yale graduate, for four years editor of a monthly magazine of international circulation, desires change. Magazine editorship or assistant editorship preferred. Will consider managing editorship of newspaper in city of 25,000 to 100,000 or department work. Wide experience as editorial writer, column conductor and dramatic critic. Salary not main object. Best references in America. Address P. T. G. 2056 Aubert ave., Chicago.

ADVERTISING WOMAN of proven ability, now advertising manager on Southwestern daily desires change to position offering opportunity for advancement; prefers location in city of 60,000 upwards in South or West; has demonstrated efficiency to develop and handle local and foreign advertising; solicitor and copy writer not afraid of work. Must have opportunity to make income \$1,800 to \$2,500 a year. Full particulars with references by addressing Miss M., care The Fourth Estate.

YOUNG LADY

experienced in advertising business wishes position with agency. Ten years' experience with one of New York's leading dailies. Understands copy makeup, entering orders, etc. Address Box 954, care The Fourth Estate.

of the Sedalia (Mo.) Central Missouri Republican on January 1. Houston Harte, owner, and A. E. Snider, editor of the Republican, will both enter military service.

Press Huddleston, who has been conducting a business feature page for the Atlanta Constitution, has resigned to go into the advertising business. He is succeeded by W. T. Dubose, who formerly conducted the department.

Nelson Shipp has just been placed in charge of the telegraph desk on the Macon (Ga.) News.

J. E. Boggs, mayor of Columbia, Mo., has become editor of the Columbia Daily Times.

Dale Wilson is now editor of the "Speaking on the Public Mind" section of the Kansas City Star.

MAGAZINE NOTES

Edward T. O'Loughlin, who retires from the office of register of Kings County, N. Y., on December 31, has begun the publication of O'Loughlin's Non-Partisan Magazine, which will deal largely with local political matters. Mr. O'Loughlin is a former New York newspaper man.

Because of the high cost of production and a combination of other reasons, the Ladies' World, a magazine with a circulation of 600,000 copies, published monthly by the McClure interests in New York, has suspended publication.

Mr. Moore, secretary of the company, made the following statement: "We have decided to discontinue the publication of the Ladies' World in its present size with the current January number and to postpone the making of the new-sized magazine until after the war. We take this step strictly as a war measure to conserve all our energies and resources for the conduct and development of McClure's Magazine and its allied interests."

Frederick L. Collins, president of the McClure Publications, Inc., and editor of McClure's Magazine, has been editor of the Ladies' World.

Guy Pierce of the Crowell Publishing Company will be transferred from the Chicago to the New York office of that company.

Maud R. Pierson has disposed of her interest in the Havre (Mont.) Daily Promoter.

SITUATIONS WANTED.

Small advertisements under classified headings such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted 10 cents a line, net.

Wanted—Position as news editor or managing editor with daily in city of from 15,000 to 30,000. Seven years' experience in news game on small city daily, three on desk. Aggressive and not afraid to dig in. Will start at \$30 a week, as salary is not only object. Out of draft. Can furnish best of references and leave on ten days' notice. Address G. N., care The Fourth Estate.

City or Managing Editor

City or Managing Editor—Experienced all phases of work, cities 25,000 to 75,000. Thoroughly reliable and capable. Open for immediate engagement on good paper. Would consider future investment. Draft exempt. Not less than \$40 to start. Address Box 956, care The Fourth Estate.

Situation Wanted

as circulation manager; can furnish both American and Canadian references. Successful business getter; 15 years' experience; at present employed. Address Box 957, care The Fourth Estate.

The problem of covering the Canadian Field is answered by obtaining the service of the

Dominion PRESS CLIPPING AGENCY

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA. We cover every foot of Canada and Newfoundland. 74-76 Church Street, TORONTO, CAN.

TYPO

CREDIT BOOKS, REPORTS, COLLECTIONS General Offices, 373 Fourth Avenue NEW YORK

SPECIAL AND CHICAGO NEWS DAILY NEWS REPORTS.

YARD'S NEWS BUREAU 164 W. Washington Street, CHICAGO

For Particular Printing come to the

ALLIANCE PRESS 110-114 West 224 Street, NEW YORK

ENGRAVING BUSINESS OF A.P.A. IS SOLD.

The Standard Engraving Company, New York, has purchased the plant and good will of the engraving department formerly conducted by the American Press Association of New York.

The amalgamated plants will be conducted as the Standard Engraving Company and will occupy the twelfth floor of the building of the American Press Association at 225 West 39th street, New York.

SITUATIONS WANTED.

Circulation and Promotion Manager with creative and executive ability backed by experience and record of success, is open for a position after Jan. 1. Southwest section of country preferred. Address Box 951, care The Fourth Estate.

MANAGER

thoroughly experienced in news and business ends of small city daily. Have lately sold control of live daily. Open for business or editorial position. College education, married, not subject to draft. Hard worker, with punch and ideas. Will consider investing. Address Worker, care The Fourth Estate.

High Grade Man

with long experience as business and advertising manager, wishes to make change. Excellent record for building up and holding patronage; writes effective copy; pleasing manners and good mixer. Address Box 946, care The Fourth Estate.

Advertising Manager

25 years' experience on morning and evening newspapers: (Detroit Journal, evening, 12 years; Duluth News Tribune, morning, 5 years; Omaha Bee, morning and evening, 5 years). A diplomatic executive with ability to successfully handle local and foreign accounts and to originate ideas which result in increased earnings. Particularly fortunate in selection of assistants and in keeping them keyed to maximum of efficiency. References any former employer. (P.F.) Further particulars, if desired, by return mail. G. W. Preston, care Hotel Griswold, Detroit, Mich.

If your name is not on the subscription list of THE FOURTH ESTATE we would like to put it there

OUR LETTER BOX.

Advertisers and all other friends of THE FOURTH ESTATE are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for

A. B. Coddington	Griffith Bonner
S. Chivers-Wilson	H. H. Patterson
Anna B. Corbansane	Publicity Bureau
Geo. W. Craig	Glenn C. Wilson
Thos. B. Donnelly	O. Wog
Arthur T. Egan	Chas. H. Forman
W. Burton Ellis	A. W. Seasholtz
A. Fisher	J. H. Mudgett
R. Herts Service	A. P. Robyn
Sam'l M. Evans	Richard Neville
George S. Teall	Clinton F. Woods
J. G. Disher	W. E. Hornaday
Theodore Biscant	C. S. Kendall
Ray E. Wilcox	A. E. Bickson
G. S. Myers	Chas. S. Quinn
Henry A. DeMasi	H. D. Lemley
D. C. Frame	C. F. Yeager
W. G. McConnell	James Bell
Albert Letts	Hugh Kapp
T. R. Moss	W. W. Kourk
John Raridan.	Myron W. Townsend

POLLOCK'S NEWS

You can reach 2,500 Editors and Publishers in the Northwest—the wide-awake ones—every month, through the Classified Ads in Pollock's News. That is 30,000 of them in a year for ten dollars. Send for samples and display rates.

710 Temple Court, MINNEAPOLIS

HEMSTREET PRESS CLIPPINGS

Tenth Avenue at 45th Street
NEW YORK CITY

NEWS PRINT PRODUCTION KEEPS AHEAD OF CONSUMPTION.

The November news print report of the Federal Trade Commission shows increase of stocks as follows:

	Tons.
On hand at mills.....	41,476
On hand at terminals.....	6,500
On hand at jobbers.....	9,917
On hand at publishers.....	138,337
In transit.....	41,624

Total stocks reported to commission.....237,854
Estimated unreported stocks of Canadian mills and small publishers.....75,000

Grand total on hand.....312,854

This report shows that production still keeps ahead of consumption and that stocks are growing satisfactorily.

It is reprinted in full below, as follows: (A brief summary was printed in THE FOURTH ESTATE last week):

Reports received from thirty-six United States companies operating fifty-nine news print mills for the five weeks beginning October 28 and ending December 2, 1917, show the following results:

	First Week.	Second Week.	Third Week.	Fourth Week.	Fifth Week.
PRODUCED DURING WEEK.					
Total print paper.....	25,186	25,021	25,427	24,619	24,944
Standard news.....	23,846	22,018	23,450	22,823	22,926
SHIPPED DURING WEEK.					
Total print paper.....	23,934	27,147	25,625	27,040	25,285
Standard news.....	21,954	24,935	23,024	25,047	23,573
STOCK ON HAND AT MILLS AT END OF WEEK.					
Total print paper.....	46,029	44,607	44,764	43,729	41,476
Standard news.....	40,286	38,171	38,047	36,948	36,430

The decline in mill stocks during the month of about 4,000 tons was due in part to the fact that the Berlin Mills Company has discontinued the production of news print paper and also to the fact that the plant and stocks of the Cleveland Manufacturing Company were destroyed by fire during the last half of the month.

In addition to the mill stocks of news print, there were about 6,500 tons held at terminal and delivery points.

LOSS OF PRODUCTION.

Reports of machine operation show that the principal loss of production during the month was due to strikes on the Pacific Coast and to breakdowns and repairs in various mills. As noted above, the Berlin Mills Company withdrew its last machine from news print during the month and the plant of the Cleveland Paper Manufacturing Company was destroyed by fire. Notwithstanding these difficulties the production for the year continues to exceed that for the corresponding period last year as shown by the following:

	Total Print Paper.	Standard News
Production from January 1 to December 2, 1917.....	1,257,759	1,185,171
Production for same period 1916.....	1,232,848	1,172,618

JOBBER'S STOCKS.

Monthly reports received from 210 jobbers showed the following results.

	Rolls.	Sheets.	Total.
News Print Paper.			
Stocks in warehouses at beginning of month.....	2,335	7,346	10,081
Quantity received during month.....	2,661	1,803	4,464
Quantity shipped out during month.....	2,807	2,403	5,210
Stocks in warehouses at end of month.....	2,172	6,745	8,917

The figures indicate a small decline in jobbers' stocks during the month.

PUBLISHERS' STOCKS.

Monthly reports from 645 newspaper publishing concerns show the following:

	Net Tons.
Stocks on hand, beginning of month.....	117,801
Received during the month.....	110,023
Used and sold during the month.....	119,638
Stocks on hand, end of month.....	108,187
In transit.....	41,624

The figures indicate a decline in stocks held by publishers of about 9,500 tons during the month.

IMPORTS AND EXPORTS.

The imports and exports of printing paper valued at not above five cents (*) per pound (practically all news print) and of ground wood pulp for the first ten months of 1917 as compared with the corresponding period of 1916 were as follows:

	10 Months 1917	10 Months 1916
Imports of news print paper		
From Canada.....	464,298	395,013
From Newfoundland.....	467,297	392,748
Exports of news print.....	5,658	
Total.....	70,146	64,839

Imports of ground wood pulp.....	(Total).....	239,196	197,647
From Canada.....		216,939	197,333
Exports of wood pulp.....	(Total).....	26,974	26,700

*Prior to September 8, 1916, two and one-half cents per pound.

Exports of news print paper for September exceeded 12,000 tons and for October 14,000 tons, which is more than double the monthly exports for preceding months.

NEWS PRINT PRICES.

Monthly reports from news print manufacturers showed thirteen new contracts made during November aggregating 33,847 tons at prices ranging from \$3 to \$3.50 per hundred pounds f. o. b. mill. Of this quantity 29,987 tons or 88 per cent was at \$3.

Current market prices to domestic buyers for the bulk of the tonnage ranged from \$2.90 to \$3.50 for rolls in car lots and from \$3.15 to \$3.75 for sheets in car lots. Export prices were somewhat higher.

Monthly reports from jobbers for deliveries in small quantities from warehouses show the following price quotations on rolls and sheets:

	East and Middle West.	Pacific Coast.
Rolls.		
Ream lots.....	\$4.50-\$7.25	\$7.25-\$9.50
Case lots, 500 lbs.....	\$3.75-\$6.75	\$4.75-\$8.50
Ton lots.....	\$3.25-\$5.75	\$3.50-\$6.00
Sheets.		
Ream lots.....	\$4.60-\$8.25	\$5.00-\$8.25

The jobbers' reports indicate a slight softening in prices during November. A majority of them appear to be rather pessimistic as to the future course of the market.

PULP PRICES.

Receipts of sulphite on old contracts during November were at prices ranging from \$44 to \$100 per ton, the average for the bulk of the tonnage being about \$60. Prices of the bulk of the tonnage of sulphite bought on current orders ranged from \$55 to \$80 a ton.

Ground wood deliveries on contract were at prices ranging from \$24 to \$45 per ton, the bulk of the tonnage being sold at from \$35 to \$40. Current market prices for ground wood ranged from \$33.50 to \$42 per ton.

PACIFIC MILLS.

The first shipment of paper from the Pacific Mills Company's new mills of 2,000 tons was shipped through San Francisco to South America via nitrate boats returning there.

DISCUSSIONS TO BE 'THOROUGH.'

NEWSPAPER PROBLEMS WILL BE THRESHED OUT AT SEATTLE SESSION.

A strict dollars-and-cents war policy has determined the program of the sixth annual "newspaper institute" of the University of Washington to be held in Seattle on January 17-19. In place of many formal addresses, there will be a half dozen or less, each followed by six or eight ten-minute contributions from men especially qualified to treat the matter from their own experience and especially prepared to give the best they have in the allotted time. These will lead to general floor discussion. The purpose of the new plan is to "make coin" of every bit of experience and every good idea that comes to the institute and give the editors more than general ideas.

Among the topics which will claim close to half a day each are "Circulation on the country newspaper," "The country advertising situation," "Co-operation between merchants and newspapers" and "The editorial."

A feature of the country advertising session will be the use of a projectoscope for throwing on a screen good and bad ads from the Washington press, and application of advertising theories by Fred A. Russell, who gives the advertising courses in the University of Washington. Editors will bring in ads from their own papers for criticism.

One period will be given the publishers for informal discussion of their print shop troubles with Fred Kennedy, head of the university printing department.

The Washington Newspaper Association will hold its annual business session and will probably sift out co-operative buying of print paper.

An evening feature will be the annual legislative session, and a pa-

per by Leslie J. Ayer, professor of law in the university, on "Why so many Washington publishers are sued for libel and lose the suits."

NOTES OF SCHOOLS AND COLLEGES.

Following a disagreement over the election of Benjamin W. Thoron of Colorado Springs as president of the Harvard College Company, which prints the Advocate, the oldest student publication at the university, four of the editors have resigned. They accuse those who remain of "literary degeneracy."

The resigning editors are Royall H. Snow of Chicago, William F. Davidson of St. Paul, Minn., Thomas M. Hodgins, Jr., of Greenwich, Conn., and Samuel B. Goodstone of Pittsburgh.

K. T. Nessler has been elected editor-in-chief of the Purdue Exponent, the university daily at Lafayette, Ind., to succeed K. R. Jamison, who was called to the colors in the first draft. E. M. Wolf has been chosen business manager in the place of H. S. Vaile, who is also in the Army.

W. H. Lloyd is now managing editor.

The girls of the Women's College for Delaware, located at Newark, Del., are arranging to start a paper in the interest of the college as well as women's work throughout the state.

The Spectator, the daily published by the students of Columbia University, New York, will have a woman's board hereafter, in addition to the staff of men.

Miss Augusta E. H. Stanton, who will head the new board, and Miss Helen Ridley are planning to issue two special editions of the Spectator which will be exclusively devoted to the girl students.

THE ORGANIZATION OF A DAILY NEWSPAPER.

ARTICLE XI.

PUBLISHERS SHOULD TAKE PRECAUTIONS AGAINST THE PITFALLS OF LIBEL—LEGAL ADVICE—MEETING POSSIBLE DAMAGES.

By EDMUND WALKER,

In the laying out of organization expenses, it is important that proper appropriation should be given to acquiring a capable source of legal advice.

The services of a lawyer, thoroughly versed in the technicalities of libel as well as the routine of corporate work is absolutely essential to the publisher. Likewise proper libel law authority in book form should be acquired for the use of the editorial department at all times, and arrangements made for the possible payment of libel damages.

Setting aside the details of costing and accounting for this article let us consider the necessity of having available at all times the proper legal talent to guide us past the many pitfalls awaiting the publisher through his news columns.

First let us see: **WHAT IS LIBEL?**

It has been said by Chief Justice Sherwood that the attempts to define libel, although practically innumerable, have never been so comprehensive and accurate as to cover all cases that may arise. A definition however which has met with frequent judicial approval is as follows:

A libel is a malicious publication expressed either in printing or in writing or by signs or by pictures tending either to blacken the memory of one dead or the reputation of one who is alive, and to expose him to public hatred, contempt or ridicule.

Libel offense is more comprehensive in its scope than slander, inasmuch as many forms of defamation, which if made orally would not be actionable without proof of special damage, are actionable in libel, when circulated in a written or printed form, without such proof.

The ground upon which this distinction rests is that imputations against character, when reduced to writing or printed form, are capable of wider dissemination and longer perpetuation than when made merely by word of mouth, and therefore work more lasting effect and injurious results.

Hence certain kinds of charges may be made orally with impunity, which would if published in writing become actionable.

In all cases where a civil action may be maintained—a criminal prosecution may also be instituted.

Libel is deemed a crime because

it tends to cause a breach of the peace, and this results in public detriment. In former times it was considered probable that the person defamed would be provoked to assault the libeller, or challenge him to combat, and upon this ground the jurisdiction of the criminal courts was based.

But libel is also considered the basis for civil action, because it is a violation of the personal right of reputation, and not by reason of presumable injury to public welfare. This distinction leads to important results.

Thus it is a rule in the law of libel and slander that there must be a "publication" of the defaming charge—that is, it must be told or made known to some other person than the party libelled.

In criminal law it is deemed sufficient publication if merely told or communicated to the party libelled because it is thought that he might be incensed to commit a breach of the peace. But there could be no civil action maintained unless the charge is communicated to a third party, for the reason that the plaintiff only sues in the civil courts because his reputation has been damaged and reputation is the value others place upon a person's character or ability.

POINTS OF LIBEL DEFENSE.

Proof of the thought of the publication is always a good defense in the United States to a civil action for libel, but at common law this is so far from being maintained that an established maxim is "The greater the truth the greater the libel."

The thought is that the greater the truth the more incensed the libelled party would become and the more inclined he would be to commit a breach of the peace. However, it is quite generally provided that the truth shall constitute a good defense, providing it was published with good motives and for justifiable ends—or in the interests of the public at large.

The publication of defamatory matter which is actionable, entitles the party defamed to compensation for the actual injury done him without regard to the motive with which the publication was made—in other words want of actual intent to injure furnishes no legal excuse.

It has been held to be no defense that the words were spoken in jest, or that the publication was the result of an honest mistake, as for instance the publisher's ignorance that the publication contained any libelous matter.

It is a necessary ingredient in both libel and slander that the publication be malicious.

A distinction is made between mal-

ice in fact and malice in law. The former denotes actual spite or ill-will; the latter "that disposition of mind which proceeds wrongful acts done without cause or excuse."

In ordinary cases of libel where there are no circumstances of privilege, which are claimed to render the charge excusable, malice is inferred from the falsity and defamatory nature of the charge and need not be specially proved.

When, however, there are circumstances of privilege, then actual malice must be proved by the plaintiff.

There are two classes of communication which are absolutely privileged.

First—proceedings in legislative assemblies in the transaction of public business, as reports upon any subject, etc., etc.

Second—proceedings in judicial tribunals.

Libel proceedings are essentially different from ordinary proceedings, because practically every procedure is reversed. The prosecution or plaintiff merely proves publication—then the defense must carry on the rest of the case. The prosecution will, after merely proving publication, rest its case. In proceedings other than libel the prosecution is frequently more involved and more tedious than the defense and many points have to be proved to the hilt—the onus probandi resting entirely with the plaintiff.

Referring back to the accounting viewpoint—supposing that our hypothetical company has been sued for libel and has lost, with the result that damages to a considerable amount have to be paid—how would this be handled in the books of the company?

In the first place the amount of the damages plus costs—if that was the verdict of the court—would have to be paid to the attorney for the defense—our attorney, and his account being credited with this amount first, legal expenses would be debited with the corresponding amount.

It would then be in order to charge off a portion of this expense each month until the whole expense had been liquidated.

It would not be in order to charge it all off in one amount as this would throw the monthly Profit & Loss Account out of all comparison with the next preceding month.

It might be treated by debiting Profit & Loss Account as a special entry in the Private or General Ledger—but this would not be advisable because the monthly statements would then show no trace at all of the expense—the only record appearing at the close of the year in the annual statement.

By far the best method is to charge off a portion each and every month and as libel originates in the editorial department it will be charged to that department. If it is a common affair to sued for libel it might be well to appropriate a fixed amount each and every month to meet such expenses.

[NOTE.—This article was intended to appear in THE FOURTH ESTATE of September 1, 1917, but for certain editorial reasons publication was withheld until the present date. This will account for the apparent irregular sequence in the number of the articles. The next number will be XIX.—EDITOR.]

Fire has wrecked the office and plant of the Rugby (N. D.) Farmers News, a weekly newspaper recently established.

The Hamilton (Ohio) Journal celebrated its thirty-second birthday on December 20.

NASSAU QUALITY METALS

ALWAYS UNIFORM

ELECTROTYPE
LINOTYPE
MONOTYPE
INTERTYPE
STEREOTYPE
AUTOPLATE
THOMPSON TYPE
COMPOSOTYPE

Manufactured by the
Nassau Smelting & Refining Works
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We want you to get into the habit to

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Manhattan Man
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GOOD WORK
PROMPT SERVICE
FAIR PRICES

Tell the story of
23 Years of Successful Service.

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Manufacturer of
Black and Colored

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Main Office: 65-67 W. Houston Street
NEW YORK CITY

Color, Varnish & Ink Factories
BROOKLYN, N. Y.
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SERVICE BRANCHES
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Newspaper PLATE and MATRICES

60c per page and up.

If you wish to share in the benefits of co-operation, write

The United Newspaper Plate Co
CANTON, OHIO.

DEFENDAM

ENGRAVING COMPANY, Inc.,
1931 Broadway, NEW YORK.

Half-Tones, Line Cuts
and Modern Engraving in all its branches at Tempting Prices.

STANLEY PROCESS
the perfect TYPE METAL

MADE BY
SYRACUSE SMELTING WORKS
BROOKLYN, N. Y. and CHICAGO, ILL.

Advertising Agencies and
Newspaper Syndicates

When in a hurry call 8303 Spring
DAY } MATRICES
AND } STEREOTYPERS
NIGHT } ELECTROTYPERS

J. RUBIN CO. SERVICE
23 E. 4th St., N. Y.

Guaranteed Unbreakable
HERCULES
STEEL
CHASES
and
GALLEYS



Send for Quotations

Manufactured by
AMERICAN STEEL CHASE COMPANY, INC.
28 Park Row, New York, N. Y.

THE PITTSBURG PRESS

HAS THE Largest DAILY AND SUNDAY CIRCULATION IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

IN THE AD FIELD.

ADVERTISING ACCOUNTS NOW
BEING PLACED BY THE
AGENCIES.

ATLAS, 450 4th av., N. Y.—Reported will make contracts with some Southern newspapers where they can secure co-operation for Pacific Coast Borax Co. (Twenty Mule Team Borax), N. Y.

DAUCHY, 9 Murray st., N. Y.—Reported anticipating planning campaign during coming year in suburban dailies for Allen S. Olmstead (Allen's Footcase and Mother Gray's Sweet Worm Powders), Le Roy, N. Y.

DECKER, Fuller Bldg., N. Y.—Placing 14-line 1-time orders with mail-order newspapers for H. D. Lincoln (rheumatism remedy), Attleboro, Mass.

FREEMAN, Mutual Bldg., Richmond, Va.—Reported contemplating campaign in Southern newspapers for Polk Miller Drug Co. (Polk Miller liver pills), Richmond, Va.

HOWLAND, 20 Broad st., N. Y.—Placing 75-line d.c. 1-time orders with newspapers generally for Mining & Industrial Age, N. Y.

MATOS, Bulletin Bldg., Philadelphia—Reported to be planning newspaper campaign for Polk Miller Drug Co. (Sargents Dog Remedies), Richmond, Va.

MORSE, 449 4th av., N. Y.—Again placing 4-inch 2-t.a.w. copy with newspapers for B. F. Allen & Co. (Reckams Pills), 417 Canal st., N. Y.

PRESBREY, 456 4th av., N. Y.—Reported will confine advertising during the coming year to newspapers and is now placing copy with newspapers generally for Shredded Wheat Co. (Shredded Wheat), Niagara Falls, N. Y.

REMINGTON, 1280 Main st., Buffalo, N. Y.—Placing special copy with newspapers for Foster Milburn Co. (Doan's Kidney Pills), 1280 Main st., N. Y.

SEAMAN, 401 8th av., N. Y.—

THE NEW YORK WORLD

(Morning Edition)

Prints MORE
ADVERTISING
than any other
newspaper prints.

The Open Door to the workshop of the world

The Philadelphia Record

Special Representatives
STORY, BROOKS & FINLEY,
Fifth Avenue Bldg., NEW YORK
Peoples Gas Bldg., CHICAGO

FOR NEW ORLEANS

WISE
ADVERTISERS
USE THE

ITEM

Daily . . 60,756
Sunday 77,438
Average 63,217

U.S.P.O.
Report of
Oct. 1, 1917
and
A.B.C.

Placing copy with newspapers for
Mentholum Co., Buffalo, N. Y.

THOMPSON, 242 Madison av., N. Y.—Reported will use combination of national and local farm papers for Corning Glass Co. (Cornaphore Auto Headlight Lens), Corning, N. Y.

GOLDSMITH, 23 E. 26th st., N. Y.—Reported planning newspaper campaign for Carrick, Lerken & Bandler (clothing), N. Y.

WILLIAMS & CUNNINGHAM, Mellers Bldg., Chicago—Planning campaign in agricultural publications for American Tobacco Co. (Lucky Strike cigarettes), N. Y.

ROBERTS & MACAVINCHE, 32 N. Dearborn st., Chicago—Placing orders in mail order, agricultural and weekly papers for Chicago Tailors Assn., Chicago.

HUSBAND & THOMAS, Marshall Field Bldg., Chicago—Sending out orders to magazines for advertising of University Research, Milwaukee.

FOLEY, Bulletin Bldg., Philadelphia—Secured account of H. G. McFaddin & Co. (Emerald electric fixtures), N. Y.

CAMPBELL-EWALD, 117 W. Fort st., Detroit—Secured account of Parrett Tractor Co., Chicago, and will soon release orders to agricultural papers.

DOW, JONES & CO., 208 S. La Salle st., Chicago—Sending out orders to metropolitan newspapers for A. D. O'Neil Co. (investments), Chicago.

RANKIN, Monroe Bldg., Chicago—Renewing contracts for 1918 for advertising of Carnation Milk Products Co. (Carnation Milk), Seattle, Wash.

LORD & THOMAS, Mellers Bldg., Chicago—Renewing contracts with newspapers for Waukesha Pure Food Co., Waukesha, Wis.

REISMAN, People's Gas Bldg., Chicago—Sending out orders to foreign language papers for Edward Illnes Farm Land Co., Chicago.

THOMPSON-KOCH, 3 W. 6th av., Cincinnati—Renewing contracts for Neuralgylone Co., Wheeling, W. Va.

CHURCHILL-HALL, 50 Union sq., N. Y.—Secured account of Dorin's toilet preparations, represented by F. R. Arnold & Co., N. Y.

JOINS THE A.N.P.A.

The Fredonia (Kan.) Daily Herald has been elected to associate membership in the American Newspaper Publishers Association.

BOSTON POST

CIRCULATION NOVEMBER, 1917
"NO RETURNS"

The Daily Post 497,774

The Sunday Post 345,362

KELLY-SMITH CO., Representatives
230 Fifth Avenue, NEW YORK

Lytton Building CHICAGO

Today's Housewife

Net Paid For Every
Guaranteed Issue



GEORGE A. McLELLAN, President
461 Fourth Avenue NEW YORK

DON'T CRIPPLE PRODUCING STAFFS.

EDITOR THE FOURTH ESTATE.

Sir: The publishers of newspapers have, as well as many national and local advertisers, had the fact demonstrated as clearly and undeniably that a non-progressive or a "let-well-enough-alone" business policy, is not calculated to stimulate business.

The trade journals devoted to the interests of newspapers and newspaper people have spoken from time to time of the great improvement in general business conditions throughout the Dominion of Canada. These articles apparently backed up the different individual opinions that I had received.

Encouraging reports of this nature were very pleasing to me and I was greatly surprised upon receiving, at a very late date, a letter from a Canadian advertising representative sneaking in very emphatic terms of the "hard up" business policy of most newspapers generally throughout Canada. I spent over one and a half years in Canada during which time I formed, from personal observation and reports, a very high opinion of the progressive spirit of the average Canadian publisher.

If business conditions have greatly improved, how can the Canadian newspaper be "hard up?"

How can they, if they hope to secure their share of this increased business condition, sanely adopt a "hard up" business policy?

Canada is a hustling country. Canadians are hustling people and the newspapers, as a class, have proven their right to be called "progressive."

Figuring along the lines of conditions as I personally met them, during my stay in the Dominion—the great energy of the Canadian newspaper—it hardly seems possible, to me, that a false sense of economy would be allowed to take the controlling hand in the management of newspaper properties.

The man behind the advertising campaign cannot be expected to put his money in non-progressive channels.

Newspaper publishers know this and should not allow themselves to drift into too narrow a channel of retrenchment.

Economy is all right and is absolutely necessary in each instance where it reduces waste or luxurious

ST. PAUL DISPATCH (Evening)

ST. PAUL PIONEER PRESS
(Morning and Sunday)

The papers that go into over 2,900 cities and towns in Minnesota, North and South Dakota, Wisconsin, Montana and Iowa.

The prestige of these mediums is best understood by their own circulation figures: A carrier delivered circulation in over 90% of English-reading St. Paul homes, and a broad circulation throughout the prosperous Northwest. A circulation gained by printing an excellent news service, high grade comics, and well-known special feature articles.

Circulation averages for October, 1917:
Dispatch 80,334
Pioneer Press 68,265
Sunday Pioneer Press 78,751

YOU MUST USE THE

LOS ANGELES EXAMINER

TO COVER THE

GREAT SOUTHWEST

Largest Sunday Circulation—more than 150,000

methods.

It is not economy, however, where it reduces the quality of the producing staff.

The fighting spirit of Canada is strong—Canadian patriotism for the Mother Country is powerful, but beautiful, to witness and know about. I saw it displayed.

With such spirit prevalent throughout, one could hardly expect to find upon the part of the newspaper publishers, any inclination towards timidity.

Economize throughout the entire newspaper plant, where waste or luxury exists, but keep your producing ends—your advertising and circulation departments—properly equipped to bring about the results necessary to your newspaper's financial growth.

EDWIN T. JONES.

GOVERNMENT AD EXPERT COMPLETES WORK.

J. W. Sanger, whom the Government Department of Foreign and Domestic Commerce, recently sent to South America to make a study of advertising there for the information of American business men, has returned to the United States after having completed his mission.

The report on his work has not yet been issued.

"NO CAUSE FOR ACTION."

The jury in the case of Michael McCabe, a Nyack (N. Y.) publisher sued for \$10,000 libel by Edward Seifert, a retired New York business man, returned a verdict on December 20 of "no cause for action."

McCabe is alleged to have printed an article stating that Seifert was a German sympathizer.

LARGEST Morning Circulation in the Nation's Capital.

THE WASHINGTON POST

DAILY 2c—SUNDAY 5c

Member A.B.C.

Represented by PAUL BLOCK, Inc.,
New York Chicago Boston Detroit

The Cincinnati Community

consists of an area of 70 square miles with a population of 600,000.

THE CINCINNATI ENQUIRER

is the MEDIUM YOU SHOULD USE in this unparalleled market.

Foreign Representatives

John Glass, Peoples Gas Bldg., Chicago
I. A. Klein, Metropolitan Tower, New York

NO GOVERNMENT BAN ON FOOD ADS.

(Continued from Second Page.)

ard flour because the Food Administration wants to bring about a condition of affairs wherein flour will be consumed in the district in which it is produced instead of being shipped halfway across the continent. But that is not equivalent to saying that millers have been instructed or advised to stop advertising, or that the Food Administration feels that its advertising is superfluous.

On the contrary, there is a feeling at the Food Administration that millers who want to preserve their goodwill and maintain the prestige of their brand names through this temporary interval of enforced uniformity of quality have more reason than ever to advertise energetically.

In stating their side of the case the Food Administration officials also point to the current big-space newspaper campaigns of the Pillsbury and Washburn-Crosby interests as the best refutation of the theory that standardized flour means a slump in millers' advertising. These campaigns are taken to indicate that when an old-established firm suddenly finds it necessary to take a new tack in advertising, or to advertise substitutes, more space will be taken than would have been necessary to maintain the momentum of a brand, the name of which had already become a household word.

However, the prize "exhibit" of the Food Administration, designed to prove that it is not against advertising but most decidedly for it, is found in the field of corn products. Prior to the beginning of the present movement to encourage an increased consumption of corn as the best and easiest way to save the wheat, none of the firms in the corn milling field, with the single exception of the Corn Products Company, had done much advertising.

Under the new order of things, the Association of White Corn Millers and other producing interests have already taken full page space in many newspapers and the officials of the Food Administration hint that this is not a circumstance to the rush of private advertising that will be placed to enable advertisers to cash in on the Food Administration's propaganda that will start in January.

STRETCHING THE TRUTH.

When THE FOURTH ESTATE correspondent called to the attention of Mr. Hoover and his chief aids the action of certain national advertisers in cancelling or amending their contracts with an insinuation if not an actual declaration that the curtailment was "on orders" from the Government, the comment was forthcoming that any such shifting of responsibility involves a stretching of the truth, to express it most mildly.

Possibly if an advertiser wants to

A Great Food Medium

Implies quality and quantity circulation. Home influence. Responsive attitude of Housewife. None surpass the

Trenton TIMES

Member of A.B.C.

24,000

2c. Circulation.

KELLY-SMITH CO.

220 5th Ave., N. Y. Lytton Bldg., Chi.

Topeka Daily Capital

GOVERNMENT REPORT

for six months ending October 1, 1917, showing net paid circulation

33,924

Member A.B.C.

Arthur Capper TOPEKA, KAN. Publisher

put the blame on the shoulders of Uncle Sam there are circumstances under which he can get away with it. For example, if an advertiser has been advertising pork and beans and Uncle Sam tells the packer that he must not put any of the precious pork with his beans during the war pinch that advertiser might be technically correct if he excused a request for cancellation of contract on the pretext that Uncle Sam has "interfered" with his advertising.

However, the official view at Washington is that such an advertiser would be simply taking advantage of a doubtful technicality. The idea of Mr. Hoover is that an advertiser should, under such circumstances, switch his space to some other line. And because the average big advertiser of food specialties has a whole "family" of products, it is his theory that it should be a simple matter in the average case to transpose the copy and maintain the normal advertising gait.

If advertisers choose to construe as orders to "cease firing" in the advertising columns the regulations that are from time to time issued to conserve wheat, meat, fats, etc., the chances are that they will not lack opportunities in future for this sort of camouflage.

Just as the Food Administration's regulations have in the recent past rendered inaccurate the use on bread of such trade names as "Cream Crust," "Butter Krust" and "Sugar Loaf" so may there be other revisions of the menu as Uncle Sam tightens his belt.

Then again some advertisers may declare that their ambition to advertise has suddenly oozed if the Food Administration decides, as it is very likely to do, to follow the example of Canada and prohibit the marketing of cereals, breakfast foods, etc., in small containers.

NO VETO ON ADVERTISING.

But whether the Food Administration is taken at its word that it has not placed any veto upon advertising or the version is accepted of the manufacturer who contends that it has done what amounts to the same thing by depriving him of advertising capital, it is only fair to give heed to the confident claim made by Mr. Hoover that any loss in advertising will be overshadowed by the gain.

The Food Administrator not only points to the increased advertising that is being carried by some of the producers who have had to rearrange their programs and to the energetic

St. Louis Globe-Democrat

dominates the morning field.

Government statement six months ending September 30, 1917

138,252

The clean home-going family newspaper.

National Representatives
F. St. J. Richards, Tribune Bldg., N. Y.
Guy S. Osborn, Tribune Bldg., Chicago
J. R. Sclero, Ford Building, Detroit
R. J. Bidwell, 740 Market St., San Francisco.

PATERSON

New Jersey's Famous Manufacturing City PRESS

Its BIG Independent Newspaper

G. LOGAN PAYNE COMPANY
New York Chicago Detroit Boston

promotion of substitutes such as the various corn products, but also to the appearance in the advertising columns of the newspapers of a number of new food specialties or novelties which were not strong enough to make a loud advertising bid for patronage until the present disturbance of the food market gave them the opportunity for which they have long been waiting and which has been eagerly seized.

NOTES OF THE AMERICAN NEWSPAPER MEN ABROAD.

Heywood Brown of the New York Tribune, attached to the American Army at its training camp in France, has announced that he will return to America after the first of the year.

Charles Wythe Williams of the New York Times has gone to Italy to witness the Italian stand along the Piave.

Philip M. Powers of the Associated Press, formerly stationed at Berne, Switzerland, has gone to Italy to be stationed with the British expeditionary force there.

Frank Wader of the Associated Press Paris staff acted as publicity agent for the American mission during the Inter-Ally conference held in Paris. He has resumed his duties with the Associated Press.

Robert Doman, formerly of the New York Sun and recently of the Paris edition of the New York Herald, has gone over to the Paris edition of the Chicago Tribune.

Naboth Hedin of the Brooklyn (N. Y.) Eagle has been transferred from the Paris bureau to the American training camp near the front and J. B. Hirsch is filling in for him in Paris.

Lowell Mallett of the London bureau of the United Press was in Paris handling the British end of the Inter-Ally conference last week.

"Cal" Lyons of the Newspaper Enterprise Association is no longer stationed in Paris. He is now back with the American expeditionary force at its training camp.

Floyd Gibbons of the Chicago Tribune has left the American camp and is now writing from Paris. He expects to visit the Italian front soon.

Joseph Grigg of the New York World's London bureau recently passed through Paris on his way to the Italian front.

Henry G. Wales of the International News Service's Paris bureau recently visited the Lafayette Escadrille of American volunteer aviators at their flying field north of Soissons.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73 per cent in circulation. Character and solidity explain this increase. ADVERTISING MUST PAY in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"MICHIGAN'S GREATEST NEWSPAPER."

VERREE & CONKLIN, Foreign Reps.
NEW YORK CHICAGO DETROIT

Baltimore News

Net Daily Circulation November, 1917, 95,719
Gain over November, 1916, 9,802

Special Representatives

DAN A. CARROLL J. E. LUTZ
New York Chicago

UNUSED WATER POWER.

From the Duluth Herald.

If half the energy that has been put into fighting over the terms on which the water powers in the public domain of this country should be developed had been devoted to developing these water powers, the country would now be getting great benefit from them. While the quarrel about how these water powers are to be utilized has been going on vigorously and often venomously, the water powers have been going to waste and the country's need of them has been increasing every day.

They are going to waste today, and yet the nation's war work could be enormously expedited if it had the advantage of this cheap power now running uselessly away.

These water powers should be developed as speedily as possible. That does not mean that they should be thrown wide open to profiteers, as we did with the coal and oil and mineral and timber wealth of the country to our bitter cost. That should never happen again.

These water powers should never be alienated from public possession and public control. They should be leased on terms that will offer capital the incentive needed to arouse its interest, but that will leave rates, service and profits under Government control in the public interest.

Congress ought, early in this session, to enact a water power development law that will, while fully preserving the public interest, offer ample returns to private capital that is willing to enlist in the public service at fair pay.

Washington Newspapers

Sworn statements of the newspapers at the National Capitol to the Post Office Department for the six months ending September 30, 1917:

Evening Star 88,752
Evening Times 42,375
Washington Post 47,032
Herald (over) 25,000

BUFFALO EVENING NEWS

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons WHY?

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH COMPANY
220 Fifth Ave., NEW YORK.
Linton Building, CHICAGO.

Presses and printing machinery of any kind can probably be quickly sold through an advertisement in THE FOURTH ESTATE, which reaches the best line of buyers.

WHAT STATE SENATE WANTS FROM INFORMATION BUREAU.

The Gallinger Resolution introduced in the Senate last week, calling for information about the Committee on Public Information (referred to briefly in the last issue of THE FOURTH ESTATE) follows in full:

Resolved, That, if not incompatible with the public interest, the Committee on Public Information is hereby directed to furnish the following information to the Senate:

"What compensation, in salary or allowance for expenses, is paid to the civilian chairman of the committee?"

"At what date did such salary or allowance begin, and what is the sum so paid up to the first day of December, 1917?"

"What are the names of the persons composing the staff of the committee, when was each employed, what compensation, in salary or allowance for expenses, is paid to each; and what is the total sum paid to each up to the first day of December, 1917?"

"What persons not now attached to the committee's staff have been employed since the organization of the committee and December 1, 1917?"

"What duties did each perform and what sum, in salary or allowance for expenses, was paid therefor?"

"What other expenses have been incurred by the committee in the course of its work up to the first of December, 1917?"

PRIETH CASE NEXT MONTH.

Counsel for Benedict Prieth, Edwin S. Prieth and the staff members of their paper, the New Jersey Freie Zeitung of Newark, N. J., who were indicted on charges of treason, has filed a demurrer to the indictments, which probably will be argued before the Supreme Court of the United States next month.

The question at issue is whether published statements can constitute treason—a capital offense.

THE KANSAS CITY STAR

MORNING—EVENING—SUNDAY

Each Issue

Over 200,000 Circulation

It Pays to Advertise in the ST. LOUIS TIMES

Now generally recognized as the HOME NEWSPAPER OF ST. LOUIS.

Represented by PAUL BLOCK, Inc.
350 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
201 Devonshire Street, BOSTON
Krepps Building, DETROIT

The DAYTON SUNDAY NEWS and SPRINGFIELD SUNDAY NEWS NEWS LEAGUE OF OHIO

(the two at .055 per line) are a great combination.

I. A. Klein, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago

LINOTYPES SOLD.

Among those who have recently procured Linotypes are the following:

Raleigh (N. C.) Independent; Columbia (Pa.) News; Franklin Printing Company, Columbus, Ohio; Marion (Ind.) Chronicle; Cambridge (Mass.) Mailing Company; Ingleside Press, Chicago; Alton (Ill.) Times; Arcadia (La.) Democrat; Fraternal Press, Chicago; Olean (N. Y.) Times; Jacksonville (Fla.) Times-Union; Bradfield Brothers Printing Company, Dallas, Tex.; Portland (Me.) Express; Scottville (Mich.) Enterprise;

Hartford City (Ind.) News; Tulsa (Okla.) Democrat & Times; Gadsden (Ala.) Journal; Helena (Mont.) Independent; Shelby Printing Company, Shelby, Ohio; Susquehanna (Pa.) Transcript & Ledger; Akron (Ohio) Times; Hartford (Ky.) Republican; Tionesta (Pa.) Republican; Hederman Brothers, Jackson, Miss.; Record Linotyping Company, Pittsburg; Elm Creek (Neb.) Beacon; Saginaw (Mich.) Courier-Herald; Alma Press, Brooklyn, N. Y.

BIG YEAR FOR THE DETROIT SATURDAY NIGHT.

The Detroit Saturday Night is closing the most prosperous year in its history and despite conditions in general made magnificent advertising and circulation gains in 1917. This weekly publication, occupying as it does a distinct position in the newspaper field published over 1,500,000 lines of advertising during the past year, a gain of 350,000 lines as compared with 1916. A net gain of twenty-five per cent was made in circulation.

Following the usual custom the Detroit Saturday Night distributed over \$5,000 among employees at Christmas time.

OREGON EDITORS TRADE.

C. Milton Schultz of the Myrtle Point (Ore.) Enterprise has traded his publication for the Oregon Motorist, published in Portland by W. R. Smith. The name of the Myrtle Point publication will hereafter be the Southern Coos County American.

VERNON LEADS GRIDIRONERS.

Leroy Tudor Vernon, Washington correspondent for the Chicago Daily News, has been chosen president of the Gridiron Club, an organization composed of Washington newspaper men.

The NEW YORK EVENING JOURNAL

has the largest circulation of any newspaper in America.

THE Philadelphia BULLETIN Dominates Philadelphia

The largest 2c circulation in the East. Goes daily into most of Philadelphia's 375,000 homes.

Net Average NOVEMBER 366,435 COPIES A DAY.

WILLIAM L. McLEAN, Publisher.

SANGREE NOW SONG WRITER.

Allen Sangree, who was one of the first of newspaper and fiction writers to familiarize the public with the life, habits and thought of the baseball player, has achieved a new triumph as the writer of a widely sung war song, called "Your Old Uncle Sam" and sung to the tune of "The Old Grey Mare." It is being distributed on Columbia records and during the first five days of the sale



ALLEN SANGREE.

in Harrisburg, Pa., Sangree's home town, where he is now residing, 500 of them were sold.

The Government at Washington has included it in the War Department's collection of martial songs. The New York Committee of Defense is sending it out wholesale to national army, and in Pennsylvania it is sung and played by all troops and bands in the state.

Sangree's sole lyrical activity previous to this was a collection of Boer songs and the third-rail lilt of the Irish Brigade, which he accompanied as correspondent of the Pietermaritzburg Volksstem and representative of American magazines. He wrote the Uncle Sam song one even

THE SYRACUSE POST-STANDARD

October 1st, 1917

Government Statement

Daily (Net Paid) CIRCULATION 54,470

April, 1917 Figures—A.B.C. Basis. —Only morning paper in the metropolis of a rich, agricultural and manufacturing territory.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO
201 Devonshire Street, BOSTON
Krepps Building, DETROIT

BALTIMORE CITY OF HOMES

and noted for its great industries and thrifty working classes, affords National Advertisers one of the best fields. Use the

AMERICAN and STAR

Morning—Sunday Evening

Baltimore's greatest newspapers, to thoroughly cover city and state. Member A.B.C.

C. GEORGE KROGNES, Chicago

VERREE & CONKLIN, Inc., New York

ing on the departure of the eighth regiment of the Pennsylvania National Guard and it woke up the city on the Susquehanna, in which the admirable Mr. Tener, a former baseball player, has sat as governor. Indeed, it was a real home run sort of fighting song.

The author of the music is Frank Panella, a handmaster of Pittsburgh. The Columbia promoters are advertising it through the newspapers.

Sangree's baseball character fiction first attracted attention in the Saturday Evening Post, and, with others, was brought out between covers by the Macmillans under the title of "The Jinx, and Other Stories."

REVISING THE PAPER ROLL WIDTHS DIRECTORY.

The American Newspaper Publishers Association's paper committee is compiling a directory of paper roll widths of daily newspapers in the United States and Canada. Proofs have already been sent to newspapers with the request that corrections be made and returned immediately to the committee, 903 World Building, New York.

The final bulletin will be issued late in February, with revised information on 1918 contracts.

PRESS CLUB IN SPRINGFIELD.

The first regular meeting of the Springfield (Ill.) Press Club, just organized, will take place on January 8.

C. Walter Eden of the State Register has been chosen president, with Halbert O. Crews of the News-Record as vice-president and Aubrey Cribb of the State Journal as secretary-treasurer.

AGAIN PUBLISHING.

The Amsterdam (Holland) Vroedarts, the Socialist organ, reported to have been ordered to suspend publication for three days, appeared unexpectedly on Sunday. It says its suspension was due to criticism of the provisioning of war invalids under the heading "Let Them Go Beg."

SENT OUT OF CHINA.

Gilbert Reid, American editor of the Pekin (China) Post, accused of being a pro-German propagandist and sympathizer, has been deported to Manila.

DANA SLEETH RESIGNS

Dana Sleeth, editor of the Los Angeles Record, has resigned.

THE
Boston Herald
(Morning and Sunday) and the
Boston Traveler
(Evening)

Net Paid Circulation
DAILY, over 208,000
Sunday, over 119,000

Member Audit Bureau of Circulations.

THE JOURNAL
IS THE ONLY MORNING AND
SUNDAY PAPER PUBLISHED IN
DAYTON, OHIO

STORY, BROOKS & FINLEY, Inc.
Fifth Ave. Bldg., NEW YORK.
Mutual Life Bldg., PHILADELPHIA.
Peoples Gas Building, CHICAGO.

Presses and printing machinery of
any kind can probably be quickly sold
through an advertisement in THE
FOURTH ESTATE, which reaches the
best line of buyers.

**CRAFTSMEN WITH
THE COLORS**

Edward B. Clark, for several years
Washington correspondent of the
Western Newspaper Union and the
Chicago Evening Post, has been com-
missioned captain in the Army and
has been assigned to service in the
war college. Mr. Clark has repre-
sented the Western Newspaper Union
and the Evening Post on the Euro-
pean battle fronts.

James J. Shenoha, assistant art
manager of the Chicago American,
has joined the long list of Hearst
men who have entered military ser-
vice. He is the twenty-seventh man
to go from the American office.

O. R. Miner, city editor of the
Aberdeen (S. D.) American, and
William Mueller, A.P. operator on
the same paper, have entered the
Army.

Harold H. Stevens, city editor of
the Paxton (Ill.) Record, has en-
listed in the aviation corps.

Among the fifty employees of the
Indianapolis Star who have joined
the colors is Harmon Bross, son of
Ernest Bross, managing editor of
the Star, who is with a headquarters
company in France.

First Lieutenant William C. Mc-
Clure, formerly assistant city editor
of the Star, is now at Fort Riley,
Kan.

H. Austin Simmons, formerly a
reporter on the Chicago Examiner, is
a conscientious objector at Camp
Grant, Ill. He has refused to don a
uniform and has been placed under
arrest.

John S. deLue of the Chicago Daily
News sports staff has resigned to be-
come a war aviator.

Capt. Grover Sexton, formerly of
the Chicago Herald, has been pro-
moted to the rank of major.

Robert J. Casey, formerly of the
Chicago Journal, has been made sec-
ond lieutenant.

The Country Magazine, published
at Madison, Wis., has contributed a

BRIDGEPORT

CONNECTICUT
(The Eden of America)
The Prosperity Center of the United
States and the Industrial Center of New
England.

THE
Post & Telegram

(Evening) (Morning)
Cover This Field Absolutely.
Members of the A.B.C.
JULIUS MATHEWS, Representative
1 Beacon Street, BOSTON
171 Madison Avenue, NEW YORK
Hartford Building, CHICAGO

JOLIET The PITTSBURGH
of the West

Surrounded by the most fertile
agricultural section in the ILLINOIS
corn belt. Covered by but one daily
newspaper, the

HERALD-NEWS

ALCORN-HENKEL, Representative
New York Chicago

full quota of men to the country's
service.

W. P. Hayes, business manager,
and J. A. Anderson, advertising man-
ager, have enlisted in the engineering
corps.

Elmer E. Clark, editor, and J. N.
Elliott, former editor, have been
given lieutenantcies.

D. L. Runnells, state editor of the
Detroit Journal, has enlisted in the
quartermaster corps.

The Chicago Daily News is pub-
lishing Trench and Camp for the sol-
diers at Camp Grant, under the aus-
pices of the Y.M.C.A.

Robert Newhall, sports editor of
the Cincinnati Commercial Tribune,
has received a commission as first
lieutenant of the aviation section of
the signal corps with orders to hold
himself in readiness for instant ser-
vice.

The San Francisco Press Club has
fifty-three members and three of its
employees now serving with the
colors.

Merritt Crawford, managing pub-
lisher of the Exhibitors Trade Re-
view, has been commissioned a cap-
tain in the 7th regiment, New York
guard.

Philip R. Brown of the Wall
Street News Bureau is a second lieut-
enant.

Lieutenant Larkin Flanigan, for-
merly of the Chicago Tribune edito-
rial staff, has been placed in charge
of the press headquarters at Camp
Grant, Rockford, Ill.

Raymond B. Bowen of Outlook,
president of the Representatives
Club of New York, has entered the
aviation branch of the Army.

The Macon (Ga.) News has fur-
nished Willis B. Sparks to the offi-
cers training camp.

A. T. Patterson of the Fort Worth
(Tex.) Record has enlisted in the
Army.

E. M. Kerr, for many years editor
of the Muskogee (Okla.) Times-Dem-
ocrat, has been commissioned a major
in the national army and has been
assigned to the staff of the adjutant
general. He has disposed of his
newspaper interests.

Arthur James, director of publicity
of the Metro Pictures Corporation,

The BILLBOARD

reaching, as it does, all concession-
aires at Parks, Piers, Beaches, Fairs,
Expositions, Theatres, etc., etc., is
an excellent medium in which to ex-
ploit.

SOFT DRINKS.

Concessionaires buy in wholesale
quantities.

Address

The Billboard Publishing Co
Member A.B.C.

New York, Chicago, Cincinnati.

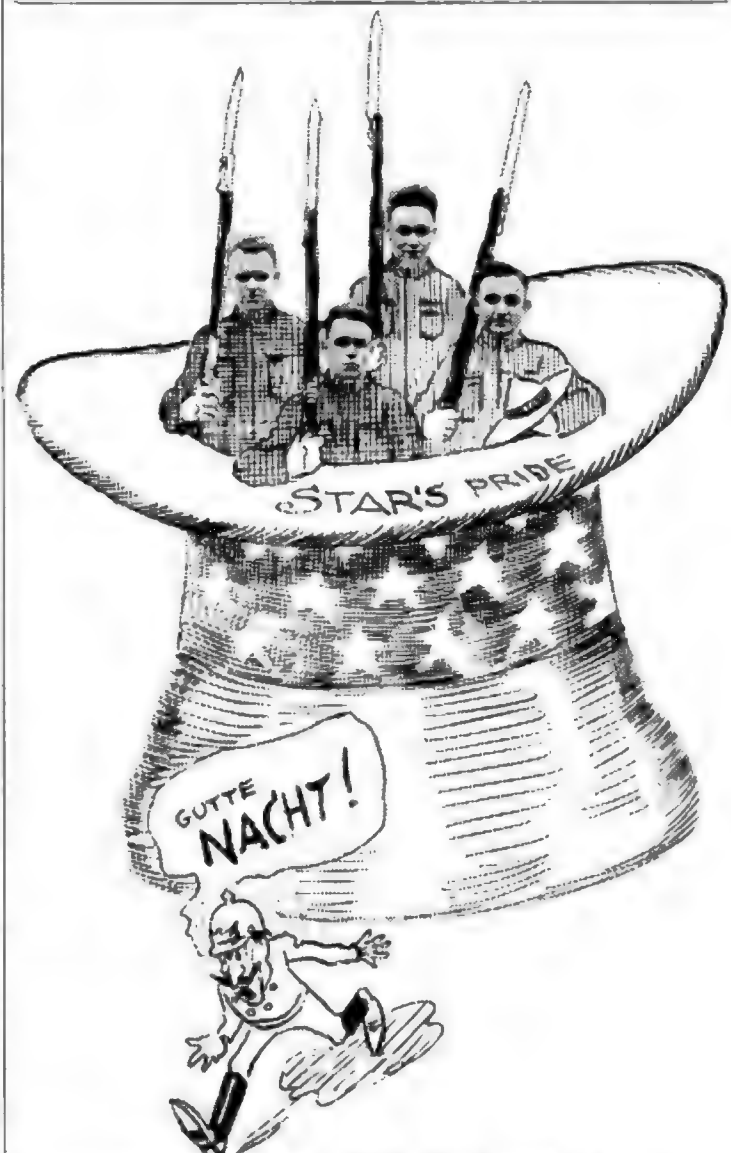
The Plain Dealer

First Newspaper of Cleveland, Sixth City
prints a far greater total
of paid advertising and
paid advertisements than
any other newspaper in

CLEVELAND

Over 175,000 Daily. Over 200,000 Sunday.

JOHN B. WOODWARD, Eastern Adver-
tising Representative, Times Bg., N. Y.
JOHN GLASS, Western Advertising Rep-
resentation, People Gas Bg., Chicago



INDIANAPOLIS STAR BOYS WITH "UNCLE SAM."

When war was declared against Germany the classified department of
the Indianapolis Star at once gave the Government assistance.

When the Rainbow Division was formed Edwin Shay Whitaker enlisted,
was accepted and is now fighting somewhere in France. When the second
Indiana field artillery was formed a few weeks ago four of the six classified
solicitors—Albert Hockinsmith, Russell Stevens, Carl Weaver and Albert
Evans—enlisted.

The above picture of the boys was drawn by "Chic" Jackson of the In-
dianapolis Star and was used as a Christmas card by the classified depart-
ment. These four boys are very enthusiastic to get to the front and do their
bit for the Government.

New York, and formerly with the
New York Morning Telegraph, has

received a commission as first lieut-
enant of the machine gun company,

The special features of THE BUFFALO TIMES

have made it the most
popular newspaper in
Western New York

NORMAN E. MACK, Proprietor.
VERREB & CONKLIN, Inc.,
Special Advertising Representatives,
NEW YORK, DETROIT, CHICAGO

DALLAS EVENING JOURNAL

Published by
A. H. Belo & Co.
Covers the afternoon field as completely
as does the Dallas News in the morning.
40,655 NET PAID average during 6
months period ending Oct. 1.
1917. P. O. Report.
LARGEST AFTERNOON Circulation
J. D. LORENTZ, Manager Eastern Dept.
788 Tribune Building, NEW YORK

7th regiment, New York guard.

Charles P. Eddy, treasurer-secretary
of the Charles H. Eddy Com-



CHARLES P. EDDY.

pany, Inc., daily newspaper representative, has enlisted in the flying section of the aviation corps and is

THE PITTSBURGH POST

ONLY
Democratic
Paper In
Pittsburg



CONE, LORENZEN & WOODMAN
Special Representatives
New York, Detroit, Kansas City, Chicago

W. D. BOYCE CO.

600-614 North Dearborn St., CHICAGO
205 Metropolitan Tower, NEW YORK

PUBLISHER

THE INDIANA DAILY TIMES

INDIANAPOLIS.

BOYCE'S WEEKLIES

The Saturday Blade, Chicago Ledger.

THE LONE SCOUT

"BOYCE'S" IS A SYNONYM for
SUCCESSFUL ADVERTISING

Schenectady POPULATION 100,000
EVENING
EXCEPT Union Star
SUNDAY.

AUDITED
CIRCULATION 20,643

Home circulation reaching best paid
scientific, technical and skilled mechanics
in America.

LA COSTE & MAXWELL
Special Representatives
NEW YORK CHICAGO

awaiting orders to report to one of
the training schools for officers.

Captain H. B. McKinnon, R.F.C.,
who was agricultural editor of the
Toronto Globe prior to his enlistment
two years ago, has been reported
slightly wounded.

T. H. Rentz, sports writer on the
Macon (Ga.) Telegraph, has joined
the Navy.

Dr. Henry Raymond Mussey, who
resigned recently from the teaching
staff of Columbia University, New
York, has joined the Nation, New
York, and will take up his work on
February 1.

A. L. Hart of the Telegraph enlisted
in a cavalry troop that became
a divisional headquarters troop.

James Markham, editor of the St.
Peter (Minn.) Herald and formerly a
Minneapolis newspaper man, has
joined the aviation forces.

OWN AND KEEP YOUR FREEDOM BOND.

EDITOR THE FOURTH ESTATE.

SIR: Advertising merchandise for
sale in exchange for Liberty Bonds
is unpatriotic and should be stopped.
This is also officially the attitude of
the Treasury Department. I was in-
formed last week in Washington.

Newspapers should not tender their
advertising columns to the conver-
sion of Freedom Bonds.

Window show-cards making simi-
lar offers should also not be dis-
played.

In future "Own and Keep Some
Liberty Bonds" should supersede the
poster slogan "Buy a Liberty Bond."

Attention of the trade press and
of the vigilance committees of the
Associated Advertising Clubs of the
World is urgently called to this
seditious propaganda. Automobile
manufacturers and department stores
have been especially thoughtless in
thus putting their own selfish inter-
ests above our country's.

With additional Liberty Bonds to
be floated, old issues should be
maintained as near par as possible.
Convertibility of Liberty Bonds is a
good selling argument, but should
not be featured to get citizens to
unload their holdings.

Yours for victory,
J. HENRY SMYTHE, JR.

The BEST Advertising BUY in CLEVELAND

Te NEW S

Quality Evening Newspaper
With Quantity Circulation

The LEADER

Sunday

Represented by PAUL BLOCK, Inc.,
260 Fifth Ave., NEW YORK
Mallory Bldg., CHICAGO
201 Devonshire St., BOSTON
Krepps Building, DETROIT

SEATTLE "P-I"

The only seven day A. P. paper in the
Metropolis of the entire Northwest.
The one paper in the entire West with-
out competition in its field. It reaches
into the homes of the most prosperous
people on earth.

W.M. J. MORTON CO., Eastern Rep.,
Fifth Av. Bldg., NEW YORK
Tribune Building, CHICAGO

FAKE CAMP STORIES CAUSE WASTE OF FOOD.

As a warning to the public to be-
ware of published stories that men
at the Army training camps are un-
happy, lonesome, without food and
dejected, the War Department has
made public a letter from Postmas-
ter Wolfe at Chillicothe, Ohio, deal-
ing with a specific case.

"Last week," wrote Postmaster
Wolfe, "a syndicate set of newspa-
pers published the story about—
(soldier's name deleted). He was
lonesome and had never received a
piece of mail since being in camp.
His picture went with the article and
it made good reading.

"In yesterday's mail alone he re-
ceived 1,200 letters, nineteen special
delivery letters and parcels and fifty-
four ordinary parcels. It happens he
can neither read nor write. Mr.
Gregg made an examination, and he
found nineteen soldiers sitting about
him helping him read the mail, and
they had lots of fun at the expense
of sentimental women, but got all
the money and stamps enclosed.

"An interesting feature is that
— was not accepted by the army,
but refused to leave. Other newspa-
per articles along the same line will
simply swamp the camp offices."

Postmaster Wolfe wrote that tons
of food was wasted at the camp dur-
ing the Thanksgiving period due to
food shipments sent in by friends and
relatives. His office handled an aver-
age of 2,000 bags of mail a day for
three days.

"Under no circumstances was the
food needed," the letter says, "and of
course tons of it went to waste. The
public is warned not to send too much
food."

A.P. EMPLOYEES INSURED.

Melville E. Stone, general man-
ager of the Associated Press, sent
the following Christmas greeting to
all A.P. employees:

"In this period of war the activi-
ties and the responsibilities of our
service have steadily increased. It is
a source of great pride to know that
the men upon whom the burden has
fallen have met their obligations
with a measure of faithfulness and
intelligence which has commanded
the admiration of the membership
of the organization and of the read-
ing public alike. I congratulate and
thank you.

"Nearing the close of a year of
unparalleled trials, in which every

THE

PITTSBURGH DISPATCH

steadily advances, (not spas-
modically) as the leading
newspaper in its field.

H. C. Rook, Real Est. Trust Bldg., Phila.
W. G. Brooks, 225 Fifth Av., New York
Ford-Parsons Co., Michigan Av., Chicago
W. E. Edge, Atlantic City, N. J.
Dorland Co., 19 Regent St., London, Eng

The City of Richmond 15,309 qualified
VIRGINIA, has voters

THE TIMES-DISPATCH RICHMOND.

is delivered 12,000 of the city's
daily into best homes

In all VIRGINIA it's the same.
STORY, BROOKS & FINLEY, Inc.,
New York Philadelphia Chicago

Presses and printing machinery of
any kind can probably be quickly sold
through an advertisement in THE
FOURTH ESTATE, which reaches the
best line of buyers.

one of you has given unexampled de-
votion, it affords me the greatest
personal pleasure to add to my ac-
knowledgegment of your comradeship
the heartiest wishes for a Merry
Christmas and a New Year of hap-
piness and prosperity.

"And acting under orders of our
board of directors, I beg to advise
you that, as a partial recognition of
your splendid loyalty and efficiency,
from and after January 1, the life of
each of you while in the service will
be insured for the benefit of your
heirs or dependents in the sum of
\$1,000."

WIRELESS TO LINK AMERICAS.

A plan to link the Americas from
Alaska to Cape Horn in a system of
wireless communication that will en-
able commercial houses ashore to
talk daily to their clients in another
continent and with the masters of
commercial vessels engaged in trade
between the North and South Ameri-
can continents has been formed by
the Marconi Wireless Telegraph Com-
pany of America.

Work on a chain of stations to
give the United States direct com-
munication with Argentina will be
started early in 1918, and as soon as
concessions are obtained in other
South American countries the com-
pany and its subsidiaries will take up
plans for a series of stations on the
continent.

The Circulation of the NEW YORK EVENING MAIL

represents a greater pur-
chasing power per unit of
circulation than is found
in any other New York
Evening Paper.

NEW YORK

America's Greatest
Jewish Community

THE DAY

America's Foremost
Jewish DailyReaches the cream of purchasing power
of the Jewish element in America.CIRCULATION OVER 70,000
Despite advance in price
from one to two cents.THE DAY The National
Jewish Daily.

Member A.B.C.

Main Publication Office:
163 East Broadway, NEW YORK

"ROMANUL"

The largest and oldest ROUMANIAN
daily newspaper in the United States
and Canada.The only real guide of 350,000 thrifty
readers and positive success to its ad-
vertisers.Full leased wire reports of United
Press Association.
634-638 Huron Rd., CLEVELAND, O.
DR. D. MOLDOVAN, Pres. & Gen. Mgr.1918 ADVERTISING
OUTLOOK.

(Continued from Second Page.)

have discovered the merits of the
merchandise by using it. But it is
common knowledge that they very
seldom do discover these merits un-
aided.

THE FACTOR OF DEPRECIATION.

"The manufacturer has with him
always a factor known as deprecia-
tion."If his business is run on a sound
basis, he annually puts away a cer-
tain sum to keep his plant up-to-date."He knows if he does not spend
this sum yearly, he will lose money
in the long run. For it is more ex-
pensive to repair a run-down plant than
to keep a fit plant continuously fit."A trade-mark reputation is just as
subject to depreciation as is a man-
ufacturing plant."The expense factor is just about
the same kind of a factor."If apparent expense is saved—if
the reputation of the trade-mark is
allowed to depreciate—then an ex-
penditure of money will repair the
damage."But past experience has shown
that it is far more expensive to re-
habilitate a weakened trade-mark re-
putation than it is to maintain that
reputation from year to year."If a plant is sold, the manufac-
turer is lucky to get back the cost of
reproducing it."The difference between the cost
of reproducing the plant and the price
that would be commanded by busi-
ness as a whole mainly represents
the value of market good-will."With a successful business this
difference is an immense one."It should bring home to the man-
ufacturer very sharply the wisdom of
keeping up his market good-will by
every possible method within reason.

PUBLICITY HELPS ALL DEPARTMENTS.

"The good-will of one department
of a business can seldom be separated
from the good-will of the entire busi-
ness."Anything, like publicity, which
helps to give a business a high repu-
tation helps every department of that
business."Several years ago, a director in a
company which put out a well known
specialty product said: "We could
afford to lose a million dollars a year
on (naming the specialty). We wouldTHE
ST. LOUIS
WESTLICHE
POSTreaches the GERMAN
reading and speaking
population of St. Louis
as no other medium can.THE JEWISH
MORNING JOURNAL
NEW YORK CITYcarries more advertising than any other
Jewish newspaper. Circulation in New
York City largest of all foreign language
newspapers. Member A.B.C.more than get it back in its value to
the rest of our business." This con-
dition, of course, was never faced.
The specialty was a handsome profit
maker by itself."The well established manufacturer
is not dealing with a month-to-month
business. He is dealing with a busi-
ness which is looking years into the
future."He is probably dealing with a busi-
ness with big aims before it."If these aims have been fulfilled
in their progress to date, it seems
that we should get it very clearly in
our minds that their ultimate fulfill-
ment will depend on the continuity
of successful lines of action—whether
or not immediate conditions are nor-
mal."Here is what other national adver-
tising authorities have to say on the
1918 newspaper advertising outlook:A. H. Wood of Wood, Putnam &
Wood Company, Boston:"We have not yet been able to form
any definite opinion as to what the
trend for 1918 is for newspaper ad-
vertising."The bulk of our business this past
year has been with the newspapers
and it does seem to us that newspa-
per advertising has not only come
back but has come back to stay. In
these uncertain times quick action is
necessary and many advertisers are
hesitating to enter into extensive
magazine campaigns. The only thing
that seems to be troubling some of
our customers is the fear that the
Government will take over certain
factories of our clients as producers
of non-essentials. If there could be
some way of determining from Wash-
ington, or otherwise, just what list of
manufactured articles come under this
non-essential class, it would certainly
release much advertising which oth-
erwise is apt to be deferred or held
up."Robert Tinsman, president of the
Federal Advertising Agency, Inc.,
New York:"As to the newspaper advertising
outlook for 1918, it looks like a big
year to us. Advance schedules show
nothing but confidence from our cli-
ents. It is a time for courage and
not conciliations, and we are glad
to say our clients seem to agree with
this sentiment unanimously."H. K. McCann of the H. K. Mc-
Cann Company, New York:

"With the war absorbing to an in-

MONTREAL

is CANADA'S largest and wealthiest city
—sixth in America in population; fourth
largest French city in the world—and a
wonderfully fine market for all kinds of
advertised goods.

LA PRESSE

is Canada's largest circulating daily—
over 145,000 and still growing—and it
thoroughly covers Montreal's population,
which is over 700,000, and of which 70
per cent is French Canadian element. Get
particulars.W.M. J. MORTON CO., Special Reps.
NEW YORK, Fifth Ave. Building.
CHICAGO, Tribune Building.
LONDON, ENG., 19 Sicilian Avenue
Southampton Row.
PARIS, 9 rue de Rocher.

TELEGRAM CODZIENNY

A National American Daily and Sun-
day printed in the Polish language reach-
ing over 150,000 readers.A Splendid Advertising Medium.
Phone Stuyvesant 2044.
90 East 10th Street, NEW YORKcreased extent our men, our money,
and the products of our farms and
factories, I anticipate a decrease in
advertising activity during 1918, and
until the end of the war."After the war is over, I look for
very much increased activity in the
advertising business. I believe that
all of the European countries will
strive to sell their goods in this mar-
ket and that the competition and in-
creased business activity will mean
good business for all the advertising
interests."For the present, however, our
first duty is to win the war, and we
must make every sacrifice to that
end."Franklin P. Shumway of the
Franklin P. Shumway Company, Bos-
ton."We find that, with the exception
of factories that are working on
war orders (and therefore largely
tied up for 1918), New England ad-
vertisers are as a rule increasing
their expenditures. There is a large
disposition by them to so entrench
the merits of their trade marks or
trade named products, that at the
close of the war they will have them
so thoroughly known by consumers
that they will not be seriously in-
jured by either home or foreign com-
petition."For ourselves, we have no com-
plaint to make regarding the closing
year's business, and indications point
to satisfactory orders for 1917."Louis Honig of the Honig-Cooper
Company, Inc., San Francisco:"The manufacturers in this sec-
tion are going ahead tentatively with
advertising campaigns for 1918.
Those with established trade-marked
advertised brands realize the neces-
sity of continuing advertising. It is
doubtful if many new advertisers
dealing in goods for which demand
is greater than supply will be devel-
oped in 1918. In this territory one
new national advertiser will make
his appearance in consumer work in
the Fall of 1918—the California
prune and apricot growers. The
general situation may be character-
ized by the phrase "Marking Time,"
with the possibility of a better ad-
vertising year than 1917. As soon
as readjustment comes there will be
an awakening of all business. In
this section retailers enjoyed a larger
Christmas business than in many
years. The biggest department storeThe only journal outside of the
United States published in the in-
terest of newspaper men.THE 30 pages Weekly
NEWSPAPER
WORLDAnnual Postal Subscription
Everywhere \$3.40.
(Established 1898)Specimen Copy Sent Free
Address: 14 Cross Street
FINSBURY, LONDON, ENG.

NARODNI List

Briscoe Motor Corp. of Jackson, Mich.,
has just placed 10,550 agents lines of Bris-
coe advertising in the Narodni List. This
is the best proof that the Narodni List is
one of the best advertising mediums in
the foreign languages for National adver-
tisers.Ideal Newspaper for National Advertisers
61 Park Row, NEW YORK
Phone 2939 Beckman.THE ONLY POLISH DAILY IN
NEW ENGLAND.

Kurier Bostonski

87 Beverly St., BOSTON, MASS.

reaches 600,000 Poles in New England.
They want to buy your goods.

Use Kurier Bostonski

The Only ITALIAN Newspaper in
New England.

Published Daily and Sunday.

La Notizia—The News

33-34 Battery St. BOSTON

Consolidated with La Tribuna del Popolo
and Il Messaggero di Worcester.100,000 Italians in Boston.
800,000 Italians in Massachusetts.
1,000,000 Italians in New England.in San Francisco sold more than
\$100,000 worth of goods on the Mon-
day preceding Christmas."

Frank Seaman, Inc., New York:

"We are inclined to take a mod-
erately optimistic view of the newspa-
per advertising outlook for 1918. It
seems to us that there is likely to
be a still more favorable considera-
tion of the newspaper by general ad-
vertisers, and that if advertising ap-
propriations are curtailed, the reac-
tion is very likely to be in favor of
the newspaper."During war times the newspaper
is more eagerly sought for and more
widely read than any other form of
periodical publication, which, of
course, adds to its desirability as an
advertising medium, especially when
quick action is necessary."H. H. Charles of the Charles Ad-
vertising Service, New York:"The immediate outlook for ad-
vertising in the field in which we
specialize—the agricultural field—is
for an increase in the volume of ad-
vertising, but how much no one can
tell."The majority of our clients are
doing as much advertising as last
season. A few have curtailed a lit-
tle, while several have increased their
appropriations considerably. War
conditions have brought about an ab-
normal demand for certain lines of
goods required by the farmer. The
indications are that this demand will
continue for two or three years at
least. The big problem is to meet
these demands."

Advertising Space
in the
NEW YORK HERALD
is sold on the basis of
QUALITY
CIRCULATION.

Advertising in the HERALD
gives you an introduction to a
Substantial, Permanent and
Profitable Public.

Quality Circulation Produces
QUALITY
TRADE

